



REVIEW AND REFINE



Once your communication/presentation is complete, ask yourself these questions:

Am I leading with a **problem** my customer/audience has?
Is the problem compelling and insightful - does it "find the pain"?
Do I have a clear summary statement of the problem?

Have I landed the key **insights** that will lead to engagement and action?
Have I stated those clearly and memorably before transitioning to the next section?

Is the **sequence** right?
Does it flow with the questions my customer/audience would ask?
Are my **transitions** natural and logical?

Is the argument supported intellectually?
Have I backed up key points with **sufficient and compelling data/facts**?

Am I managing the customer/audience **beyond intellect alone** (e.g. story, visuals, and artifacts)?
Have I moved from "fact telling" to "story telling"?

Is it **simple enough**?
Is the quantity and complexity manageable?

Is the summary strong with a **clear and compelling call to action**?

Is the **handout/collateral at the right level of detail** and layout?
Do I have the right - and the right number of - projected visuals?

When rehearsing, ask:

Do I **signal the customer/audience** when to pay attention?
Does it sound like spoken English?
Am I matching my tone and emotion to my words?

Grade yourself: A, B, C, or F - Fix the lower grades first.



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www.oratium.com

(406) 272-6556 • info@oratium.com