Audience Framing Tool

Deciding how to hold the room before you decide what to say

Most presentations don't fail because the speaker lacked information.
They fail because the speaker defaulted to habit.

When you walk into a room — virtual or in person — you are already making choices:

- How much explanation feels necessary
- How much authority to project
- How careful or direct to be
- How much emotional distance to keep

Those choices are rarely intentional.

This tool is designed to help you frame the audience deliberately —
especially when your information about them is incomplete, generic, or imperfect.

Audience framing is not about knowing everything.
It's about choosing how you will responsibly show up for the people in front of you.

Important:
This tool still works when audience intelligence is thin, late, or unavailable.

You are not trying to be right about the audience.
You are choosing how to hold them — responsibly and intentionally — in this moment.

Framing the Room

(Even When You Don't Know Much)

You rarely walk into a presentation knowing everything about the audience.
And waiting for perfect information usually means defaulting to habit.

This page helps you make responsible framing choices based on:

- What you know
- What you don't
- What the moment likely requires

You are not trying to diagnose the audience.
You are choosing how to hold them.

Start Here

Based on what I know — and what I don't — how should I responsibly show up for this audience?

What pressure, context, or constraint might they be under right now?

If I were sitting where they are, what would I need most from this session?

Good framing doesn't require certainty.
It requires intention.

Choosing Your Stance

How you hold the audience determines how you sound —
long before you decide what words to use.

Stance is the internal posture you bring into the room.
It quietly shapes:

- Tone
- Pace
- Degree of explanation
- How much space you give yourself

This page helps you choose that posture intentionally.

Decide Your Posture

Should I lead with clarity, reassurance, challenge, or invitation?

Where might I need to slow down, soften, or simplify — even if I feel ready to move faster?

Where is it appropriate to be more direct or more decisive than usual?

Stance is not about performance.
It's about responsibility.

Signals and Adjustments

Audience framing doesn't end when the presentation begins.

Once you are in the room — physical or virtual — the audience gives you information continuously.
Not through words, but through **signals**.

This page helps you notice those signals without becoming reactive,
and make small, intentional adjustments without losing your footing.

Signals to Notice

- [ ] Energy level rises or drops
- [ ] Engagement feels active or passive
- [ ] Attention feels steady or scattered
- [ ] Questions suggest clarity or confusion
- [ ] Body language signals comfort or resistance

Adjustments to Consider

- [ ] Slow the pace to allow processing
- [ ] Clarify a point before moving on
- [ ] Reinforce relevance or context
- [ ] Shift tone without abandoning intention
- [ ] Let silence do some of the work

What Not to Do

- [ ] Over-correct based on a single reaction
- [ ] Abandon your stance to chase approval
- [ ] Fill every pause with explanation
- [ ] Treat resistance as failure

Adjustment is not retreat. It's attention in motion.

Reflection & Integration

Use these prompts to capture what this audience taught you.

What assumption I made about the audience proved most accurate?

Where did my framing need adjustment once the session began?

What will I intentionally carry forward into my next presentation?

Framing improves not through certainty, but through attention.