

Appendix A

LISTENER ANALYSIS WORKSHEET

1. What do I want to accomplish by presenting to this person or group?

2. Values that need to be considered for this person or group?
(What's important to them?)

3. Constraints that must be recognized for this person or group?
(What might hold them back from doing what I want them to do or knowing what I want them to know?)

4. Special needs of this person or group?

5. How do I rate the listener's topic and technical knowledge:

High ____ Low ____ Mixed ____ Unknown ____

6. My assessment of listeners' willingness to accept the ideas I present:

High ____ Low ____ Mixed ____ Unknown ____

7. Listener's opinion of me as a speaker prior to the presentation:

High ____ Low ____ Mixed ____ Unknown ____

8. Examples of supporting ideas and arguments likely to work well:

9. Examples of supporting ideas likely to cause a negative reaction:

10. Stories or examples the listener has described:

11. What personality styles seem to be represented?

Directors ____ Influencers ____ Supporters ____ Contemplators ____ Unknown ____