

Communication And Presence (CAP) Assessment

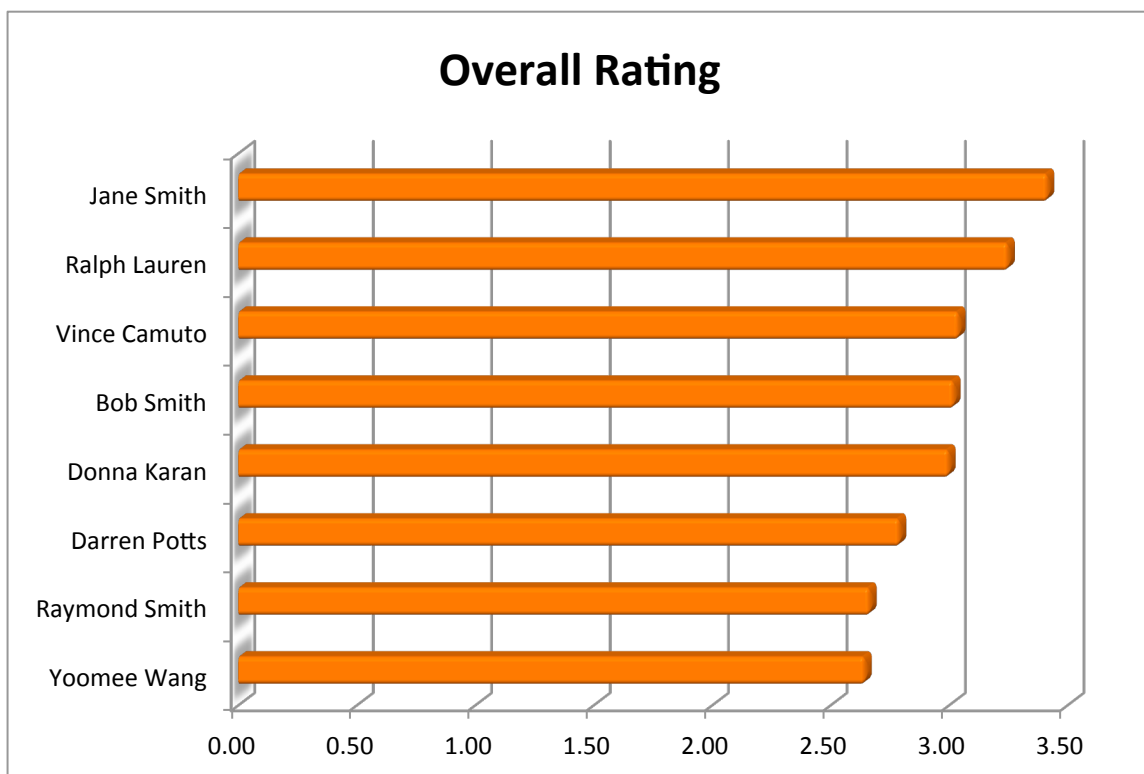
Company Name ABC Company

Date 21-Jul-15

Master Instructor Brad Lawrence

Participant List

#	Participant Name	Overall Rating
1	Jane Smith	3.42
2	Ralph Lauren	3.25
3	Raymond Smith	2.67
4	Donna Karan	3.00
5	Vince Camuto	3.04
6	Bob Smith	3.02
7	Yoomie Wang	2.65
8	Darren Potts	2.79

