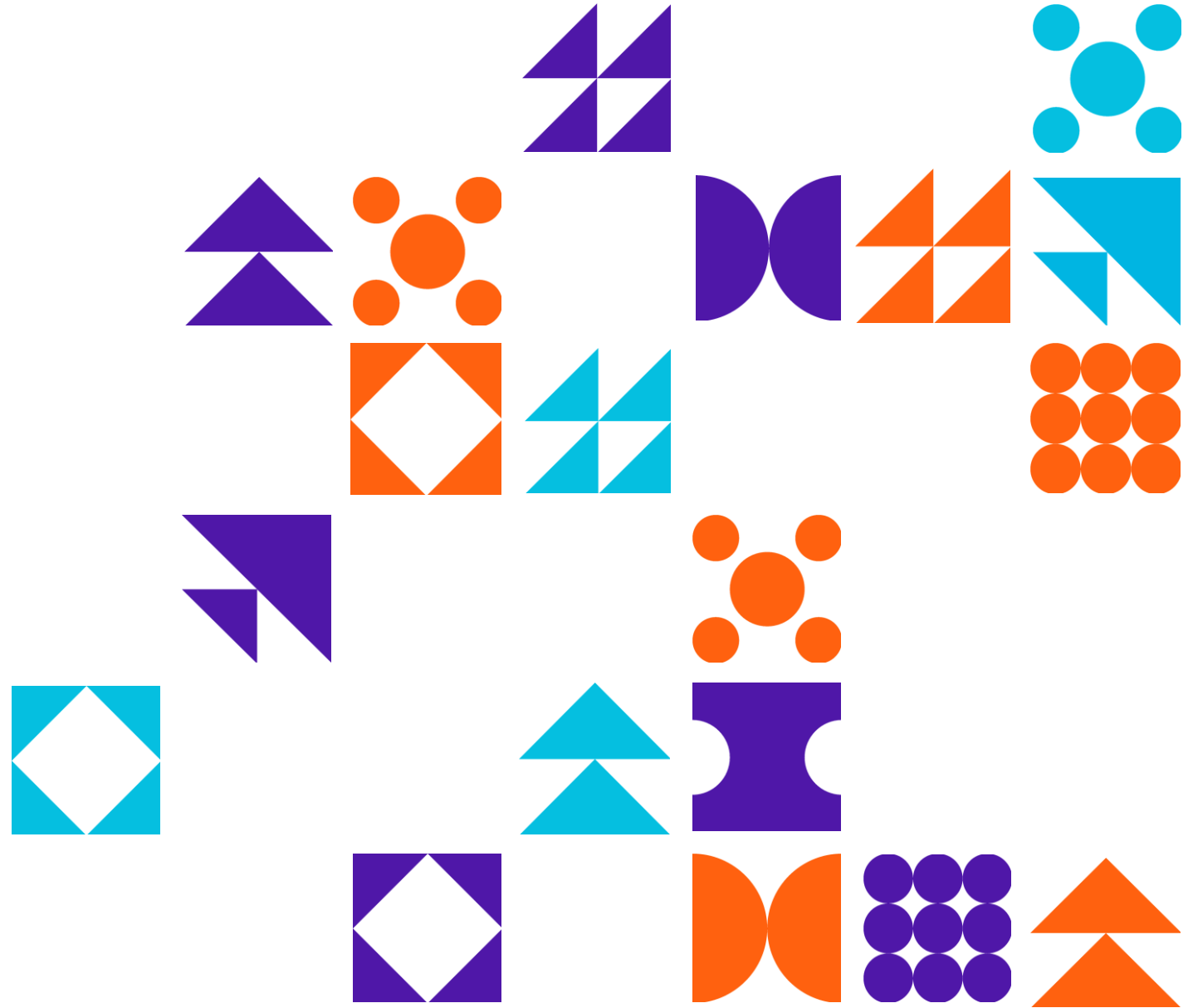


# Understanding Your Audience

Van Do

PDD 2024 | PMI-OC

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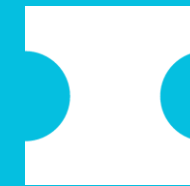
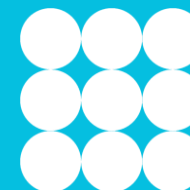
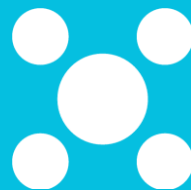


# Agenda

- About Me
- How Understanding Your Audience is KEY to Communication
- Types of Communication
- Understanding Your Audience's Communication, Preferences and Motivators
- Gaining Strategic Business Advantage by Understanding Your Audience
- Q&A

# Disclaimer

The views and opinions expressed in this presentation are those of the speaker and do not reflect the views or positions of any entities they represent.

