

AUDIENCE LENS

TRANSFORM-F-0002

FAMILY

TRANSFORM

CODE

TRANSFORM-F-0002

Re-express the same underlying material for a different audience while keeping facts, intent and boundaries intact.

WHAT IT IS

AUDIENCE LENS transforms communication without transforming the underlying claim. It adapts vocabulary, assumed knowledge, explanation depth, examples, emphasis and pacing to a defined reader while protecting the factual and strategic core of the source.

It is useful when the same material must work for an expert, a client, an executive, a newcomer or a public audience. The formula distinguishes what may change for comprehension from what must remain invariant, reducing the usual risk that “make it simpler” becomes “make it less true”.

BEST FOR

Technical explanations, product messaging, research communication, onboarding, internal/external versions, client-facing documents, education and any material that must cross a knowledge or context gap.

WHAT YOU GIVE IT

The original material, a description of the target audience, the communication goal and any vocabulary, facts or positions that must be preserved.

WHAT IT RETURNS

An audience-adapted version plus a change map explaining what was simplified, expanded, contextualized or left untouched.

HOW TO USE IT

1. Describe the audience by what they know, need and care about rather than by demographics alone.
2. State the communication goal - inform, onboard, explain, compare, persuade about a non-political product decision, etc. - so emphasis can change without inventing claims.
3. Lock terminology or wording that must remain exact, especially in regulated, contractual or technical material.

GOOD FIT IF...

Choose this formula when the problem is not what the source says, but who needs to understand it.

NOT SURE KITTY - LAB / FORMULA SERIES