

THE AUDIENCE LEADERSHIP ASSESSMENT

**Using 7 Core Competencies to Determine Your Strengths and Weaknesses
in Successfully Leading Audiences to Action.**

**By
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The Audience Leadership Assessment



Welcome! You are about to answer 108 questions designed to determine your strengths and weaknesses in successfully leading audiences to action—based on 7 core competencies. When working with audiences, you have one goal, whether you have considered it or not: to get them to act. Perhaps you want them to act on a new departmental process; or on your business; on an idea, or even a revolution. It is, therefore, essential to uncover the areas of your strengths, so you can build upon them, and your areas of weakness, so you can strengthen them—bringing your intentions for a presentation or speech into alignment with its results.

The Audience Leadership Assessment (ALA) is divided into 7 sections, for each of the 7 Core Audience Leadership Competencies. We do not want to influence your answers in any way by naming those competencies now, but rest assured you will learn of them in your evaluation report. In that report, you will receive 7 individual scores, reflecting each competency, as well as a single overall score, averaging them all. Explanations of each score are included. If you are having a private consultation, your answers will be addressed in detail.

The **ALA** should take no more than 20 minutes to complete. Please answer each question with a strict adherence to personal integrity and honesty. You may feel that giving some answers will cast you in a better light than if you were to answer others. Please remember that this is not a popularity contest, and approval—yours or any one else's--is not your objective in taking this assessment. Your goal is to ascertain your strengths and weaknesses, so allow for the weaknesses. They teach you more than your strengths.

Consider each question carefully, and have fun!

SECTION ONE

Please indicate how **often** these statements are true for you:
1= Never; 2= Rarely; 3= Occasionally; 4= Mostly; 5= Consistently

1. If asked, I can sum up a movie or novel in **one sentence**.
 1 2 3 4 5
2. When talking with others casually or formally, I stay **focused and on-point**. If I happen to digress, it is short-lived and I quickly return to my point.
 1 2 3 4 5
3. When describing anything—and particularly to audiences—I share the **big picture** before going into details.
 1 2 3 4 5
4. I have a natural tendency to take complex information and make it **understandable** to even a grade school child.
 1 2 3 4 5
5. I naturally put myself “**in the shoes of my audience**” as I deliver my information.
 1 2 3 4 5
6. Throughout my presentation/talk, I **interview or otherwise ask questions** of my audiences.
 1 2 3 4 5
7. I consistently connect my topic to something with which my audience is **already familiar**.
 1 2 3 4 5
8. I have an **internal radar**, which I use naturally and consistently, that monitors the degree to which my audience **comprehends** what I’m saying.
 1 2 3 4 5
9. I naturally insert into my speaking words that conjure **images**.
 1 2 3 4 5
10. Throughout my talk, I continually **reinforce and/or review** the material I’m delivering.
 1 2 3 4 5
11. I create a level of **suspense** and curiosity about my material *before* delivering it, so my audiences are **eager** to hear it when it finally comes.
 1 2 3 4 5
12. I use **many different strategies** for delivering my material (vs. only “speaking as they listen”).
 1 2 3 4 5
13. I support my topic with **many visuals**.
 1 2 3 4 5
14. I am a **linear** thinker—I naturally think in steps/sequences.
 1 2 3 4 5

15. My audience members often **interact with one another** throughout my presentation.

1 2 3 4 5

16. My audiences discuss or otherwise **reflect** on my material while still in the room with me.

1 2 3 4 5

SECTION TWO

Please indicate how **often** these statements are true for you:
1= Never; 2=Rarely; 3= Occasionally; 4= Often; 5=Consistently

1. My audiences would say they feel **highly valued** (respected, encouraged) by me throughout my talk.

1 2 3 4 5

2. I get my audiences to verbally **articulate the value** of what they're learning while in the room with me.

1 2 3 4 5

3. I know how to **purposefully direct** my audiences' perceptions of me and the material I deliver, so they see them both very positively.

1 2 3 4 5

4. I know how to enroll my audiences in **eagerly listening** to or **participating** in things they might normally have **resistance** to.

1 2 3 4 5

5. I could name specific emotions I **strategically** seek to stir in my audiences so they will take **action** or **make change**.

1 2 3 4 5

6. I have a highly-tuned radar for feeling the **energy levels** of an audience at every moment.

1 2 3 4 5

7. I have tools for strategically generating a **circuit of positive energy flow** between me and my audiences.

1 2 3 4 5

8. I strategically arrange the **physical environment** of my rooms to achieve optimal **synergy** between me and the audience.

