

# Know Your Audience

## Worksheet

*Consider each of 4 personality types - - Analytical, Driver, Expressive, Agreeable.*

**The Analytical** is self-disciplined, neat and orderly, and prefers to work alone. The Analytical is also a heavy thinker who needs time to digest everything you present.

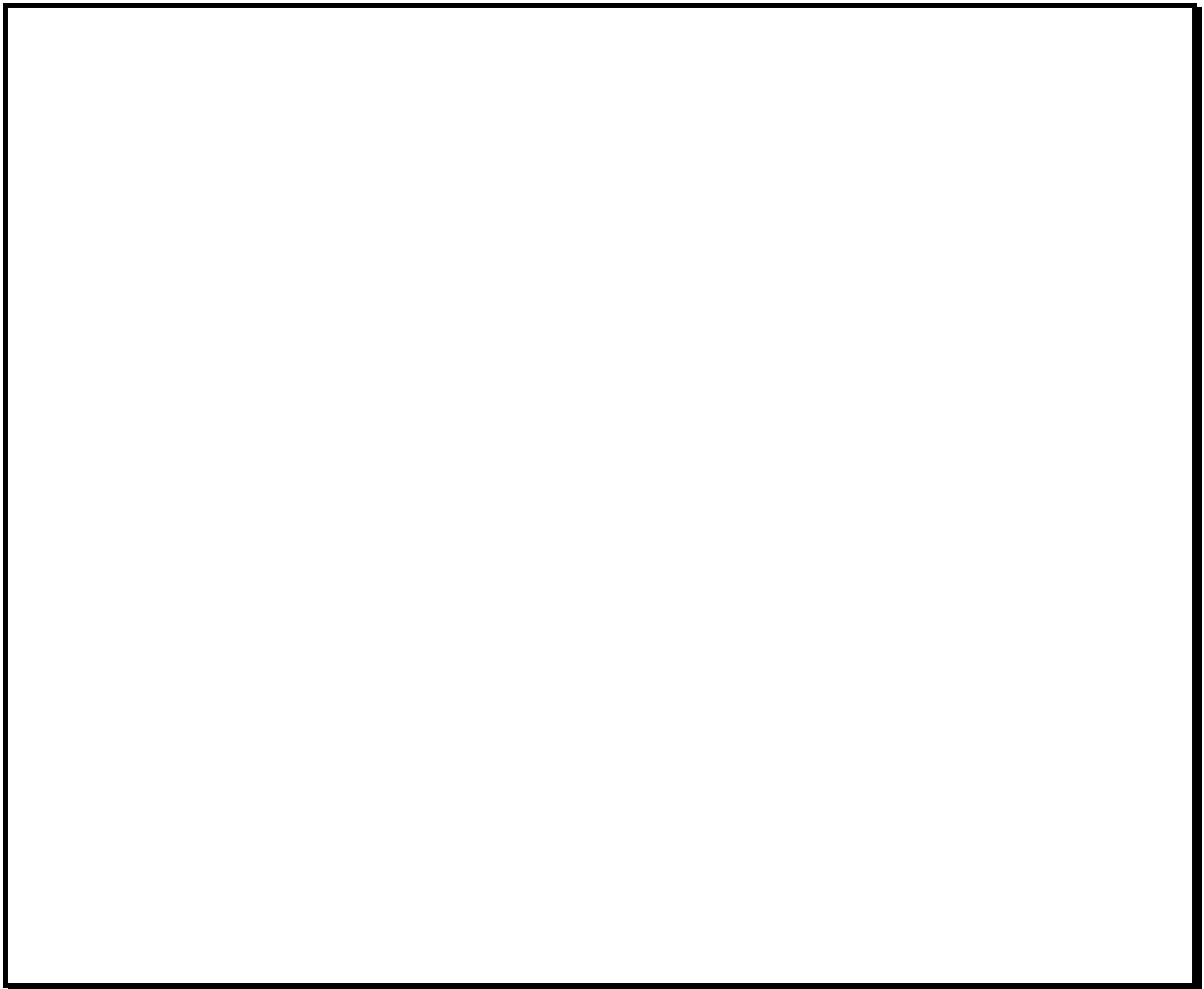
TIP: Give him time to process. Stop periodically. Maintain 20-30 seconds of silence. The Analytical will use this time to formulate questions and think about what you have just presented. Keep your visuals clean and simple. Make sure you provide accurate data.

*What could you say or do to present your information that will make the Analytical type sit up and listen?*

**The Driver** is fast-paced, action-oriented with a "my way or the highway" credo. The Driver is a difficult person to convince, because she believes she's almost always right. Drivers are bottom-line thinkers.

