



A:H:A
Audience
Hearing portrait
Analysis



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CURRENT STATE

In today's environment geography is becoming history, we have employees come from all kind of socio economic and geographical background. Also the offices are spread across the globe and this diversity is becoming a challenge to address from leaders / speakers perspective.



The Standard Reactions



"I can have brilliant ideas, but how do I communicate in a way that my audience, from R&D scientist to sales catalyst, understand right messaging and are also enthused by it."

"As a CEO it is frustrating, when my audiences don't relate to me."

"How do we tailor our communication to maximize the impact"

"My leader (speaker) has left me all the more confused and frustrated after his meeting than I was feeling before."



- Developing and executing communication plans to select the best channels for delivering/receiving any message to/from employees is a challenge. Moreover, choosing from different communication styles such as masculine, feminine, formal, informal, verbal, non-verbal, high context, low context etc., makes the decision more complex.
- Ineffective strategies that are often top-down in nature, are unable to set the tone for a cascading series of messages.
- We are unsure whether the message will be perceived in the right sense as there is lots of confusion and negativity when communication is sent in a fashion which contradicts the receiver communication style.
- Diverse audience may have different perceptions and expectations when giving or receiving information, and these differences should be considered when developing messages to a broad audience as employees tend to ignore communications when they feel a disconnect with it.
- Senior management is unsure of the perceptions and communication styles of the audience they are going to address. Hence they spend unnecessary time and effort getting across important information to the concerned audience.



CHALLENGES





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SCIENCE

A:H:A - Audience Hearing portrait Analysis is a SAAS based robust scientific tool which analyses the audience / listeners profile. The audience profiles, developed and pretested, will guide the identification of communication objectives, the development of messages and selection of communication channels.

Our approach is based on socio-demographic and psycho graphic identifiers like location / age / gender / roles, perceptions thoughts etc.

As our purpose is to move beyond seeing the audience as a number and acknowledging that audience segments are made up of real people with aspirations, feelings, motivations and desires. Our data backed approach will help you to make meaningful connections with the audience.

A:H:A uses a very promising and novel approach that is based on the following six essential dimensions that gives a holistic perspective of the target audience:

- 1. Masculine vs Feminine
- 2. Suspicious vs Trusting
- 3. Active vs Passive
- 4. Patient vs Impatient
- 5. High Context vs Low Context
- 6. Formal vs Informal



Product & Product as Service

A:H:A can be acquired as a product, wherein all the control is with the client or can be acquired as a combination of product and service where we run the product for the client.

- Customizable Reports Based on Identifiers
 The reports have various filters that can be used to
 deep dive and identify the preferences of specific
 demographics.
- Realtime Basis

 Having access to real-time data ensures availability of critical information the organization needs to make smart decisions at any point in time.
- A real-time dashboard tracks, analyses, and reports data in real-time with the help of data visualizations. It is automatically updated and grants instant access to valuable data. Clicking on a visualization will take the client to the report (and dataset) that was used to create it.

A single Page Report A single page report combines on-premise and cloud data, providing a consolidated view. Placing the data in a visual context helps patterns, trends, and correlations emerge that might otherwise go unnoticed.



SOFTWARE





BLUEPRINT





The Survey

Survey is triggered based on our structured questionnaire which encompasses all the six dimensions of communication patterns.

The Reports

Feedback and responses captured through the survey reflect the preferred communication style of the participants. The stakeholders / leaders have the flexibility to access the reports based on identifiers like location / age / gender / roles etc multiple times based on the situation on real time basis.

The Dashboards

Dashboard analytics get triggered to analyse data and draw inferences and make necessary recommendations encompassing the dimensions.





Communication Consumption Pattern

Based on the most compelling communication style we can customize/design the communication style.

Emotional Connect with Audiences

Helps management create a tailored approach to connect with the target audience on an emotional level to drive better engagement and loyalty towards brand.

Optimize Time and Messaging

Helps you determine what type of communication pattern majority of your audience belongs to and also assists to reduce time and effort to effectively address such an audience, as we know our audience much better now.

Energize and Motivate People

Critical for senior management as they can relate best and have a more focused discussion, exactly targeting the pain point of the audience.

