Carnegie Mellon
Tepper
SCHOOL OF BUSINESS

Communication Audit:
Persuasive Presentations

Name: _____ Topic: _____ Rater: _____

A. Content & Argument Impact

1. State your purpose up front so global learners can see the big picture in order to make decisions	0 1 2 3
2. Anticipate & address the typical questions audience will ask (use Communication Planning Tool)	0 1 2 3
3. Add memorable main theme, reinforced via rhetorical repetition throughout talk to aid retention	0 1 2 3
4. Incorporate a relevant story, metaphor, or example to drive home a critical point & aid retention	0 1 2 3
5. Stress the four key concerns of business executives: future, success, cost-benefit, competition….	0 1 2 3
6. Stress the benefits (goodness) audience (organization, group & individuals) will receive (WIIFM?)	0 1 2 3
7. Support each assertion/claim with compelling evidence to validate your position w/ audience	0 1 2 3
8. Cluster related material/points together to aid assimilations as you deliver your different arguments	0 1 2 3
9. Provide a closing argument that includes evidence & offers audience reasons/benefits to take action	0 1 2 3
10. End by requesting the specific action, decision, or response that you want from this 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 interest imediately	0 1 2 3
13. Provide an easy-to-remember 3-4 point <u>oral</u> agenda as you open to preview & guide the audience	0 1 2 3
14. Arrange your talk in a logical sequence, addressing questions in order they'll occur to audience	0 1 2 3
15. Prepare & deliver only 3-4 significant points to fit the time allotted & avoid overtaxing audience	0 1 2 3
16. Use vocabulary to cue critical points since listeners tune out (The next point is important because)	0 1 2 3
17. Enumerate ideas & sections to help people keep track of points (Let's move to my 3rd point on...)	0 1 2 3

C. Vocal Impact

18. Maintain appropriate volume so that everyone in room can hear you (not too soft or too loud)......	0 1 2
19. Deliver your talk at 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 your vocal tone and pitch (I didn't say they cheated.).....................	0 1 2
22. Project vocal enthusiasm when expressing interesting/important ideas--vocal energy is contagious	0 1 2
23. Articulate all your words clearly to project ethos, intelligence & education (par-tic-u-lar-ly)..........	0 1 2
24. Maintain fluent flow to your talk to strengthen credibility & aid listening (avoid halting/choppy)	0 1 2
25. Use unexpected mid-sentence dramatic pause (deliberate silence) to emphasize an important point	0 1 2
26. Omit double starts and empty filler words (Ah... Um... Okay... So...etc.)..	0 1 2
27. Get individuals to verbally interact & participate to hold attention, boost listening & build rapport	0 1 2

D. Non-Verbal Impact

28 Acknowledge audience with direct eye communication to build trust and shoew your confidence	0 1 2
29. Stand tall with both feet flat on floor and use good posture to communicate poise and confidence	0 1 2
30. Use varied, natural gestures to animate your presentation & communicate poise and confidence	0 1 2
31. Move around the stage some with clear purpose or intentions to keep the audience engaged...........	0 1 2
32. Use your natural facial expressions because the audience will match message and expressions.......	0 1 2
33. Project the image of a relaxed, confident professional to increase audience comfortable levels…...	0 1 2

E. Visual Image Impact

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

Total = 100