

KNOW YOUR AUDIENCE

What do you know about the organization's **mission and values**?

What do you know about the individual's **position**? Responsibilities?

What are the **priorities** of the position/organization?

What are the **pressures** of the position/organization?

What do you know about the person's **preferences or personality**?

What do they know about and how do they feel about **your program/organization**?

STRATEGIC

EMPATHY:

Understanding and respecting what matters to someone else and WHY in order to work ethically and effectively with that person(s)

After answering the above questions, what messages and communication strategies might resonate the most for your audience?

Based on the work of Dr. Cynthia King, Encourage Communication