MAP Audio #3 Script

This script is from the ICON9 Learn As You Go Audio series.

Welcome to part 3 of the MAP module in the ICON9 Learn As You Go mini-program.

Today we'll dive into the "audience" part of MAP.

We'll follow the same 3-step process as usual. I will start by suggesting an example, then lead you through one of your own. By the time we've finished, in 7 minutes from now, this particular aspect of MAP should be firmly fixed in your mind!

As you know, in the first two steps of the exercise we define the client and the context.

Now, the Audience is the other party concerned by your MAP. Hence, when we talk about client encounters, the audience is invariably our client.

For this example, I am choosing a teleconference with two established customers. One of them is an engineer using my products, and the other one is his manager.

Let's say that this is a follow-up meeting to the one described in the previous exercise. You may recall that this was a six-week evaluation and a precious opportunity to earn business in a new account. Unfortunately, the clients had found some bugs in the software, and this was jeopardizing the evaluation.

That's the context, so how do I define or imagine the Audience of my MAP?

I'm interested in their perceptions, concerns and expectations. For example, I believe that the manager left our last meeting with a positive impression of our efforts, but that the engineer was still skeptical. That's *my* perception of *their* perceptions, if you like.

As for concerns, I believe that the manager is mainly worried about timescales – can we get everything done on time? – while the engineer is more concerned about the quality of the software delivered.

Their expectations – both of them – seem to be for positive, energetic support. They want us to make them feel that they are at the centre of the universe!

Given all this, it should be quite easy now to imagine questions that they might ask, obstacles that they could raise, and other things to anticipate during the meeting.

So that's my example. Now, what about you?

Does your example concern an individual or a group? Either way, who are they? Just think about it, and write it down if you wish.
 <pause>

And are you calling or are you meeting face-to-face? Again, just bring this to mind, and write it down if it helps.
 <pause>

What's the context - what led up to this point, and what could follow, either good or bad?
 <pause>

Given this context, what do you believe are your audience's perceptions of the current situation?
<pause>

What about their concerns? What do you think they may be worrying about?
<pause>

How about their expectations? What mood do you expect them to be in?
<short pause>

Having gone through this brief process, an you now envisage meeting your clients and the conversation that will follow?
<pause>

That's the main idea of the Audience step of MAP - to get the client in mind. It's a kind of mental warmup, helping us to break away from the rather technical activity of preparing the content of the meeting and bringing the human aspect to mind.

Well done! You just completed another Learn As You Go session.

I hope that these few minutes have helped you to further anchor the MAP concept.

As always, look out for opportunities to further entrench these concepts over the next few days. If you have one or two meetings or calls lined up, try sketching out MAPs for them. This time, pay particular attention to visualising the Audience!

Tomorrow, we'll look at the final part of MAP - the Plan. I look forward to seeing you then.

620 words