

Title:

Get Evaluations to Grow

Word Count:

361

Summary:

You know what you're saying or writing; but what is the audience hearing or reading? The tips

Keywords:

writing, presentation, public speaking, communication

Article Body:

You're speaking, so you know what you're saying. But, do you know what your audience is hearing

Or perhaps you're writing. Do you know what your audience is reading?

I know many speakers who've been surprised when they discovered the distance between the messa

For example, I've learned from speaking evaluations that I'm often too serious, and that I sho

In the same way, I've learned to reduce the amount of content in my speeches. When I'm writing

If you can get someone to evaluate your speech or presentation, ask for specific assessments o

- * content suitability for the audience
- * vocal variety and pacing
- * posture and general bearing
- * gestures and body language
- * eye contact.

Make your list as long or as short as you wish, and remember that the more specific the criteri

Much of what we've discussed about speaking works for writing as well. Again, ask for specific

- * writing style (too formal or too casual, for example)
- * word usage
- * amount of content
- * suitability of content
- * overall readability by target audience.

Many friends and colleagues will happily give you feedback if you ask for it; now you need to

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