

# Can You Hear Me Now?

Better Presentations  
Through  
Audience Analysis

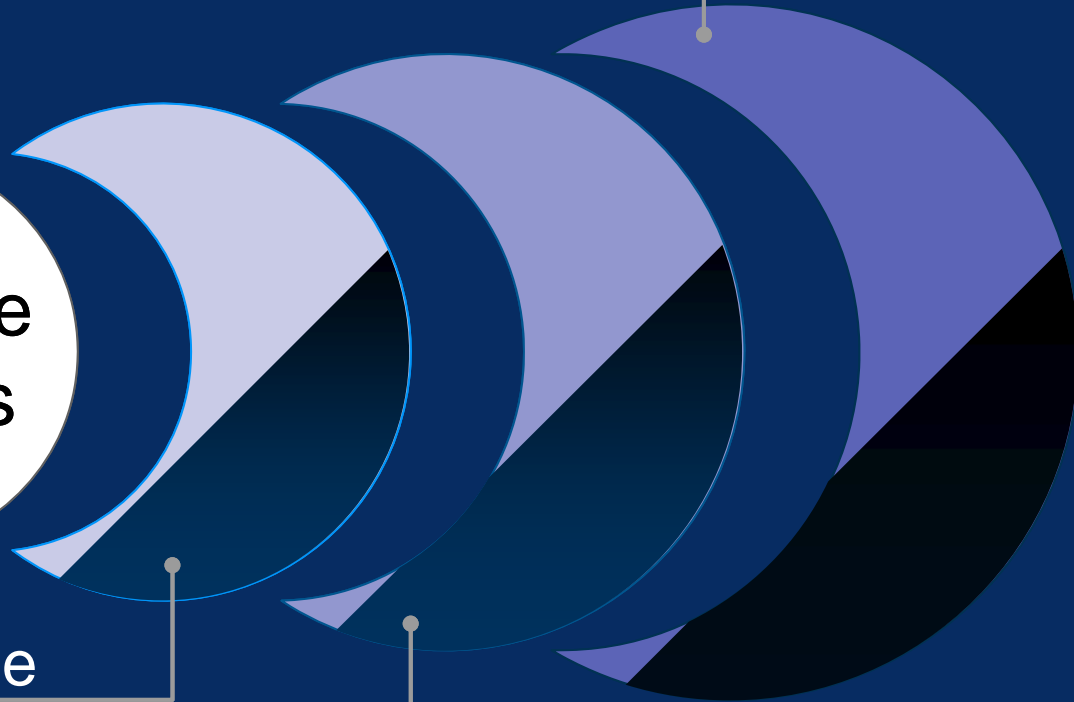


Presentation / Delivery

Audience  
Analysis

Story Outline

Content Design



# Today

A. Why?

B. How?

C. Then What?

D. p.s. About those slides...

A. Why?

“Designing a presentation without an audience in mind is like writing a love letter and addressing it: To Whom It May Concern.”

