

Success is giving your audiences what they want

There is only one rule for success. In everything - yes, EVERY thing - you undertake, always give your audiences what they want. In other words, ask yourself these three questions:

1. Who is my audience?
2. What do they want or what is their issue?
3. How can I give them what they want or resolve their issue?

If you apply this rule to everything you do, even the most innocuous tasks, you will certainly almost always succeed. Let's look at how this works with some relatable examples.

Singing contests

I have both participated in and judged many singing contests. As a participant, the song I choose to perform is determined by the judging criteria. If judging is decided by audience votes, I would choose a song that the audience enjoys. So, I'd look at the audience's profile - their age group, their persona, maybe even their ethnicity. If the judging criteria include such factors as "stage presence" and "creativity", I would add dancing to my performance and perhaps audience participation. As a judge, I find that the biggest mistake singing contestants make is picking a song THEY like, which may not necessarily be what the audience or the judges like. So, the next time you take part in a singing contest, look at the judging criteria before choosing the song that would give you a better shot at winning.

Going for a job interview

Most people prepare for a job interview by sprucing up their credentials - updating their resume, adding the latest achievements and, for the true muggers, planning and scripting the best interview answers. This is great. But it's missing one crucial element - what sort of employee are they looking for? What value do you bring to their setup? In other words, how are you going to help them succeed in this job? Have you visited this company's website or read their prospectus? What qualities define their principles and ethics? What is considered appropriate business attire? What sort of people are your interviewers? What would make them like you? The missing crucial element is, once again, your audience. The next time you go for a job interview, instead of picking out the right shoes, you should put yourself in the shoes of your interviewers, ask yourself what they need and meet those needs.

Explaining a new way of doing something

There will come a time when you have to introduce a new way of doing something. Whether it is implementing an automated process or introducing a new system altogether, you will likely encounter

some resistance from people who do not like change. If your job performance depends on the successful implementation of this process, then apply the rule of giving the audience what they want. In this case, you would need to understand what it is they fear in adopting something new. Is it the learning? Is it fear of redundancy? Whatever their fears are, address them thus:

- Understand and acknowledge the issues they already face today. Usually this would include slowness, high incidents of errors, heavy workload and overtime.
- Get them to agree that a change would help them.
- Explain how the new process reduces or eliminates every issue you have described.
- Explain how each of them would be given enough time to become proficient with the new process.

Selling a product to a customer

And now, the one audience that matters the most in any business - the customer. And so, the same rule applies:

- Understand what issues the customer has.
- Make the customer acknowledge that he/she wants to resolve those identified issues.
- Then, and only then, do you explain how your product addresses those issues.

When your customer does not acknowledge that he/she has an issue, you are technically not in a position to sell anything.

The "customer" here could be an internal stakeholder too and, of course, the rule is the same - when undertaking a task, find out what your audience wants. If you wish to be successful, always give them what they want.