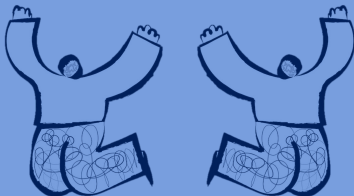




ACT-ivate

KNOW YOUR CROWD

Your participants are the heroes. Your job is to know them before you meet them.



The WFG act lands differently **depending on who is in the room.** A finance team needs different direction to a communications team. A room full of cynics needs a different opening than a room full of converts. **This pre-training survey helps you** tune to the frequency of your audience to **tailor the sessions so your content meets their needs.**

KNOW YOUR CROWD

1. **Draft a 3 minute survey.** Ask four core things,
 - their baseline knowledge of the WFG Act;
 - their confidence applying it;
 - their tolerance for uncertainty;
 - and the single practical outcome they need from the training.
2. **Review your findings.** Think about the range of personality types you see in the responses. Identify the ratio of enthusiasts, sceptics, and pragmatists to form your facilitation brief.
3. **Target the sceptics.** Design your opening specifically for them. If you win them over early, the rest of the room will follow.

WORKS WITH



Act-ivate Inspiration to gather both values and context before the session.



Act-ivate Knowledge to translate what you find into how you pitch the session.

SOURCE

Nancy Dürate (2010). *Resonate: Present Visual Stories that Transform*
Audiences. United Kingdom: Wiley.