TIP: Make sure your presentation is crisp and professional, both verbally and visually. Use bold lettering to highlight key points and use arrows to direct the Driver's attention. Do not argue with a Driver during a presentation. Take care not to be cute or manipulative during the presentation.

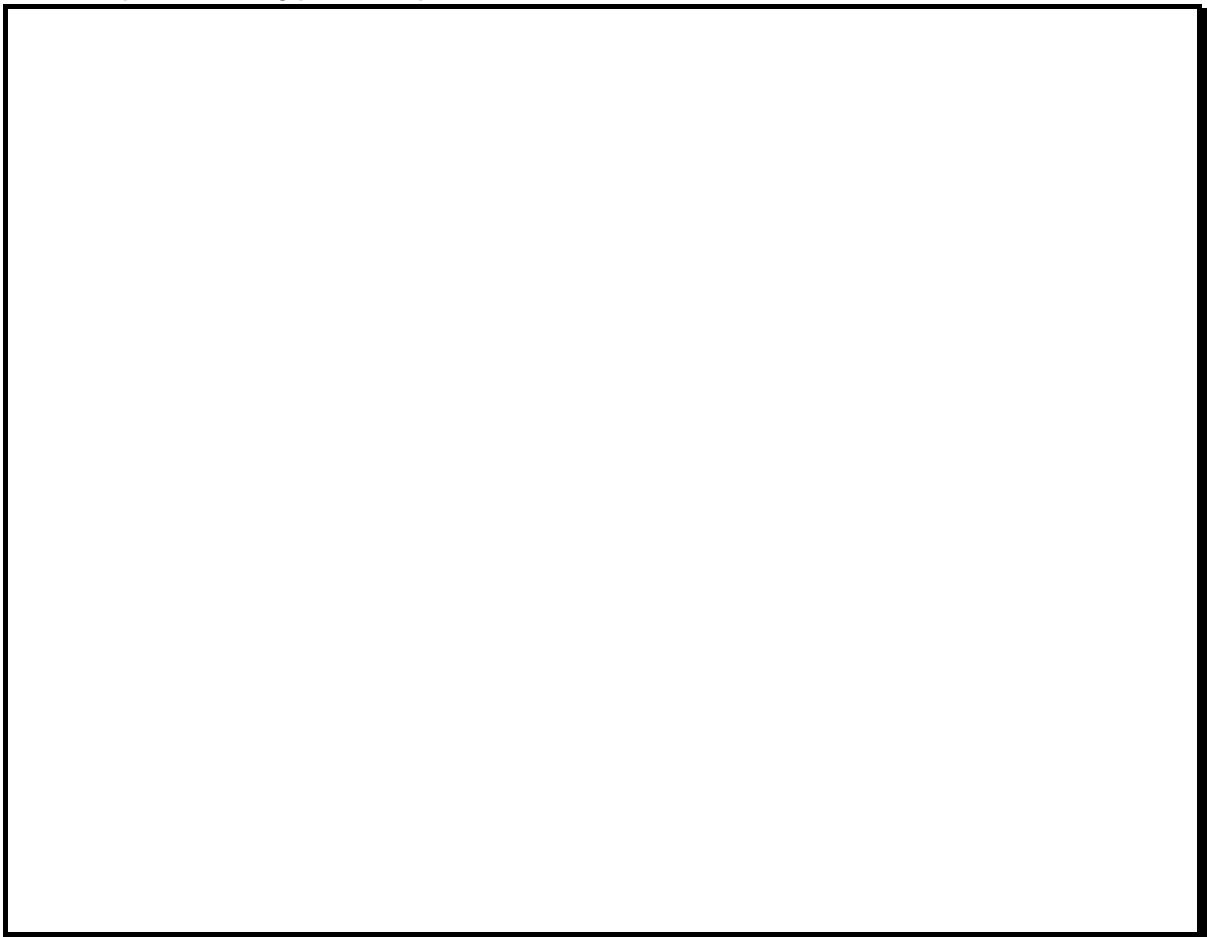
*What could you say or do to present your information that will make the Analytical type sit up and listen?*



**The Expressive** is highly creative and constantly moving. He typically thinks his ideas are better than anyone else's. Because his mind is constantly churning out new ideas, holding his attention is a challenge. And because he prides himself on his spontaneity and impulsiveness, he may interrupt to ask a lot of questions. He might even offer hints on how to improve your presentation.

TIP: Appeal to this enthusiasm, creativity, nonconformity and positive attitude. Being dry, humorless and dull will make him want to run for the door. Use bold, intense colors, lots of pictures, fancier fonts, and positive images [smiles, thumbs-up] to get your point across.

