

# Presentation Checklist

## 1 STRUCTURE

### COMPELLING STRUCTURE CHECKLIST:

- Why should they listen? *Attention catcher*
- Why should they listen to me? *Speaker Credibility*
- Why should they care? *Listener relevance*
- How should they feel? *Impact/implication*
- What should they do? *Application*

## 2 CONTENT

### MAIN POINT CHECKLIST:

- Is it new?
- Is it novel?
- Is it relevant?
- Is it clear?
- Is it interesting?

### INFORMATIVE CONTENT CHECKLIST:

- Does it describe (clear picture/what)?
- Does it explain (clear policy/why)?
- Does it demonstrate (clear process/how)?

### COMPELLING CONTENT CHECKLIST:

- Stories and anecdotes
- Startling Statistics
- Listener relevance links
- Scenarios and examples
- Quotes and testimonials
- Humor
- Charismatic conversation
- Clear and simple (simplified)
- New and different (breadth/depth)
- Concise and to-the-point

## 3 DELIVERY

### VOCAL DELIVERY CHECKLIST

- Intelligible
- Rate
- Volume
- Pitch
- Quality
- Enunciation
- Pronunciation
- Conversational style
- Fluency
- Emotional expression
- Vocal variety
- Emotional conviction

### VISUAL DELIVERY CHECKLIST

- |   |                                      |
|---|--------------------------------------|
| <input type="checkbox"/> Presenter photos | <input type="checkbox"/> Timelines   |
| <input type="checkbox"/> Images           | <input type="checkbox"/> Charts      |
| <input type="checkbox"/> Color            | <input type="checkbox"/> Bars        |
| <input type="checkbox"/> Sidebars         | <input type="checkbox"/> Graphs      |
| <input type="checkbox"/> Symbols          | <input type="checkbox"/> Key terms   |
| <input type="checkbox"/> Keys             | <input type="checkbox"/> Main points |
| <input type="checkbox"/> Legends          |                                      |
| <input type="checkbox"/> Maps             |                                      |