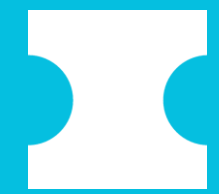
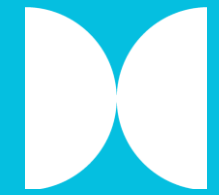
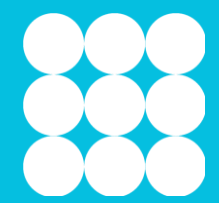
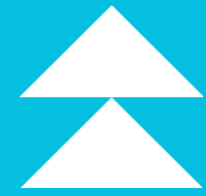
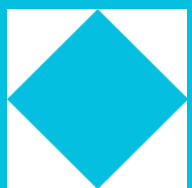


# About Me





How  
Understanding  
Your Audience is  
KEY to  
Communication



# Audience Persona

- An audience persona (also referred to as a buyer persona or customer persona) is a semi-fictional character that embodies your target audience. It's a concise snapshot of all of the relevant information you can obtain about them, all packaged together to form a “person” you can focus your marketing efforts towards.
- Why persona development is important? Persona development helps you define your target audience – where they live, what they do, the problems they have, and the solutions they need. Personas help your entire team stay aligned on who you seek to serve. They're used to inform sales, marketing, and product development strategies.

# What I Considered Preparing for THIS Presentation?

- Audience Personas
  - Project Managers, aspiring Project Managers
    - How does this information relate to Project Management?
  - Professional Development
    - How does this information help a professional?
- Desired Audience Takeaways
  - Concepts  Real Life Application
  - Being more aware of one's audience, their preferences and motivators
  - Being more successful in communication in the professional space, and in one's personal life



# Common Personas or Stakeholders in Project Management

- Internal:
  - Project Sponsor
  - Executives
  - Management
  - Project Team
    - Direct Reports
    - Cross Functional Team Members
- External
  - Client
  - Suppliers
  - Vendors
  - Consultants
  - Subcontractors
  - End Users
  - Government – federal, state, and local authority, legislations



# Stakeholders I Engage With



## Power-Interest Grid



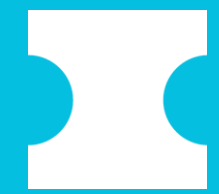
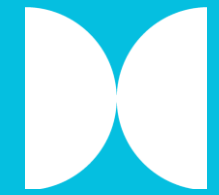
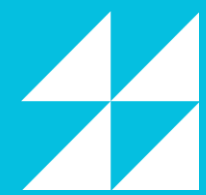
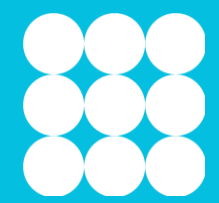
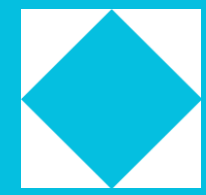
# Discussion Question

- Who are a few key stakeholders you engage with in your line of work?
- Who is a stakeholder who is both high power and high interest?
- What is an audience persona you engage with?





# Types of Communication



# Types of Communication

**Table 2-1. Types of Communication**

Type	Formal	Informal
Verbal	<ul style="list-style-type: none"><li>Presentations</li><li>Project reviews</li><li>Briefings</li><li>Product demos</li><li>Brainstorming</li></ul>	<ul style="list-style-type: none"><li>Conversations</li><li>Ad hoc discussions</li></ul>
Written	<ul style="list-style-type: none"><li>Progress reports</li><li>Project documents</li><li>Business case</li></ul>	<ul style="list-style-type: none"><li>Brief notes</li><li>Email</li><li>Instant messaging/texting</li><li>Social media</li></ul>



