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15.280 Communication for Managers
Fall 2008

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The Self-Evaluation

View the videotape of your presentation twice, and then write a 1-2 page memo to the person who viewed your presentation (i.e., to the Professor or to the TA), analyzing your performance in the areas listed below, and suggesting changes that might improve it. Feel free to focus on those issues that seem most relevant to your presentation.

Strategy: Was your strategy appropriate for your goals, the audience, and the context as you defined them? Did you achieve the persuasive goals you set out for this presentation?

Structure and development: Was your structure (direct/indirect) appropriate and easy to follow? Did you provide enough evidence to convince your audience of your main points? Did you use transitions effectively to move from point to point? Did your introduction effectively generate audience interest and provide a preview of the structure? Did your conclusion drive your point home and highlight next steps?

Delivery: Was your verbal delivery adequately varied in pitch and pace to maintain interest and free of distracting filler words? Did you sound enthusiastic and show interest in the audience's needs? Was your nonverbal delivery relatively confident, engaging, and effective? Did you use gestures in a way that was comfortable for you and not distracting to the audience? Did you move comfortably and effectively in the space available to you? Did you make eye contact with all members of the audience? Did you stay within the allotted time?

Visual aids: Did your visual aids enhance the presentation? Did they follow the principles of good design (e.g., were bullet points in a list conceptually and grammatically parallel)? Did you use visuals effectively (e.g., avoid blocking the audience's view of them, interact with them as appropriate)?

Q&A: Did you answer questions effectively?

Guidelines

Form: 1-2 page memo, single spaced, delivered electronically or on paper
Due: 72 hours after presentation lab
Grade: 10% of course grade, based on acuteness of analysis, adequacy of evidence, organization, clarity, and effectiveness