Assessment Criteria for CSP Presentations

Rating Scale: 5 – Very good, 4 – Good, 3 – Average, 2 – Poor, 1 – Very poor or absent					
	5	4	3	2	1
	Very Good	Good	Average	Poor	Very Poor
1) First impression/impact					
2) Engagement of the audience					
i) energy,					
ii) quality of rapport					
iii) emotional variation – tears, mirth, passion, pathos					
iv) hold attention & interest – range of acts					
v) read and respond to audience appropriately					
vi) attend to all the audience					
3) Presence					
i) owns the platform					
ii) clothing					
iii) grooming					
4) Message					
i) market appeal					
ii) key points conveyed					
iii) concepts clear					
iv) concepts simple					
v) well illustrated					
5) Storytelling					
i) personal - original					
ii) biographical					
iii) historical					
iv) mythical					
v) relevant					
vi) includes incident – point – benefit (overt/covert)					
6) Questions					
i) used regularly					
ii) relevant					
iii) open ended – WWWWWH					
7) Voice					
i) volume					
ii) cadence, pace variation					
iii) tone inflections					
iv) pauses					
v) authority					

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Rating Scale: 5 – Very good, 4 – Good, 3 – Average, 2 – Poor, 1 – Very poor or absent					
	5	4	3	2	1
	Very Good	Good	Average	Poor	Very Poor
8) Language					
i) clear language					
ii) jargon free					
iii) colourful vocabulary					
iv) sensory specific (see, hear, feel)					
9) Movement					
i) use of space					
ii) relevant use of gestures and body					
iii) congruent					
10) Use of microphone					
i) appropriate					
ii) enhances presentation					
iii) ease of use					
iv) non-distracting					
11) Use of audio-visual (PowerPoint, video, music etc.)					
i) appropriate					
ii) enhances presentation					
iii) ease of use					
iv) non-distracting					
12) Use of props					
i) appropriate					
ii) enhances presentation					
iii) ease of use					
iv) non-distracting					