

~~EXAMPLE FROM ONE OF MY CLIENTS~~

## AUDIENCE ANALYSIS / YOUR MOST COMMON CLIENT PERSONALITIES

*Italics = where they draw self-esteem and identity from*

<b>THE CONVERTED = 30%</b>	<b>THE INDIFFERENT = 60%</b>	<b>THE HOSTILE = 10%</b>
<ul style="list-style-type: none"> <li>• People who “have tried it and seen its potential” or “are sure it’s the next best thing”</li> <li>• People using Agile now who want to do and be even better</li> <li>• Love it for the results or the culture</li> <li>• Change agents</li> <li>• Leadership types</li> <li>• Lifelong learners</li> </ul>	<ul style="list-style-type: none"> <li>• Managers, project managers, and contributors who don’t see Agile materializing in their organization anytime soon</li> <li>• Managers (especially) who see Agile as another “set of best practices” and want a prescription</li> <li>• Contributors who couldn’t care less about methods and practices, as long as they get to do things their way</li> <li>• “I just want the PDUs”</li> </ul>	<ul style="list-style-type: none"> <li>• People who “have tried it and it didn’t work”</li> <li>• Hard-nosed managers who are all about execution</li> <li>• People who just don’t want to listen to consultants in case they must sell them on something</li> <li>• “I’m going to learn this by myself, thank you.” (Or, “I will figure this out for myself.”)</li> </ul>
<b>THE CONVERTED</b>	<b>THE INDIFFERENT</b>	<b>THE HOSTILE</b>
<p>The Avid Learner – eager to collect every drop of wisdom <i>Knowledge is power</i></p> <p>The Eager Change Agent – has vowed to change the world <i>Evolved person</i></p> <p>The Wide-Eyed – new to this, delighted to be in my presence because I could teach him so much. Likely to be Indian <i>External validation and support</i></p>	<p>The Harried – constantly under pressure to <i>do</i> and <i>be seen doing</i>. Sees anything I suggest as potentially another thing to put on the to-do list. If it comes with PDUs, he’ll listen. <i>Order in the world (reducing entropy)</i></p> <p>The Process Hostage – Has to follow what the book says. Wants me to tell him exactly what to do. Not comfortable with answers like “it depends”. <i>Don’t know</i></p> <p>The Accidental Developer (or tester, or BA) – has a career in software development, but isn’t passionate about it. Sort of fell into it, and has stayed there due to momentum (and it pays reasonably well). Learning new methods or approaches is only interesting to the extent that it’s useful to preserving his career. <i>Some other non-work pursuit, e.g., volunteering or family</i></p>	<p>The Know-It-All – self-starter who grew through the ranks due to his brains and hard work, but few social skills <i>Results and accomplishments that can be traced back to him. Having an amazing LinkedIn profile.</i></p> <p>The Staid – doesn’t rock the boat, the one time he did Agile he was pushed into it and just saw the downsides. Works on his own.</p> <p>The I-Want-Results – could care less about philosophy or mind-set. Code is code and people are resources. Needs assurance that a different way would be successful. Got to where he is by driving people relentlessly.</p> <p>The Retreater – If presented with an opportunity to invest and grow, hastily retreats to evaluate the outlay. Super reasonable, meticulous, takes forever to make a decision. Does everything his own way on his own time. Would never invest money for self-growth unless it’s a no-brainer like a relevant university degree.</p>