# AUDIENCE ANALYSIS REPORT

## Introduction

The purpose of this audience analysis is to understand the audience so that we can design a training solution that is aligned with their needs and the needs of the organization.

## Overview or Our Approach

We collected performance, affective, and demographic data. The data in the audience analysis was collected through HR records, surveys and interviews.

## Categories of Data

1. **Confidence in Engagement and Motivation of Team:**

   92% of respondents were not confident or somewhat confident in their ability to effectively engage and motivate their team. And only 5% felt very confident in their ability to effectively engage and motivate the team.

   Conclusion: There appears to be low to medium confidence in engagement and motivation of the team. This signifies a lack of knowledge about employee engagement and motivation.

2. **Attitude Toward Employee Motivation**

   While some people could respond to the question about motivation, half of them could not identify the factors that contribute to employee motivation.

   Conclusion: There appears to be a lack of knowledge about the factors that influence employee motivation. Managers would benefit from being able to identify the factors that influence motivation.

3. **Lack of Time, Interest, and Support**

63% of managers report that the biggest obstacle to participating in training is lack of time. 15% of managers report a lack of interest. 12% of managers report lack of support from supervisors.

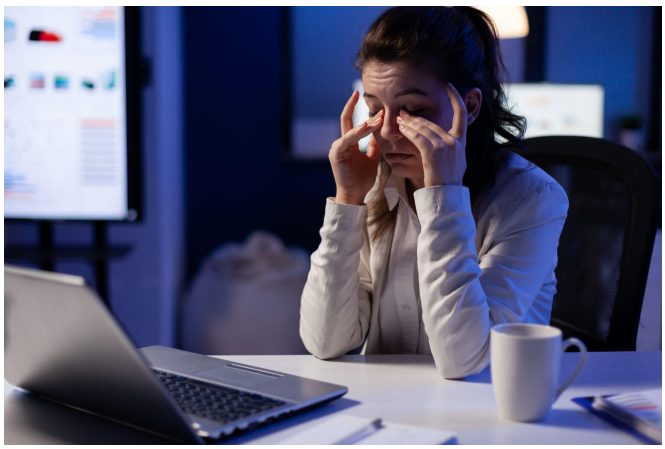
**Conclusion:** Based on the data, managers cannot spend too much time on the Employee Engagement initiative. Managers would benefit from supervisors supporting their efforts and building in time for the Employee Engagement initiative. In addition, the Employee Engagement Initiative needs to be sustainable in terms of the amount of time it takes.

## Analysis Conclusion

The analysis shows that BBE managers lack knowledge in Employee Engagement. This has affected their confidence, attitude, and interest in the area of employee engagement. Managers and supervisors would both benefit from an Employee Engagement Initiative that specifically targets motivation and knowledge about Employee Engagement.

## MANAGER PERSONA

### Name: Brenda



**Description:** Brenda is a busy manager, often tasked with having to train new employees on top of managing projects. Brenda is very knowledgeable about productivity and projects, but could use some support in learning the value of employee engagement, as well as some strategies for employee engagement.

Quote: “I want to be a positive manager and know my team better, but I’m so busy training new hires and dealing with conflict, that I never have the time.

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| **Who is it?** | Brenda, Manager, Bachelor's Degree |
| **Goals** | Brenda is motivated by serving others and working with dedicated people. |
| **Job Experience** | Brenda has been at this job for 2 years. |
| **Challenges** | Brenda is struggling with finding time to do her own work because she is constantly training new employees. |
| **Values** | Brenda believes people should be dedicated and have intrinsic motivation to do well. |
| **Attitude toward Training** | Brenda believes training takes too much time away from her busy schedule |
| **A Day in the Life (Optional)** | Brenda comes in. She sits at her desk to enjoy a cup of coffee when one of her employees comes up to announce they are leaving soon. Now, Brenda has to stop what she is doing to get the process started for a new hire. Brenda spends her day training the other new hire from last month. She returns to her desk to find a to-do list that is not even halfway completed. This is very frustrating for her, and at this point, she feels a sense of apathy toward new employees. |