

# Strengthening Personal Presentations

## Personal Assessment Tool



at the Centre for Health Promotion  
University of Toronto

*The Health Communication Unit  
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Please consider how often you do the following and circle the appropriate number on the scale provided below each question

1. Define your audience	Never	1	2	3	4	5	Always
2. Get information on what the audience thinks/feels about the topic prior to the presentation.	Never	1	2	3	4	5	Always
3. Prior to presenting, talk to someone who has worked with the audience in the past, or to someone who will attend the presentation.	Never	1	2	3	4	5	Always
4. Incorporate the findings about your audience into your presentation.	Never	1	2	3	4	5	Always
5. Greet audience as they enter the room on the day of the presentation.	Never	1	2	3	4	5	Always
6. Provide opportunities for the audience to participate during your presentation.	Never	1	2	3	4	5	Always
7. Observe the audience body language and behaviour throughout your presentation to assess how you are doing as a presenter.	Never	1	2	3	4	5	Always
8. Know exactly how different you want the thoughts and actions of your audience to be after your interaction with them.	Never	1	2	3	4	5	Always
9. Use a technique such as a joke, a strong visual image, a quick anecdote, or a prop to 'hook' the audience in the first 90 seconds of your presentation.	Never	1	2	3	4	5	Always
10. State your objectives early in the presentation, answering the audience question "what's in it for me?"	Never	1	2	3	4	5	Always
11. Give a brief overview of your main message in the first five minutes of your presentation.	Never	1	2	3	4	5	Always
12. Give a brief outline of your entire presentation, in the first five minutes.	Never	1	2	3	4	5	Always
13. Stay focused on one idea and a few supporting ideas during your presentation.	Never	1	2	3	4	5	Always

14. Summarize your theme and key supporting points at the end of your presentation.	Never	1	2	3	4	5	Always
15. Make a call to action in the final few seconds.	Never	1	2	3	4	5	Always
16. Use a slogan, image or anecdote at the end of your presentation that leaves the audience with a powerful emotional reminder of why your message is important.	Never	1	2	3	4	5	Always
17. End strongly without apologizing.	Never	1	2	3	4	5	Always
18. Use techniques such as stories, quotes, music, cartoons, pictures or testimonials to convey your message in an emotional way.	Never	1	2	3	4	5	Always
19. Use techniques such as descriptive statistics, charts, graphs, well-researched documents, local examples or case studies to convey your message in a logical way.	Never	1	2	3	4	5	Always
20. Dress according to accepted standards for the event.	Never	1	2	3	4	5	Always
21. Let your body language show how you really feel.	Never	1	2	3	4	5	Always
22. Avoid repetitive gestures.	Never	1	2	3	4	5	Always
23. Keep energy level high, regardless of the size of the audience.	Never	1	2	3	4	5	Always
24. Be loud and clear throughout the entire presentation.	Never	1	2	3	4	5	Always
25. Vary the pitch of your voice throughout the presentation.	Never	1	2	3	4	5	Always
26. Use pauses after questions and key ideas to add emphasis.	Never	1	2	3	4	5	Always
27. Talk to your audience, rather than you're your notes.	Never	1	2	3	4	5	Always
28. Show your humanity by telling stories about touching and humorous situations in everyday life.	Never	1	2	3	4	5	Always
29. Make eye contact with your audience.	Never	1	2	3	4	5	Always
30. Finish on time without rushing.	Never	1	2	3	4	5	Always
31. Practice the presentation in its entirety.	Never	1	2	3	4	5	Always
32. Get feedback about your presentation from your colleagues and/or from videotapes.	Never	1	2	3	4	5	Always