

Purpose: To understand who our target audiences are and how they are impacted by learning program.

Process:

- List out all audiences
- Systematically determine through interviews and meetings
 - ◆ Who
 - ◆ Where they are
 - ◆ What do they think of the program/change

Payoff: A clear understanding of how we need to work with our audiences to deliver an effective learning program and meet the client's goals.

Steps to complete Audience analysis:

1. List out the impacted audiences in the first row. As you begin learning about the project, you may need to add audiences that were not originally considered.
 2. Setup meetings with the sponsor, stakeholders, and other key individuals to begin filling in the information. (Note, the last three rows of data are inputs from the Gap/needs analysis tools.)
 3. Continue meetings until you feel comfortable with the amount and quality of information captured.
 4. When these tools are complete, move on to the Gap/needs analysis.
-

Tips, considerations, and other things to watch for:

- ❖ Think about how you want to phrase and ask questions to get the best information. You may not want to ask the questions exactly as they are listed.
- ❖ You might have to ask a question more than once, in a different way to get a useful answer.
- ❖ If you get conflicting information, who on the project do you trust to verify it for you?
- ❖ Be sure to use active listening skills and ask follow up questions to verify you understand what was said.

Audience				
Report to?				
Population				
Importance of buy in?				
Other characteristics?				
How are they impacted?				
What will they lose or gain?				
What will they do different?				
What do they think about change?				
Anything else?				
Skill gaps				
Training needs				
Gap factor				