



PKP Communicators



1 Minute

Presentation Checklist

- ▶ Identify what could be costing you better results from your business presentations
- ▶ Realise where the focus of your speeches or presentations should lie
- ▶ Discover where you may need help
- ▶ Get **MORE BUSINESS** and a **RAISED PROFILE** from your speeches or presentations



Phillip Khan-Panni MBA PSA Founder
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For speaking and presentation skills call **0845 165 9240**



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The Instant Presentation Audit is to help you identify where your speeches or presentations might be falling short of your expectations. Presentations tend to fail because certain disciplines have not been followed. The necessary techniques are relatively easy to acquire. What is more important is to gain the right understanding of the process of persuasion. It's the way to get more positive results from speaking in public.

Just answer each question by ringing either **YES** or **NO**, then add up all your NO's at the bottom.

Why should people listen to you?		
Do you have a 15-second Elevator Speech?	YES / NO	Session 1
Are you an acknowledged expert in your subject?	YES / NO	Session 1
Do you always speak with passion and conviction from the platform?	YES / NO	Session 1
Is your speech or presentation always focused on making some change?	YES / NO	Session 1
Can you stand and 'say a few words' at a moment's notice?	YES / NO	Session 1
What makes you a 'must have'?		
Can you state your USP in 10 words or less?	YES / NO	Session 2
Can you list 5 things about you or your business that distinguish you from competitors?	YES / NO	Session 2
Would you pay to hear you speak?	YES / NO	Session 2
Do you always get good, positive feedback when you speak or present?	YES / NO	Session 2
Do you make your proposition in a compelling, dramatic way?	YES / NO	Session 2
Preparation		
Do you follow a well defined structure that helps listeners stay on track with you?	YES / NO	Session 3
Can you go from blank page to first draft in 15 minutes?	YES / NO	Session 3
Have you recently had coaching or training in speaking or presentation skills?	YES / NO	Session 3
Do you open with a memorable Hook?	YES / NO	Session 3
Can you easily speak the sentences you write in your script?	YES / NO	Session 3
Using Visual aids		
Can you present without PowerPoint?	YES / NO	Session 4
Do your slides carry a maximum of 30 words?	YES / NO	Session 4
Do you know how to blank the screen with a single key?	YES / NO	Session 4
Can you skip to any slide without scrolling?	YES / NO	Session 4
Do you present without looking at the screen behind you?	YES / NO	Session 4
Being persuasive		
Do you follow the AIDA sequence of persuasion?	YES / NO	Session 5
Do you identify and address the needs of your audience?	YES / NO	Session 5
Do you usually get business as a result of your presentations?	YES / NO	Session 5
Do you tell your audience what to do at the end of your speech or presentation?	YES / NO	Session 5
Do you usually get questions when you have finished speaking?	YES / NO	Session 5
Connecting with the audience		
Do you like the way you look when presenting?	YES / NO	Session 6
Do you like the way you sound when presenting?	YES / NO	Session 6
Do you ask rhetorical questions during your speech or presentation?	YES / NO	Session 6
Do you use oratorical devices such as triads and anaphora?	YES / NO	Session 6
Do you usually get a good connection with the audience, with hearty applause?	YES / NO	Session 6
FINALLY...		
Are you happy for things to continue as they are?	YES / NO	
Would you like a free confidential consultation on improving your score?	YES / NO	

If you scored 16 NO's or more, call 0845 165 9240

TOTAL _____

WHAT PEOPLE SAY ABOUT ME

The best 3 hours of advice on speaking skills you could hope to receive.

This is the best speaker I have ever heard.

Phillip is an excellent communicator who gives you the tools to best put together a presentation.

One of the most valuable courses I have been on. Truly inspirational. Very interactive.

Lovely story telling. Great structure.

Very confident, relaxed speaker (who was also) animated and enthusiastic.

Very very good. Couldn't fault him.

One of the best workshops I have been to. Has inspired my confidence.

Wonderful!

The depth of detail made it truly real.

If you struggle with presentations, I can help you. If you are an experienced speaker, I can help you become an outstanding one. One of my clients said, *"Never speak in public without speaking to Phillip first."*

I work with small groups and one-to-one in persuasive communication: speaking and presentation skills, cross-cultural understanding, business writing, direct marketing, leadership, managing change and salesmanship. It's all about getting your point across in a way that gets results.



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www.pkpcommunicators.com