



**ASSESSMENT: BUSINESS PRESENTATION**  
**BUSINESS COMMUNICATION CENTER**  
ASSESSMENT FORM: MIS 4173 SPRINT PRESENTATION 1

**Instructions**

This assessment form evaluates a business presentation using the following measurements:

**Unprofessional 1.0**

**Developing 2.0**

**Proficient 3.0**

**Professional 4.0**

weights are show in %

Name \_\_\_\_\_

Class \_\_\_\_\_

Date \_\_\_\_\_

**1. CONNECTS TO TARGET AUDIENCE (10%)**

Score \_\_\_\_\_

3% STRATEGY

3% ORGANIZATION

4% ENGAGEMENT

**2. DIRECTS AND HOLDS ATTENTION (30%)**

5% STRATEGY

10% ORGANIZATION

15% ENGAGEMENT

**3. CREATES UNDERSTANDING AND MEMORY (30%)**

10% STRATEGY

5% ORGANIZATION

15% ENGAGEMENT

**4. DRIVES TARGET AUDIENCE TO ACTION (30%)**

5% STRATEGY

5% ORGANIZATION

20% ENGAGEMENT

**Comments**

**A Few Coaching Insights**

Does not provide an adequate understanding of all 6 organizational structures and the 4 sprint items.

Does not provide numerical measurements for benefits; uses directional impacts, such as "increase" or more "efficient."

Filled pauses (ahms) occur at locations that a presenter should breathe but doesn't. Typically, the presenter's chin position is too high creating shallow breathing and the filled pauses.

Eye gaze skims or avoids looking at people. Changes in eye gaze should be synchronized with each breath.

Voicing is monotone in speech rate and/or volume. For virtual presentations, this is often the result of reading a script.

The PowerPoint design undercuts how the story is communicated (TOO MUCH CONTENT, POORLY DESIGNED, AND/OR WEAK VISUALS)

The presenter's stance forces gestures downward or limits their movement away from the body. Typically, ineffective posture creates this issue. Try jumping into the air. Any movements after you land are the results of a shift to feel comfortable but the comfortable stance undercuts gesturing, eye engagement, and voicing.