

## #2

# Audience Profiling & Connection

**Developing an audience profile – knowing your audience – is the basis to any successful presentation.**

- Who are you speaking to?
- What level are they in the organization?
- What is their professional/educational background?
- What is their technology affinity?
- Are there any cultural or generational considerations?
- Endeavor to make a connection prior to speaking. Before your speech, walk around the room, find a friendly face, and then talk to that person.
- Make “you” statements, so you include everyone. *“What do you think...”*
- Observe the audience (and their body language) to ensure you’re engaging them.
- Empathize! Acknowledge the emotions in the room... *“Thank you for taking time out of your day.” “I know this conversation isn’t an easy one.” “I know you’re missing lunch.”*

**Remember, most executives are bottom-line-focused, strategic thinkers who want you to get to the point.**

**Check It Out!**

On Finding Yourself |  
Jade Simmons