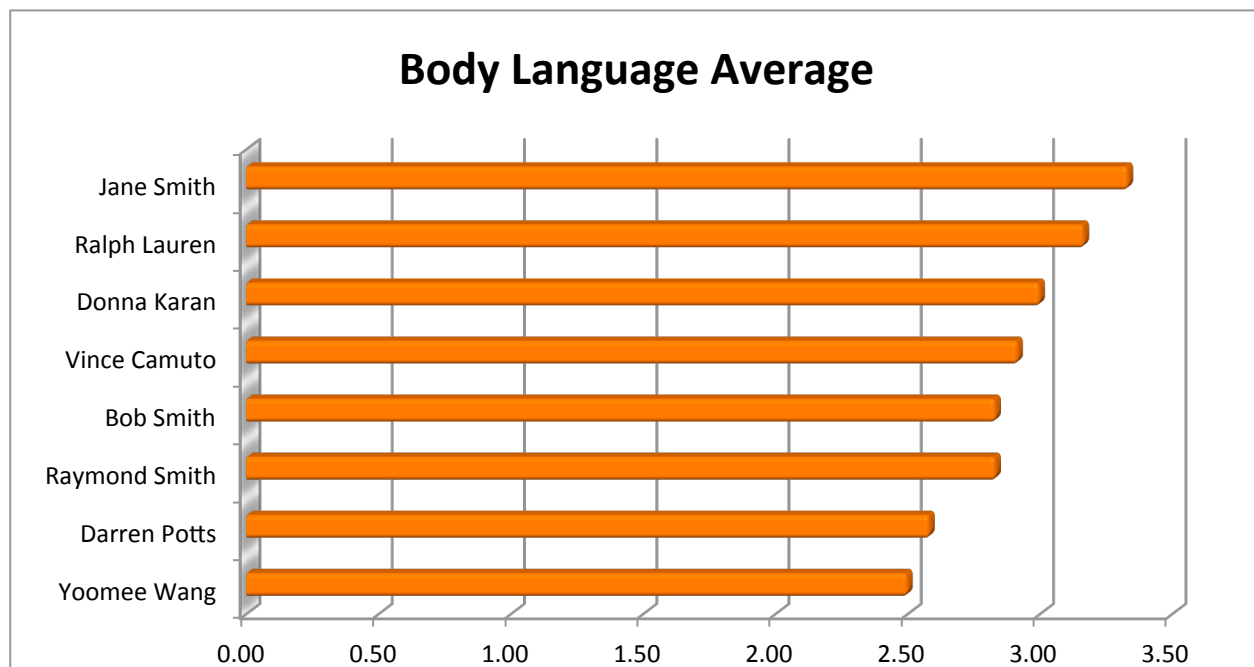
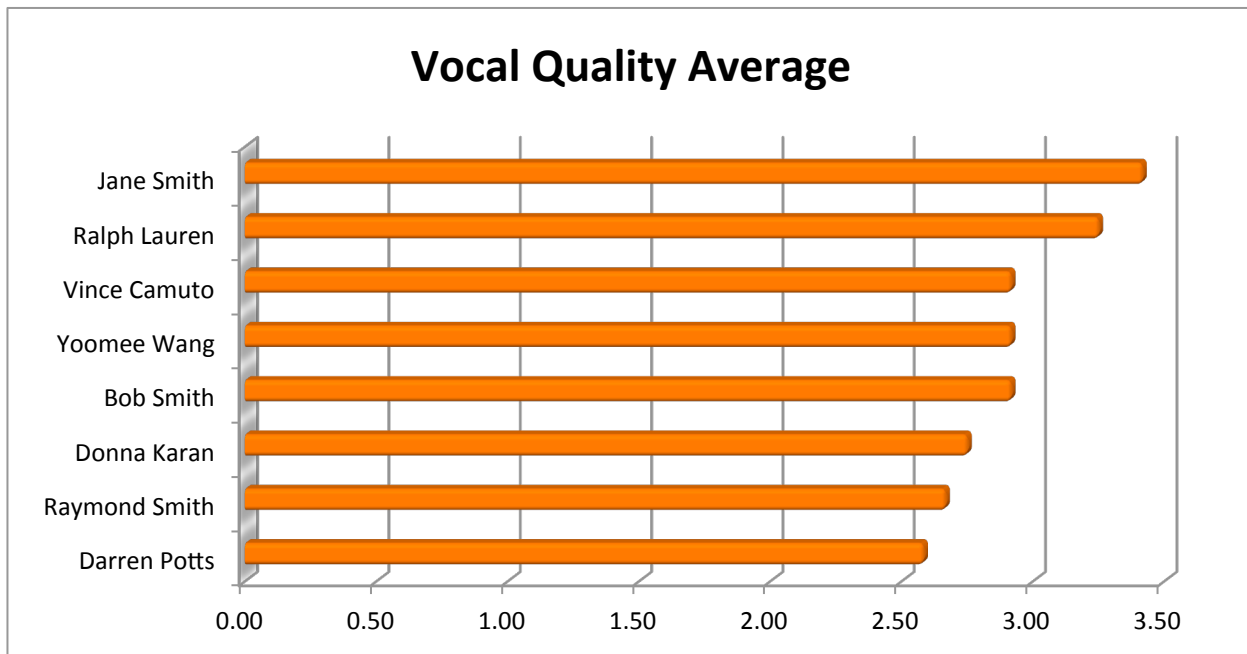


