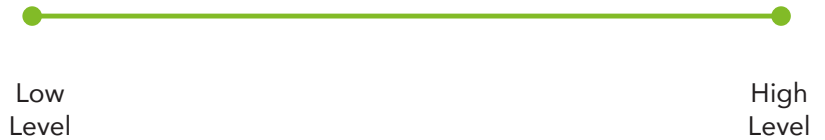


# TAILORING YOUR MESSAGE

## WHAT IS THE PROFILE OF YOUR ATTENDEES?

Delivering a message or story that resonates is a fundamental requirement to establish a strong connection. To achieve this, we ask that you consider the following evaluation criteria and mark on the spectrum where you think each one falls prior to engaging. This preparatory step will serve as a catalyst for future advancement.

**INFLUENCE**  
What level of influence will be present in the session?



**FAMILIARITY**  
How well do we know the audience?



**INTERACTION**  
How well do the attendees know each other?



**INTENT**  
Where in the client journey are you?



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**INFORMED**  
Is the audience familiar with the content?



The attendees are not at all knowledgeable about this topic

The attendees are very knowledgeable about this topic

**OPENNESS**  
How open-minded will the audience be?



The audience will be skeptical, defensive, and challenging

The attendees will be open and supportive

**PROCESSING**  
How does this audience process information?



Attendees are fact-based, process thinkers

Attendees are conceptual, big thinkers

**FUNCTIONAL DIVERSITY**  
What is the general makeup of the audience?



One functional area represented

Cross-functional with multiple departments