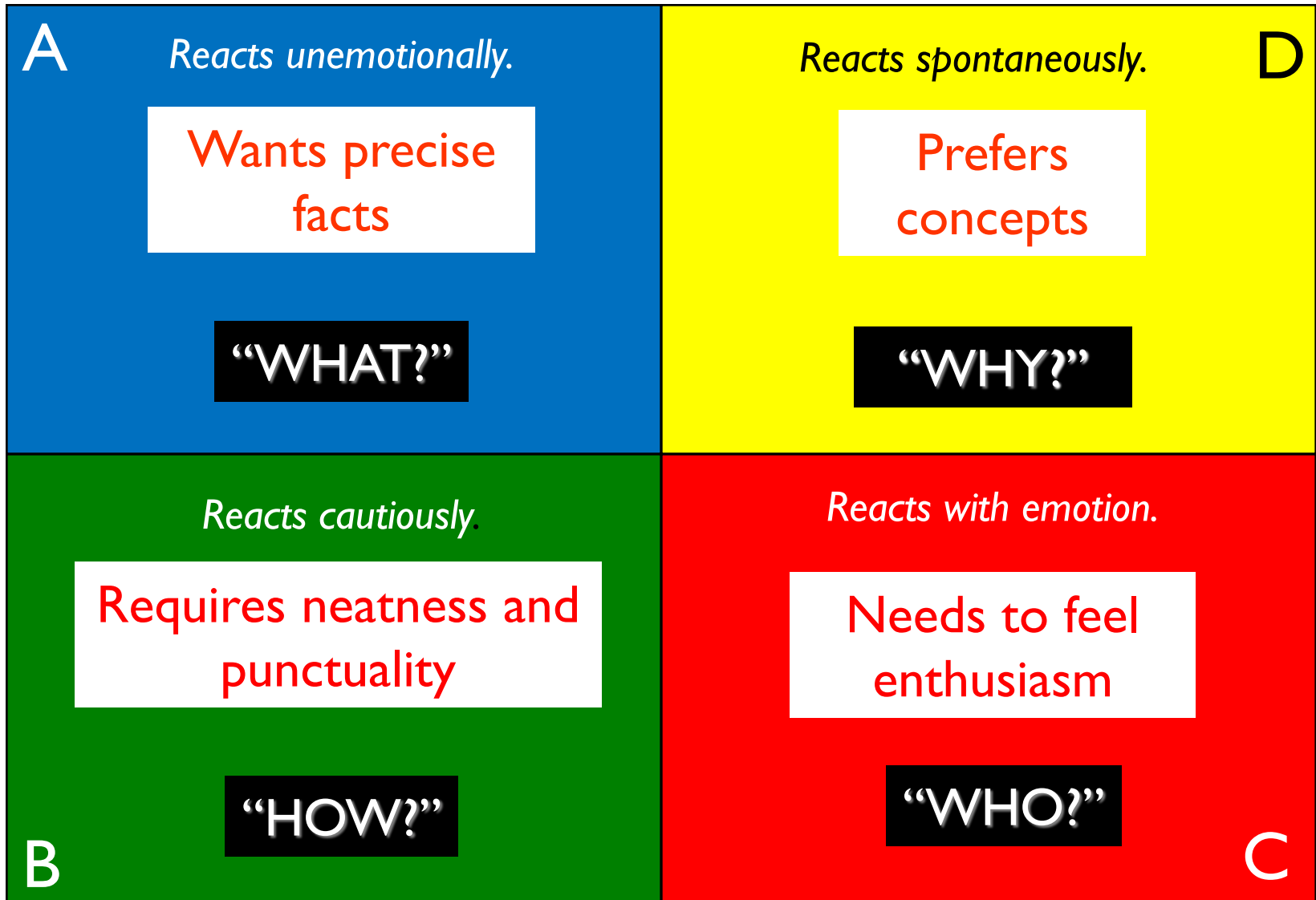


Expectations of the Audience



Expectations of the Audience

A

Expects:

- Brief, clear & precise info
- Materials that are direct and to the point.
- Well articulated ideas presented in a logical format.
- Data and fact-based charts.
- Technical accuracy.
- Presentation in alignment with corporate goals & objectives.

Appreciates:

- Critical Analysis
- A good debate
- Efforts to spend time wisely

Expectations of the Audience

Expects:

- Step-by-Step unfolding of the topic.
- A written schedule & action plan.
- Thorough, timely and reliable follow through.
- Consistency
- Alignment with well established procedures.
- Assurance that this has been done before.
- Explanation of how it will happen
- References and background info

Appreciates:

- Very low risk
- A written communication before session
- Proof that the "homework" has been thorough
- A scheduled appointment

B

Expectations of the Audience

Expects:

- An overview
- A conceptual framework
- Frequent & spontaneous tasks
- Idea chunks
- Freedom to explore
- Metaphorical examples
- Visuals
- Long-term objectives
- Connection to the "big picture"

D

Appreciates:

- Initiative and imagination
- Connections to other approaches
- Newness and a "fun" approach
- Minimal details

Expectations of the Audience

Expects:

- Empathy & consideration of their needs
- Involvement with others
- A good attitude & personal relationship
- Personal touch & informality
- Eye-to-eye contact
- References to people involved
- To know how "others will react"
- For all to have equal consideration
- Their feeling to be respected

Appreciates:

- The personal touch/sensitive to feelings
- Group discussion and consensus
- A harmonious approach

C