
Exercise 2-1. Define your audience and its timeframe for results.

Directions: Complete the following steps for this exercise. If you prefer not to write in this book, go to the companion Website (www.astd.org/astd/publications) to download a PowerPoint file for this exercise.

1. Fill in the names and titles for each of the four boxes displayed under one of the levels of your audience.
2. Fill in the timeframes you believe each audience may be most focused on demonstrating results.
3. If you don't know the names, titles, or timeframes for one or more of your audiences, you may put a question mark in the box or the timeframe. This will be a reminder to you that you have some research to complete as you read about performing business intelligence research in chapter 7.

Step 1: Define Audience

	Senior	Mid	1st/Ops	Individual
1	<div></div>	<div></div>	<div></div>	<div></div>
2	<div></div>	<div></div>	<div></div>	<div></div>

Example:

Senior	Mid	1st/Ops	Individual
<div>Fred Jones: Senior Executive Vice President: Manufacturing</div>	<div>Darnell Cousins: Vice President Manufacturing: Plant Seven</div>	<div>Line Supervisors: Plant Seven</div>	<div>Assembly and Welding Workers: Plant Seven</div>
<div>Three Years</div>	<div>One Year to One Quarter</div>	<div>Monthly and Quarterly</div>	<div>Daily and Weekly</div>
