



PINEAPPLE

# THA Leadership Fellows

## Module 1: Generating Buy-In From Stakeholders

Welcome!

I'm honored and excited to be your communication guide during this valuable experience.

Today we'll learn how to persuade different stakeholders by analyzing your audience, situation, and purpose.

Use this booklet to start building ideas and strategies for your presentations and pitches.

Please answer the questions at the end before we meet again for Module 2.

Feel free to reach out to me any time with updates and questions.

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# Analyze Your Audience

Who are my primary and secondary audiences?

*teammates, executives, decision-makers, policy-makers, etc.*

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What do they expect from me? Be specific.

*clarity, evidence, level of formality, timing, value proposition, etc.*

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What do they need from me? Be specific.

*background info, insights, recommendations, takeaways, etc.*

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What do they want from me? Be specific.

*data, stories, testimonials, examples, visuals, conciseness, etc.*

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# Analyze Your Purpose

What do you want the audience to **believe** about your topic?

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What emotions do you want your audience to **feel**?

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What **actions** do you want your audience to take?

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Write out your **purpose statement** as a complete sentence.

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# Analyze Your Situation

What is the **format** of my presentation?

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What is the **timing** of my presentation?

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What potential **disruptions** could I face?

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How will I **respond** to disruptions?

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## Questions for Module 2

What are the main points of my presentation?

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What specific evidence will I use to support my points?

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What is the one thing I want my audience to remember?

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How will I adapt my presentation for different situations?

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# notes

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