

KNOW

YOUR



AUDIENCE



Presents

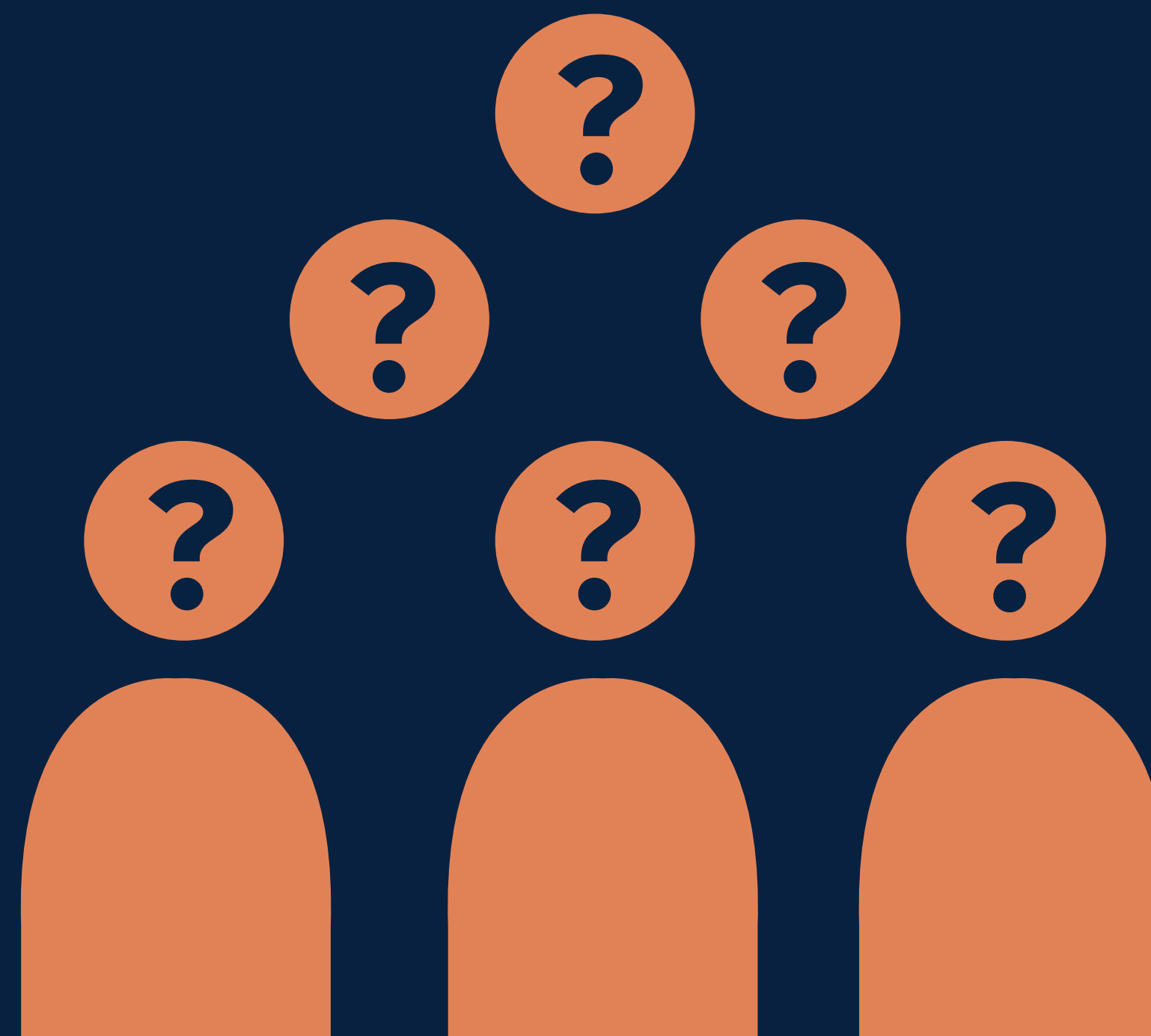
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Your presentation is **from you**

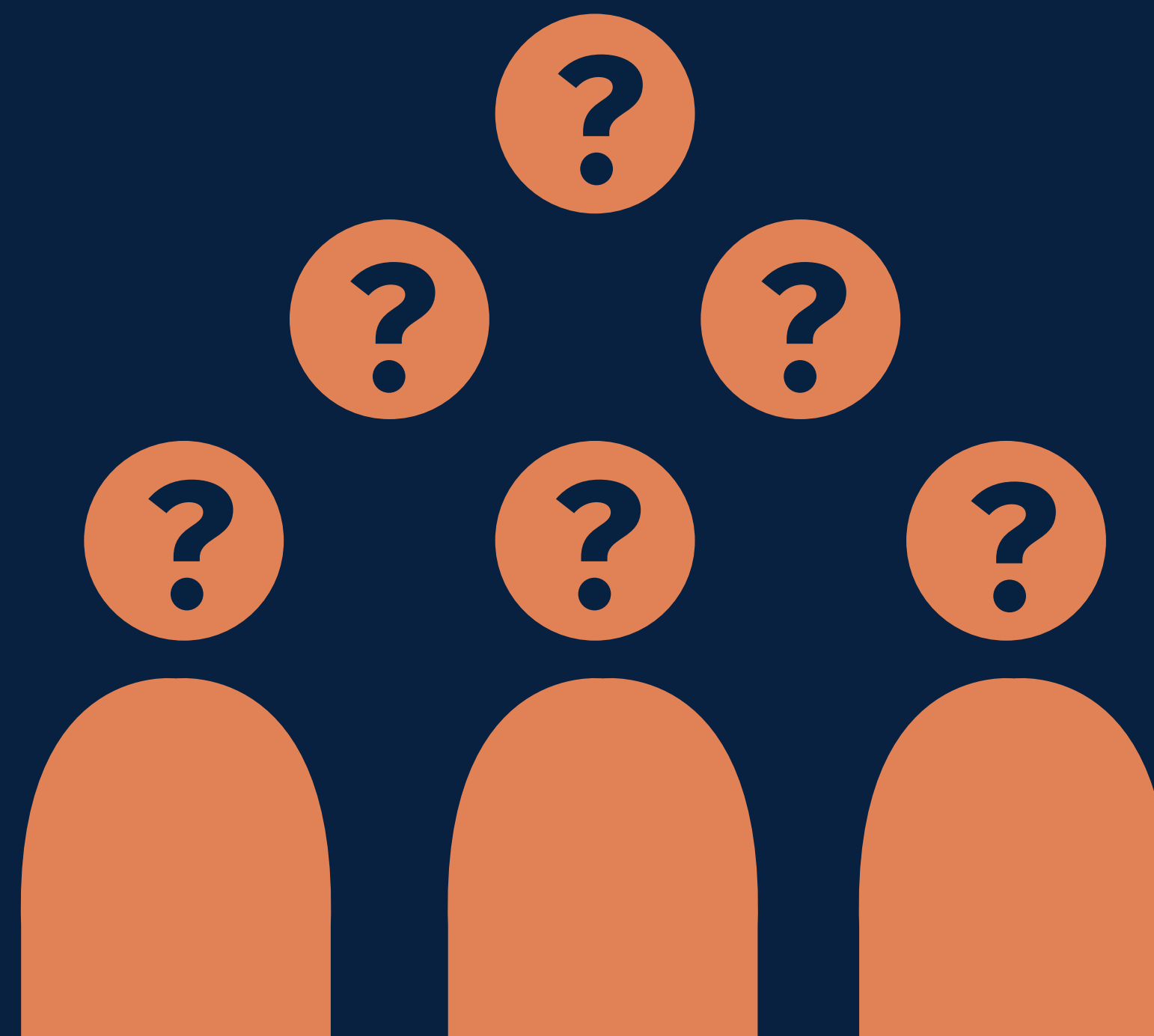


but it's **for your audience**





do you know **your** audience?



How do you **research** them?

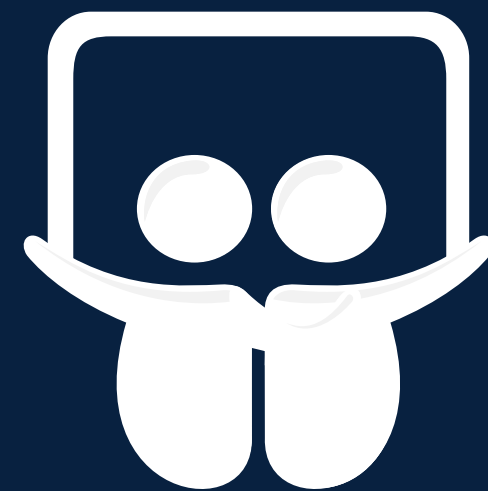
**Small group
Get investigative**



Where? Online...



Company
website
& culture



SlideShare

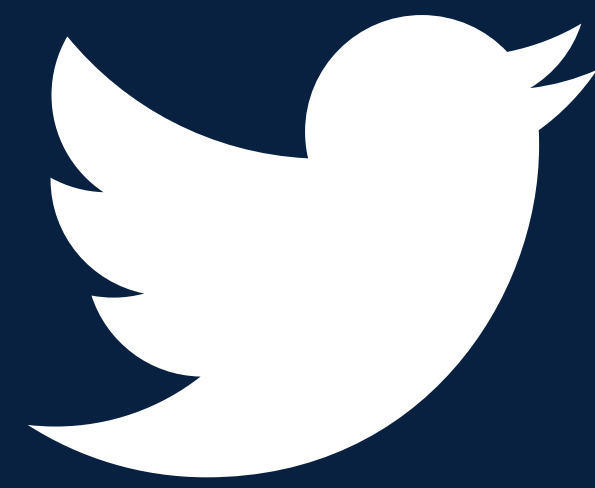


Company
blog



Articles
in the
press

...or through **Social media**
(but don't be creepy)



twitter



Linkedin





...or through **Social media**
(but don't be creepy)

