

Communication Outline

WHO'S LISTENING?

STEP 1 – OUTCOME: *By the end of the conversation, they will...
decide to/agree to*

*In order to achieve this they need to...
know*

feel

STEP 2 – RELEVANCE: *Why should they care?*

STEP 3 – POINT: *What's your message in one sentence?*

CLASSIC NARRATION STRUCTURE

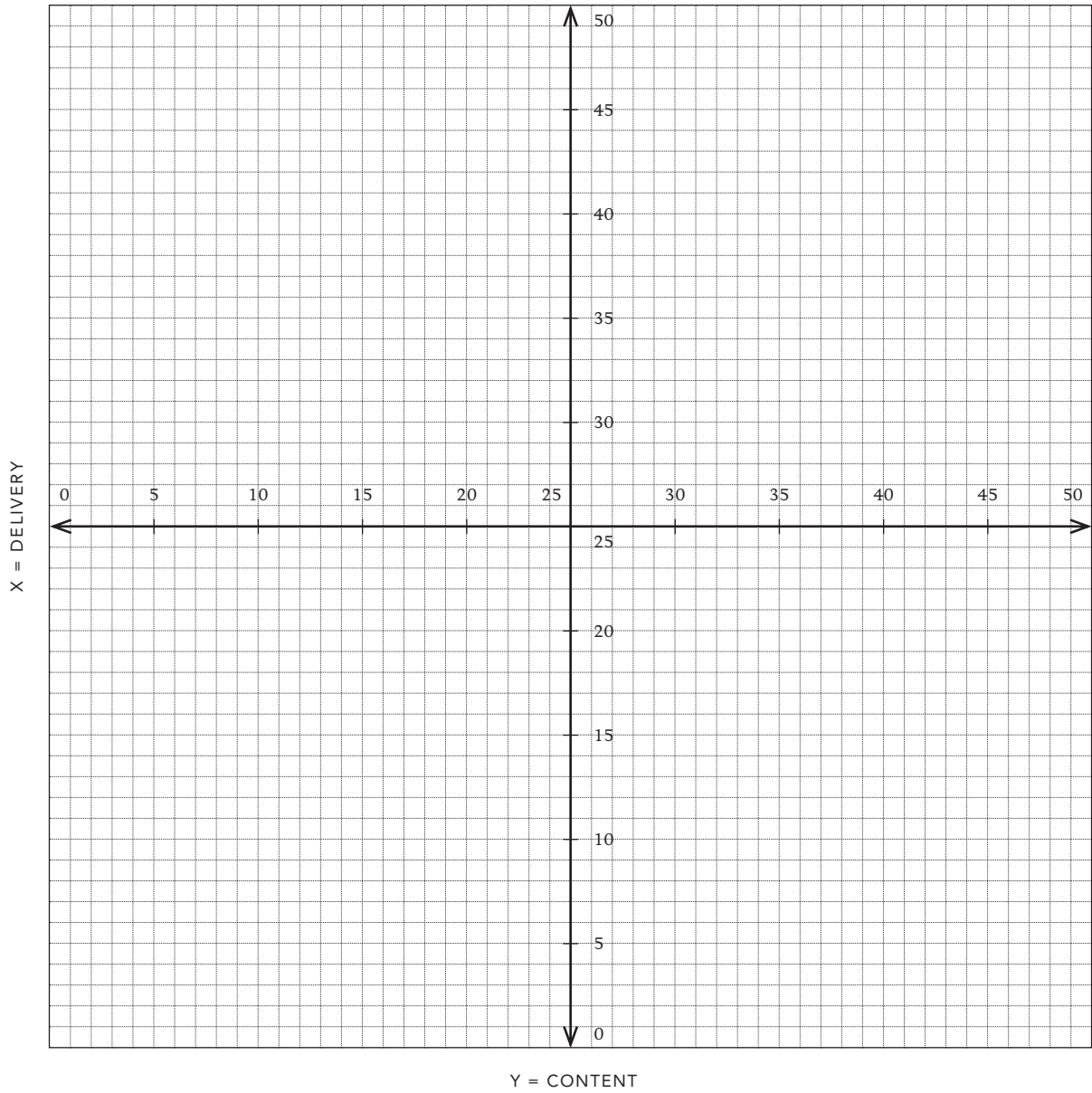
RAMP: *From purpose*

POINTS OF
DISCOVERY: *From
Know*

DESSERT: *Story*



THE PERFORMANCE GRID



Self-Assessment

DELIVERY	
PLEASE RESPOND TO THE FOLLOWING WITH: <i>5 = almost always true</i> <i>4 = usually true</i> <i>3 = sometimes true</i> <i>2 = usually not true</i> <i>1 = almost never true</i>	
	I am fully aware of what is happening in the room when I'm speaking to people; I can see and read their responses, and I adjust as needed.
	I am comfortable using gestures in front of a group and never feel awkward about using my hands.
	I always listen to people and demonstrate that I care about their point of view.
	I take time to prepare myself mentally and physically, so that when I speak to one person or one hundred, I am in an optimum performance state.
	I begin by gaining rapport with others. I start by creating common ground before jumping into my agenda.
	I maintain eye contact while speaking to groups.
	My language and tone are generally warm, personable, and conversational.
	I use slides, handouts, or media only to support my presentation; I don't let my slides become more important than my presence.
	When I speak, I know that I vary my tempo, pitch, and volume to enliven my content with nuance and variety.
	< DELIVERY TOTAL SCORE

CONTENT

PLEASE RESPOND TO THE FOLLOWING WITH:

5 = *almost always true*

4 = *usually true*

3 = *sometimes true*

2 = *usually not true*

1 = *almost never true*

I bring insightful analysis and relevant detail to my presentations. I support my ideas with evidence and examples to illustrate my points.

I speak to the emotional as well as intellectual needs of my listener.

I use stories and vivid imagery to help people feel and see what I am describing.

I create powerful closings that come full circle with my opening—reinforcing my key point and leaving the audience feeling satisfied.

I create a strong opening by talking about what the listener truly cares about, and rarely begin by talking about myself.

My talk resembles an engaging narrative more than a series of slides, bullet points, and lists of data.

I typically open a conversation or presentation with a central theme or sentence, which I reinforce throughout.

I organize my ideas in an integrated and sequential narrative flow with ideas building upon each other, making it easier for the listener to understand.

I use brevity, and never go on too long. People leave my presentations knowing clearly what I was saying.

I focus on my objective when I'm speaking. I know why I'm speaking and what I want from a particular audience or listener. My listener is consistently moved to new insight, decision, or action.

My language is fresh, active, and easy to understand. I rarely use vague or confusing jargon, acronyms, or clichés.

< CONTENT TOTAL SCORE