



# VIDEO REVIEW CHECKLIST

Use the checklist below when watching yourself on video. Be sure to notice at least one behavior that you like in each section.

## CONTENT

### The Message and its Ideas



#### ✔ SORT IDEAS

Don't talk in streams of ideas. We can't follow. Talk in chunks. Tell us how many. Preview what we'll hear.



#### ✔ PERSONALIZE

You are the speaker for a reason. Take a point of view. Speak for yourself (or team or company, etc.). Express your point of view plainly.



#### ✔ INTERPRET

For every piece of data, tell us why you're telling us. Why is it important to you? Why should it be important to us? Without your interpretation, your data has no meaning.



#### ✔ STORY

Obstacles interest us. Obstacles are the core of every story. Explain the obstacles to us. Tell us what you think of them.

## STYLE

### How Those Ideas are Delivered



#### ✔ EYE CONTACT

Are you really seeing the people you're talking to? Or are you scanning, not seeing? We can tell the difference.



#### ✔ RELAXED

Are your shoulders down? Is your face comfortable? Is your body loose? Relaxation is always more valuable than tension.



#### ✔ STILLNESS

Movement connected to your message is great. But lots of little movements dissipate your energy and signal discomfort.



#### ✔ COMMITMENT

Compelling speakers are glad to be speaking. It manifests in many ways, from joy to determination. But the body says, "I'm happy to be here!"

