

**ASSESSMENT: BUSINESS PRESENTATION**  
 COLLEGE OF BUSINESS - ECU  
 BUSINESS COMMUNICATION CENTER



NAME: \_\_\_\_\_

Class: \_\_\_\_\_ Section: \_\_\_\_\_

Date: \_\_\_\_\_

FORM: SCALE

**ABOUT THE ASSESSMENT FORM**

THIS ASSESSMENT FORM EVALUATES YOUR PRESENTATION BY EXAMING ITS STRATEGY, ORGANIZATION, AND ENGAGEMENT. THESE THREE KEY COMPONENTS OF A BUSINESS PRESENTATION REPLACE THE LESS INTERACTIVE TERMS OF CONTENT AND DELIVERY. POWERFUL BUSINESS COMMUNICATORS DO NOT DELIVER A SPEECH. THEY ENGAGE PEOPLE.

**KEY** **ENGAGEMENT** — AN ACTION COMPONENT OF A PRESENTATION

**Unprofessional** — LEVEL OF COMMUNICATION SKILL

Eye gaze avoids others or is erratic — COMMUNICATIVE ACTION -- EFFECT

Voicing obstructs impact of message — COMMUNICATIVE ACTION -- EFFECT

UNPROFESSIONAL (1)	DEVELOPING (2)	PROFICIENT (3)	PROFESSIONAL (4)	SCORE
<b>S T R A T E G Y</b>				
Uses effective presentation techniques to promote objectives				
Develops a powerful agenda; Uses audience's values to advance agenda				
Identifies and designs arguments to focus on target audience				
Drives participants to action; Triggers participants to use power/influence				
Answers questions and bridges to talking points				
<b>O R G A N I Z A T I O N</b>				
Conveys thorough knowledge of topic				
Designs powerful messages				
Justifies claims with best evidence				
Incorporates powerful stories and examples to advance talking points				
Provides qualitative and quantitative impact to arguments/messages				
<b>E N G A G E M E N T</b>				
Eye gaze captivates participants				
Voicing heightens impact of arguments/message				
Gesturing heightens impact of arguments/messages				
Presenter appears extremely confident				
Emotional climate maximizes social networking				

C O M M E N T S

# ASSESSMENT: BUSINESS PRESENTATION



This page provides more detail about the rankings of page one. You may find it beneficial to mark the check boxes below.

SCORE:

STRATEGY			
Unprofessional	Developing	Proficient	Professional
<input type="checkbox"/> Choice of presentation techniques questionable	<input type="checkbox"/> Uses both effective and ineffective techniques/tools in presentation	<input type="checkbox"/> Uses more effective than ineffective techniques/tools	<input type="checkbox"/> Uses effective techniques to promote objectives
<input type="checkbox"/> Develops no clear objective or agenda; Misuses or ignores audience's values	<input type="checkbox"/> Develops inconsistent objectives; Misunderstands audience's values	<input type="checkbox"/> Develops a clear objective/agenda; Understands audience's values	<input type="checkbox"/> Develops a powerful agenda; Uses audience's values to advance agenda
<input type="checkbox"/> Misidentifies target audience or targets no one	<input type="checkbox"/> Targets participants as belonging to generic groups or demographics	<input type="checkbox"/> Identifies target audience	<input type="checkbox"/> Identifies and designs arguments to focus on target audience
<input type="checkbox"/> Undermines impact; alienates participants and their social networks	<input type="checkbox"/> Motivates a few participants and their social networks	<input type="checkbox"/> Motivates participants and influences their social network	<input type="checkbox"/> Drives participants to action; Triggers participants to use power/influence
<input type="checkbox"/> Evades issues or answering questions	<input type="checkbox"/> Attempts to answer questions	<input type="checkbox"/> Answers questions	<input type="checkbox"/> Answers questions and bridges to talking points
ORGANIZATION			
Unprofessional	Developing	Proficient	Professional
<input type="checkbox"/> Conveys limited knowledge of topic	<input type="checkbox"/> Conveys some knowledge of topic	<input type="checkbox"/> Conveys knowledge of topic	<input type="checkbox"/> Conveys thorough knowledge of topic
<input type="checkbox"/> Disrupts flow of messages	<input type="checkbox"/> Constructs or highlights a few issues	<input type="checkbox"/> Designs effective messages	<input type="checkbox"/> Designs powerful messages
<input type="checkbox"/> Provides no substantiation	<input type="checkbox"/> Uses some evidentiary support	<input type="checkbox"/> Justifies claims with evidence	<input type="checkbox"/> Justifies claims with best evidence
<input type="checkbox"/> Imparts little relevance	<input type="checkbox"/> Incorporates both relevant and non-applicable stories and examples	<input type="checkbox"/> Incorporates stories and examples to advance talking points	<input type="checkbox"/> Incorporates powerful stories and examples to advance talking points
<input type="checkbox"/> Undermines arguments/issues	<input type="checkbox"/> Provides impact to some arguments/issues	<input type="checkbox"/> Provides impact to arguments/issues	<input type="checkbox"/> Provides quantitative and qualitative impact to arguments/issues
ENGAGEMENT			
Unprofessional	Developing	Proficient	Professional
<input type="checkbox"/> Eye gaze avoids others or is erratic	<input type="checkbox"/> Eye gaze targets some participants	<input type="checkbox"/> Eye gaze targets participants	<input type="checkbox"/> Eye gaze captivates participants
<input type="checkbox"/> Voicing obstructs impact of message	<input type="checkbox"/> Voicing displays some modulation	<input type="checkbox"/> Voicing enhances arguments	<input type="checkbox"/> Voicing heightens impact of arguments
<input type="checkbox"/> Gesturing distracts or is non-existent	<input type="checkbox"/> Gesturing limited or mechanical	<input type="checkbox"/> Gesturing synched with voicing	<input type="checkbox"/> Gesturing heightens impact of arguments
<input type="checkbox"/> Presenter appears extremely anxious	<input type="checkbox"/> Presenter appears anxious	<input type="checkbox"/> Presenter controls speech anxiety	<input type="checkbox"/> Presenter appears confident
<input type="checkbox"/> Lack of involvement restricts social networking	<input type="checkbox"/> Emotional climate promotes some social networking	<input type="checkbox"/> Emotional climate reinforces social networking	<input type="checkbox"/> Emotional climate maximizes social networking

**KEY**

<b>ENGAGEMENT</b>	—	AN ACTION COMPONENT OF A PRESENTATION
<b>Unprofessional</b>	—	LEVEL OF COMMUNICATION SKILL
<input type="checkbox"/> Eye gaze avoids others or is erratic	—	COMMUNICATIVE ACTION - - EFFECT
<input type="checkbox"/> Voicing obstructs impact of message	—	COMMUNICATIVE ACTION - - EFFECT

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ASSESSMENT FORM: PRESENTATIONS-DE