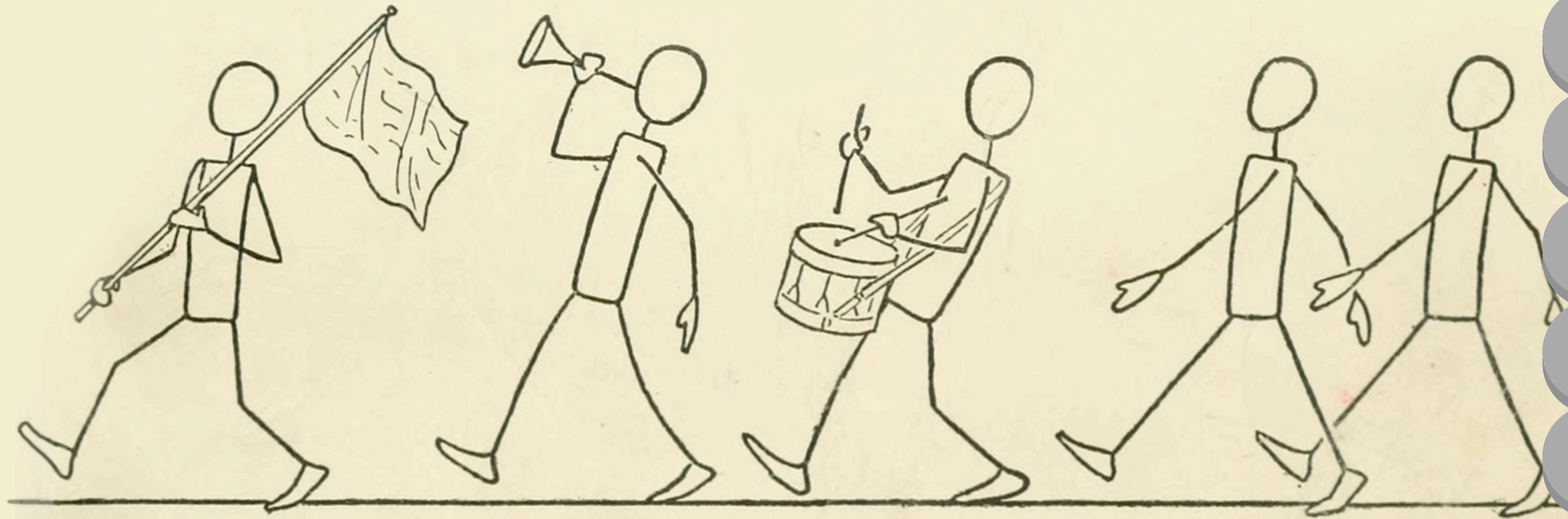


facebook



Instagram

Big group Develop Personas



Imagine the
type of individuals
in the audience





Example:
a business conference
attended by

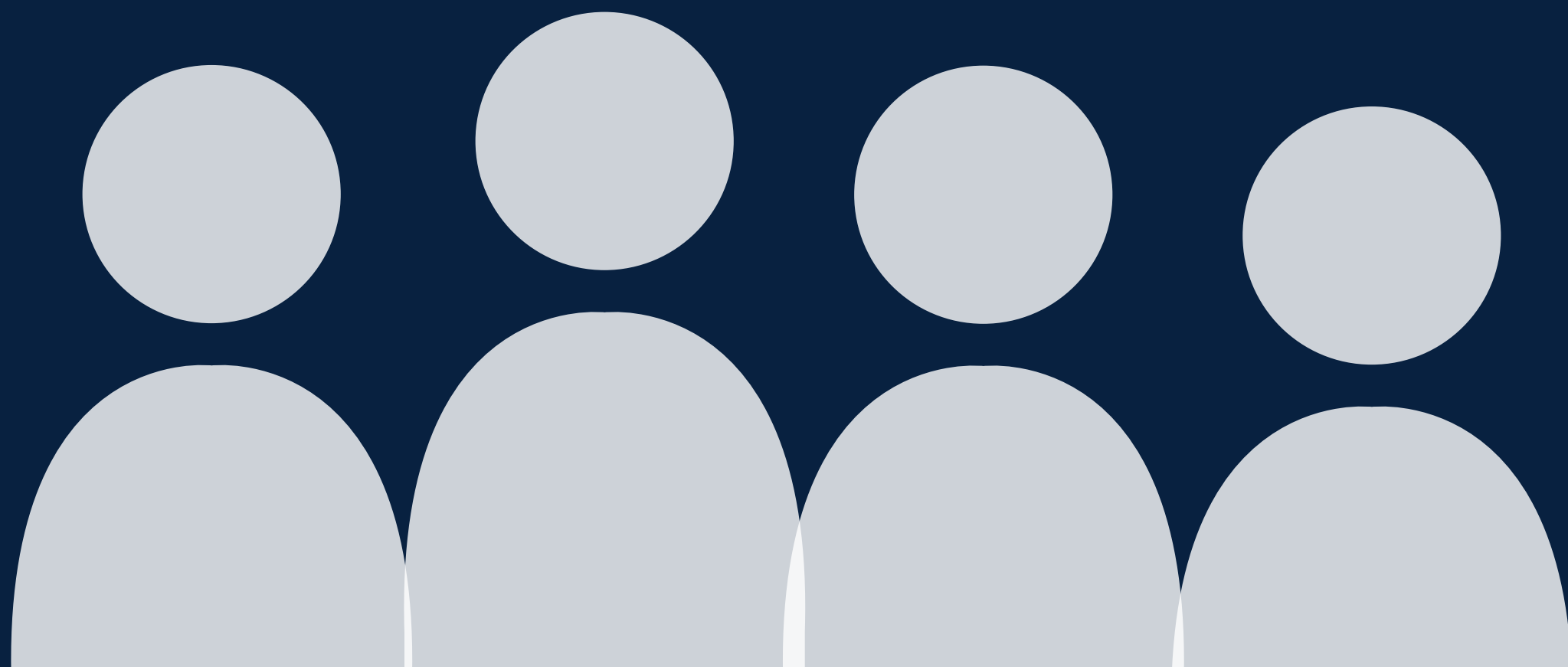




Example:
a business conference
attended by

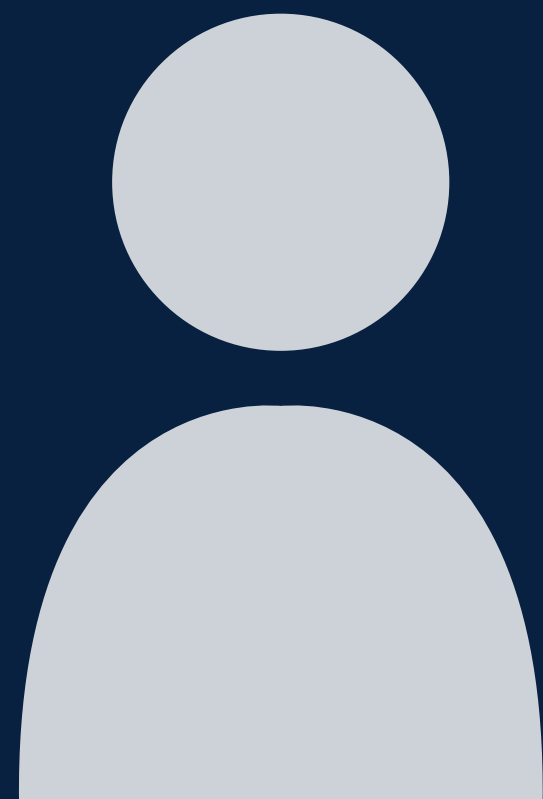
marketing

