



Intentional analysis of your audience and their interests (not yours) can help you communicate better.

Audience and Communication analysis

Be intentional about your communication. Use the following table to think through your communication approaches for greater impact.

Table. Thinking through some simple steps to effectively communicate.

Who@	Why	What	How
Who are they?	Why should they care? What are their major needs & interests that would motivate them to take action?	What do you have to tell them that is credible, relevant and practical relevant to their needs and interests?	How do they prefer to get information – i.e., how can you best reach them? Consider existing channels or other groups.

@ Your audiences might include **End users**; **Collaborators** – Colleagues, Partners, Local government, Non-profits, etc.; **Funders** – Government, Foundations, etc.