

CONSULTANCY DONE DIFFERENTLY — TRAINING TOOL · TOOL 3 OF 7

Audience Definition Tool — Session Guide

Define up to 3 target audiences. Get better results from every AI prompt.

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The Problem

Why Specific Beats Generic

Every document you produce — Capability Statements, tender responses, grant applications — is read by a real person with specific criteria. The Audience Definition Tool forces you to think about that person before you start. The difference between a winning and a losing document is usually not quality — it's specificity.

Without Audience Definition	With Audience Definition
"Anyone who needs civil works"	"Tier 1 head contractor, TMR-preferred panel, Townsville"
"A project manager somewhere"	"Regional Procurement Manager, \$100M+ project pipeline"
"They want good quality"	"QBCC licence currency is their #1 compliance filter"
"We're local and reliable"	"Local mobilisation with zero FIFO cost is a priced advantage"

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The Tool

What It Does — 5 inputs per audience, up to 3 audience profiles

The tool asks five specific questions and generates a formatted Audience Definition block in real time. You can build and save up to three separate audience profiles using the tab interface — Audience 1, Audience 2, Audience 3. Each profile is independent. Switching tabs saves your current work automatically. Copy the active block and paste it into the Prompt Assembler alongside your Business DNA block. Every Customer Persona, Value Proposition, and Capability Statement you produce is then calibrated to a real procurement context.

Input	Field Type	Purpose
Who is your primary target client?	Dropdown — 8 NQ options	Sets procurement context and tab label
Which specific organisations?	Free text — name them	Adds to filename when saving profile
What do you supply?	Free text — specific services	Drives capability and tender language
What do they care about most?	12-item checklist — tick all that apply	Becomes selection criteria in every document
Where do you work?	Dropdown — NQ sub-regions	Adds \$40B infrastructure pipeline context

Time to complete:

5–10 minutes per audience · Build all 3 in under 30 minutes

Use before:

Prompt Assembler Prompts 1, 2, 4 · Tool 6 Chains B and C

Save options:

"Save This" downloads active profile · "Save All" downloads all complete profiles

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How to Use It

Filling In the 5 Fields — NQ-specific guidance

Field	Guidance	Example
1 Who is your primary target client?	Choose the organisation type that matches your 3-year goal from your Business DNA block. This also sets the tab label in the tool — select it first.	Tier 1 Head Contractor
2 Specific organisations	Name actual companies. Think about sites you've driven past or contracts you've heard about. This text is used in your saved filename — be specific.	Laing O'Rourke, CPB Contractors, Townsville City Council
3 What do you supply?	"Stormwater drainage" beats "civil works". Your client searches for what they need, not what you call yourself. List 3–5 specific services.	Road base and pavement, stormwater drainage, earthworks
4 What do they care about most?	Tick every criterion that applies to your target client type. Minimum 3 required. The tool uses your top selections as the procurement context in the output block.	QBCC licence · WHS documentation · NQ experience
5 Where do you work?	Select the primary NQ region where you operate. This customises the \$40B+ infrastructure pipeline context added to your output block.	Greater Townsville

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Working with 3 Audiences

When and why to build multiple profiles

Most NQ civil contractors are actively pursuing 2–3 different client types simultaneously. Building separate audience profiles ensures every document you produce is calibrated to the right procurement context — not averaged across all of them.

Profile	When to use it	Documents it improves
Audience 1	Your primary target — the client type you most want to win. Build this first.	Customer Persona, Value Proposition, Capability Statement
Audience 2	A secondary target — different client type, geography, or service line.	Alternate Capability Statement, Grant Research Chain
Audience 3	A specific opportunity — name the actual organisation and project you are targeting.	Tender Research Chain, Prequalification application

Tab switching: Clicking a tab saves your current work automatically — no save button needed.

Tab labels: Update automatically from Field 1 — e.g. selecting "Mining Company" labels the tab.

Profile status: Three dots above the tabs show which profiles are complete (green) or in progress.

