



Whether you are *fly* or *shy* when speaking in public, always remember that **great speakers are audience-centred**.

At every step from preparation to delivery, ask yourself:

1. To whom am I speaking?
2. What is the desired outcome (belief, knowledge, action)?
3. What is the best way to persuade 1.) to do 2.)?

Every speech contains two messages:
one from the speaker; one received by the listener.

It is your job as the orator to ensure that the audience chooses to pay attention.

How do you do that?

It's the month of love, so speak to what makes their hearts beat faster... stroke their egos. Bear in mind that us humans are *helluva* egocentric. We are most interested in (and pay the most attention to) what affects us, our values, our beliefs and our well-being.

So get your audience to *lean in and listen* by speaking about them, their problems, and the way to solve them.

THREE-PART AUDIENCE ANALYSIS CHECKLIST

1. Demographic Audience Analysis

- Determine your primary audience.
 - Decide who will receive the message directly.
 - Recognise how your message may spread beyond your primary audience.
- Note your audience's differences in various demographic areas:
 - Race, Ethnicity, Culture: Be sensitive to differences and anticipate difference reactions.
 - Gender: Avoid sexist language and references; being aware of how your attitudes and imagery might be read by both genders.
 - Age: Whatever your age, you're a product of that era.
 - Also bear in mind educational levels and level of knowledge of the subject matter.
- Consider your audience's expectations and recognise possible factions.
- Do some research and create a detailed audience profile.

2. Situational Audience Analysis

- Build on your demographic analysis, and take it a step further by identifying traits unique to this speaking engagement:
 - Size of audience
 - Physical setting – does it enhance or interfere with the effectiveness of your presentation?
 - Disposition to the topic:
 - Interest
 - Knowledge
 - Attitude - Anticipate your audience's response:
Play devil's advocate to understand others' viewpoints. Adopt other positions and prepare for possible questions.
Empathise with your audience – especially those who have a different viewpoint.
 - Disposition towards the speaker.
 - Disposition towards the occasion.

THREE-PART AUDIENCE ANALYSIS CHECKLIST

3. Showtime Audience Analysis

- Before the speech:
 - Assess how the audience is likely to respond.
 - Adjust what you say to ensure it is:
 - clear
 - appropriate
 - convincing

- During the speech:
 - Accept that thing may not (will not) go exactly as planned.
 - “Keep Calm and Carry On” – don’t panic as this reduces your ability to adapt.
 - Remind yourself of the three initial questions:
 - Who am I speaking to?
 - What do I want them to know, believe, or do?
 - How can I best accomplish this?

- After the speech:
 - Take a deep breath, pat yourself on the back, and then go back to the drawing board to analyse how well you read your audience, and what you could do differently next time.

Presenting is an excellent opportunity to elevate your profile and position yourself as an expert in your industry. Grab every opportunity that comes your way. We will help you to deliver a powerful, persuasive performance!

Tracy Keylock dot Com offers:

- Presentation Training
- Presentation One-on-one Coaching
- PowerPoint Training
- PowerPoint Presentation Design

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