



ART OF COACHING PODCAST™ EPISODE 216
HOW TO ENSURE YOUR AUDIENCE CONNECTS WITH YOUR MESSAGE

What are the primary benefits of doing thorough audience research prior to speaking (in your own words)?

What's your typical process when preparing for a speaking engagement? What type of audience research do you do currently?

Besides audience research, what tactics do you utilize to better relate or try to connect your message to the people you're speaking to?



Think about an upcoming or previous speaking engagement and try to answer as many of these questions as possible. Then circle your favorites:

Who will be in the room?

What is it like to be them?

What might have influenced their perception?

What are they giving up to be there?

How might they judge you right off the bat?

What's in it for them?

Why should they care?

How will they be able to apply what you say?

What do you want them to think, feel and do as a result of hearing your talk?

What is your number one take-home and how can you ensure they don't miss it?

How will you engage them?

How will you respond when they resist?

How will you overdeliver?

What would you show if you could only present with one slide?

What types of rhetorical devices could you lean upon and how will you refined your use of them?

How can you evaluate yourself or get feedback on how you deliver beforehand?

Even if you don't want to speak, where else could these questions help you?



Art of Coaching Podcast™

ABOUT



Join us as we dive more deeply into what it takes to change attitudes, outcomes & behaviors across a variety of world-class environments. Our guests include a wide range of professionals ranging from coaching, law enforcement, scientists, managers, military and entrepreneurs.

While I may originally be a strength and conditioning coach by trade- my work now spans across the corporate realm, military setting and beyond. If you work with people in any capacity and are fascinated by what makes them tick, this show is for you!

Each episode is packed with tactical insights as we prioritize providing you with key take-aways, instead mass produced "surface level" advice. Expect to be challenged, expect to be surprised and expect to maybe find a few laughs along the way as well.



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