sales





Example:
a business conference
attended by

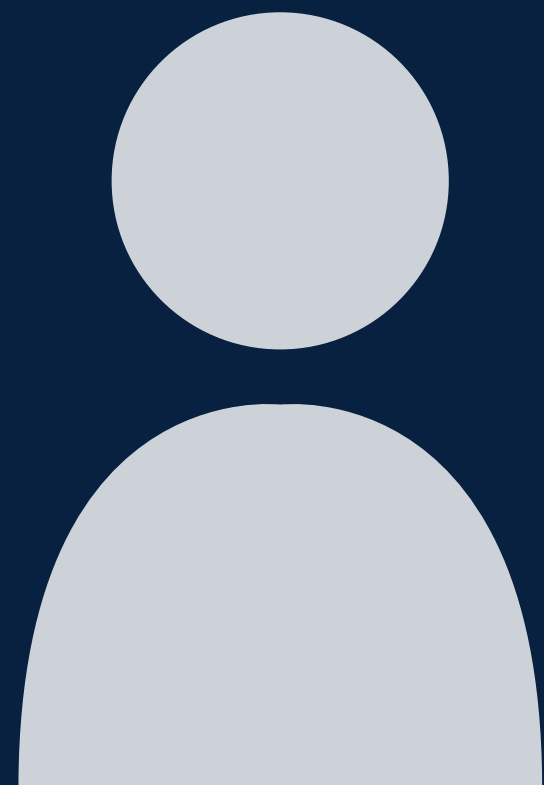


2 PERSONAS



**Give these personas
a name**

Pamela



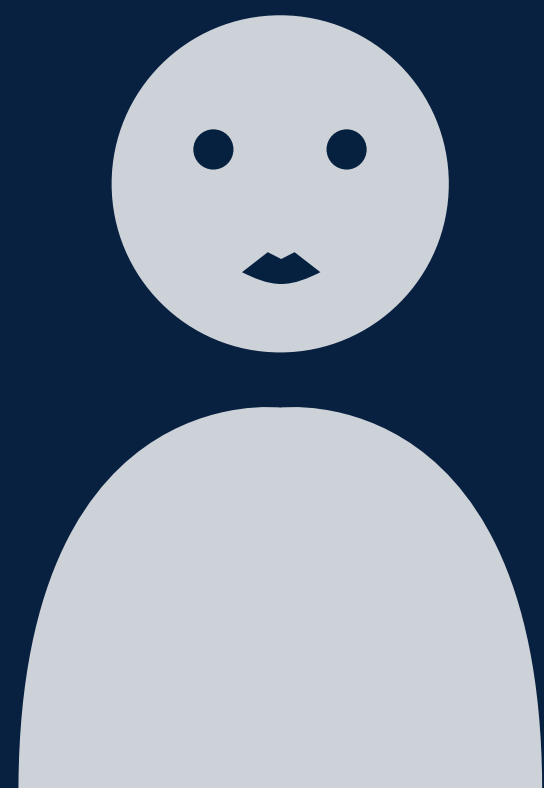
Jim



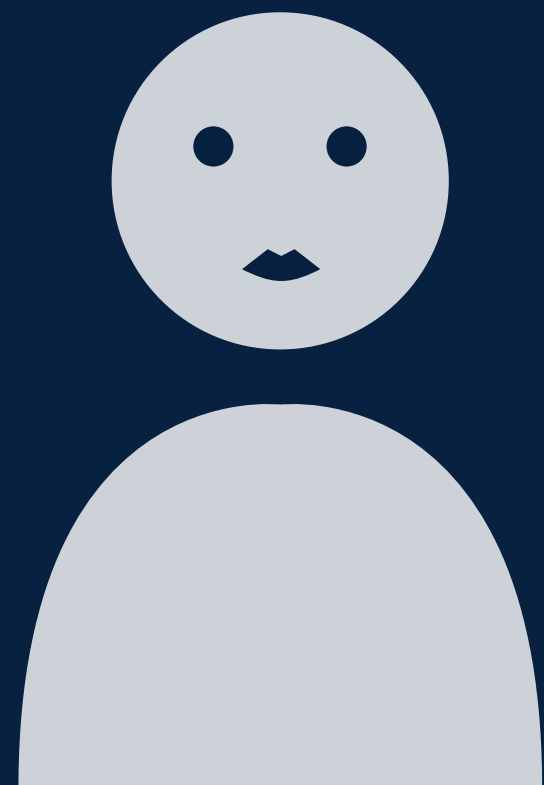
Give them
a back story



Give them a **personality**
(they will need to speak later)

