

Difficult Audiences

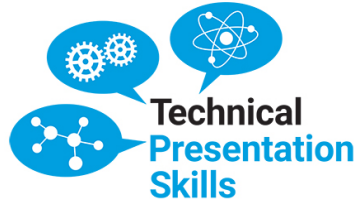
Difficult Audiences Transcript

I'm sad to say sometimes you're going to get difficult audiences.

You're going to have the audiences that are distracted, always on their cellphones or their computers.

You're going to have the audiences that want to push back with what you're saying. There's lots of ways an audience can be difficult.

If you're running a meeting and you're presenting at a meeting, you can set rules up at the beginning, rules such as I'm going to ask you all to put your cellphones on silent or stun just so that we can keep our attention to what we're talking about today. You can have rule saying we're only going to have questions at the end of a presentation so that you're not barraged with a lot of pushback early on.



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Often times though, if an audience is difficult, we can look back at ourselves and say, am I speaking to them about what's important to them?

Go back to the section about know your audience. The more we speak to our audience about what's important to them, the more likely we have their attention and their good graces.