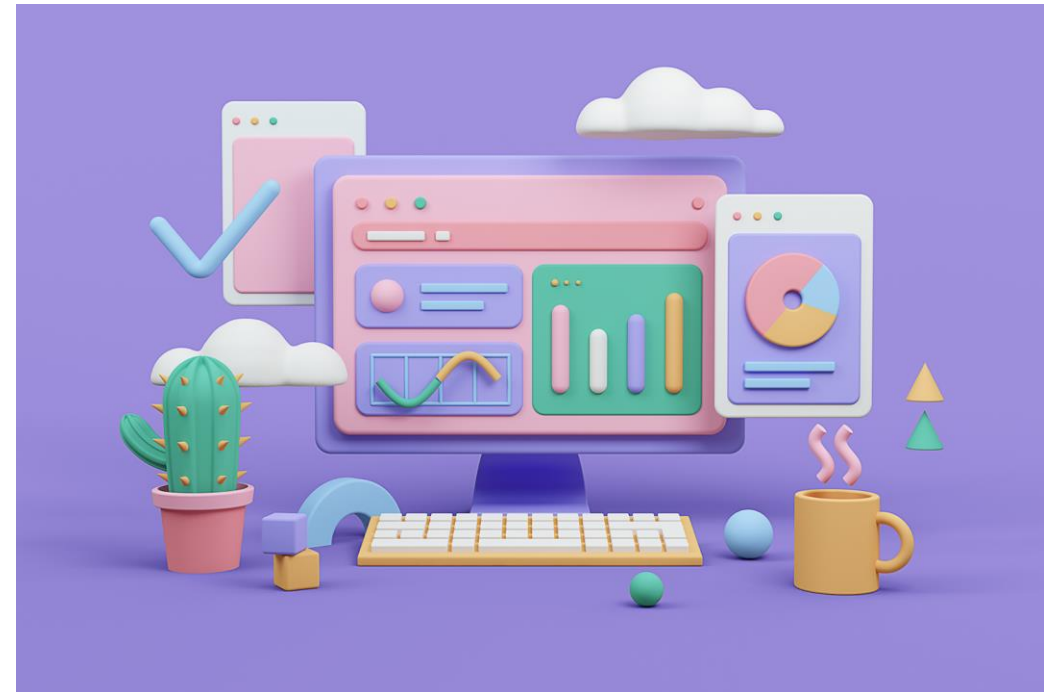
# Communication Planning

- Communication is the most important factor in engaging with stakeholders effectively.
  - Who needs the information?
  - Who information does each stakeholder need?
  - Why should information be shared with stakeholders?
  - What is the best way to provide information?
  - When and how often is the information needed?
  - Who has the information needed?
- Additional factors to consider:
  - Internal vs External
  - Sensitive vs Public
  - General vs Detailed



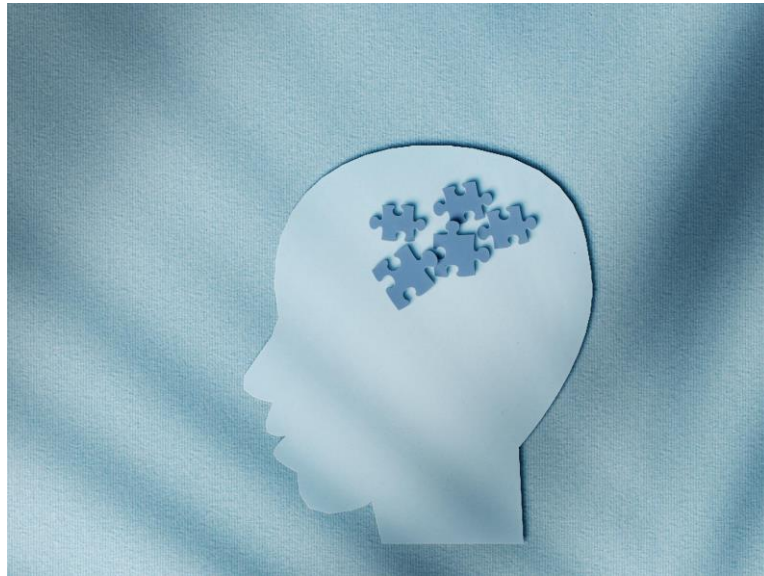
# Trade Ally Network

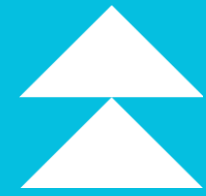
- Communication Plan
  - Exception to Communication Plan for customer service
    - Sales Team VS Ops team
    - Different branches of the same company
  - Handling Ad-Hoc Requests



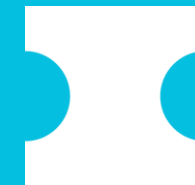
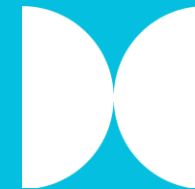
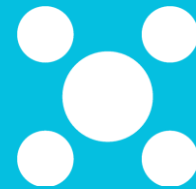
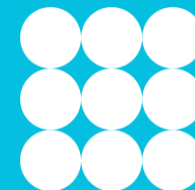
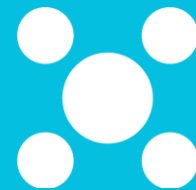
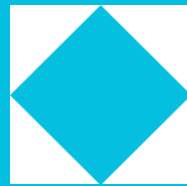
# Discussion Question

- What are your preferred forms of communication?
- How have you contributed to a Communication Plan?
- What are some exceptions requested by Stakeholders?





