

KNOWING YOUR AUDIENCE

12 QUESTIONS FOR KNOWING YOUR AUDIENCE & PREPARING FOR MEETINGS

1 WHO ARE THEY?

WHAT DO THEY DO? ARE THEY EMPLOYED OR RETIRED? WHAT ARE THEIR AGE RANGES AND ECONOMIC CIRCUMSTANCES? WHAT ARE THEY PASSIONATE ABOUT?

2 WHAT ARE THEIR BACKGROUNDS AND EXPERIENCES?

BRIEFLY ATTEMPT TO DESCRIBE THEIR LIFE EXPERIENCES. WHERE DID THEY GROW UP? WHAT OCCUPATIONS HAVE THEY HELD?

3 ARE THEY ATTENDING THE MEETING WILLINGLY OR IS IT MANDATORY?

IS AN EMPLOYER REQUIRING THEM TO ATTEND OR ARE THEY WILLING PARTICIPANTS? WHY ARE THEY MOTIVATED TO ATTEND THE MEETING?

4 WHY SHOULD THE PROJECT MATTER TO THEM?

WILL THE PROJECT OFFER SOLUTIONS TO ANY OF THEIR PROBLEMS?

5 HOW MIGHT THEY BE NEGATIVELY IMPACTED BY THE PROJECT?

WHAT CHALLENGES OR INCONVENIENCES SHOULD THEY ANTICIPATE AS THE PROJECT MOVES FORWARD?

6 HOW MIGHT THEY BENEFIT FROM THE PROJECT?

HOW DO YOU ANTICIPATE THE PROJECT IMPROVING THEIR LIVES?

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7 WHAT ACTION DO YOU WANT THEM TO TAKE?

WHAT ARE YOU ASKING THEM TO DO? GIVE THEIR INPUT? OFFER SUPPORT? ADVOCATE FOR THE PROJECT?

8 WHAT CHALLENGING QUESTIONS CAN YOU ANTICIPATE?

WILL THEY HAVE SAFETY CONCERNS? WILL THE PROJECT IMPACT THEIR COMMUTE OR THEIR ACCESS TO PUBLIC SERVICES? IMPACT THEIR PROPERTY? WILL IT IMPACT THE ENVIRONMENT?

9 WHAT WILL YOU DO WITH THE FEEDBACK YOU RECEIVE?

WILL THE FEEDBACK BE SUMMARIZED AND MADE AVAILABLE TO THE STAKEHOLDERS? IF SO, HOW? IF NOT, WHY NOT? WILL THERE BE ANOTHER MEETING?

10 WHAT MIGHT CAUSE PARTICIPANTS TO RESIST ACCEPTING YOUR MESSAGE AND SUPPORTING YOUR CALL TO ACTION?

HAVE THEY INTERACTED WITH YOU OR YOUR DEPARTMENT BEFORE? IF YES, HAVE THEY HAD POSITIVE OR NEGATIVE EXPERIENCES DURING PRIOR INTERACTIONS? DO THEY TRUST YOU?

11 HOW MIGHT THEY PREFER TO BE COMMUNICATED WITH?

WHAT MATERIALS WILL BE SHARED PRIOR TO OR AT THE MEETING? WILL THEY BE ABLE TO ACCESS INFORMATION ON A WEBSITE OR VIA ANOTHER CHANNEL?

12 WHAT WILL YOU COMMUNICATE THAT WILL HELP ESTABLISH AND BUILD TRUST?

DO YOU HAVE A STORY OR BACKGROUND INFORMATION THAT YOU CAN SHARE TO SET THE TONE FOR THE DISCUSSION? WHAT CAN YOU SHARE THAT WILL RESONATE WITH THE AUDIENCE? WHAT DO YOU HAVE IN COMMON? DO YOU HAVE ANY SHARED GOALS? WHAT MIGHT THEY CARE ABOUT/BE INVESTED IN THAT YOU CAN ADDRESS IN YOUR REMARKS? WHAT IMAGES CAN YOU USE TO SUPPORT YOUR WORDS?