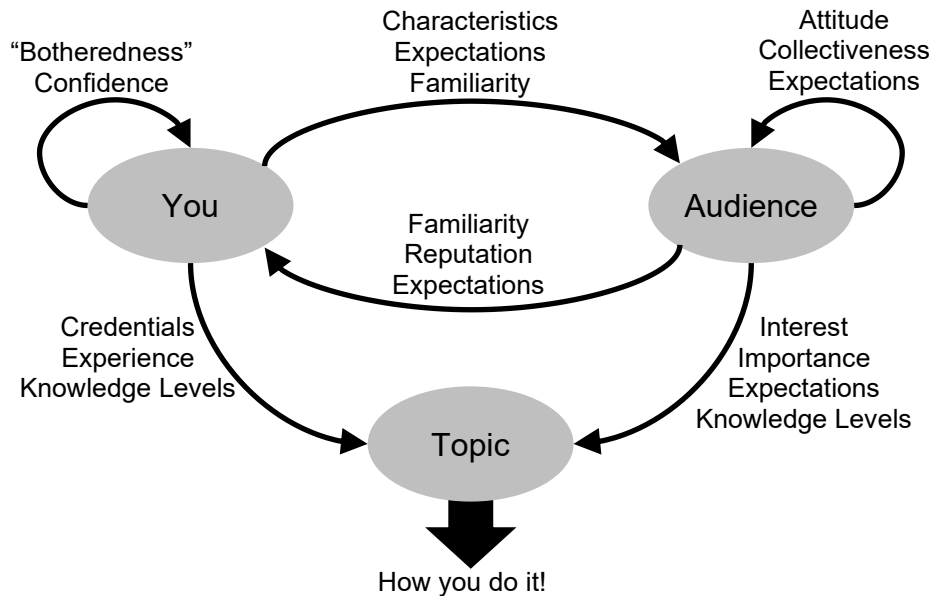


YAT Triangle Considerations



Introduction

The purpose of this worksheet is to present a number of questions for consideration when looking at the different aspects of the YAT Triangle.

You may not need to answer all of the questions all of the time but they are worth considering every time!

Considerations

Your perspective on your audience

So what will your audience be like?

Some factual questions:

- How many people will be there?
- What companies/organisations/industries will they be from?
- At what levels within those companies/organisations are they?
- What roles do they have within those companies/organisations?

And some about them as people:

- Are they chatty or formal?
- Are they creative or logical?
- Are they young or old?
- Are they novices or experts?
- What else do you know about them and their characteristics?

You also need to consider what you are expecting from them:

- Are they just going to sit and listen?
- Will they want to ask questions?
- Are they going to try and give you a hard time?

And how well do you know them?

Your audience's perspective on you

What does your audience know about you?

How well do they know you?

And what's your reputation as a speaker?

What's your reputation for being experienced and knowledgeable in the area about which you'll be speaking?

What are they expecting from you?

How are they expecting you to be?

Your audience's perspective on the topic

Do they know what you are going to be talking about?

If so, how much information do they have on what you are talking about?

How much information do they need to have in advance to help with what you are going to be talking about?

How much does the audience actually know about what your topic?

With regards to your topic:

- What is important to them?
- What is interesting to them?

What expectations might your audience have about what you are going to be saying? (e.g. to what level will you go)

What expectations might your audience have over how you might present this topic?

Your audience's perspective on itself

How well do they know each other?

What is their relationship to other audience members? For example:

- Are they colleagues, collaborators or competitors?
- Are there hierarchies/pecking orders?
- Do they feel like one collective audience or a collection of smaller groups?
- What are they expecting from each other?

How do the knowledge, interest and importance levels about your topic vary across the audience?

Your perspective on the topic

How much do you currently know about the topic?

How much will you need to know about the topic?

How are you going to bridge that gap (assuming there is one)?

What credentials and experience do you have that support your talking about this topic?

How much of that information are you going to make known to your audience prior to talking and how are you going to do this?

Your perspective on yourself

How bothered are you to think about audience and their relationship with you and your topic?

How bothered are you to be prepared, to be ready?

How bothered are you to develop the skills and techniques required to be a better presenter?

For online presentations, how are you going to ensure that the technology does not get in the way of the message?