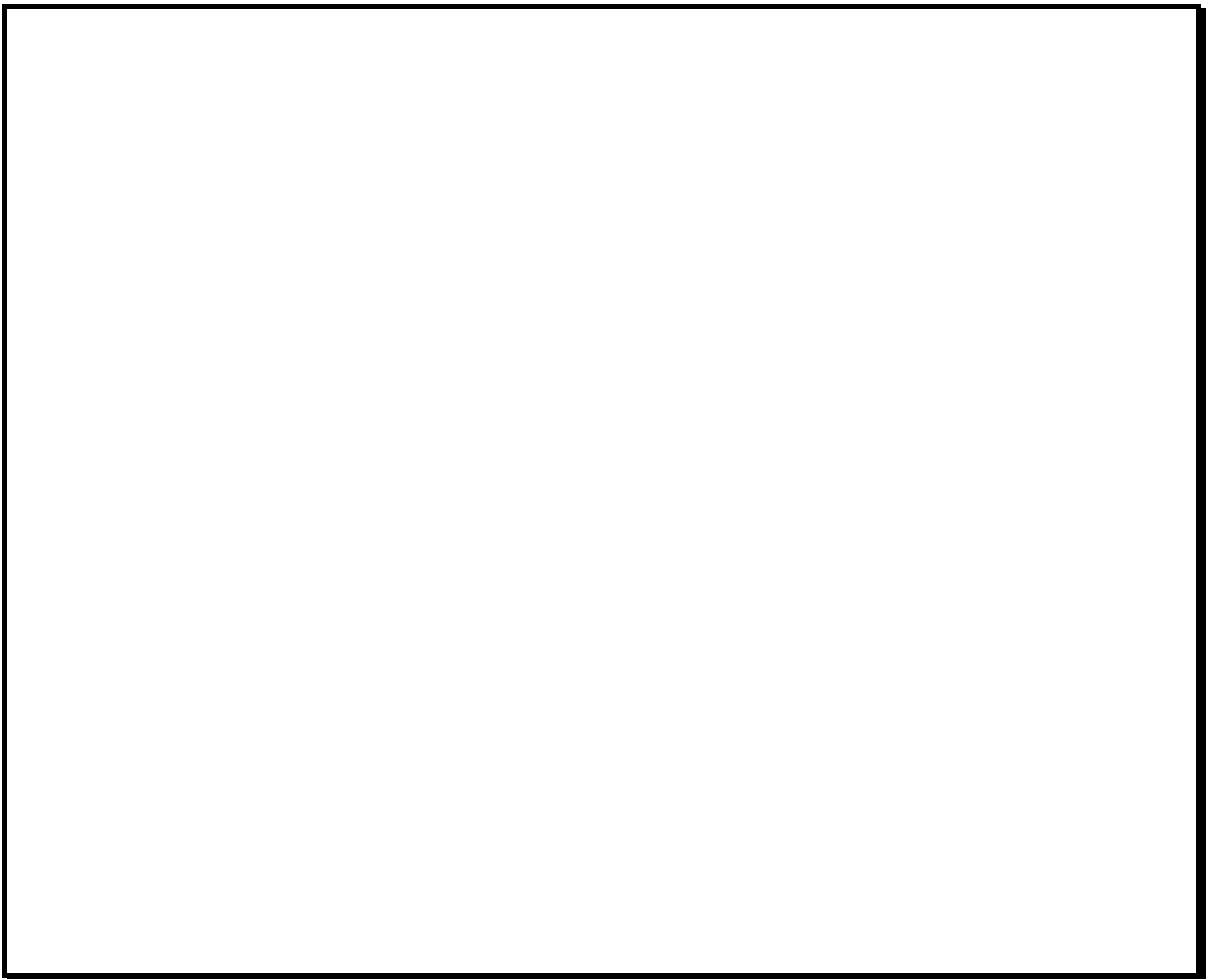
*What could you say or do to present your information that will make the Expressive type sit up and listen?*



**The Agreeable** is friendly, polite and supportive. She'll listen with a smile to everything you have to say, and she rarely asks questions or raises objections. Why? Because she hates conflict and wants to have a positive relationship with everyone.

TIP: Move through your presentation slowly. Use visuals with people in them. Stop and ask if she has any questions. Explain how a successful outcome to your presentation would affect her and others personally.

*What could you say or do to present your information that will make the Agreeable type sit up and listen?*

A large, empty rectangular box with a thick black border, intended for the user to write their response to the question above.