Adapting Speech

What are you going to talk about?

Who are you going to be talking to?

Why will you be speaking? What do you want your audience:

To know? _____

To feel? _____

To do? _____

What different kinds of people who are likely to be in your audience? Consider:

	Audience	What do they already know about this topic?	What obstacles or resistance are you likely to get?
1			
2			
3			