AUDIENCE UNDERSTANDING MATRIX – PAGE 23

	Kristin Houston	Adam Dissel	Katrina Kilborn	Your Audience
What is most important to them?	Clarity Being concise	Quickly grasping the "why"	Clear, simple language and message	
What hooks them?	Making it relatable Connecting to the why	Enthusiastic momentum	Upfront purpose	
What details do they need?	Actions, owners, and dates	Actions, owners and dates	Enough to discuss with Sr. leaders	
What are they willing to compromise?	Using existing charts to avoid re-work	Willing to consider suggested compromise	Highly technical details	

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