

KNOWING YOUR AUDIENCE

YOU ALREADY KNOW YOUR THOUGHTS, YOU KNOW WHAT YOU WANT TO SAY, YOU KNOW YOUR STORY AND YOUR SLIDES. BUT THEY DON'T. SO ESSENTIALLY YOU ARE NEVER TALKING FOR YOURSELF, YOU ARE DOING IT FOR OTHERS. AND IN ORDER TO HAVE A SUCCESSFUL CONVERSATION IT IS CRUCIAL THAT YOU UNDERSTAND WHO YOU ARE TALKING TO. WHAT DO THEY EXPECT, WHAT DO THEY NEED, HOW ARE THEY TICKING, WHAT IS THE CONTEXT, WHAT ARE THEY ABLE TO UNDERSTAND AND SO ON.

THERE ARE MANY DIFFERENT WAYS TO GET A MESSAGE ACROSS. THE GOAL IS TO RECOGNIZE THE RIGHT WAY. TO DO THIS, YOU NEED INFORMATION ABOUT THE TARGET GROUP.

BY UNDERSTANDING THE BACKGROUND, INTERESTS, AND LEVEL OF KNOWLEDGE OF YOUR AUDIENCE, YOU CAN TAILOR YOUR MESSAGE TO MAKE IT MORE RELEVANT AND ENGAGING FOR THEM. THIS ENSURES THAT YOUR CONTENT IS APPROPRIATE AND ACCESSIBLE, WHETHER IT INVOLVES SIMPLIFYING COMPLEX TOPICS FOR BEGINNERS OR DELVING DEEPER FOR EXPERTS.

KEY QUESTIONS

TO UNDERSTAND EXACTLY WHAT SOMEONE EXPECTS, YOU NEED TO ASK YOURSELF THE RIGHT QUESTIONS TO PUT YOURSELF IN THE SHOES OF THE PERSON OR GROUP IN QUESTION. IT IS AN ADVANTAGE IF YOU TRY TO SEE THE WORLD THROUGH THEIR EYES. ASK YOURSELF:

- WHAT ARE THEIR KPIS? KPIS ARE KEY PERFORMANCE INDICATORS, I.E. KEY FIGURES THAT MEASURE SUCCESS, PROGRESS OR THE DEGREE TO WHICH OBJECTIVES HAVE BEEN MET.
- WHAT DOES THE TARGET GROUP WANT TO HEAR FROM ME?
- WHAT ARE THEIR COMMON PROBLEMS?
- WHAT SHOULD I DEFINITELY TELL THEM?
- WHAT SHOULD I DEFINITELY NOT TELL THEM?
- WHAT ARE TYPICAL CONTACT SITUATIONS?
- HOW CAN I BENEFIT FROM THE TARGET GROUP?