

Communication Audit: Persuasive Presentation

Name: _____ Topic: _____ Rater: _____

A. Content & Argument Impact

1. State your purpose up front so global learners can see the big picture & make decisions	0	1	2	3
2. Anticipate & address typical audience questions (use Communication Planning Tool).....	0	1	2	3
3. Add a memorable main theme & reinforce it via rhetorical repetition throughout the talk	0	1	2	3
4. Incorporate a relevant story, metaphor, or example to drive home a point & aid retention	0	1	2	3
5. Stress the four key business audience concerns: future, success, cost-benefit, competition	0	1	2	3
6. Stress the benefits audience (organization, group & individuals) will receive (WIIFM?)	0	1	2	3
7. Support each claim w/compelling evidence to persuade audience to see your position.....	0	1	2	3
8. Cluster related material/points together as you deliver the different arguments.....	0	1	2	3
9. Provide a closing argument that reminds the audience of strongest reasons/benefits.....	0	1	2	3
10. End by requesting the specific action, decision, or response you desire from audience...	0	1	2	3
11. Answer questions by taking time to respond thoughtfully, decisively, and thoroughly.....	0	1	2	3

B. Structural & Organizational Impact

12. Open with attention grabbing news, story, facts, etc. designed to gain audience's interest.	0	1	2	3
13. Provide an easy-to-remember 3-4 point oral agenda as you open to preview & guide folks	0	1	2	3
14. Arrange talk in a logical sequence according to way questions will occur to the audience...	0	1	2	3
15. Prepare & deliver only 3-4 significant points to fit the time allotted & hold attention.....	0	1	2	3
16. Use vocabulary to cue critical points for listeners (The next point is important because...)	0	1	2	3
17. Use numbered transitions between ideas & sections (Let's move to my 3rd point on...).....	0	1	2	3

C. Vocal Impact

18. Maintain appropriate volume so that everyone can hear you (not too soft or too loud).....	0	1	2
19. Deliver your talk at a conversational rate of speed--approx.110 wpm (not too fast or slow)	0	1	2
20. Speak as if you were talking to 3-4 good friends to add a conversational tone.....	0	1	2
21. Emphasize meaning by varying vocal tone and pitch (I didn't say they cheated.).....	0	1	2
22. Project vocal enthusiasm as you express your ideas--vocal energy is contagious.....	0	1	2
23. Articulate words clearly to project ethos, intelligence & education (par-tic-u-lar-ly).....	0	1	2
24. Maintain a fluent flow to your talk to strengthen credibility (smooth vs. choppy/uneven)	0	1	2
25. Use a dramatic pause (deliberate silence) to emphasize important points.....	0	1	2
26. Omit double starts and empty filler words (Ah... Um... Okay... So...etc.).....	0	1	2
27. Get audience to verbally interact & participate to hold attention & build rapport.....	0	1	2

D. Non-Verbal Impact

28 Acknowledge audience with direct eye communication to build trust and confidence.....	0	1	2
29. Stand tall and use good posture to communicate poise and confidence.....	0	1	2
30. Use natural gestures to animate your presentation & communicate poise and confidence	0	1	2
31. Move around the stage with clear intentions to keep the audience engaged.....	0	1	2
32. Use facial expressions to communicate and build rapport with the audience.....	0	1	2
33. Project the image of a relaxed professional to make the audience comfortable & relaxed..	0	1	2

E. Visual Image Impact

34. Write a message caption above each visual so readers learn visual's most important point	0	1	2	3
35. Design correct, uncluttered visuals people can grasp in 10 seconds with 40+pt captions	0	1	2	3
36. Avoid using textual aids w/lists of bullet points that distract audiences from listening ...	0	1	2	3
37. Use direct labeling on chart columns, pies, etc. to speed assimilation (avoid all legends)	0	1	2	3
38. Emphasize only critical points, limiting visuals used to 1 per 90 seconds maximum.....	0	1	2	3
39. Point to or mark on your visuals to focus attention and emphasize selected key points.....	0	1	2	

Communication Audits model specific communication dimensions designed to strengthen communication abilities.
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Total = 100