

Speaker Checklist

GSBGEN 515 | Essentials of Strategic Communication

- Create Anxiety Management Plan (AMP) and use when speaking publicly**
- Define audience and speaking goals:**
 - Who am I speaking to?
 - What are their needs?
 - What do I want them to know, feel or do differently after hearing me?
- Choose and apply an identifiable structure, such as:**
 - What, so what, now what?
 - Problem, solution, benefit
 - What is, what could be, new bliss
- Create a powerful opening and closing**
- Create transitions that:**
 - Re-summarize prior section
 - Introduce next section
 - Signpost overall structure
- Develop persuasive strategy and content, incorporating:**
 - Data
 - Testimonial
 - Personal experience
 - Storytelling
- Prepare visual aids that reinforce structure and story:**
 - One big idea per slide
 - Quick impact
 - Clean and crisp
- Practice and digitally record talk repeatedly, refining:**
 - Visual delivery: Stance, movement, gestures, eye contact
 - Vocal delivery: Volume, dynamics, pace, tone
 - Verbal delivery: Clear and vivid word choices, minimize fillers
- Plan and prepare for Q&A:**
 - Anticipate and eliminate the need for some questions, by building responses into presentation
 - Practice Q&A handling as part of overall preparation
 - Use ADD structure (**A**nswer, **D**etail, **D**escribe relevance / benefit)