

Three Different Audience Types

An important thing to consider when preparing your presentation is the likely attitude of your audience. How might they be feeling? What is their mood? What is their mindset? Have they come with a bias or point of view about you or your topic? There are many factors that play into how an audience is feeling when they come to your presentation. We discuss these factors, why audience attitude is important, and tips for handling these three types of audience members in our blog. This graphic is to remind you some audiences are more challenging than others.

Great idea!

On Your Side

This audience type is the easiest to deal with. They will pretty much like anything you say and do anything you ask them to do. Be clear and direct about next steps and actions you need them to take.

Impartial

This audience type is more challenging. Audiences can be impartial for one of three reasons: they may be uninformed, indifferent, or undecided. Each type requires slightly different treatment.

Hmm...
let's see...I don't
think so!

Hostile

This audience type is the most challenging. They need to be approached with care. Preparing a presentation for this type of audience requires the most effort.