1 2 3 4 5

9. I know where and when to **stand** to subliminally make the specific and different impacts I want to make on my audiences.

1 2 3 4 5

10. I employ specific **strategies** that successfully and instantly change the mood of a room.

1 2 3 4 5

11. I consciously and strategically **use my voice** as an instrument to direct people's **emotions**.
 1 2 3 4 5
12. I use certain techniques to **highlight a particular section of material** so that it makes a stronger impression on my audience than other sections.
 1 2 3 4 5
13. I know how to strategically use specific **music** to optimize my audience's attention and learning capability.
 1 2 3 4 5
14. I often and *clearly* remind my audiences of how **my material relates to and benefits them**.
 1 2 3 4 5
15. Everything I do is **strategically planned** to achieve optimal attention and retention of my material for the audience.
 1 2 3 4 5
16. I create a **positive environment** where receiving my information is stimulating and often fun.
 1 2 3 4 5
17. I bring an element of the **unexpected** into the delivery of my material.
 1 2 3 4 5

SECTION THREE

Please indicate how **true** statements are about you.
1= Never; 2=Rarely; 3=Occasionally; 4=Often; 5=Predominantly

1. I consider my audiences **participants** more than **spectators**.
 1 2 3 4 5
2. I am **one of the experts** in the room, rather than **"the" expert**.
 1 2 3 4 5
3. I do not enter a presentation/speech terrified of **making a mistake** because I know "mistakes happen" and that's okay.
 1 2 3 4 5
4. When I do make a mistake, I am self-effacing and **light** on my feet, as opposed to **nervous** and **embarrassed**.
 1 2 3 4 5
5. I am consistently **confident** that my audiences get great value from my talks.
 1 2 3 4 5

6. If I think about it, I'd say that unconsciously I am focused mostly on what **I want for my audiences**, rather than on what I want *from* them.
 1 2 3 4 5
7. I **love** my topic(s).
 1 2 3 4 5
8. I do not *need* audiences to like me. I understand I **can't please everyone** and am okay with that.
 1 2 3 4 5
9. Perhaps I'm a bit nervous, but generally I **look forward to** delivering a talk or presentation.
 1 2 3 4 5
10. Some feel they're just "going through the motions" when giving their presentations and speeches. For me, each one is new and **interesting** and I am excited by each one.
 1 2 3 4 5
11. I want something for my audiences that is **bigger** than the mere **content** of my material/information.
 1 2 3 4 5
12. I would rather ruffle feathers if it means being **effective** with my audiences, than be *ineffective* but maintain the status quo and their approval of me.
 1 2 3 4 5

SECTION FOUR

Please indicate how **true** these statements are.

1= Never; 2= Rarely; 3=Occasionally; 4=Mostly; 5=Consistently

1. For each presentation or speech, I craft a **core message**: a statement of *advice; direction; purpose; inspiration* that speaks of what I want for my audience.
 1 2 3 4 5
2. I am **passionate** about my core message.
 1 2 3 4 5
3. I articulate this core message in **one sentence** in my presentations/speeches.
 1 2 3 4 5
4. My core, single-statement message is **simple** to understand (a 5-year-old could understand it.)
 1 2 3 4 5
5. My core message is **freshly stated**.
 1 2 3 4 5

6. My message is uplifting, offering **possibilities** and **opportunities**.
 1 2 3 4 5
7. My message clearly **benefits** my audience (or those to whom my subject applies).
 1 2 3 4 5
8. I believe my message leaves people wanting to **know/learn/hear more**.
 1 2 3 4 5
9. My message **inspires** an audience to **change and/or act**.
 1 2 3 4 5
10. My message stirs listeners' **emotions**.
 1 2 3 4 5
11. My message offers a **solution**.
 1 2 3 4 5
12. My message clearly states what I want my audience to **do**.
 1 2 3 4 5
13. My message appeals to something in people that **goes beyond the subject itself**.
 1 2 3 4 5

SECTION FIVE

Please indicate how **true** these statements are.

