



# AUDIENCE ANALYSIS & TRAINING FOR IMPACT

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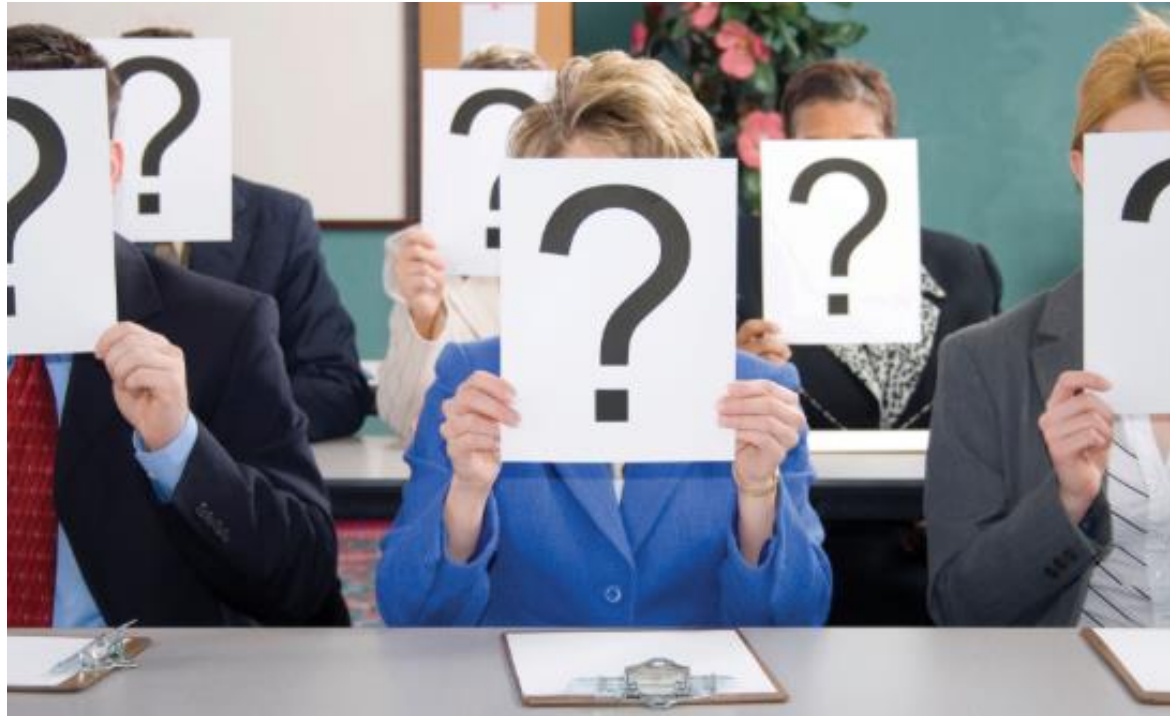
# Session objectives

- ✓ What is audience analysis & Why it matters
- ✓ Audience Analysis strategies
- ✓ Adapting to your audience
- ✓ Audience Classification
- ✓ Essential design considerations
- ✓ Facilitator's reflective learning
- ✓ Levels of impact assessment



# **Audience Analysis**

## **The Key to making better presentations....**



# What is Audience analysis....

- Audience analysis is the process of examining information about your listeners, to help you adapt your message to achieve a session's objective.
- This involves determining important characteristics of an audience in order to choose the best style and format to deliver the intended message.



**“Designing a presentation  
without an audience in mind  
is like writing a love letter  
and addressing it  
‘to whom it may concern’”**

**~ Ken Haemer,  
Presentation Research Manager at AT&T**

What to Do ?