Summary

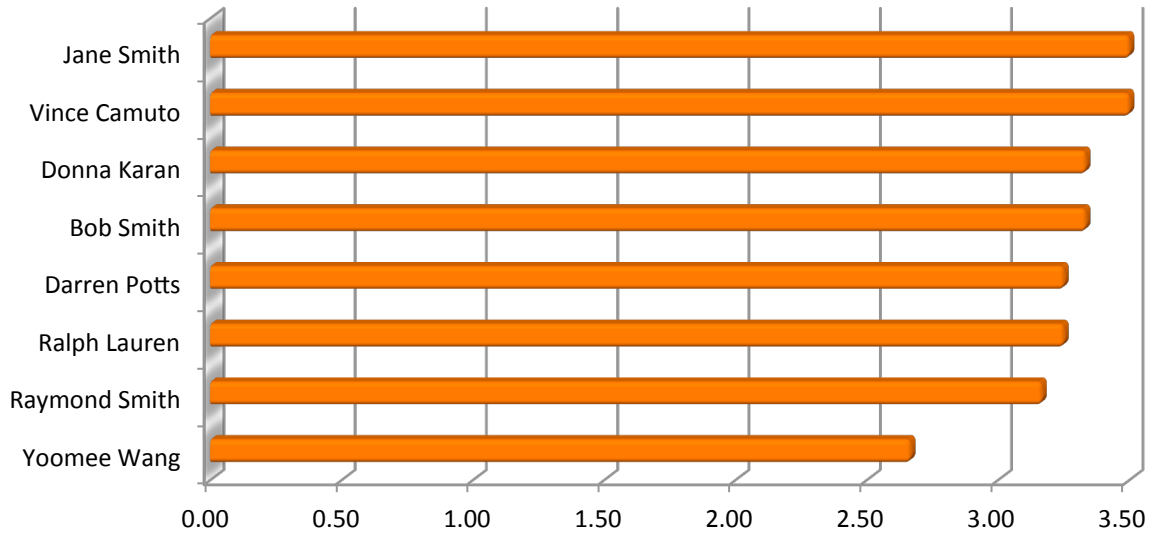
Date: **7/21/15**

Company: **ABC Company**

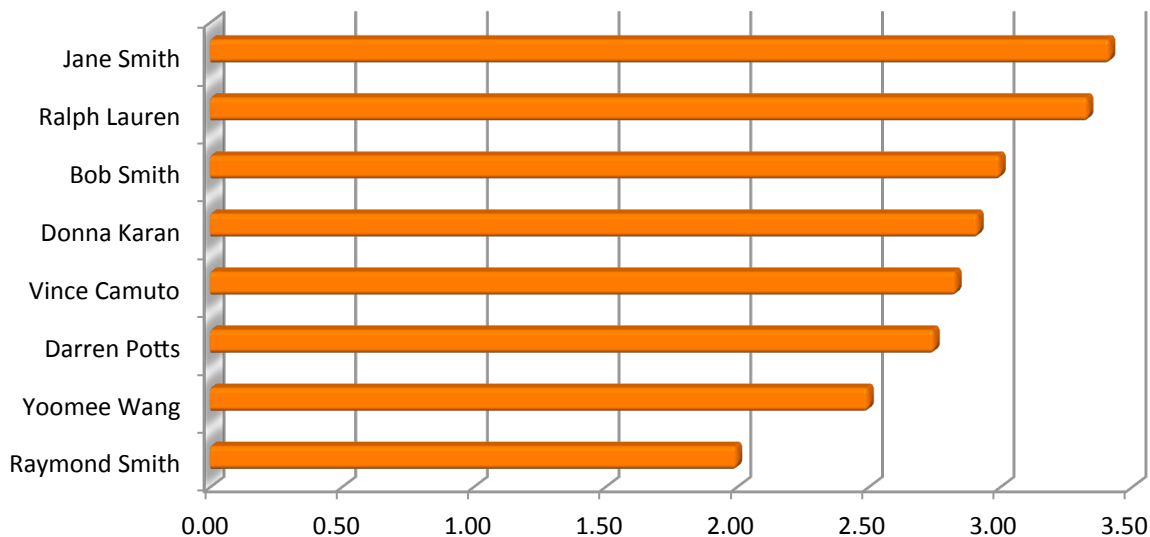
Prepared by: **Brad Lawrence**



Presence Average



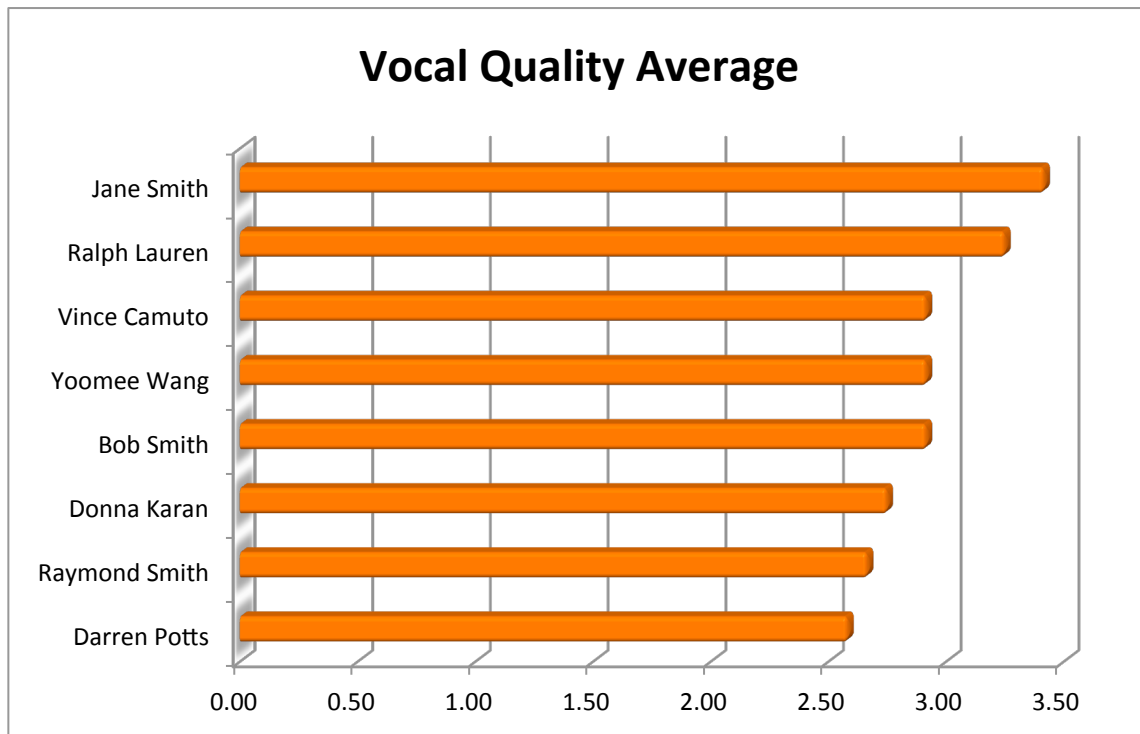
Message and Engagement Average



PART ONE – Vocal Quality

Date: **7/21/15**

Company: **ABC Company**
Prepared by: **Brad Lawrence**

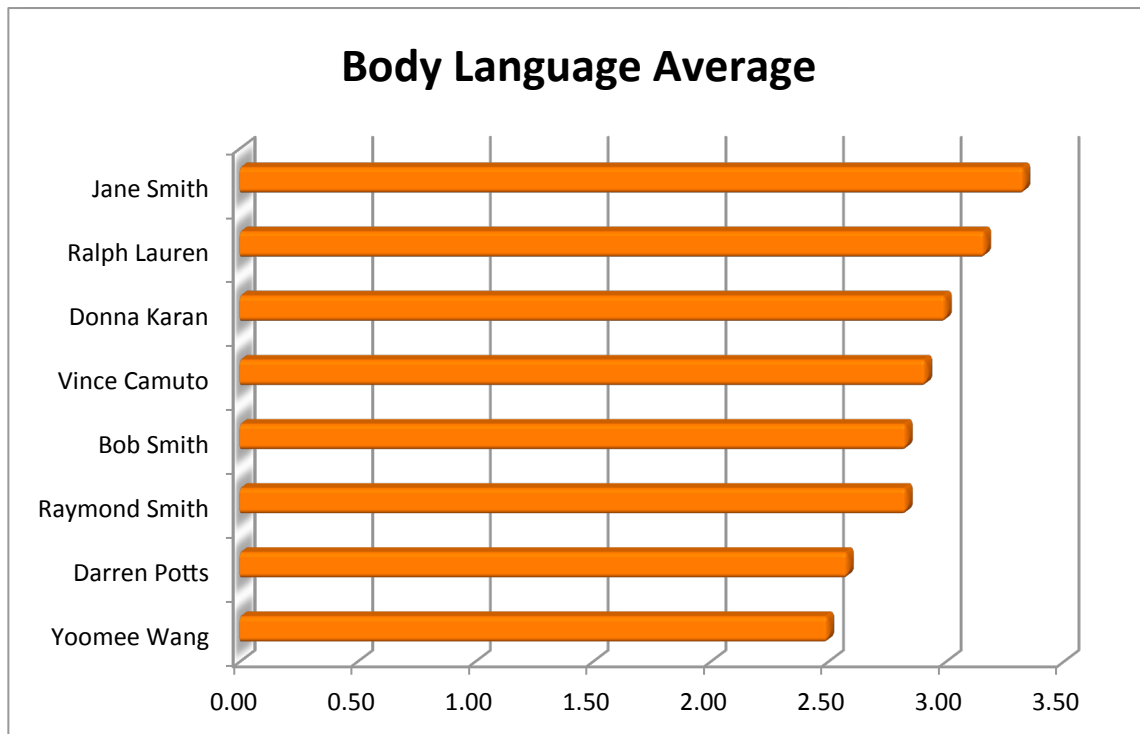


Participant	Average