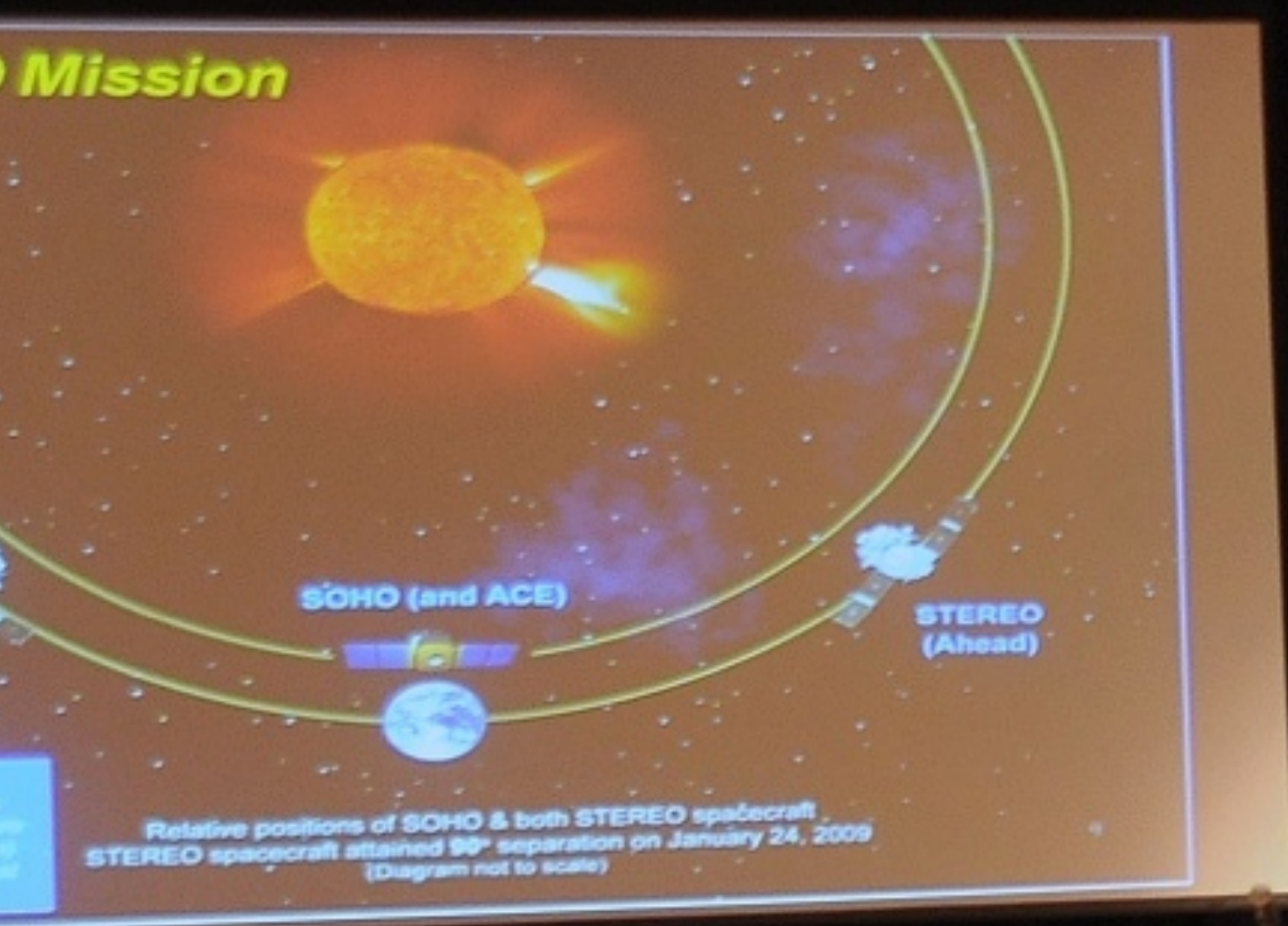


Now imagine that **you** were one of these audience members or personas



New perspective





New perspective



**Put yourself
in their shoes**



Other people's shoes
are not easy to wear.



Your Audience has *wants*



get
informed

get
inspired

evaluate
you

evaluate
your idea





Your Audience has their own life goals



be more
skilled

advance
their career

grow their
business

Your Audience has **stakes**



Their growth - personal or professional -
could be at stake.