Build Trust and Positive Energy

Frequency of leadership interaction increases and is more impactful, as leadership is more equipped now and need not hold back in communicating freely with their audiences.

KEY FEATURES







KEY FEATURES



Promotes Effective Decision Making

Reduces confusion among functional areas through a common business foundation for decision-making.

Precision Engagement with Audience

Serves to identify where and when to promote the carefully crafted message for greater impact.
Important factors to consider include the specific platforms used by the target audience and critical timings.

Measurement

Quantifying the reach and engagement of every audience campaign not only determines the success of a communication strategy, but also enables businesses to fine tune their ongoing approach. It is important to set clearly defined targets and goals against which the ROI of your communication strategies can be measured and validated.

Understanding who makes up the target audience will allow the speaker to carefully plan his message and adapt to the level of understanding and background of the listeners. Two practical benefits of conducting an audience analysis are:

- (1) To prevent the speaker from saying the wrong thing, such as telling a joke which offends, and
- (2) To help the speaker to connect to the audience in a language they understand, engages and interests them.



Practical Benefits for the Speaker



KEY IDENTIFIERS OF A:H:A

Demographics

Age
Gender
Race/ethnicity
Income
Education
Family Status

Geography

Residence location
Work location
Place of origin
Choice of recreation area

Usage/Behaviour

Frequent/Infrequent Plan-ahead/impulse

Attitude/Belief/Opinion

Likes/Dislikes Preferences Values



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Socio-demographic Analysis

Whenever addressing an audience, it is generally a good idea to know about its age, gender, major, year in school, race, ethnicity, religious affiliation etc

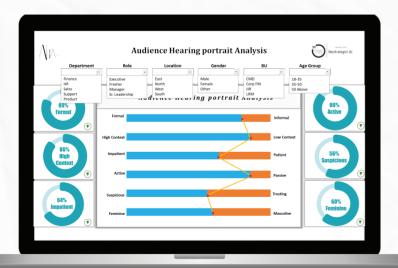
- **Geographic Characteristics** like where the audience lives, works, place of origin, choice of recreation area and how that might impact behavior.
- Psychographic Characteristics such as needs, hopes, concerns and aspirations. Audience thoughts, beliefs, knowledge and current actions related to the social issue. For example, you may determine that you have price-sensitive customers who choose the least expensive option. Or trend-conscious customers who prefer the newest, most fashionable option. Or early-adopters who are open to choosing new, unproven options.
- Situational Analysis

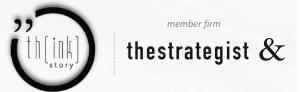
The situational audience analysis category considers the situation for which your audience is gathered. This category is primarily concerned with why your audience is assembled in the first place.

Psychological Analysis

Unless your selected speech topic is a complete mystery to your audience, your listeners will already hold "attitudes, beliefs, and values" toward the ideas you will inevitably present. As a result, it is always important to know where your audience stands on the issues you plan to address ahead of time.







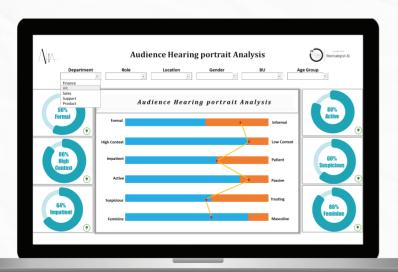
DASHBOARD



The analysis can range from simple deep dive analytics to predictive patterns based on the scenario on real time basis



Audience Hearing portrait Analysis Department Role Location Gender BU Age Group Addience Hearing portrait Analysis Formal Informal Inf

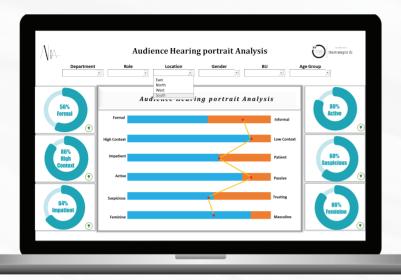


DASHBOARD



Analytics with filters for detailed comparison





DASHBOARD

Real time dashboard which represents real time data







Communication leading to Credibility & Connect (emotional)