Jane Smith	3.42
Ralph Lauren	3.25
Raymond Smith	2.67
Donna Karan	2.75
Vince Camuto	2.92
Bob Smith	2.92
Yommee Wang	2.92
Darren Potts	2.58

PART TWO – Body Language

Date: **7/21/15**

Company: **ABC Company**
Prepared by: **Brad Lawrence**

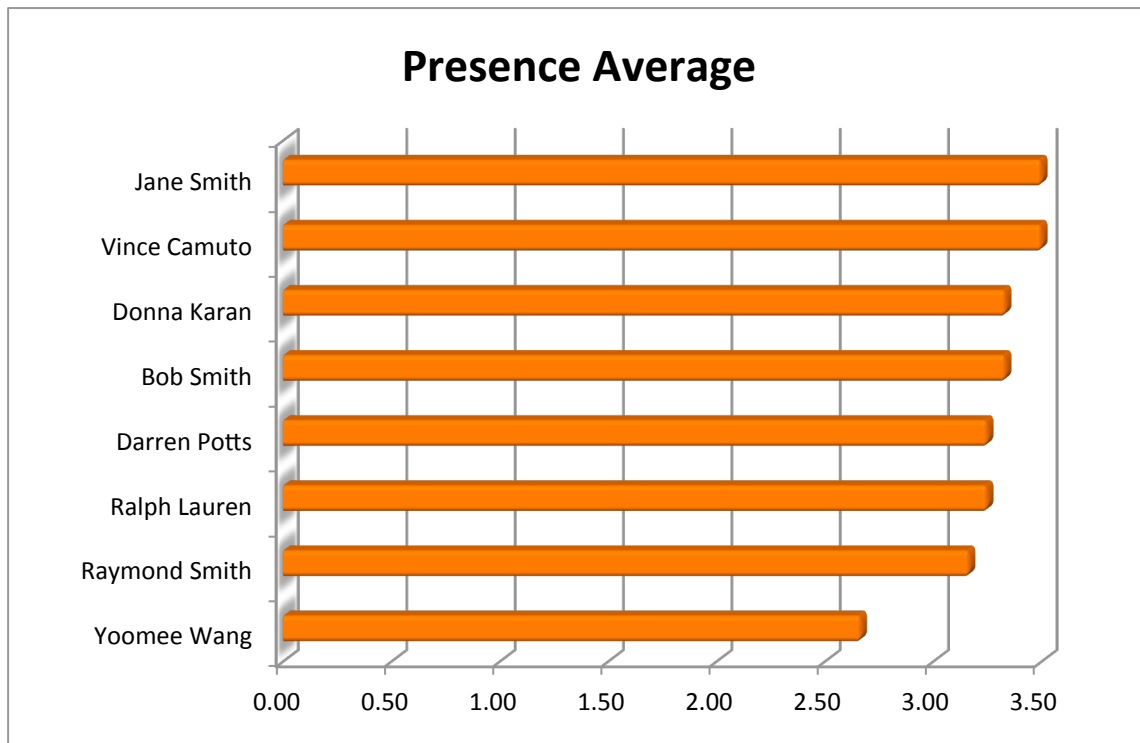


Participant	Average
Jane Smith	3.33
Ralph Lauren	3.17
Raymond Smith	2.83
Donna Karan	3.00
Vince Camuto	2.92
Bob Smith	2.83
Yoomee Wang	2.50
Darren Potts	2.58