Your Audience has reasons



someone
sent them

they chose
to be there

they
happened
there

You also have



WANTS



GOALS



STAKES



REASONS



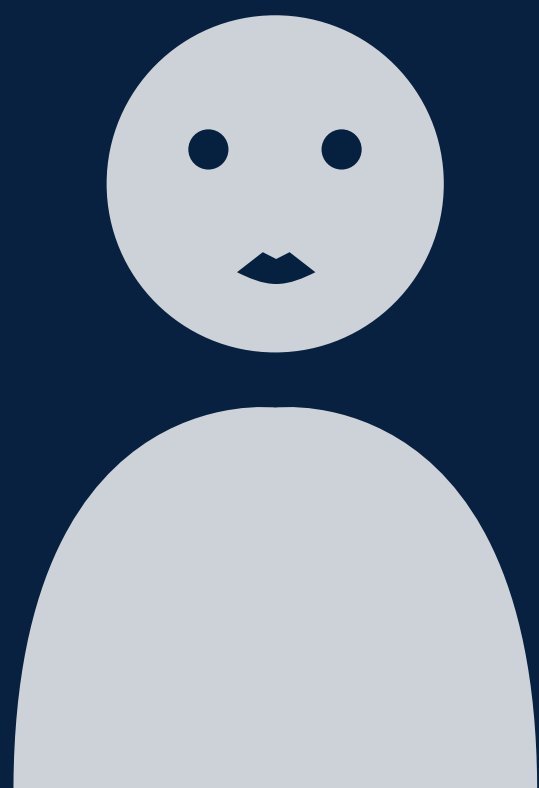


2013
Everything?



**Write them down.
How?**

FLOR



AS AN AUDIENCE MEMBER I WANT



**AS AN AUDIENCE
MEMBER MY
GOALS ARE**





**AS AN AUDIENCE
MEMBER MY
STAKES ARE IN**



**AS AN AUDIENCE
MEMBER I AM
ATTENDING
BECAUSE:**





Do this for all the people or personas that will be in the room with you



Then list your



WANTS



GOALS



STAKES



REASONS





AUDIENCE









YOU







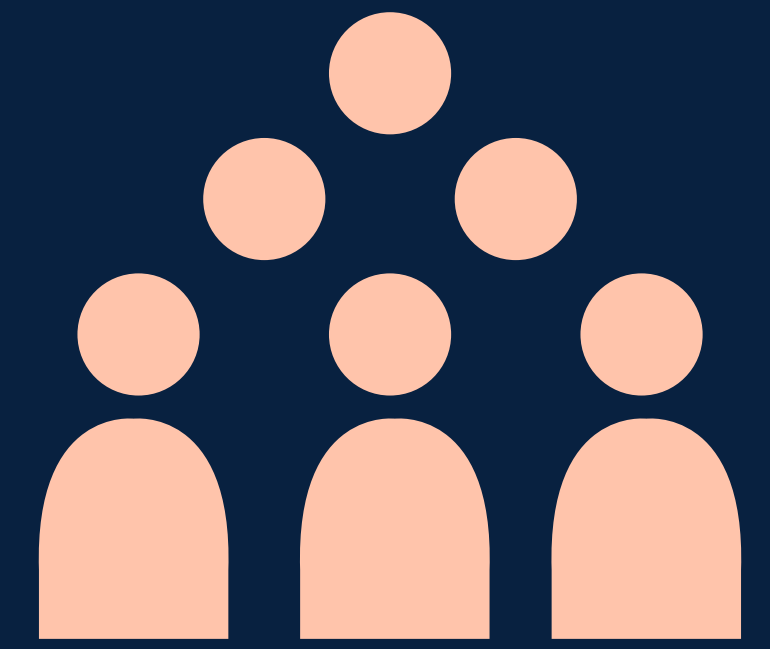


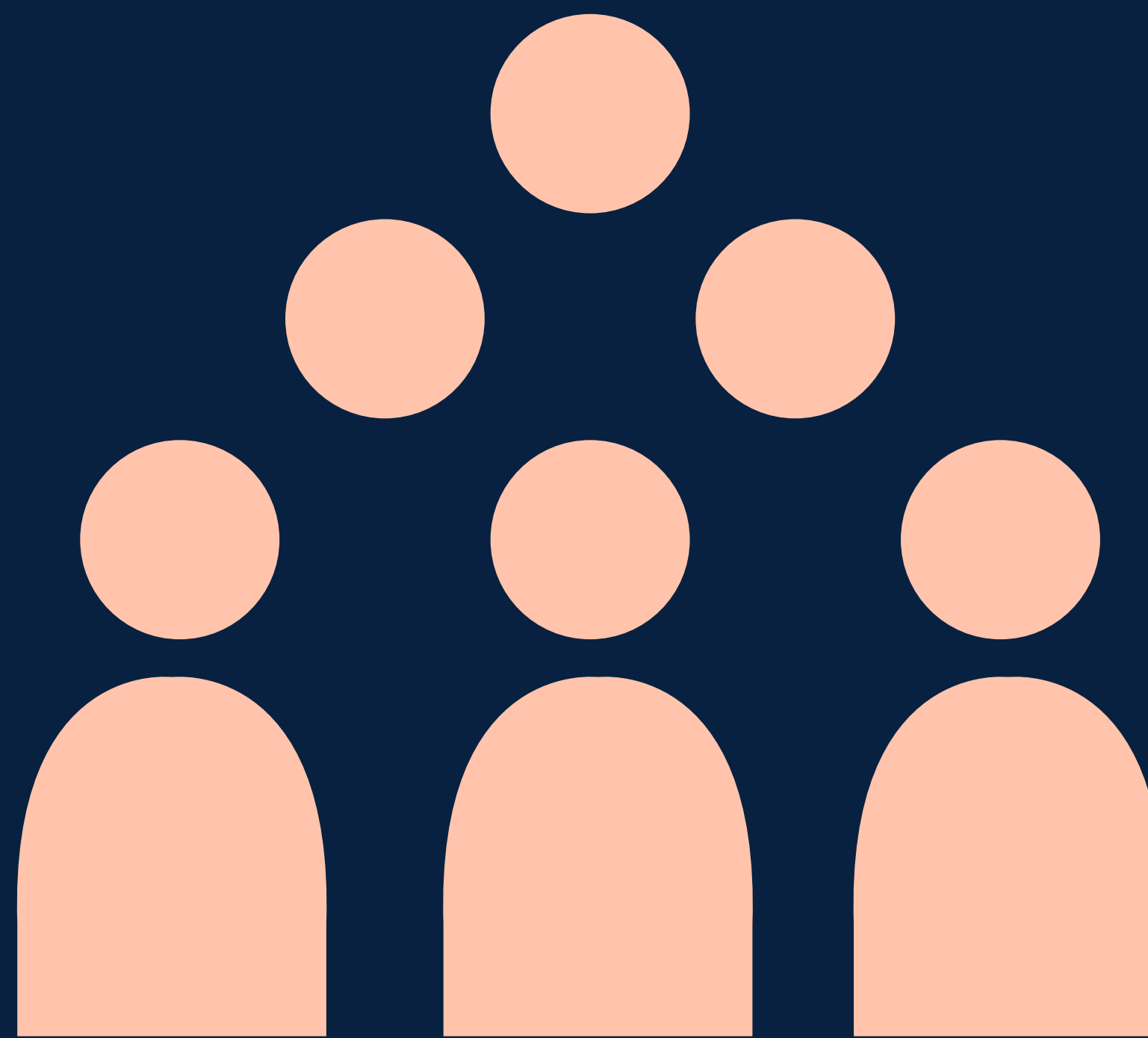


Reconcile the two lists

Create a presentation that meets the wants and goals of your audience.

And yours at the same time.





If no goals or wants match, give priority to **your audience** over **your goals**.



Create **benefits** in the areas that are at stake for you and your audience.




