

# Perspectives of Your Audience

## Influencing and Activating to Advance Your Work

### OVERVIEW

This exercise will guide you in identifying the individuals you will contact, influence, and activate in your leadership work. By analyzing their unique perspectives and concerns, you will prepare yourself to effectively communicate with all those involved in your leadership challenge.

### ACTIVITY

On the chart below, include all those directly or indirectly involved in your leadership challenge. Examples of those your chart might include:

*Principal*  
*Teacher*  
*Parent*

*Union Official*  
*District Administrator*  
*Community Resource*

*School Board member*  
*Politician*  
*Student*

Describe each person's perspectives and attitudes as well as their concerns, needs and priorities about your leadership challenge. Try to think of your challenge from their viewpoint.

### EVALUATION

Make notes in the last column of best strategies for communicating with that individual based on the information in the chart.

My Leadership Challenge: \_\_\_\_\_

Audience	Perspectives and Attitudes	Concerns, Needs, and Priorities	Notes
List each person or group separately	What perspectives and attitudes exist for this person concerning my leadership challenge?	What are the concerns, needs, and priorities for this person associated with my challenge?	Based on these reflections, what helpful hints come to mind for communicating with this person?



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