PART THREE – Presence

Date: 7/21/15

Company: ABC Company
Prepared by: Brad Lawrence

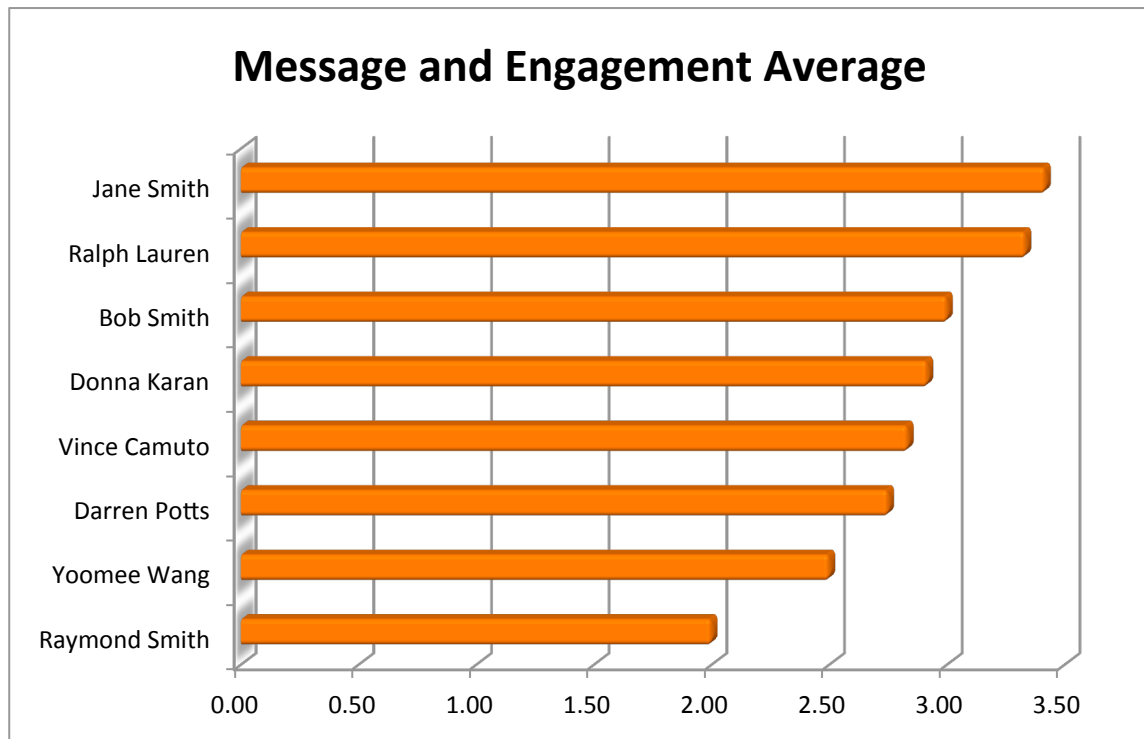


Participant	Average
Jane Smith	3.50
Ralph Lauren	3.25
Raymond Smith	3.17
Donna Karan	3.33
Vince Camuto	3.50
Bob Smith	3.33
Yoomee Wang	2.67
Darren Potts	3.25

PART FOUR – Message and Engagement

Date: **7/21/15**

Company: **ABC Company**
Prepared by: **Brad Lawrence**



Participant	Average
Jane Smith	3.42
Ralph Lauren	3.33
Raymond Smith	2.00
Donna Karan	2.92
Vince Camuto	2.83
Bob Smith	3.00
Yoomee Wang	2.50
Darren Potts	2.75



Communication And Presence (CAP) Assessment

Date: 7/21/15

Name: Jane Smith

Overall Rating: **3.42**

Company: ABC Company

Rate all items on a scale of 1 to 5

1 being **weak** in that area

5 being **strong** in that area

PART ONE – Vocal Quality	Rating	Avg	3.42
1. Speaker varies pitch and avoids monotone	4		
2. Speaker's pace is appropriate	3		
3. Speaker uses pauses effectively	3		
4. Speaker avoids verbal viruses (ums, uhs, ands)	4		
5. Speaker is articulate (good diction)	3		
6. Speaker's volume is appropriate	3.5		

Comments:

Mia is very knowledgeable and shows great confidence in front of the room. But, her vocal landscape could use work. We worked extensively in this area as well as body language. There was substantial growth in her vocal quality and body language, but there is still room for improvement.

PART TWO – Body Language	Rating	Avg	3.33
1. Speaker smiles early and often	4		
2. Speaker utilizes a strong Home Base position	3		
3. Speaker makes good eye contact	4		
4. Speaker uses gestures that are specific and direct	3		
5. Speaker utilizes varied and appropriate facial expressions	3		
6. Speaker avoids nervous "pacifiers" and appears confident	3		

Comments:

Mia's use of body language was his greatest strength. She used expansive gestures overall and commanded the room well. Great smile! She can work on her movement and spatiality to engage those who are tuning out better.

PART THREE – Presence	Rating	Avg	3.50
1. Speaker appears prepared and knowledgeable	4		
2. Speaker exhibits a professional appearance	5		
3. Speaker is attentive to the needs of their audience	3		
4. Speaker demonstrates an engaging personality	3		
5. Speaker's communication channels are congruent	3		
6. Speaker effectively handles questions and facilitates discussion	3		

Comments:

Mia shows great confidence. Once again, she still has work to do. We had some productive dicussions about different situations where he could use better judgment in handling heated situations. By the end,s he had come to understand that while there are times to stand your ground, actively listening and staying cool will gain you more in the end.

PART FOUR– Message and Engagement	Rating	Avg	3.42
1. Speaker engages from the start	4		
2. Speaker's message has a clear objective	3		
3. Speaker transitions from point to point smoothly	3.5		
4. Speaker's message is clear and concise	3.5		
5. Speaker's message has a clear benefit	3		
6. Speaker delivers an effective conclusion	3.5		

Comments:

Again, Mia really knows her stuff. She is intelligent and quick, but her knowledge doesn't feel genuine and stands in the way of him engaging with people. We discussed better preparation and how that will help her keep the confidence and credibility that she needs.



