

# Darren LaCroix & Ed Tate Must Haves / Must Avoids

Speaker: \_\_\_\_\_

Evaluator: \_\_\_\_\_

## Must Haves:

## Energy is Everything!

- Pauses to reflect \_\_\_\_\_
- Uses you focused questions \_\_\_\_\_
- Low I to You Ratio \_\_\_\_\_
- Speaks in Dialogue / Tells Stories in Dialogue \_\_\_\_\_
- Relives the story \_\_\_\_\_
- Uses stage real estate-Moves with Purpose \_\_\_\_\_
- Uses 'holograms' \_\_\_\_\_
- Repetitive Refrain / Repetition \_\_\_\_\_
- Vocal Variety \_\_\_\_\_
- Energy \_\_\_\_\_
- Taps & Transports \_\_\_\_\_
- Internalizes not memorizes \_\_\_\_\_
- Tells stories in present tense \_\_\_\_\_
- Analyzes and uses metaphors \_\_\_\_\_
- Clarity \_\_\_\_\_
- Uses transitional phrases \_\_\_\_\_
- Has a fundamental / phrase / principal \_\_\_\_\_
- Has the 4 C's: Clarity, Confidence, Competence, Conversational \_\_\_\_\_

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Evaluator: \_\_\_\_\_

## Must Avoids

- Retelling a story (not reliving) \_\_\_\_\_
- Sameness \_\_\_\_\_
- Too much blah, blah, blah \_\_\_\_\_
- Too much in your head – you’re dead \_\_\_\_\_
- Memorized \_\_\_\_\_
- Too long to first story (get to dialogue as quick as possible) \_\_\_\_\_
- Wandering \_\_\_\_\_
- Audience is not engaged \_\_\_\_\_
- Weak Opening \_\_\_\_\_
- Speaker Man \_\_\_\_\_
- Choreographed \_\_\_\_\_
- Doesn’t Own the Stage \_\_\_\_\_
- All about the speaker \_\_\_\_\_
- Lack of stories \_\_\_\_\_
- Lots of same physical movement \_\_\_\_\_
- Lacks an objective / foundational phrase \_\_\_\_\_
- Lacks the 4 C’s: Clarity, Confidence, Competence, Conversational \_\_\_\_\_