**BEFORE**

***DURING***

***AFTER***

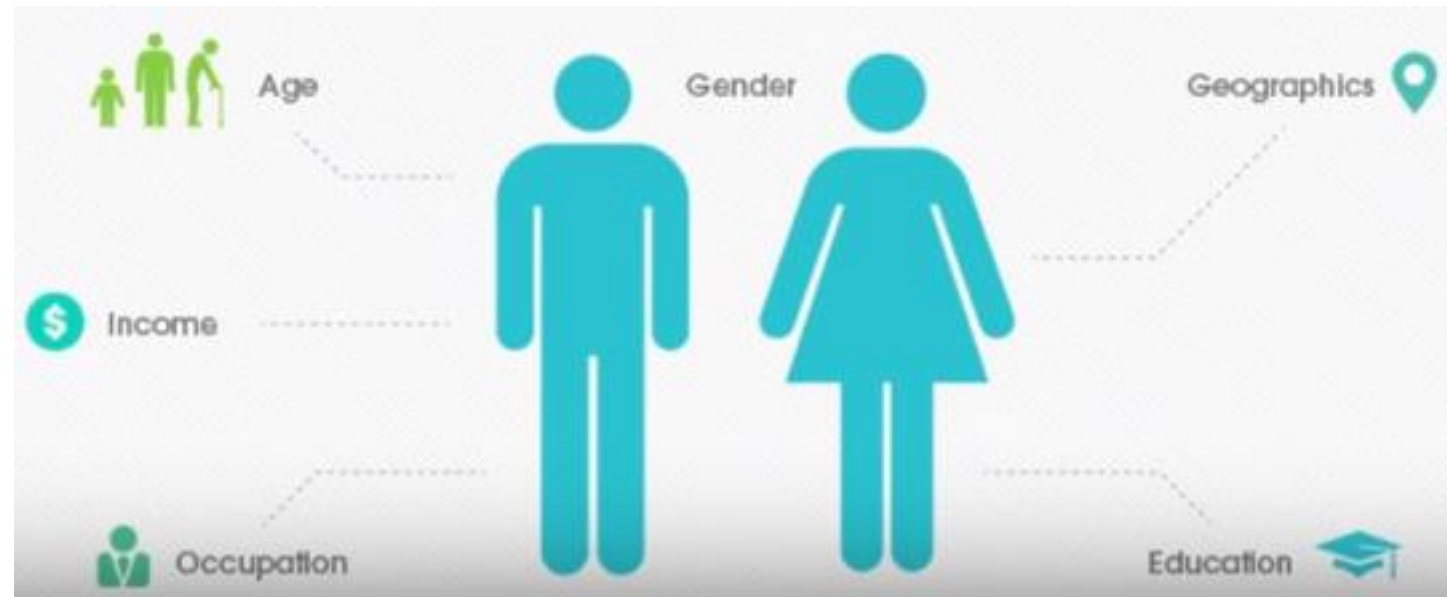




# Becoming an audience centered speaker (Approaches to audience analysis)

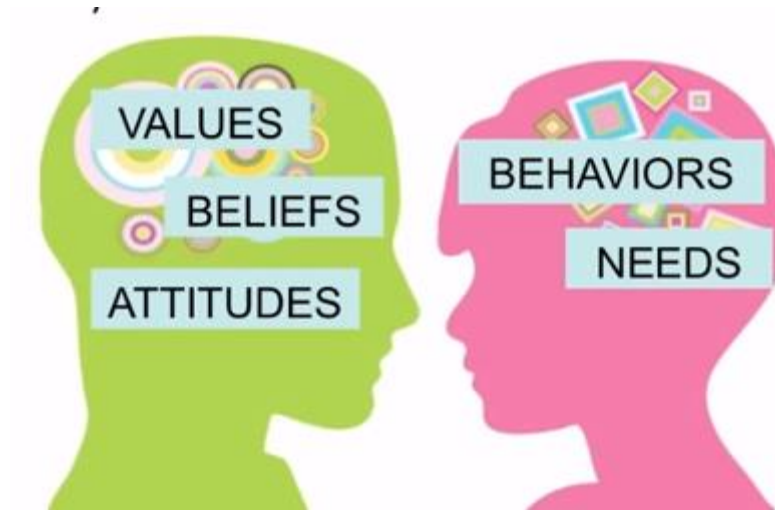
## Demographic characteristics:

- Gender, age, ethnicity, religion, education level, occupation, experience base, income etc.