Communication And Presence (CAP) Assessment

Date: 7/21/15

Name: Ralph Lauren

Overall Rating: 3.25

Company: ABC Company

Rate all items on a scale of 1 to 5

1 being **weak** in that area

5 being **strong** in that area

PART ONE – Vocal Quality	Rating	Avg	3.25
1. Speaker varies pitch and avoids monotone	3		
2. Speaker's pace is appropriate	2		
3. Speaker uses pauses effectively	4		
4. Speaker avoids verbal viruses (ums, uhs, ands)	4		
5. Speaker is articulate (good diction)	3		
6. Speaker's volume is appropriate	3.5		

Comments:

Ralph showed great understanding throughout the training process and immediately put to use what he was learning. Coming into the training, his delivery was filled with verbal viruses. By the end, he managed to successfully minimize them.

PART TWO – Body Language	Rating	Avg	3.17
1. Speaker smiles early and often	2		
2. Speaker utilizes a strong Home Base position	3		
3. Speaker makes good eye contact	4		
4. Speaker uses gestures that are specific and direct	3		
5. Speaker utilizes varied and appropriate facial expressions	4		
6. Speaker avoids nervous "pacifiers" and appears confident	3		

Comments:

There was great growth in this area. Ralph initially kept himself closed off and would wobble back and forth. After going over congruence and talking about how our body language supports what we are saying, he started to utilize gesture and movement to direct the conversation.

PART THREE – Presence		Rating	Avg	3.25
1. Speaker appears prepared and knowledgeable		3		
2. Speaker exhibits a professional appearance		5		
3. Speaker is attentive to the needs of their audience		3.5		
4. Speaker demonstrates an engaging personality		2		
5. Speaker’s communication channels are congruent		3		
6. Speaker effectively handles questions and facilitates discussion		3		

Comments:

This was a small group, three total, so we had a lot of time to do the different exercises. When handling the difficult questions section, Ralph was thrown some curveballs by one of his classmates. He showed great balance and generosity with both his answers and attention.

PART FOUR– Message and Engagement		Rating	Avg	3.33
1. Speaker engages from the start		2.5		
2. Speaker's message has a clear objective		3		
3. Speaker transitions from point to point smoothly		3		
4. Speaker's message is clear and concise		3.5		
5. Speaker's message has a clear benefit		4		
6. Speaker delivers an effective conclusion		4		

Comments:

There is room for improvement in Ralph's message and engagement. He understands the why and the how, but he struggles with delivery. The effort he put into the work was great. Moving forward, I believe further practice will strengthen his grasp on those issues.



Communication And Presence (CAP) Assessment

Date: 7/21/15

Name: Raymond Smith

Overall Rating: **2.67**

Company: ABC Company

Rate all items on a scale of 1 to 5

1 being **weak** in that area

5 being **strong** in that area

PART ONE – Vocal Quality	Rating	Avg	2.67
1. Speaker varies pitch and avoids monotone	3		
2. Speaker's pace is appropriate	2.5		
3. Speaker uses pauses effectively	3		
4. Speaker avoids verbal viruses (ums, uhs, ands)	2		
5. Speaker is articulate (good diction)	2		
6. Speaker's volume is appropriate	3.5		

Comments:

Raymond has a great pace. He is exceptionally clear and articulate. He speaks at a great Volume with supported breath. He just needs to continue his work on eliminating those Verbal Viruses and let the musicality of his voice hit those operative words.

PART TWO – Body Language	Rating	Avg	2.83
1. Speaker smiles early and often	3		
2. Speaker utilizes a strong Home Base position	4		
3. Speaker makes good eye contact	2		
4. Speaker uses gestures that are specific and direct	3		
5. Speaker utilizes varied and appropriate facial expressions	2		
6. Speaker avoids nervous "pacifiers" and appears confident	3		

Comments:

Raymond has very good posture and a nice and open body language. He is good about checking in and really connecting to his audience. He leads with a smile and is very personable and professional. He really did a terrific job in the workshop! Have him keep up the work on eliminating those Pacifiers completely and maintaining direct eye contact during transitions.

PART THREE – Presence		Rating	Avg	3.17
1. Speaker appears prepared and knowledgeable		4		
2. Speaker exhibits a professional appearance		5		
3. Speaker is attentive to the needs of their audience		3		
4. Speaker demonstrates an engaging personality		2		
5. Speaker's communication channels are congruent		3		
6. Speaker effectively handles questions and facilitates discussion		2		

Comments:

Raymond did a great job in question and answer. He has a very confident presence and has a professional air about him. Once his gestures become more full and expressive he will be even more congruent in his messaging.

PART FOUR– Message and Engagement		Rating	Avg	2.00
1. Speaker engages from the start		2		
2. Speaker's message has a clear objective		2		
3. Speaker transitions from point to point smoothly		2		
4. Speaker's message is clear and concise		2		
5. Speaker's message has a clear benefit		2		
6. Speaker delivers an effective conclusion		2		

Comments:

Raymond has very organized content and lays out the benefit to the audience in a very charismatic and professional manner. His transitions are a bit loose though and he needs to prepare better before speaking. He must work on utilizing the space more and playing with using more vocal variety to hit the operative words moving forward.



Communication And Presence (CAP) Assessment

Date: 7/21/15

Name: Donna Karan

Overall Rating: **3.00**

Company: ABC Company

Rate all items on a scale of 1 to 5

1 being **weak** in that area

5 being **strong** in that area

PART ONE – Vocal Quality	Rating	Avg	2.75
1. Speaker varies pitch and avoids monotone	2		
2. Speaker's pace is appropriate	2.5		
3. Speaker uses pauses effectively	3		
4. Speaker avoids verbal viruses (ums, uhs, ands)	4		
5. Speaker is articulate (good diction)	2		
6. Speaker's volume is appropriate	3		

Comments:

Donna has great musicality in her voice and does a great job keeping us engaged. Have her continue to work at speaking at a slower Pace and eliminating those Verbal Viruses.

