

W.H.A.M. Worksheet

Who is my audience?

What do they already know?

Do they know who I am?

Do they understand my role?

Are they knowledgeable about the subject?

What do they know about it?

What do they care about?

What are their beliefs?

How can I make this relevant to my audience?

What motivates this group?

What should I leave them with?

What is my goal here?

What are my key messages?

If they only remember one thing from this presentation, that one thing would be: