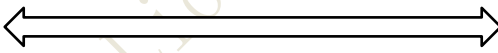
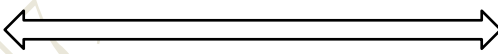
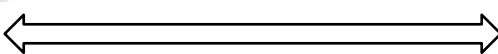
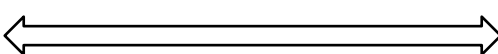
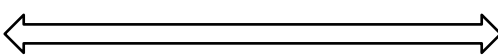
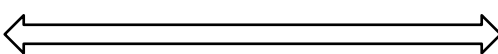
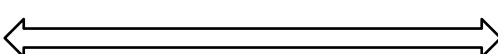


Audience Analysis Worksheet

Audience Analysis					
Audience					
Reason for audience analysis (check one box)	New to me	Infrequent comm.	Large audience	High stakes	
Areas and scope of responsibility					
Level of knowledge on my subject (check one box)	Uninformed	Basic	Has Key Concepts	Knowledgeable	Expert
Attitude toward my subject (check one box)	Antagonistic	Resistant	Neutral	Supporter	Ally
Relevance of my subject to the audience (check one box)	Unnecessary to do their job	Nice to know	Neutral	Good to know	Necessary to do their job
Personal Styles of Audience					
<i>Mark one box on each arrow where the audience falls in writing and thinking styles.</i>					
Likes the big picture and strategic thinking.				Prefers details; focuses on practicality; is a tactical thinker.	
Writing style reflects a free flow of ideas and feelings.				Writing tends to be succinct and to-the-point with little emotion.	
Likes making quick decisions with whatever information is available.				Likes to collect as much information as possible before making decisions.	
Concerned for people and how decisions affect them.				More concerned about seeing decisions implemented.	
Would rather talk about the subject matter than read about it.				Prefers to read about the subject matter over talking about it.	
Likes new ideas, expansive thinking, and brainstorming.				Likes sticking to proven, practical concepts and procedures.	
Likes to keep options open; may revisit earlier decisions.				Likes to stick to decisions and rarely revises them.	