# Psychographic analysis:

- Attitudes, beliefs, values, behaviours towards the topic; interest, preferences, knowledge, speaker disposition





# Contextual analysis:

## Assess the situational factors

- Class size, arrangement, noise, time of day etc

## Disposition of the audience

- Voluntary / Captive audience
- Supportive / Neutral / Hostile audience



# Exercise



Refer to ICPAK calendar & pick a course of your choice:

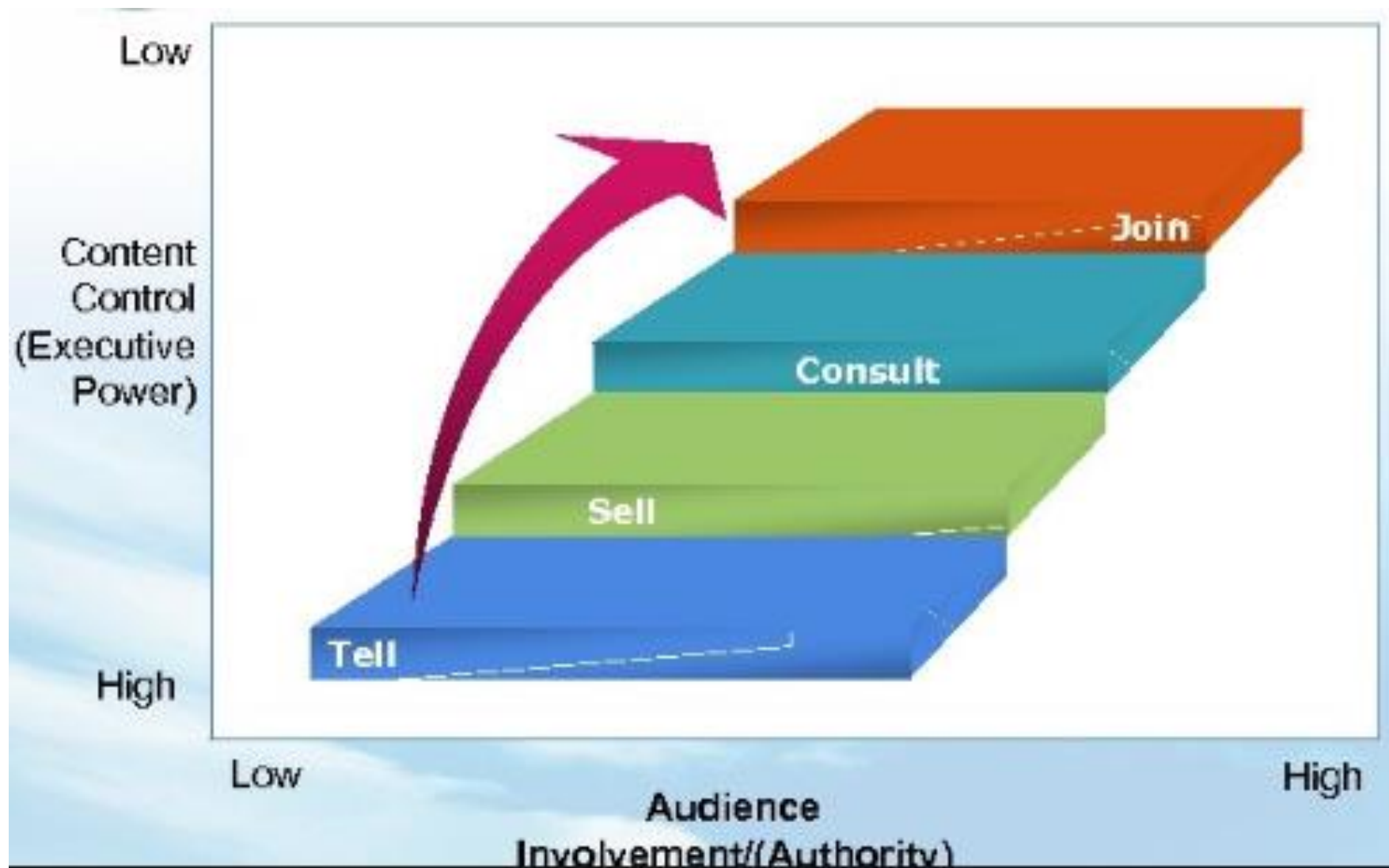
1. Identify key characteristics of the audience across the 3 approaches
2. Describe the type of person you believe will enroll for this course, typical age range, gender, economic background, social status, potential professional memberships etc.
3. Analyze possible interests and personality traits of the attendees
4. Using the attendee profile you have created, brainstorm topics that would appeal to those particular attendees
5. How would you present your topic to accomplish your objectives?

