



# Communication Audit: Persuasive Presentations

Audit #2022-C313h • Revised January 7, 2022

Name: \_\_\_\_\_ Topic: \_\_\_\_\_ Rater: \_\_\_\_\_

## A. Message & Argument Influence

1. Include content that anticipates the critical questions your audience will have and expect you to address	1	2	3	4
2. Provide concise (brief but comprehensive) rehearsed messages, avoiding wordy, rambling narrative	1	2	3	4
3. State clear claims, conclusions, and assertions that reveal the position(s) you have established ( <b>C-JAR</b> )	1	2	3	4
4. Justify every claim, conclusion or assertion w/compelling evidence and support for your position ( <b>C-JAR</b> )	1	2	3	4
5. Disclose all the (typically hidden) assumptions or presumptions you made (Ex: Here, we assumed... ( <b>C-JAR</b> ))	1	2	3	4
6. Emphasize the results, benefits, goodness, pain, outcomes the organization or individual will realize ( <b>C-JAR</b> )	1	2	3	4
7. Answer questions, taking your time, responding thoughtfully, decisively, thoroughly (& using back-up slides)	1	2	3	4

## B. Vocal Influence

8. Project and maintain an appropriate volume so everyone in room can hear you—not too soft or too loud	1	2	3
9. Speak at normal conversational rate of speed—approx. 120-140 wpm (Calculate 7-8 sentences per minute)	1	2	3
10. Use a natural, conversational tone like when you talk to good friends—avoid memorized/reading tone	1	2	3
11. Vary your vocal tones, pitch and rhythm frequently to emphasize meaning and keep audiences engaged	1	2	3
12. Inject vocal enthusiasm, especially when expressing interesting/important ideas—vocal energy’s contagious	1	2	3
13. Articulate all your words clearly to project ethos, intelligence & education (Ex: par-tic-u-lar-ly /5 syllables)	1	2	3
14. Maintain fluent flow to your talk to strengthen credibility & aid listening—avoid halting & choppy delivery	1	2	3
15. Omit double starts and empty filler words that distract the audience (Ex: Ah... Um... Okay... So...)	1	2	3

## C. Non-Verbal Influence

16. Connect with individuals using direct eye contact (while speaking 1-2 sentences) to build trust & credibility	1	2	3
17. Use varied gestures to emphasize a point and animate your head movement to engage people	1	2	3
18. Match facial expressions to message because audience’s believe expressions over message—smiles persuade	1	2	3
19. Project the image of a relaxed, confident professional to build trust and increase credibility with audience	1	2	3

## D. Visual Image Influence

20. Add a concise talking message caption above <u>all slides</u> so audience learns most important point on each slide	1	2	3	4
21. Include visuals/charts that show comparisons executives expect, using critical business attributes & metrics	1	2	3	4
22. Design simple, clean, accurate & <u>relevant</u> visuals that help people process & learn while listening to you	1	2	3	4
23. Limit text and bullet points on slides because people cannot read AND listen to your talk at the same time	1	2	3	

## E. Packaging & Organizing Influence

24. Open w/attention grabber news, story, facts--earning interest w/anticipation, specificity, inquiry, incongruity	1	2	3
25. Disclose your reason for speaking upfront so audience knows what you expect from them (buy-in, agreement)	1	2	3
26. Give simple, brief <u>oral</u> advance organizer (or agenda) to preview every segment and guide your audience	1	2	3
27. Order content in a logical sequence AND enumerate ideas & sections so people can easily track your points	1	2	3
28. Prepare, manage & deliver the significant points to fit time allotted <u>and</u> facilitate audience’s decision making	1	2	3
29. Incorporate a relevant story, metaphor, or example to drive home 1-2 critical points to aid retention and recall	1	2	3
30. Provide concluding argument in <u>every segment</u> w/evidence, reasons, benefits to promote the action you want	1	2	3