PART TWO – Body Language	Rating	Avg	3.00
1. Speaker smiles early and often	3		
2. Speaker utilizes a strong Home Base position	3		
3. Speaker makes good eye contact	2.5		
4. Speaker uses gestures that are specific and direct	3.5		
5. Speaker utilizes varied and appropriate facial expressions	4		
6. Speaker avoids nervous "pacifiers" and appears confident	2		

Comments:

Donna has great facial expressions. We did a lot of work with her Home Base and have her continue to work on only moving with purpose so she does not distract us from her overall message. Her gestures can be more specific.

PART THREE – Presence	Rating	Avg	3.33
1. Speaker appears prepared and knowledgeable	4		
2. Speaker exhibits a professional appearance	5		
3. Speaker is attentive to the needs of their audience	2		
4. Speaker demonstrates an engaging personality	3		
5. Speaker's communication channels are congruent	2.5		
6. Speaker effectively handles questions and facilitates discussion	3.5		

Comments:

She is very prepared and has a great presence once she is comfortable. Have her work on trusting herself and entering the space with the confidence she needs. She gets nervous when presenting in English but is a very good English speaker. She would be great as a National Instructor and was voted most improved speaker in the class!

PART FOUR– Message and Engagement	Rating	Avg	2.92
1. Speaker engages from the start	3		
2. Speaker's message has a clear objective	2		
3. Speaker transitions from point to point smoothly	4		
4. Speaker's message is clear and concise	3		
5. Speaker's message has a clear benefit	2		
6. Speaker delivers an effective conclusion	3.5		

Comments:

She had a great hook for her Final Presentation. Have her continue to work on her transitions and making sure she uses concise language. She was great overall and her sense of humor and ability to actively listen really came through!



Communication And Presence (CAP) Assessment

Date: 7/21/15

Name: Vince Camuto

Overall Rating: **3.04**

Company: ABC Company

Rate all items on a scale of 1 to 5

1 being **weak** in that area

5 being **strong** in that area

PART ONE – Vocal Quality	Rating	Avg	2.92
1. Speaker varies pitch and avoids monotone	3		
2. Speaker's pace is appropriate	2.5		
3. Speaker uses pauses effectively	4		
4. Speaker avoids verbal viruses (ums, uhs, ands)	3		
5. Speaker is articulate (good diction)	3		
6. Speaker's volume is appropriate	2		

Comments:

Vince is very knowledgeable and shows great confidence in front of the room. But, his vocal landscape was quite weak. We worked extensively in this area as well as body language. There was substantial growth in his vocal quality and body language, but there is still room for improvement.

PART TWO – Body Language	Rating	Avg	2.92
1. Speaker smiles early and often	2		
2. Speaker utilizes a strong Home Base position	3		
3. Speaker makes good eye contact	3.5		
4. Speaker uses gestures that are specific and direct	4		
5. Speaker utilizes varied and appropriate facial expressions	3		
6. Speaker avoids nervous "pacifiers" and appears confident	2		

Comments:

Vince's use of body language was his greatest struggle. He found it awkward to put effective gestures to work for himself. The more exercises we did, the more the work of gesturing got into his body. He still has work to do in this area, but he is on the right track to effectively managing it.

PART THREE – Presence		Rating	Avg	3.50
1. Speaker appears prepared and knowledgeable		4		
2. Speaker exhibits a professional appearance		5		
3. Speaker is attentive to the needs of their audience		3		
4. Speaker demonstrates an engaging personality		3.5		
5. Speaker's communication channels are congruent		2.5		
6. Speaker effectively handles questions and facilitates discussion		3		

Comments:

Vince shows great confidence. Once again, he still has work to do. We had some productive discussions about different situations where he could use better judgment in handling heated situations. By the end, he had come to understand that while there are times to stand your ground, actively listening and staying cool will gain you more in the end.

PART FOUR– Message and Engagement		Rating	Avg	2.83
1. Speaker engages from the start		3		
2. Speaker's message has a clear objective		3.5		
3. Speaker transitions from point to point smoothly		3		
4. Speaker's message is clear and concise		2.5		
5. Speaker's message has a clear benefit		3		
6. Speaker delivers an effective conclusion		2		

Comments:

Again, Vince really knows his stuff. He is intelligent and quick, but his knowledge doesn't feel genuine and stands in the way of him engaging with people. We discussed better preparation and how that will help him keep the confidence and credibility that he needs.



Communication And Presence (CAP) Assessment

Date: 7/21/15

Name: Bob Smith

Overall Rating: **3.02**

Company: ABC Company

Rate all items on a scale of 1 to 5

1 being **weak** in that area

5 being **strong** in that area

PART ONE – Vocal Quality	Rating	Avg	2.92
1. Speaker varies pitch and avoids monotone	3		
2. Speaker's pace is appropriate	3		
3. Speaker uses pauses effectively	4		
4. Speaker avoids verbal viruses (ums, uhs, ands)	3.5		
5. Speaker is articulate (good diction)	2		
6. Speaker's volume is appropriate	2		

Comments:

It was a pleasure to work with Bob. Bob can continue his work with using different Vocal Dynamics to emphasize operative words. And, he can continue to play with using pauses for dramatic effect.

PART TWO – Body Language	Rating	Avg	2.83
1. Speaker smiles early and often	3		
2. Speaker utilizes a strong Home Base position	3.5		
3. Speaker makes good eye contact	3		
4. Speaker uses gestures that are specific and direct	2		
5. Speaker utilizes varied and appropriate facial expressions	2		
6. Speaker avoids nervous "pacifiers" and appears confident	3.5		

Comments:

Bob is very personable! He comes across as very open to his audience and did a great job using spatiality in his Final Presentation. Have him continue to work in this direction. Gestures improved too but can always be more expansive.