# Understanding Your Audience's Communication, Preferences and Motivators





# What is Tailoring?

- Tailoring involves the considered adaptation of approach, governance, and processes to make them more suitable for the given environment and the project at hand. It involves the analysis, design, and deliberate modification of the people elements, the processes employed, and the tools used. The tailoring process involves four steps:
  - Select initial approach
  - Tailor for the organization
  - Tailor for the project
  - Implement ongoing improvement



# Why Tailor

- Tailoring is performed to better suit the organization, operating environment, and project needs.
- Tailoring produces direct and indirect benefits to organizations.
  - More commitment from project team members who helped to tailor the approach
  - Customer-oriented focus, as the needs of the customer are an important influencing factor in its' development
  - More efficient use of project resources

# Different Motivators in Energy Efficiency Programs

- Utilities
- Implementor
- Manufacturers
- Distributors
- Contractors
- End Users



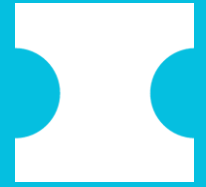
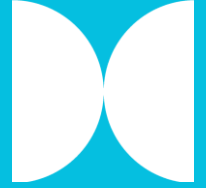
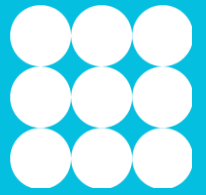
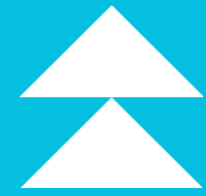
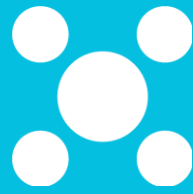
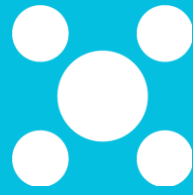
# Discussion Question

- How have you tailored your communication for success?
- What was a time where you had to accommodate for a particular entity's preferences or motivators?





# Gaining Strategic Business Advantage by Understanding Your Audience



# Outreach Strategy: Commercial & Industrial Customers VS Income Qualified Single and Multifamily Residential

- Commercial and Industrial
  - Trade Ally Network
  - Scale
  - Profit motivation
- Income Qualified Single and Multifamily Residential
  - Survival
  - Common allies
  - Pride

# Trade Shows

- Attending VS Exhibiting, after hour networking sessions
- Who is the Audience attending?
  - Education Materials
  - SWAG :)



# Competitive Advantage

- Common Allies
  - Counter Days!!
    - Location, audience, motivators
    - Raffle
- Cultural holidays and business practices
- Learning how to golf
- Donuts VS Breakfast Burritos
- Iced Tea with a side of simple syrup
- In the absence of a reservation, coming early to wait
- SINCERITY = Advantage





# Discussion Question

- Where can you see yourself making some strategic moves for a business advantage?
- Since attending this session, have you been inspired to try any new strategies?

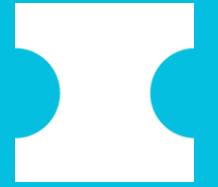
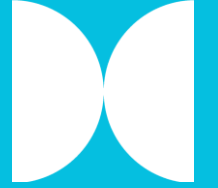
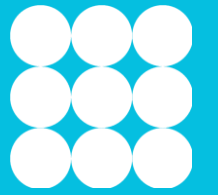
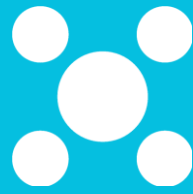


# Conclusion

- Communication is KEY
- Golden Rule VS Platinum Rule :)



# Q&A



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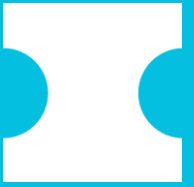
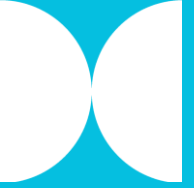
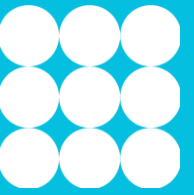
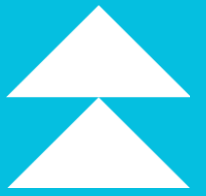
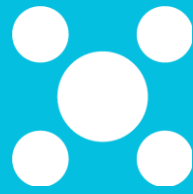


THANK YOU

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