

environment, but more importantly to find ways that advance the well-being of the entire human race. I am sure that many such improvement possibilities are scattered, but dormant, throughout our population. Unless these precious ideas can be expressed to others, hammered into useful programs by discussion, and embraced by those affected, we will fall short of what we want and need.

The reader who has stayed this far has proved the possession of one essential quality of a good presenter: persistence in the face of obstacles. I thank you for it, and wish you well, for *your success is our success.*

APPENDIX

Checklists

or

Every Man His Own Critic

This appendix splits into two parts. The first is designed like the checklist used by aircraft pilots *before* takeoff. It may be useful in inspection of a proposed presentation to insure that nothing important has been overlooked or taken for granted. The second is intended as an evaluator of the presentations of others. Critical examination of presentations as a member of the audience can furnish valuable lessons for your personal improvement. Those superior raise standards and suggest new approaches; those inferior furnish object lessons on what to avoid.

A. Preflight Check for a Presentation

1. Problem-Statement

What are the two clashing images?

What exists? What do you want to exist?

Which of the various forms of statement is best:

Historical Narrative	Blowing the Whistle
Crisis	Adventure
Disappointment	Response to an Order
Opportunity	Revolution
Crossroads	Evolution
Challenge	The Great Dream
	Confession

2. Opening Sentence—Will it excite the interest of the audience?
3. What is the “plan” of development?
Thesis, Antithesis, Synthesis, etc.
4. Do you have examples or anecdotes?
 - a. Which *points* do they illustrate?
5. What devices do you have to get and hold attention?
 - a. Is there a balance between Reason, Emotion, and Common Sense?
 - b. Can you use assertion, refutation, doubt, and affirmation?
6. Style
 - a. Have you made it as brief as possible?
Is it oversimplified?
Is it overembellished?
Are there any tortured passages?
Are there any embarrassing ones?
 - b. Is every point clearly expressed?
 - c. What alternations in mood exist?
 - d. Is there a mixture of the lofty and commonplace?
 - e. Can you use suspense or mystery?
 - f. Do you need a recapitulation?
 - g. If a multiple presentation, is a leader appointed?
7. Is the tone one of equality, dominance, or submissiveness?
 - a. Do you really believe in the idea itself?
8. Is the group small or large?
 - a. If large, do you have some humor to “break the ice”?
9. What prejudices, fears, or constraints can you expect from this audience?
10. Have you checked the room for distractions? Have you neutralized them?

11. Is the room layout one that encourages discussion?
12. Are visual aids appropriate?
 - a. Does each one carry a statement of its significance?
 - b. Are the best graphical methods used for statistics?
(1) If technical, have they been checked for competence by experts?
 - c. Is their *size* correct?
 - d. Are they related to one another so that someone could extract your message from the set of visuals alone?
 - e. Have you considered alternative mechanical methods? (slides, view-graphs, blackboards, etc.)
13. Have you identified the weak points?
14. What cross-examination questions would you ask if you were in the audience?
 - a. Do you have an answer for each one?
 - b. If challenged on your competence, can you reply appropriately?
 - c. Have you identified those in your audience who may support you, who may oppose, and who are neutral?
15. Do you state clearly: (1) What you want the audience to do when you are finished? (2) What you wish them to believe?
 - a. Does every point made lead to your ending statement in some way?
 - b. Does the audience need to make great leaps to get to your conclusion?
16. Does the presentation use any special vocabularies unfamiliar to your audience?
 - a. Have these been translated into terms intelligible to them?
17. Are unfamiliar techniques employed?
 - a. Have these been explained?
 - b. Have you established why these are used instead of more familiar methods?
18. Have you considered alternative methods of presenting technical points?
19. If the presentation is a “project” type, have you touched the five areas common to all programs?

- a. Personnel
 - b. Intelligence
 - c. Operations
 - d. Supply
 - e. External Relations
20. Have you exposed the ideas involved to the original, inquiring, and skeptical minds among your acquaintances?

B. Evaluation List for Presentations of Others

1. Is the opening interesting?
2. Is the problem stated clearly?
3. Are the points developed to give a well-rounded view of all relevant aspects?
4. Is the *action* or *belief* desired stated clearly?
5. Does the presenter show that he has a vital and passionate interest in the idea presented?
 - a. Is he dominant, submissive, or does he treat the audience as equals?
6. Is the style appropriate for the content?
 - a. Brevity
 - b. Clarity
 - c. Variety
 - d. Mystery or Suspense
 - e. Recapitulation
7. Does the presenter explain or translate technical material well?
8. Are the visuals well designed and related to each other?
9. How well is cross-examination and discussion handled?
 - a. Did the presenter anticipate opposing viewpoints?
10. Is the layout of the room distracting, or does it inhibit discussion?
11. Are the examples, anecdotes, or humor relevant to points made and matched to the style selected?
12. Does the presenter's idea appeal to Reason, Emotion, and Common Sense?
13. If a "project" type presentation, does the presenter take note of all relevant factors?

- a. Personnel
 - b. Intelligence
 - c. Operations
 - d. Supply
 - e. External Relations
14. Is the impression created by the presenter one which inspires the confidence of the audience?
 - a. Are there any embarrassing points?
 - b. Are there any nervous or irritating mannerisms?
 - c. Is there a willingness to listen to the suggestions of the audience?
15. Did you learn anything new, or discover new ways to look at the old?
16. Did you see any new approaches which you can use in your own presentations in the future?

This list can also be used to structure your reply when a presenter asks you for a serious appraisal of his performance.