

# STORYTELLING / PRESENTATION EVALUATION FORM

Have one or more friends or co-workers evaluate your story using this form. Then make revisions based on the feedback.

Use the following scale to rate the quality of the story

(1 = Needs Work, 2 = Could Improve, 3 = Average, 4 = Very Good, 5 = Outstanding)

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|--|-----------|
| 1. Catchy attention getting title and opening                      | 1 2 3 4 5 |
| 2. Smooth flow and was well organized                              | 1 2 3 4 5 |
| 3. Shows an investment of time in proper preparation               | 1 2 3 4 5 |
| 4. Content is solid and confidently presented                      | 1 2 3 4 5 |
| 5. Told with passion and enthusiasm                                | 1 2 3 4 5 |
| 6. Written in expressive style not stilted like a white paper      | 1 2 3 4 5 |
| 7. Related authentically (facts ring true)                         | 1 2 3 4 5 |
| 8. Used conversational not scripted style                          | 1 2 3 4 5 |
| 9. Included lots of words expressing the senses                    | 1 2 3 4 5 |
| 10. Contained tension or conflict for interest & reality           | 1 2 3 4 5 |
| 11. Reader could empathize with the hero                           | 1 2 3 4 5 |
| 12. Story was vivid enough for the reader to imagine the situation | 1 2 3 4 5 |

Evaluation:

- Tally your scores.
- If your total score was 40 or less, you definitely need the Storytelling and Presentation Skills for Business course.
- If your total score is between 45 and 55, you can definitely improve your score and become more effective by taking the course.