A diagram featuring a yellow banner with the word 'OUTCOME' in dark blue capital letters. The banner is attached to a thin vertical line that extends downwards, ending at the top of a light orange rectangular box. The banner has a small dark blue circle at its top left corner, resembling a pin or a signpost. The background of the slide is dark blue, and the right side features a vertical stack of light gray circles.

OUTCOME

Be clear about the reasons behind
your own presentation.
What is your **desired outcome**?

Now to the hard stuff



A photograph of two children, a boy and a girl, sitting at a desk and looking at a white laptop. The boy, on the left, has short brown hair and wears red-rimmed glasses and a grey sweater. The girl, on the right, has long brown hair and wears a red hoodie. They are both looking intently at the laptop screen. The background shows a window with a grid pattern and some indoor plants.

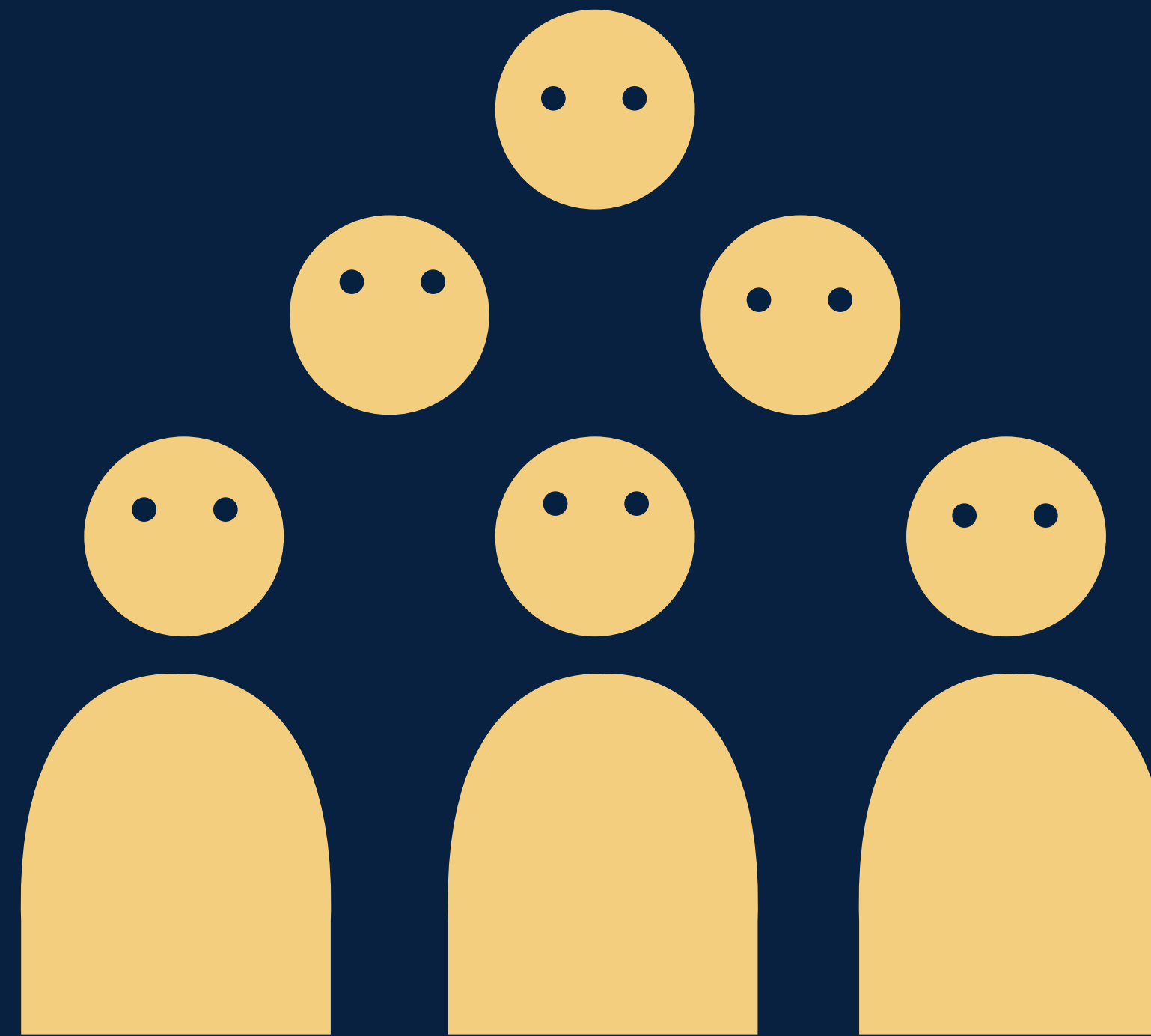
Lay out your material and look at it
with the **eyes** of your audience.