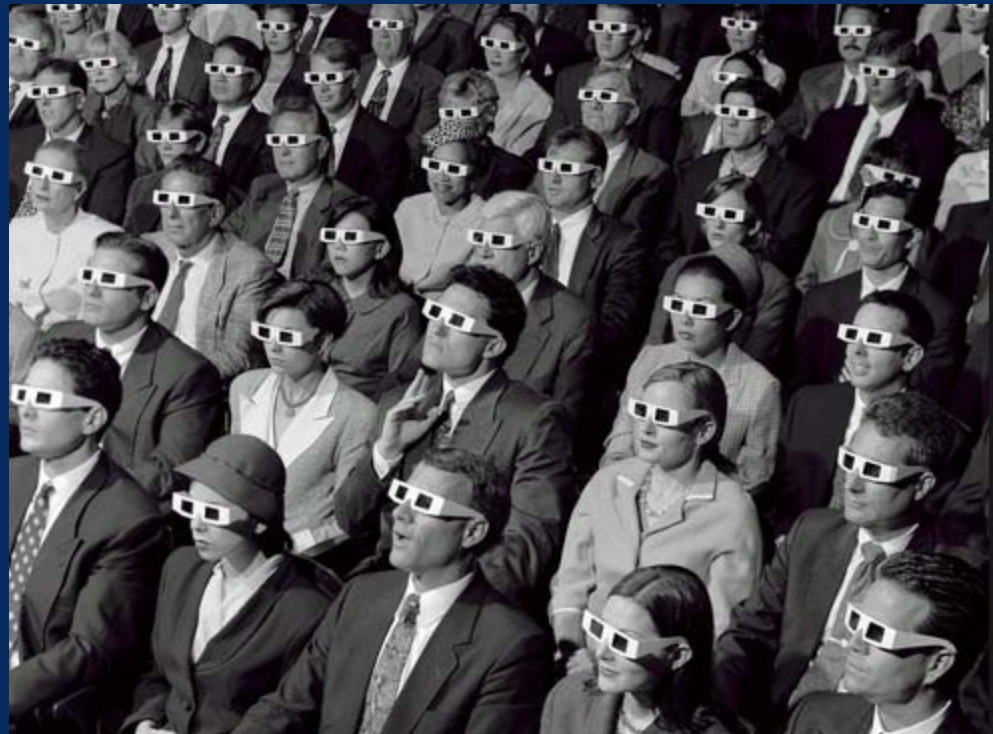
– Ken Haemer, former Presentation Research Manager, AT&T

How can we **reliably ensure** we create presentation/meeting materials that **completely miss the mark** and are **irrelevant, confusing, and ineffective**, and make sure our audience is **lost, bored, and wondering why** they showed up?

Before you open  
PowerPoint...



# Your Audience!





# Your Audience is the Hero



B. How?

# Audience Analysis

7 Questions

# Audience Analysis

1. Who are they?
2. Why are they here?
3. What are their needs or concerns?
4. How can you solve their problem?
5. What do you want them to do?
6. How might they resist?
7. How can you best reach them?

# 1. Who are they?



# Sketch



# Sketch



## 2. Why are they here?





3. What are their needs or concerns?



4. How can you solve their problem?



# 5. What do you want them to do?

Think  
Feel  
Believe  
Do



# 6. How might they resist?



# 7. How can you best reach them?

Before

During

After



# C. Then What?



# D. About Those Slides...



Document or  
Presentation?



*Present* Slides

*Deliver* Documents

If It's a Document

DUARTE



Download Slidedocs book

Learn more about slidedocs

[www.duarte.com/slidedocs](http://www.duarte.com/slidedocs)

Take it away!

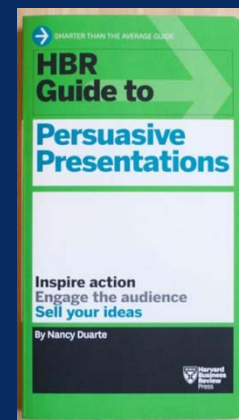
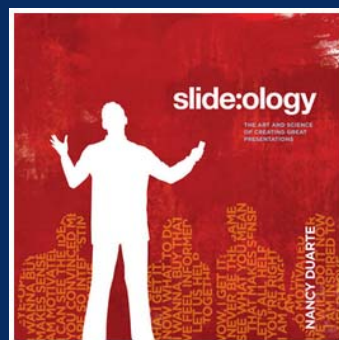
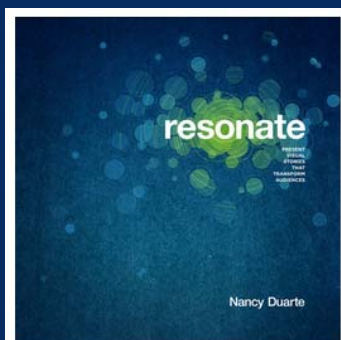


# Resources

Duarte ([www.duarte.com](http://www.duarte.com))

DUARTE

We help shape ideas into presentations designed to shift audience beliefs and behaviors in their organizations, communities, and world.



Web search: Audience Analysis

Thank you!

