

Keep Your Audience With You

A LEADERSHIP WORKSHEET FOR AUDIENCE ENGAGEMENT

People stay engaged when they understand **where** you're taking them—and **why** it matters.



Clear thinking
creates **clear**
communication.

Clear communication
builds **engagement**.

Engagement
inspires **action**.



1. BEFORE YOU SPEAK

Prepare for engagement before you prepare your slides.

- ☐ Who is my audience?
- ☐ What matters most to them?
- ☐ What do I want them to think, feel, or do?
- ☐ Where might their attention begin to drift?
- ☐ How will I make it easy for them to follow my thinking?



2. HELP YOUR AUDIENCE FOLLOW YOUR THINKING

People can't stay engaged if they're trying to figure out where you are. Use simple signposts throughout your presentation.

- "Let's begin with..."
- "I'll share three ideas..."
- "Now that we've looked at..."
- "The next point..."
- "Finally..."
- "Before we conclude..."

Think of these as trail markers that help your audience stay with you from beginning to end.



3. KEEP YOUR AUDIENCE ENGAGED

Throughout your presentation, intentionally change the pace.



Ask a
question



Tell a
story



Share a
surprising
statistic



Invite
discussion



Use a
visual



Ask your
audience to
imagine a scenario

Small shifts in pace help people reconnect with your message.



LEADERSHIP CHECKLIST

Before you present, ask yourself:

- ☐ Is my message organized clearly?
- ☐ Have I planned moments of engagement?
- ☐ Have I used signposts throughout?
- ☐ Is it easy for my audience to follow my thinking?
- ☐ Does my closing reinforce the message?



THE BIG TAKEAWAY

Engagement doesn't begin with audience interaction. It begins with **clear structure**.

*When people can follow your thinking, they're far more likely to engage with your message—and **act on it**.*