# Adapting to the audience

- ✓ **Uninformed audience**
- ✓ **The unacquainted audience**
- ✓ **Apathetic audience**
- ✓ **Voluntary / Captive audience**
- ✓ **Friendly, Neutral, Hostile audience**



# Adapting to the audience



# Adapting to the audience



**How do you handle  
opposition?**

# Adapting to the audience

- ✓ **The Spectator - Give clear direction/ time to respond**
- ✓ **The Participant / Doer - Discussant, swings to action**
- ✓ **Influencer - Can sway debate/ evangelize your idea**
- ✓ **The Innovator - Generates new ideas**
- ✓ **The Spy/ The judge - too analytical of audience, facilitator / message**
- ✓ **The Attention Seeker - Ignore the behavior**







**"You can't buy engagement.  
You have to build  
engagement."  
– Tara-Nicholle Nelson**



# Key Principles

## 1. Segment your audience

**Your audience will include a mix of people – individuals in diverse roles, with various levels of decision-making authority, from different parts of the organization; each needing to hear your message for different reasons. Decide which groups are most important to you, and zero in on their sub group's needs when you develop your presentation.**

# Key Principles

## 2. Define how you will change the audience

**Before you begin writing your presentation, map out the change in behavior or beliefs you want in your audience. Tell, Sell, Consult or Join).**

# Key Principles

## 3. Build an effective call to action

**Make use of influencers innovators, suppliers & doers to complete important tasks. Make it clear what you want to accomplish together and how it will benefit the audience.**

# Key Principles

## 4. Anticipate Resistance

**People will adamantly defend their own perspectives to avoid adopting yours. Evaluate their own knowledge & biases, evaluate whether what you say fits within or falls outside of their views.**

**Beware of logical, emotional, physical, geographical, situational resistance**

Content is king,  
but engagement is queen  
and the lady rules the  
house!



