

Audience Analysis Worksheet

Who is my primary audience (actual receiver of my presentation)?

What do I know about him/her/them personally and professionally (age, gender, education, job responsibility and status, civic and religious affiliation, knowledge of subject, cultural background)?

What is his/her/their attitude about me?

What is his/her/their attitude about my subject?

Audience Analysis Worksheet

Continued...

How does my audience feel about being there?

What does my audience *want* to know about my subject?

What do I *need* my audience to know?

What are the *consistent concerns* that my audience may have?

What specific information could address those concerns?

Who is my hidden audience (your boss)?

Audience Analysis Worksheet

Continued...

What do I know about my hidden audience (your boss)?

What are the *consistent concerns* of my hidden audience (your boss)?

What specific information addresses those concerns?

Who is the decision maker (key organizational leader)?

What do I know about the decision maker (key organizational leader)?

What are the *consistent concerns* of the decision maker?
