



PRESENTERS NAME: _____

BUILDING A PERSUASIVE CASE	CREATIVITY			AUTHENTIC DELIVERY		
	Needs Work	Fine	Excellent	Needs Work	Fine	Excellent
Did the speaker...						
1. Use a structured outline?						
a. Introduction						
b. Body						
c. Conclusion						
d. Close						
2. Make the intention clear?						
3. Craft clean, logical arguments to support their case?						
4. Address the needs of the audience?						
5. Use the allotted time in a balanced, effective manner?						
6. Have a clear call to action?						
7. Use the bridge line, "What this means to you is...?"						
Notes:						

TIME: _____

EVALUATOR: _____

From *Small Message, Big Impact: How to Put the Power of the Elevator Speech Effect to Work for You.*



Available for download at www.smallmessagebigimpact.com