

EXECUTIVE MINDSET

TEN AUDIENCE-ANALYSIS QUESTIONS

1. Why are you presenting? (Context)

- ☐ An Executive request
- ☐ Budget approval
- ☐ A new issue has surfaced
- ☐ Change in the competitive landscape
- ☐ New mandate or initiative
- ☐ A decision is needed
- ☐ Milestone presentation
- ☐ Other: _____

2. What are you presenting? (Topic)

3. Time: How much time do you have on the agenda?

4. What is your goal or objective? (Bottom Line/Goal)

5. What is the anticipated value to the business? How does it relate to the corporate objectives? (Business Impact Statement)

6. What is the modality/situation (group, virtual, or 1:1)?

- ☐ Small to Medium Group
- ☐ Large Group
- ☐ Virtual
- ☐ 1:1

7. Who is attending your presentation?

Name and Title	Position on Topic Advocate? Opposed? Neutral? Uncommitted?	Expectations Pre-Work? Meeting Reputation? Personality?



8. Based on your topic, what challenges might you encounter (resistance, competing priorities, etc.)?

9. What advanced preparation/pre-work is needed?

Check the pre-work activities that will be important for your presentation:

- ☐ Does my goal/recommendation/proposition need to be socialized before the presentation?
 - To whom? _____
 - How: ☐ live ☐ virtual ☐ email
- ☐ Do materials need to be sent in advance? To whom? _____
- ☐ How do the decision makers like to be presented to? List some ways you can prepare for those differences in approaches.

10. Based on your topic and your audience, who will be acting as your sponsor?

