

Getting To Present

Know Your Audience

As you prepare both your written document and presentation (poster, demo or talk) you need to consider the people reading, listening and interacting with you.

Audience Profile Questions: Taken from Nancy Duarte's [Slide:ology](#)

Question	Things to Consider
What are they like?	Connect at personal level, walk in their shoes
Why are they here?	Willing or mandatory? What do they think they're going to get from presentation?
What keeps them up at night?	Identify pain points. Use empathy.
How can you solve their problem?	How are you going to make their lives better?
What do you want them to do?	What's next? Clear action for them to take.
How might they resist?	What will keep them from adopting your solution?
How can you best reach them?	People vary in preferences for receiving information. Use multiple techniques

Instructions: You may have more than one audience profile. Fill one out for each of them

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How can you solve their problem?	
What do you want them to do?	
How might they resist?	
How can you best reach them?	