

# Your Presentation Report Card

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Most speakers overlook the importance of assessing how well they did after making a presentation. Taking time to analyze what went well and what didn't can insure that the next presentation will be flawless if the speaker works at improving in the interim. The following list can help guide you in the process. As you look at each question, give yourself a 1, 2, or 3. **If things went perfectly, undoubtedly, you would finish first, so give yourself a one. If things just went ok, you would probably come in as a second choice, so give yourself a 2. If you know you did poorly in an area, give yourself a 3.**

1. \_\_\_ Did you accomplish your business goal? For example, if the goal was to gain a commitment for a needs analysis, did you get it? If the goal was to close business, did the customer sign?
2. \_\_\_ Did you identify and address the customer's needs? If the customer's need was for a low cost solution, would what you have recommended immediately bring the desired return on investment?
3. \_\_\_ If there was an audience within an audience, did you identify and address the needs of all concerned parties or only one of them?
4. \_\_\_ Did you grab attention in the first two minutes? Did you open with a personal story or a customer example or did you open by describing the current state of the customer's business and the problems that have been identified?
5. \_\_\_ Was the description of the customer's pain points followed by your solution or your PRI (Position, Recommendation, Incentives) statement? Regardless of the order you presented them, did you hit all three points? Assess whether you left anything out. This is your elevator pitch, and it needs to be crystal clear. For example, did you tell us what you wanted your audience to do during the presentation? Did you also tell them how taking the recommended action would benefit them?
6. \_\_\_ Did you preview your key points? Listeners always like to know what you will be discussing.
7. \_\_\_ Did you complete your opening remarks in 90 seconds or less?
8. \_\_\_ Did you logically prove each of your key points? Would these key points be the ones the listeners would need to make a decision?
9. \_\_\_ In technical areas, did you remember to include stories, examples and analogies as "boredom busters"?
10. \_\_\_ How many key points did you have? Three key points are ideal. More than that can be overwhelming.
11. \_\_\_ As you look over your **Presentation Planner**, did you cover all of your points? If not, what happened? Where did you get off course?
12. \_\_\_ Did you effectively look at your notes? Good speakers want to be accurate. When they need to look at their notes, they do so. However, they pause as they do it.
13. \_\_\_ Did your slides aid comprehension or were they too busy?

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14. \_\_\_ Did you use your slides as your notes? If you did, undoubtedly your eyes were more on the slides than on your listeners.
15. \_\_\_ Did you remember to pause when you put up a slide so that your listeners had time to digest the slide before you explained it?
16. \_\_\_ Did you remember to preview your slides to shortcut the time it would take your listeners to understand the point of the slide?
17. \_\_\_ Was every slide shown necessary or were your slides more for you than the listener?
18. \_\_\_ Did you encourage interaction? Did you actively seek out and encourage a variety of questions, whether open, closed or rhetorical?
19. \_\_\_ Did you summarize your key points before concluding?
20. \_\_\_ Did you conclude with a final PRI statement? Did you repeat your position on the topic, your recommendation for what they should specifically do after the presentation, as well as the incentives or benefits if they take the actions you have suggested?
21. \_\_\_ How would you assess your overall delivery? Would listeners see you as a strong powerful communicator or someone who looks unsure and unconfident?
22. \_\_\_ What was a skill you were consciously working on as you got up to deliver the message? For example, were you working on eye contact? If so, did you have a sense that you were speaking to people one at a time for a full sentence or thought? If you were working on pausing, did you remember to pause at the end of your sentences?
23. \_\_\_ Did you practice out loud before your presentation? Did you practice with your visuals also?
24. \_\_\_ Did you finish your presentation in the allotted time? Wise speakers time themselves while practicing and aim to finish at 75% of the allotted time.

Speakers who take being a professional seriously work at improvement. They never feel they are "good enough." By taking the time to assess your presentation, you can understand how to make the next presentation earn straight A's from your listeners.

*Impact Communications, Inc. consults with individuals and businesses to improve their face-to-face and over the phone communication skills. When you have to have impact phone (847) 438-4480 or visit our web site, www.ImpactCommunicationsInc.com.*