**Masterful Storytelling & Persuasive Presentations**

**Speaker Evaluations**

**Speaker: Robert Greene**

1. Story Archetype: ☐Holy Grail ☐Stranger In a Strange Land ☐Rags to Riches ☐Revenge ☐Love  
   *(Please check all that apply and circle the main archetype of the story the speaker was telling).*
2. **Key Message:** What did the speaker wish to convey to the audience? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
   \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. **Positive:** What did you like about this speaker? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. **Opportunity for Growth:** How could this speaker improve? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. Was this speaker:

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| Audience-Centered: ☐Yes ☐No Passionate: ☐Yes ☐No High Energy: ☐Yes ☐No Trustworthy: ☐Yes ☐No Easy to Understand: ☐Yes ☐No | Empathetic: ☐Yes ☐No Believable: ☐Yes ☐No Likeable: ☐Yes ☐No Authentic: ☐Yes ☐No Nervous: ☐Yes ☐No |

1. **Key Learning:** What lessons (or warnings) can I apply to my own storytelling and/or use to build more compelling and persuasive presentations? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   
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**Masterful Storytelling & Persuasive Presentations**

**Speaker Evaluations**

**Speaker: Brené Brown**

1. Story Archetype: ☐Holy Grail ☐Stranger In a Strange Land ☐Rags to Riches ☐Revenge ☐Love  
   *(Please check all that apply and circle the main archetype of the story the speaker was telling).*
2. **Key Message:** What did the speaker wish to convey to the audience? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
   \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. **Positive:** What did you like about this speaker? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. **Opportunity for Growth:** How could this speaker improve? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. Was this speaker:

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| Audience-Centered: ☐Yes ☐No Passionate: ☐Yes ☐No High Energy: ☐Yes ☐No Trustworthy: ☐Yes ☐No Easy to Understand: ☐Yes ☐No | Empathetic: ☐Yes ☐No Believable: ☐Yes ☐No Likeable: ☐Yes ☐No Authentic: ☐Yes ☐No Nervous: ☐Yes ☐No |

**Key Learning:** What lessons (or warnings) can I apply to my own storytelling and/or use to build more compelling and persuasive presentations? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   
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**Masterful Storytelling & Persuasive Presentations**

**Speaker Evaluations**

**Speaker: Seth Godin**

1. Story Archetype: ☐Holy Grail ☐Stranger In a Strange Land ☐Rags to Riches ☐Revenge ☐Love  
   *(Please check all that apply and circle the main archetype of the story the speaker was telling).*
2. **Key Message:** What did the speaker wish to convey to the audience? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
   \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. **Positive:** What did you like about this speaker? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. **Opportunity for Growth:** How could this speaker improve? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. Was this speaker:

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| Audience-Centered: ☐Yes ☐No Passionate: ☐Yes ☐No High Energy: ☐Yes ☐No Trustworthy: ☐Yes ☐No Easy to Understand: ☐Yes ☐No | Empathetic: ☐Yes ☐No Believable: ☐Yes ☐No Likeable: ☐Yes ☐No Authentic: ☐Yes ☐No Nervous: ☐Yes ☐No |

**Key Learning:** What lessons (or warnings) can I apply to my own storytelling and/or use to build more compelling and persuasive presentations? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   
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**Masterful Storytelling & Persuasive Presentations**

**Speaker Evaluations**

**Speaker: Sheryl Sandberg**

1. Story Archetype: ☐Holy Grail ☐Stranger In a Strange Land ☐Rags to Riches ☐Revenge ☐Love  
   *(Please check all that apply and circle the main archetype of the story the speaker was telling).*
2. **Key Message:** What did the speaker wish to convey to the audience? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
   \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. **Positive:** What did you like about this speaker? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. **Opportunity for Growth:** How could this speaker improve? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. Was this speaker:

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| Audience-Centered: ☐Yes ☐No Passionate: ☐Yes ☐No High Energy: ☐Yes ☐No Trustworthy: ☐Yes ☐No Easy to Understand: ☐Yes ☐No | Empathetic: ☐Yes ☐No Believable: ☐Yes ☐No Likeable: ☐Yes ☐No Authentic: ☐Yes ☐No Nervous: ☐Yes ☐No |

**Key Learning:** What lessons (or warnings) can I apply to my own storytelling and/or use to build more compelling and persuasive presentations? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   
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**Masterful Storytelling & Persuasive Presentations**

**Speaker Evaluations**

**Speaker: Amy Cuddy**

1. Story Archetype: ☐Holy Grail ☐Stranger In a Strange Land ☐Rags to Riches ☐Revenge ☐Love  
   *(Please check all that apply and circle the main archetype of the story the speaker was telling).*
2. **Key Message:** What did the speaker wish to convey to the audience? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
   \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. **Positive:** What did you like about this speaker? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. **Opportunity for Growth:** How could this speaker improve? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. Was this speaker:

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| --- | --- |
| Audience-Centered: ☐Yes ☐No Passionate: ☐Yes ☐No High Energy: ☐Yes ☐No Trustworthy: ☐Yes ☐No Easy to Understand: ☐Yes ☐No | Empathetic: ☐Yes ☐No Believable: ☐Yes ☐No Likeable: ☐Yes ☐No Authentic: ☐Yes ☐No Nervous: ☐Yes ☐No |

**Key Learning:** What lessons (or warnings) can I apply to my own storytelling and/or use to build more compelling and persuasive presentations? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   
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