

Take the **SPEAKER'S LIKABILITY QUIZ**: Prepared by Lois Phillips, PhD

1. I convey my enthusiasm and eagerness to speak. I realize there is the social aspect of the experience with a particular group and I have to be engaged, whether I'm speaking at a business meeting, a fundraiser, a school, a community program, or a conference.

<input type="checkbox"/> Always	<input type="checkbox"/> Sometimes	<input type="checkbox"/> Rarely/Never
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2. I prepare for a particular audience by learning what they care about, whether they agree with me or not, and will show respect for where they stand on the issues.

<input type="checkbox"/> Always	<input type="checkbox"/> Sometimes	<input type="checkbox"/> Rarely/Never
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3. I'm aware of how non-verbal communication can undermine or support what I'm saying; i.e., I look people in the eye when I speak to them so they feel they can trust me.

<input type="checkbox"/> Always	<input type="checkbox"/> Sometimes	<input type="checkbox"/> Rarely/Never
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4. I don't muddy my positions; I'm honest about what I value and what I stand for and am ready to explain why I might have changed my mind on an issue.

<input type="checkbox"/> Always	<input type="checkbox"/> Sometimes	<input type="checkbox"/> Rarely/Never
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5. I present myself as someone who is knowledgeable and fair-minded, seeing both sides of an issue. I may be passionate about the issue but don't convey that I'm overly emotional.

<input type="checkbox"/> Always	<input type="checkbox"/> Sometimes	<input type="checkbox"/> Rarely/Never
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6. I'm warm, congenial, and approachable. I want people to feel they can ask me anything.

<input type="checkbox"/> Always	<input type="checkbox"/> Sometimes	<input type="checkbox"/> Rarely/Never
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7. I'm able to relax my listeners with a brief joke, humorous anecdote, amusing quote, or headline they can relate to, even if it involves self-deprecating humor.

<input type="checkbox"/> Always	<input type="checkbox"/> Sometimes	<input type="checkbox"/> Rarely/Never
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SCORE YOURSELF: Check all the boxes you feel describe yourself best. Add them up, with a score of "5" for ALWAYS, "3" for "SOMETIMES, and "1" for RARELY/NEVER. A score of 20-35 means you're already aware of the importance of the "likability factor" in being an effective speaker. Ask for feedback from someone you trust to learn what else you might do to be even more dynamic. A score of 8-21 means you need to pay more attention to your delivery strategies when you prepare for a presentation. The "TO DO" list should emerge from the items you circled. A score of 7 means that you need to find positive role models, ask a colleague to help with your next presentation, and record your next presentation to see what you might have done differently. You may be well prepared with your content but it's the "delivery" aspect that needs fine-tuning!