Read out your notes and listen to them with the ears of your audience

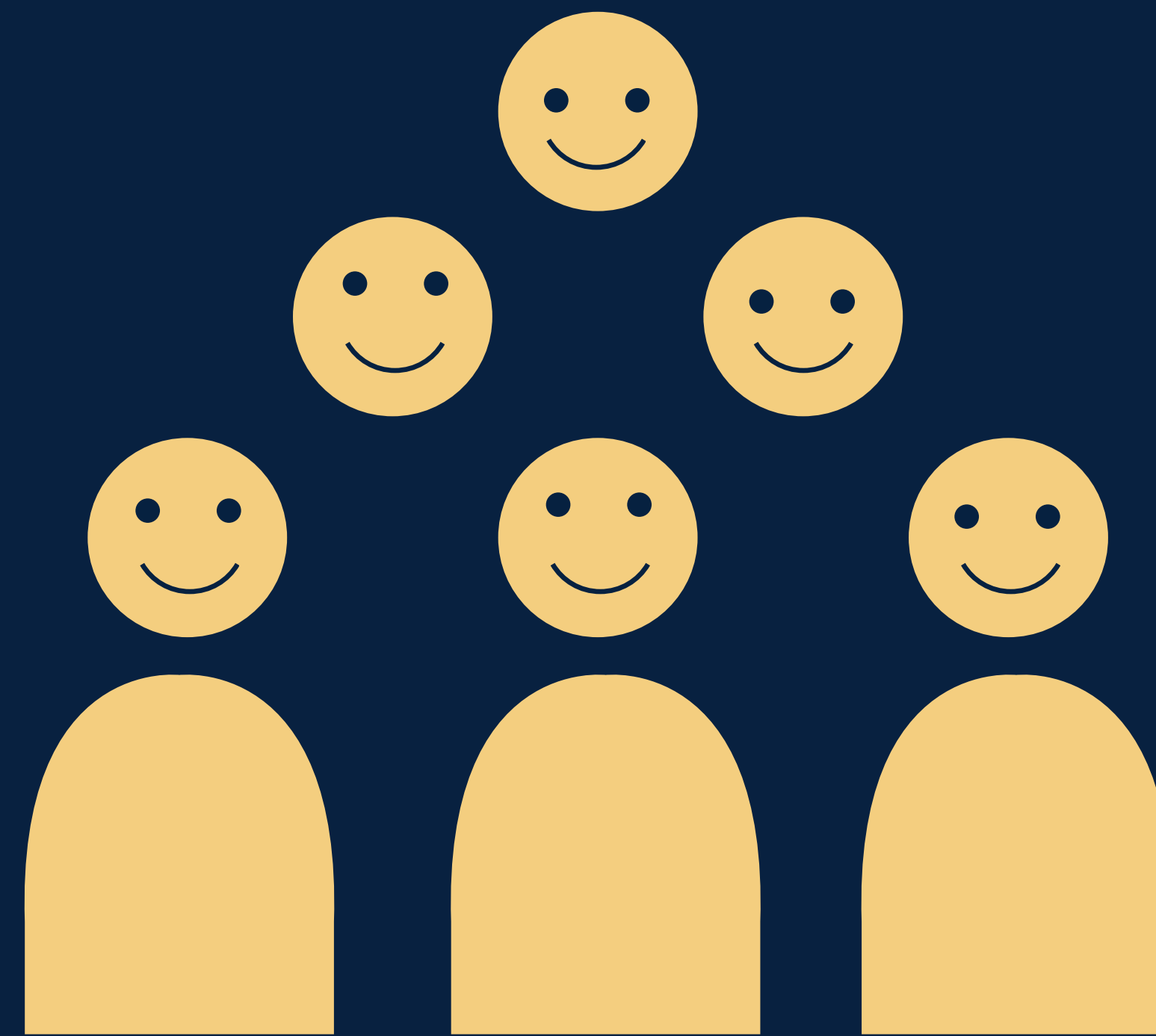




How will your audience feel
about your language?



How will your audience feel
about your visuals?



How will your audience feel about
the **overall style** of the presentation?

BOOM

Now, if you have been honest there should not be even one part of your presentation left standing.

This process changes everything.





To summarize

1. change your perspective
2. investigate your audience or create personas
3. understand wants, goals, stakes & reasons
4. reconcile them with yours
5. look at your material with their eyes



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