



Professional Presentation Audience Analysis Cheat Sheet

Tip: When envisioning your audience, focus on one person in the audience. Regardless of whether your audience is 3 people or 3000 people, design it with one typical person in mind.

1. Audience Empathy

- a. How are you going to help them?
- b. How will they benefit from your presentation?
- c. What can you do for them?
- d. Why do they need to know this information?

2. Audience's Values and Priorities

- a. What do they value most?
- b. What is their priority?
- c. What is important for them to consider in their role?

3. Audience's Thought Process

- a. What type of evidence will convince them that you're correct?
- b. What type of data are they accustomed to seeing?
- c. Do they prefer headlines only, or are they more detail-oriented?
- d. Which data or information is most valuable for them to have?
- e. What type of evidence will help them to make a decision?

4. Audience's Current Knowledgebase

- a. How much does my audience already know about the content my presentation?
- b. How much of the language that I plan to use are they familiar with?