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Example — Northrock Civil Pty Ltd

Inputs and generated output block — Tier 1 Head Contractor, Greater Townsville

INPUTS — Northrock Civil Pty Ltd	
Client Type:	Tier 1 Head Contractor
Named Organisations:	Laing O'Rourke, CPB Contractors, John Holland NQ
What You Supply:	Road base and pavement, stormwater drainage, earthworks and site preparation
Top Criteria:	QBCC licence · Prequalification portal · WHS documentation · NQ experience · Financial capacity · Comms quality
Geography:	Greater Townsville
Saved filename:	Audience-Definition-1-Tier-1-Laing-ORourke-CPB-Contractors-John-Holland-NQ-2026-06-08.txt

AUDIENCE DEFINITION — Generated Output Block (Northrock Civil Pty Ltd)	
PRIMARY TARGET CLIENT	
Client Type:	Tier 1 Head Contractor
Target Organisations:	Laing O'Rourke, CPB Contractors, John Holland NQ
What We Supply:	Road base and pavement, stormwater drainage, earthworks
Geography:	Greater Townsville
WHAT THEY CARE ABOUT MOST	
	1. QBCC licence — correct category and current 2. Prequalification portal registration 3. WHS documentation — SWMS and procedures 4. Relevant NQ project experience 5. Financial capacity to self-sustain delivery 6. Communication and documentation quality
DECISION-MAKER PROFILE	
Role:	Regional Procurement Manager or Contracts Administrator
Key concern:	Is the contractor's QBCC licence current and in the correct category?

What Changes — Before vs After Adding This Block

WITHOUT Audience Definition	WITH Audience Definition
Persona Name: Dave Role: Project Manager Organisation: A construction company Key concern: Quality workmanship	Persona Name: Warren Henderson Role: Regional Procurement Manager Org: Tier 1 head contractor · 500+ staff Key concern: QBCC licence currency and portal registration

4 How to Use Your Audience Definition

Step-by-step — from the tool to a finished document

1 Open the Tool

Go to consultancydd.com/tools/audience-definition/ in your browser. You will see three tabs: Audience 1, Audience 2, Audience 3.

2 Select your Audience tab

Click Audience 1 (or whichever profile you are building). The tab label updates automatically as soon as you select Field 1.

3 Fill in the 5 fields

Complete all required fields — client type, organisations, services, selection criteria (minimum 3), and geography. The output block generates automatically as you go.

4 Copy or Save this profile

Click "Copy Audience Definition" to copy to clipboard for immediate use. Or click "Save This" to download as a text file: Audience-Definition-[N]-[ClientType]-[Organisations]-[Date].txt

5 Build Audience 2 and 3

Click the Audience 2 tab — your Audience 1 work saves automatically. Repeat the 5 fields for your next target client type or geography. Click "Save All" to download all complete profiles in a single text file.

6 Open the Prompt Assembler

Go to consultancydd.com/tools/prompt-assembler/ in a second browser tab. Paste your Business DNA block into the DNA field first.

7 Add your Audience Definition block

Paste your Audience Definition block directly below the Business DNA block in the same DNA field — above the DNA content. Both blocks together give the AI full procurement context.

8 Select Prompt 1 — Customer Persona

Click the Customer Persona button. The output will name a specific role, organisation type, and procurement criteria — not a generic "project manager".

9 Use the same block for Prompt 2

Keep your Audience Definition pasted with your DNA block for Prompt 2 (Value Proposition). Switch to a different audience profile for a different client type when needed.

What's Next — This Block Feeds Every Document

Your audience clarity carries through every deliverable in the 7-tool sequence.

Tool / Prompt	How your Audience Definition improves it
Customer Persona (Prompt 1)	Specific procurement role, realistic organisation, named selection criteria
Value Proposition (Prompt 2)	Pain/Gain framework calibrated to your target client type
Capability Statement (Prompt 4)	Opens with language your target client actually reads
WHS Policy (Prompt 6)	Calibrated to the WHS standard your target client requires

Deep Research: Tenders (Prompt 8)	Research filtered for your specified client type and geography
PVP Builder (Tool 4)	Audience context shapes the value proposition and LinkedIn headline
Tool 6 — Chain B: Tender Research	Paste your Audience Definition into the Chain B context field — your tender first-draft is written for the right procurement manager
Tool 6 — Chain C: Grant Research	Paste a different audience profile into Chain C — grant language can target a different decision-maker than tender language

■ **Bring to every session: This guide · Audience Worksheet PDF · Your completed Audience Definition block(s)**

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