1= Never; 2=Seldom; 3= Occasionally; 4= Often; 5=Consistently

1. I **write** to gather my thoughts about a presentation or talk.
 1 2 3 4 5
2. I use a **design model** that allows me to craft my presentation in under 10 minutes.
 1 2 3 4 5
3. I can articulate, before a presentation, my **single clear objective in one sentence**.
 1 2 3 4 5
4. I can articulate, clearly, the handful of **sub-objectives my material achieves**.
 1 2 3 4 5
5. I have a single **thesis statement/idea** that is always being directly supported throughout my talk.
 1 2 3 4 5
6. I have a **core message** and refer to it throughout my speech/presentation.
 1 2 3 4 5

7. I **research** data and **organize** it well in my notes.
 1 2 3 4 5
8. I include that **data, research and facts** to support my material.
 1 2 3 4 5
9. I am confident that I arrange my material in an **orderly fashion**—with a distinct beginning, middle and end.
 1 2 3 4 5
10. I am confident that my content is **lean and concise**, with no superfluous information.
 1 2 3 4 5
11. I **practice** several times before a presentation/speech, as though I were **actually standing** before my audience.
 1 2 3 4 5
12. I gather my notes into final **skeleton notes**—brief, with few words.
 1 2 3 4 5
13. I prepare a feedback method for my talks: **evaluations, videotaping or other**.
 1 2 3 4 5
14. I could articulate **why I think** my content is “great.”
 1 2 3 4 5
15. Generally, I do not **speak extemporaneously**.
 1 2 3 4 5

SECTION SIX

Please indicate how **often** these statements are true.
1= Never; 2=Seldom; 3= Occasionally; 4= Often; 5=Consistently

1. I exhibit **exuberance** when I’m in front of an audience.
 1 2 3 4 5
2. I engender **devotion** from my audiences.
 1 2 3 4 5
3. When I smile, my eyes **wrinkle** around the edges.
 1 2 3 4 5
4. I often **touch** people on the arm, shoulder or hand during conversations.
 1 2 3 4 5

5. I am **expressive**.
 1 2 3 4 5
6. I believe I am **eloquent** in my speaking (as opposed to articulate).
 1 2 3 4 5
7. At times, I definitely feel an '**electricity**' pass between me and my audiences.
 1 2 3 4 5
8. I would consider myself a **visionary**.
 1 2 3 4 5
9. I feel noticeably **confident** in front of audiences.
 1 2 3 4 5
10. I naturally and effortlessly **see the greatness** in others.
 1 2 3 4 5
11. I tend to use words that evoke **images**.
 1 2 3 4 5
12. I know that I reach people on an **emotional level**.
 1 2 3 4 5
13. I clearly "**stand for something**" and my audiences know what that is.
 1 2 3 4 5
14. In conversation, I **nod** when people are talking.
 1 2 3 4 5
15. I have a deep, consistent, **connected eye contact** with people—on stage and off.
 1 2 3 4 5
16. I **feel** what others are feeling.
 1 2 3 4 5
17. People feel as though **they matter**, and that I enjoy them, when we're in conversation—on and off stage.
 1 2 3 4 5
18. I believe some view me as a **symbol** of what they desire.
 1 2 3 4 5
19. I genuinely **care** about and am **interested** in every single person in my audience.
 1 2 3 4 5
20. I easily **joke** about myself with audiences.
 1 2 3 4 5

SECTION SEVEN

Please answer how true these statements are based on video feedback you have seen,
or feedback from those who have seen you.

1= Never; 2=Seldom; 3= Sometimes; 4= Often; 5=Consistently

1. I know that my voice rises and falls in **pitch**, creating a melody of sorts, throughout my entire talk. 1 2 3 4 5
2. I know that my voice consistently rises and falls in **volume**, for emphasis. 1 2 3 4 5
3. I endeavor to make **strong eye contact** with each member of my audience throughout my entire talk. 1 2 3 4 5
4. I bring **humor** into my speeches and presentations. 1 2 3 4 5
5. I do **not read** from my notes. 1 2 3 4 5
6. I use well-positioned **stories** in my presentation. 1 2 3 4 5
7. I never lean on one leg. As long as I am standing, both of my feet are **planted on the floor**. 1 2 3 4 5
8. I liberally use **hand gestures** to emphasize or illustrate points. 1 2 3 4 5
9. I use a **loose and casual tone** (vs. formal or stiff) in my presentations. 1 2 3 4 5
10. I make sure that I **do not draw attention** to mistakes I may make. 1 2 3 4 5
11. I deliberately vary my **tempo**—speaking fast at times and slow—for effect. 1 2 3 4 5
12. I deliberately use the power of a **“pause”** for effect. 1 2 3 4 5
13. My hands are **never** in my pocket. 1 2 3 4 5
14. I am free of **“fidgeting”**—with markers/coins/hair/notes. 1 2 3 4 5
15. I **smile** consistently and often throughout my presentation. 1 2 3 4 5