

**Speechworks**

ASHER COMMUNICATIONS

# What's Your Communication Skills Quotient?

## Rate Your Ability to Connect with Others

**M**any people tell me that they have a colleague that is a terrible communicator.

"He doesn't seem to be able to get his point across."

"She has this 'deer in the headlights' look."

"He just doesn't connect."

While these comments are honest, they aren't particularly helpful. So here is a Communication Skills Quotient test to help make a more objective assessment. The first eight questions address presentations. The last two are for more general communication situations.



Take the test yourself if you like. But to get an objective assessment, let someone else evaluate you.

Give 0 points for an "a", one point for a "b", and two points for a "c."

- 1** Does the speaker hook the audience by identifying a challenge that the audience cares about?
  - a. Rarely. The speaker focuses primarily on his own interests, not the audience's.
  - b. Sometimes. The speaker senses the audience needs.
  - c. Always. The speaker knows his audience well and always addresses its key issues.
  
- 2** Does the speaker limit message to a few points?
  - a. Rarely. Speaker is a pointless Rambler.
  - b. Sometimes. There is an identifiable point or two.
  - c. Always. A few key messages are clearly identified at the beginning, detailed throughout, and repeated at the end.

- 3** Does the speaker tell stories?
- Rarely. Speaker makes general statements but doesn't bring them to life.
  - Sometimes. But stories are too general and points are unclear.
  - Always. Uses detailed and personal stories to make messages sing.

- 4** Does the speaker keep messages as short as possible?
- Rarely. Seems oblivious to the listener's boredom.
  - Sometimes. But still spends too much time on superfluous issues.
  - Always. Messages are tight and never drag.

- 5** Does the speaker make strong eye contact with members of the audience?
- Rarely. Looks at shoes or PowerPoint slides.
  - Sometimes. He looks at the audience. But his eyes generally graze faces.
  - Always. Holds eye contact for 3-5 seconds with individual audience members.



- 6** Does the speaker have facial and vocal intensity?
- Rarely. Has less enthusiasm than a houseplant.
  - Sometimes. But doesn't seem particularly excited about ideas.
  - Always. Seems to be having an intense, personal conversation with a friend.

- 7** Does the speaker answer questions clearly and simply?
- Rarely. Ask him the time of day, he tells you how to build the clock.
  - Sometimes. But answer isn't always clear or tight.
  - Always. Gives the simple answer in the first sentence or two and then explains.

- 8** Does the speaker use visuals appropriately?
- Rarely. Way too many slides.
  - Sometimes. Doesn't overdo the slides. But reads them rather than connecting with audience.
  - Always. Keeps the slides to a minimum, using them to support message.

- 9** When called upon to speak impromptu in meetings, is the speaker clear?
- Rarely. Rambles without making any clear points.
  - Sometimes. But points aren't always clear.
  - Always. Makes a couple of clear points and then stops.

- 10** Does the speaker listen?
- Rarely. Seems uninterested.
  - Sometimes. But seems more interested in waiting for his turn to talk.
  - Always. Makes you feel like you're the only person in the room.

## Scoring

0-7 points.

### ***Terrible communicator.***

Doesn't connect well with colleagues.

8-14 points.

### ***Average communicator.***

Connects well sometimes. But there is a lot of room for improvement.

15-20 points.

### ***Excellent communicator.***

There may be room to improve. But generally connects well.



## ***About Us***

*Over the last 25 years, Speechworks has been working with leaders across the country, helping them learn how to connect with audiences and get results. Our one- and two-day workshops are mandatory training for many of our clients' managers and executive teams. We also conduct special custom programs aimed specifically at coaching business leaders in how to speak in a way that impacts audiences and get results. If you're interested in learning more, call us at 404-266-0888 or check out our website at [www.speechworks.net](http://www.speechworks.net).*

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