PART THREE – Presence		Rating	Avg	3.33
1. Speaker appears prepared and knowledgeable		4		
2. Speaker exhibits a professional appearance		5		
3. Speaker is attentive to the needs of their audience		3.5		
4. Speaker demonstrates an engaging personality		3		
5. Speaker's communication channels are congruent		2.5		
6. Speaker effectively handles questions and facilitates discussion		2		

Comments:

Bob is very prepared and professional in his Presence. He did a great job during question and answer and can continue to work on being more bold with his gestures to give him more Executive Presence.

PART FOUR– Message and Engagement		Rating	Avg	3.00
1. Speaker engages from the start		2.5		
2. Speaker's message has a clear objective		3		
3. Speaker transitions from point to point smoothly		3		
4. Speaker's message is clear and concise		4		
5. Speaker's message has a clear benefit		3.5		
6. Speaker delivers an effective conclusion		2		

Comments:

Bob is engaging from the start and can work on making his transitions more fluid and really identifying the benefit to the audience. He is on the road to being a very strong speaker!!



Communication And Presence (CAP) Assessment

Date: 7/21/15

Name: Yoomee Wang

Overall Rating: 2.65

Company: ABC Company

Rate all items on a scale of 1 to 5

1 being **weak** in that area

5 being **strong** in that area

PART ONE – Vocal Quality	Rating	Avg	2.92
1. Speaker varies pitch and avoids monotone	3		
2. Speaker's pace is appropriate	2		
3. Speaker uses pauses effectively	3		
4. Speaker avoids verbal viruses (ums, uhs, ands)	3		
5. Speaker is articulate (good diction)	3.5		
6. Speaker's volume is appropriate	3		

Comments:

Participant has a natural relaxed personality that is welcoming from the very beginning. That said, his introduction is almost too relaxed. It ambles a bit and is unfocused. An audience's first impression is critical. Studies have shown that 11 judgements are made of a speaker within the first 7seconds of a presentation, so you want to grab them at the start. Instead of sharing with the audience that this is the first time he's (which they don't need to know), he should jump right into a strong introduction that says who you are, what you are there to do for your audience and how this will benefit them. To do this you need a clear intention and objective in your intro.

PART TWO – Body Language	Rating	Avg	2.50
1. Speaker smiles early and often	3		
2. Speaker utilizes a strong Home Base position	2		
3. Speaker makes good eye contact	2.5		
4. Speaker uses gestures that are specific and direct	2		
5. Speaker utilizes varied and appropriate facial expressions	3		
6. Speaker avoids nervous "pacifiers" and appears confident	2.5		

Comments:

Strengths

- Good posture
- Great eye contact.
- Calm, relaxed and confident presence.

Areas of improvement

- More smile, especially in the welcome

PART THREE – Presence	Rating	Avg	2.67
1. Speaker appears prepared and knowledgeable	3		
2. Speaker exhibits a professional appearance	3		
3. Speaker is attentive to the needs of their audience	3		
4. Speaker demonstrates an engaging personality	2		
5. Speaker's communication channels are congruent	2.5		
6. Speaker effectively handles questions and facilitates discussion	2.5		

Comments:

Participant has good executive presence overall and is able to command a room well. The one challenge participant has is a bit of nervousness and pacifiers during Q&A sessions. This might be lack of preparation or a weak grasp of the material or content. Recommend that the participants read the information on transitions in the workbook and utilize them for next presentation. Overall, very confident and engaging though with his audience!

PART FOUR– Message and Engagement	Rating	Avg	2.50
1. Speaker engages from the start	2		
2. Speaker's message has a clear objective	3		
3. Speaker transitions from point to point smoothly	2		
4. Speaker's message is clear and concise	3		
5. Speaker's message has a clear benefit	3		
6. Speaker delivers an effective conclusion	2		

Comments:

Technically, Participant should stand in front of his flip board, or to the side of it (never in back). And incorporate more active listening by repeating comments that he is capturing from his audience and be more active in guiding conversation that happens between audience members. Highlight what is important and relevant to his message. Participant should try to sharpen their opening and closing for more impact.



Communication And Presence (CAP) Assessment

Name: Darren Potts
Company: ABC Company

Date: 7/21/15

Overall Rating: **2.79**

Rate all items on a scale of 1 to 5

1 being **weak** in that area
5 being **strong** in that area

PART ONE – Vocal Quality	Rating	Avg	2.58
1. Speaker varies pitch and avoids monotone	2.5		
2. Speaker's pace is appropriate	1.5		
3. Speaker uses pauses effectively	2		
4. Speaker avoids verbal viruses (ums, uhs, ands)	3		
5. Speaker is articulate (good diction)	3		
6. Speaker's volume is appropriate	3.5		

Comments:

PART TWO – Body Language	Rating	Avg	2.58
1. Speaker smiles early and often	3		
2. Speaker utilizes a strong Home Base position	2		
3. Speaker makes good eye contact	2		
4. Speaker uses gestures that are specific and direct	3		
5. Speaker utilizes varied and appropriate facial expressions	2.5		
6. Speaker avoids nervous "pacifiers" and appears confident	3		

Comments:

PART THREE – Presence		Rating	Avg	3.25
1. Speaker appears prepared and knowledgeable		3		
2. Speaker exhibits a professional appearance		4		
3. Speaker is attentive to the needs of their audience		3		
4. Speaker demonstrates an engaging personality		4		
5. Speaker’s communication channels are congruent		3		
6. Speaker effectively handles questions and facilitates discussion		2.5		

Comments:

PART FOUR– Message and Engagement		Rating	Avg	2.75
1. Speaker engages from the start		3		
2. Speaker's message has a clear objective		2.5		
3. Speaker transitions from point to point smoothly		3		
4. Speaker's message is clear and concise		3		
5. Speaker's message has a clear benefit		3		
6. Speaker delivers an effective conclusion		2		

Comments: