

KNOW YOUR AUDIENCE

PUBLIC SPEAKING

THIS TOOL WILL HELP YOU TO:

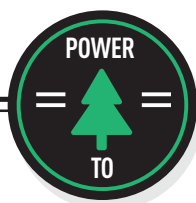
- ★ communicate in a way that your target audience will listen to
 - ★ make sure your message is heard.
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HOW TO:

This tool will help you plan a speech, sales pitch or for a difficult conversation.

- 1 Down the left hand side of a piece of paper write three rows:

I want to say
They would hear
I should say
- 2 Across the top of the page create three columns headed: What, Why and How. This part is optional but is great if you haven't already fleshed out what you want to say.
- 3 Start from the top and work your way down. First fill in the top row with what you want to say. You can also think of this as 'What you want people to hear'.
- 4 In the second row. Consider your audience and reflect on how they might interpret, misinterpret or react to what you've just written. What will they really hear? What are their biases, desires, beliefs, worries?
- 5 Reflect on how the top two rows go together. Write what you should say in the last row, so that your audience hears how you want to be heard.



BRING IT TO A MAKE CHANGE HAPPEN MEETING

Report back

Whether you've had success or mixed results with this tool, you'll have something to learn and share with your Make Change Happen group. Book a 5-15 minute 'Project Prep' slot in a Make Change Happen meeting. Explain your context and target audience. Outline your 'I want to say', 'They would hear' and 'I should say' rows. Describe your audiences reaction. You could even share samples of your speech or communication that you would most like feedback on. Leave plenty of time for feedback.

Practice run

If you are about to give a speech or launch a communication campaign, it's a good idea to test it out first. Book a 5-15 minute 'Project Prep' slot in a Make Change Happen meeting. Explain your context and target audience. Outline your 'I want to say', 'They would hear' and 'I should say' rows. Then deliver your speech or give samples of your communication campaign. Leave plenty of time for feedback.

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WHAT WILL THEY REALLY HEAR?

COMBINE THIS TOOL WITH:

- Hone Your Key Messages
- Plan an Advocacy Campaign
- Elevator Pitch Your Project
- Write a News Release

NOTES

Adapted from: Jason Clarke, Minds at Work (www.mindsatwork.com.au) via the Centre for Sustainability Leadership (www.csl.org.au).