### Six Elements of a Professional Presentation

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<table>
<thead>
<tr>
<th>Assessment Scale</th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Word Description</td>
<td>N/A</td>
<td>Ineffective</td>
<td>Progressing</td>
<td>Effective</td>
<td>Highly Effective</td>
</tr>
<tr>
<td>Corresponding Detailed Descriptions</td>
<td>Did not demonstrate, either through absence or serious deficiencies, the described criteria.</td>
<td>Struggles to demonstrate practices described in the key grading criteria.</td>
<td>Performs within the described key grading criteria. Showing some improvement over time.</td>
<td>Consistently demonstrates competency regarding the practices described in the key grading criteria.</td>
<td>Consistently innovative, integrated, nuanced, and sophisticated demonstration of elements in the key grading criteria.</td>
</tr>
</tbody>
</table>

#### Point of View: After experiencing the presentation do you have a clear concept of the presenter’s comprehension of the subject and how they view the world relative to the subject matter?

- **Complete lack of understanding of the topic**
- **Partial comprehension of subject**
- **Lack of clarity**
- **Comprehension of topic**
- **Generally clear delivery**
- **Competency**
- **Clarity**
- **Conviction**
- **Comprehension**
- **Competency**
- **Persuasive**
- **Able to motivate the audience to embrace point of view**

#### Continuity: Once the Point of View was stated did the ideas that followed move seamlessly, contiguously, or did the presenter wander off on a tangent?

- **Lack of understanding of the topic**
- **Lack of direction**
- **Lost sequential thinking and perspective**
- **Prone to tangents**
- **Mostly on target but needed more focus**
- **On target with theme**
- **Used the story line effectively**
- **On point throughout**
- **Periodically reminded audience of POV**
- **Provided closure linking beginning with conclusion**

#### Professionalism: Were there any distractions due to the presenter’s: Nervousness, Use of Vocabulary, Posture, Voice, Eye contact, Connection with the audience, Hand gestures…?

- **Unable to complete the presentation due to lack of preparation**
- **or overwhelming anxiety**
- **or disrespect towards the audience**
- **Little connection established with audience due to anxiety, inappropriate vocabulary, distracting body language, lack of eye contact, inability to be heard, lack of technical preparedness**
- **Inconsistent connection with the audience caused by minor behavioral distractions**
  (ex: inappropriate use of conjunctions, overuse of “um,” “ah,” and the like) and affectations
- **Good rapport with the audience reinforced by appropriate use of voice, eye contact, body language, and hand gestures**
- **Excellent connection and interaction with the audience leading to a sense of empathy with the concerns of the audience**

#### Take-Away: Were you able to sum up the main theme of the presentation in a simple sentence? In other words was there a clear and memorable idea that the audience was able to take away from the experience?

- **Complete absence of a sense of, and articulation of, the main theme**
- **Central message not well defined**
- **Too many messages presented**
- **Message stated but needed refinement**
- **Well defined message which was clearly stated**
- **A message delivered so simply and clearly stated that it resonated with the audience and was memorable**

#### Originality: Was the topic original or was it derivative? Did the presenter provide a novel or unique way of presenting the material?

- **Unoriginal, possibly plagiarized**
- **Derivative**
- **Showed a lack of thought or of effort**
- **Good seed of an idea but needed development**
- **An unique idea presented comprehensively**
- **A totally original idea causing the audience to rethink previous assumptions**

#### Relevance: Did the presenter appear to take the time to research the needs of the audience beforehand, and did s/he meet or exceed the expectations of the audience?

- **Did not reach the audience at all due to lack of interest or effort**
- **Lack of proper research into the expectations of the audience**
- **Properly researched but lacked any new conclusions**
- **Well researched**
- **Had noteworthy conclusion**
- **Well researched**
  - **Original conclusion**
  - **Provided the audience with a call to action**

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