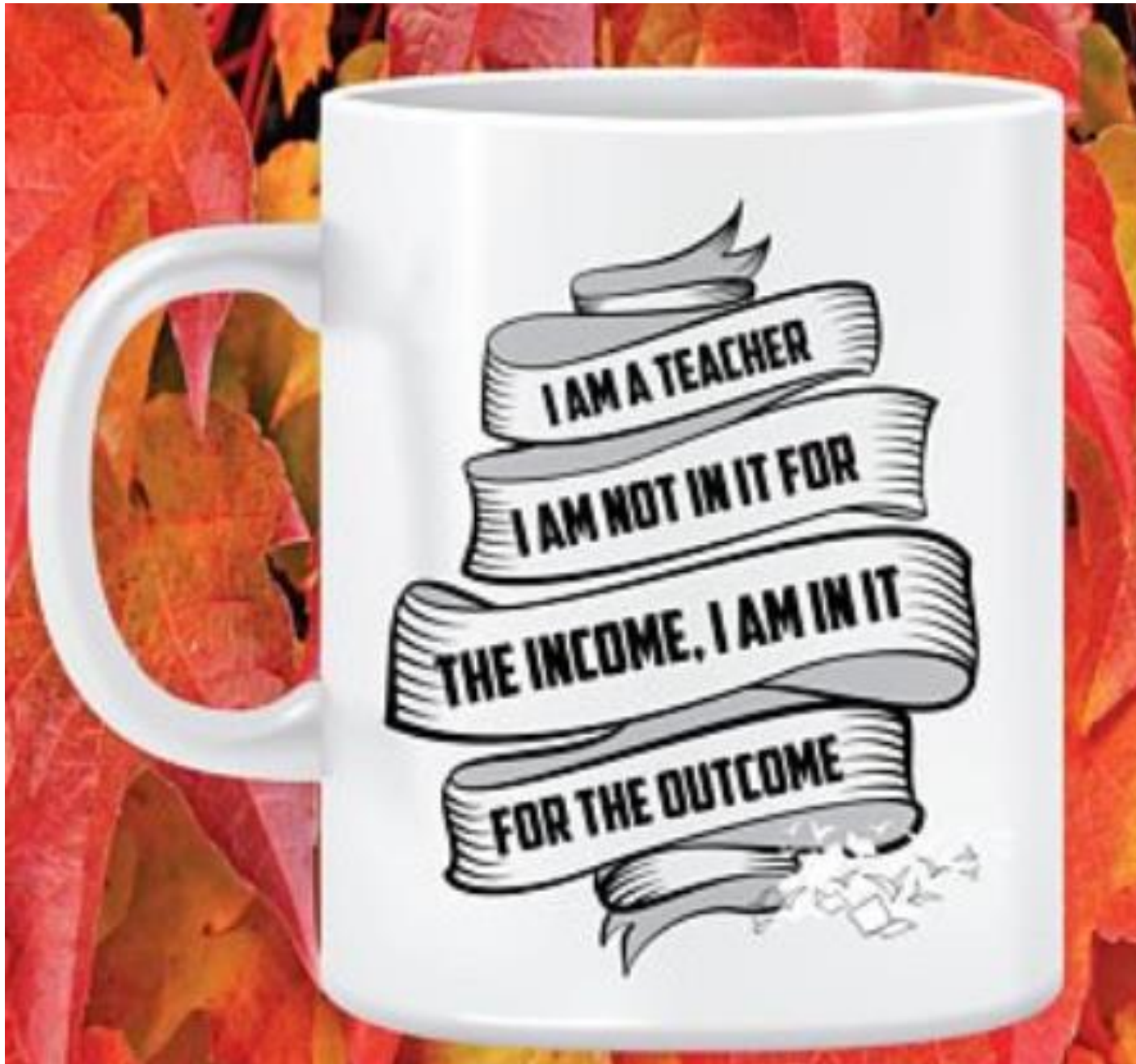
-Mari Smith

# TRAINING FOR IMPACT

Essential design considerations

Facilitator's reflective learning

Levels of impact assessment

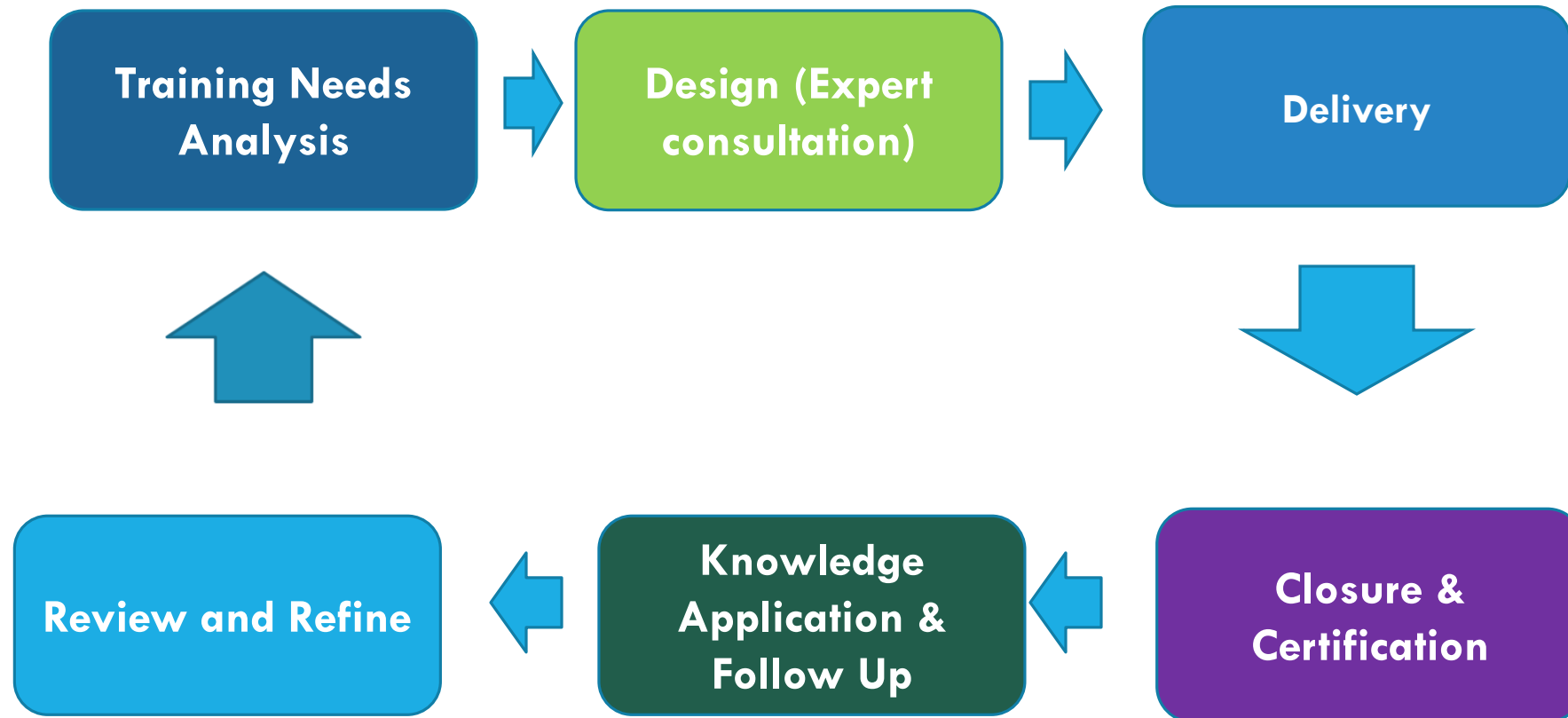




# Why Training for impact?

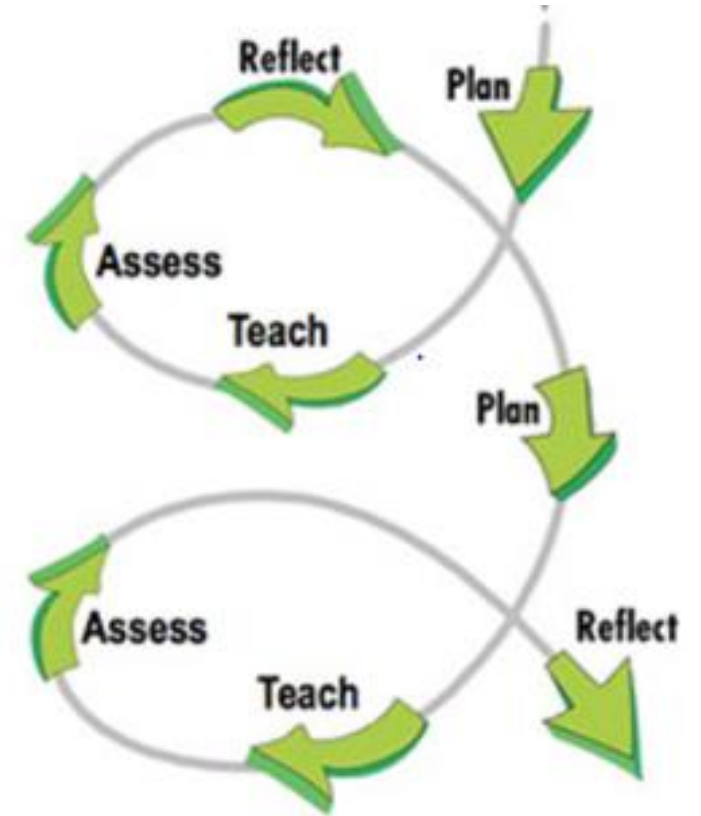
- Training effectiveness is essentially a measure that examines the degree to which training improved the learner's knowledge, skill, and behavioral pattern as a result of the training.
- Evaluation of training initiatives helps to assess effect of training on the individual, assessing extent of learning, application in practice & impact on the organization.

# Design for Impact

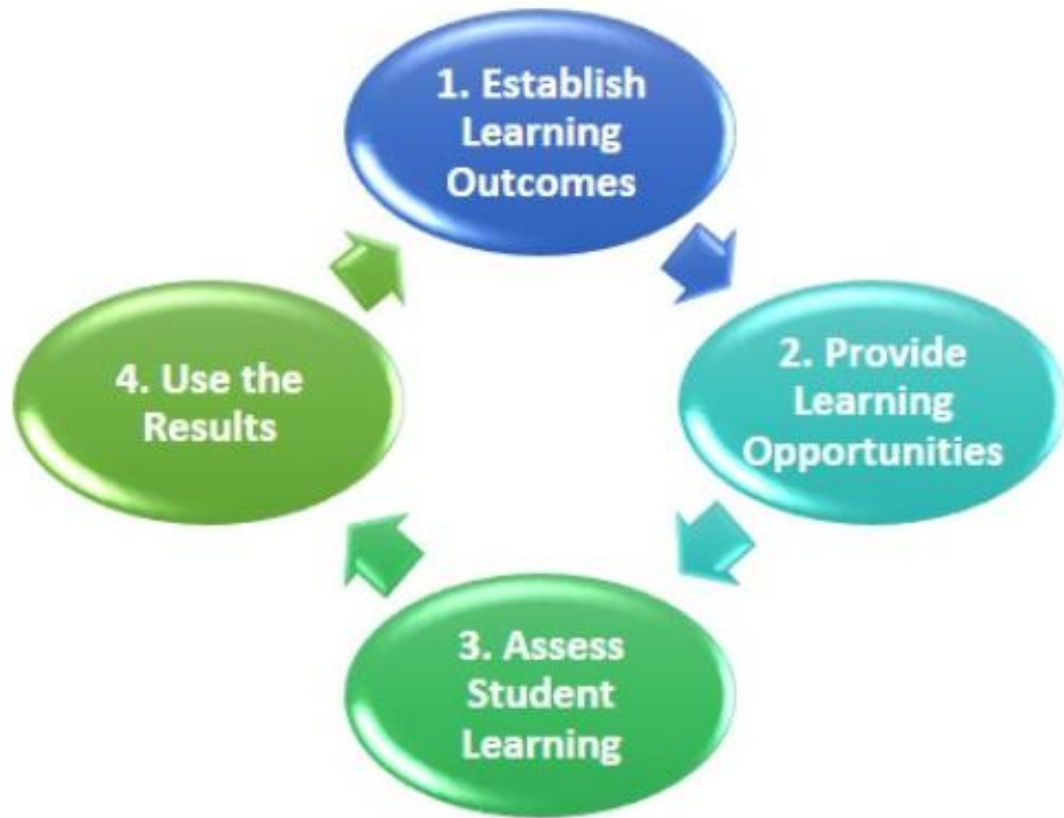


# Value of Reflective learning

"We do not learn  
from experience . . .  
we learn from reflecting  
on experience."  
- John Dewey



# Evaluating the teaching / learning cycle



## Exercise: Individual reflection

Reflect on your past experiences as a trainer. What are some of the best practices you have used to improve your training effectiveness?

**Group reflection:** Reflect on institutional practices that have enabled you to improve your training effectiveness & impact.

**Plan > teach > evaluate > revise > plan**

# Using Kirkpatrick's model of Evaluation



## **Level 1: Reaction**

**Assesses participants reaction to training event (Usually an evaluation form for written feedback, verbal conversation with facilitators / program organizers)**

## **Level 2: Learning**

**Assesses degree to which participants have acquired intended learning. Effective acquisition through testing (Formative assessment)**

## **Level 3: Behavior change**

Evaluates extent of transfer of learning. Assessor focuses on evidence of change in job behavior as a result of the training.

Post training, spaced 3 – 6 months after. Can be done through observation, looking for change in behavior or participants can be encouraged to journal critical incidents that demonstrate behavior change.

## **Level 4: results**

**Assesses degree of occurrence of targeted outcomes. Requires identification of specific measures that will be changed or improved as a result of a training intervention.**



## **Level 5: Return on investment**

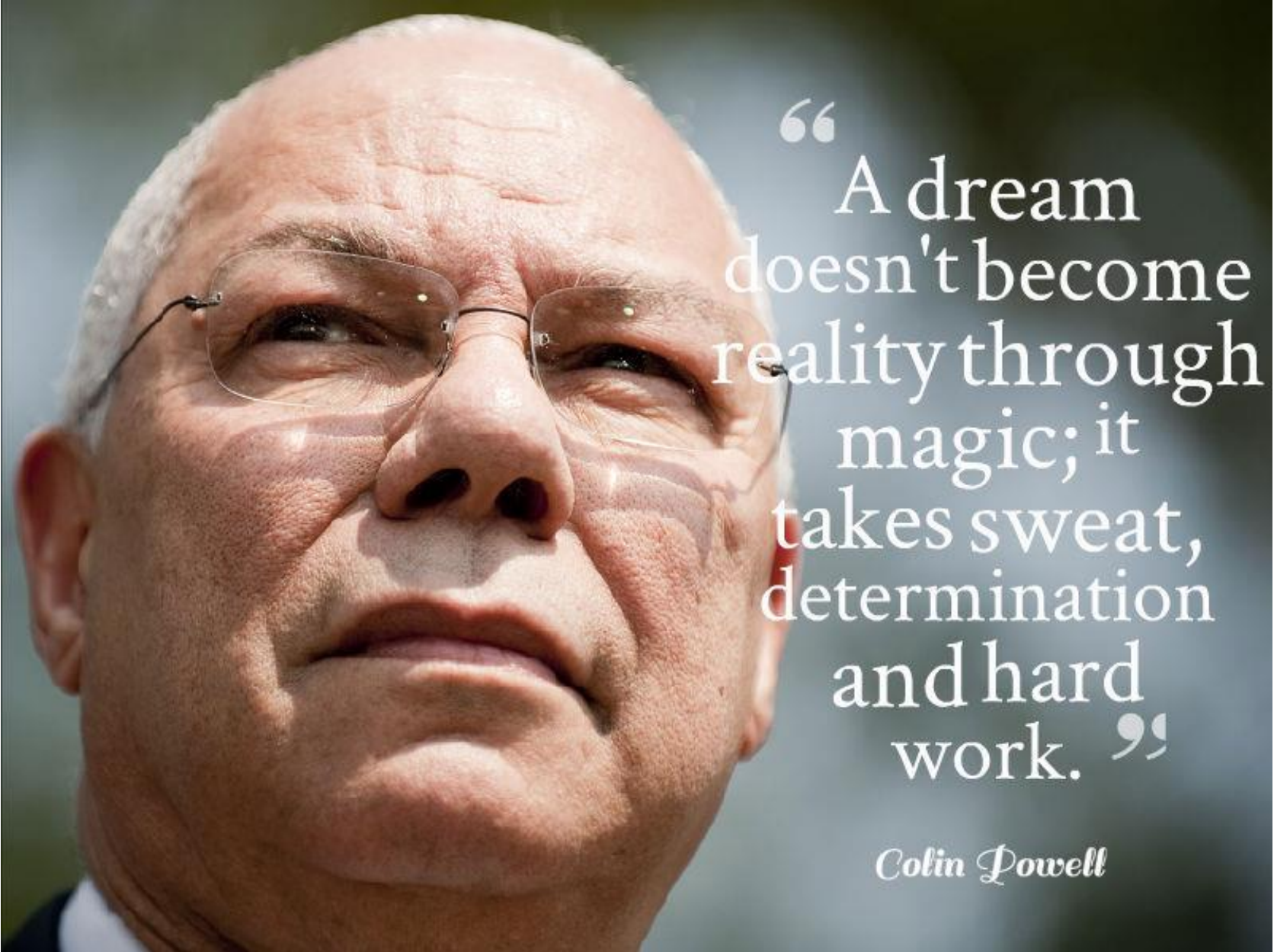
**Involves comparison of results with cost of training. Is there a pay off for participation in training?**

**Evaluates impact of organization on external environment (clients, stakeholders)**

# **Key take away on Kirkpatrick's evaluation model**

## **Reflections....**

- 1. Begin with end in mind**
- 2. Assess behavior change (application)**
- 3. Link to performance goals**
- 4. Assess organizational impact**



“A dream  
doesn't become  
reality through  
magic; it  
takes sweat,  
determination  
and hard  
work.”

*Colin Powell*

# Key Principles

## 1. Evaluating before launching:

Carry out a pilot session. This is a great way to evaluate the course before it is launched. The pilot run usually involves a small group of learners completing and evaluating the training before the official release to identify issues and fix them while still in the development phase.

## **2. Create context – Not content:**

**To be relevant customize content that is specific to the daily role and tasks performed and can be immediately “experimented” and put into practice rather than remaining theoretical.**

### **3. Follow up on the application of training**

**Training shifts from an event to a development experience when there is follow up to the training event. This enhances knowledge transfer**

## **4. Evaluate to measure impact on business performance.**

**Business impact measurement and return on investment need to be considered as an integral part of the design and development process, from conception to realization.**

**Reinforcement of training by direct managers, & enlist executive support for training initiatives**



## **5. Reflect, reflect, reflect.**

**Stay relevant by reviewing your content/ context regularly. However, consider designing training material that can respond to change without having to be overhauled. Make updating content easy and cost effective.**



SUCCESS IS A JOURNEY,  
NOT A DESTINATION

Evaluate for

- Knowledge
- Behavior Change
- Application
- Impact



We listen

closely so we can  
serve you better.

Q

&

A