

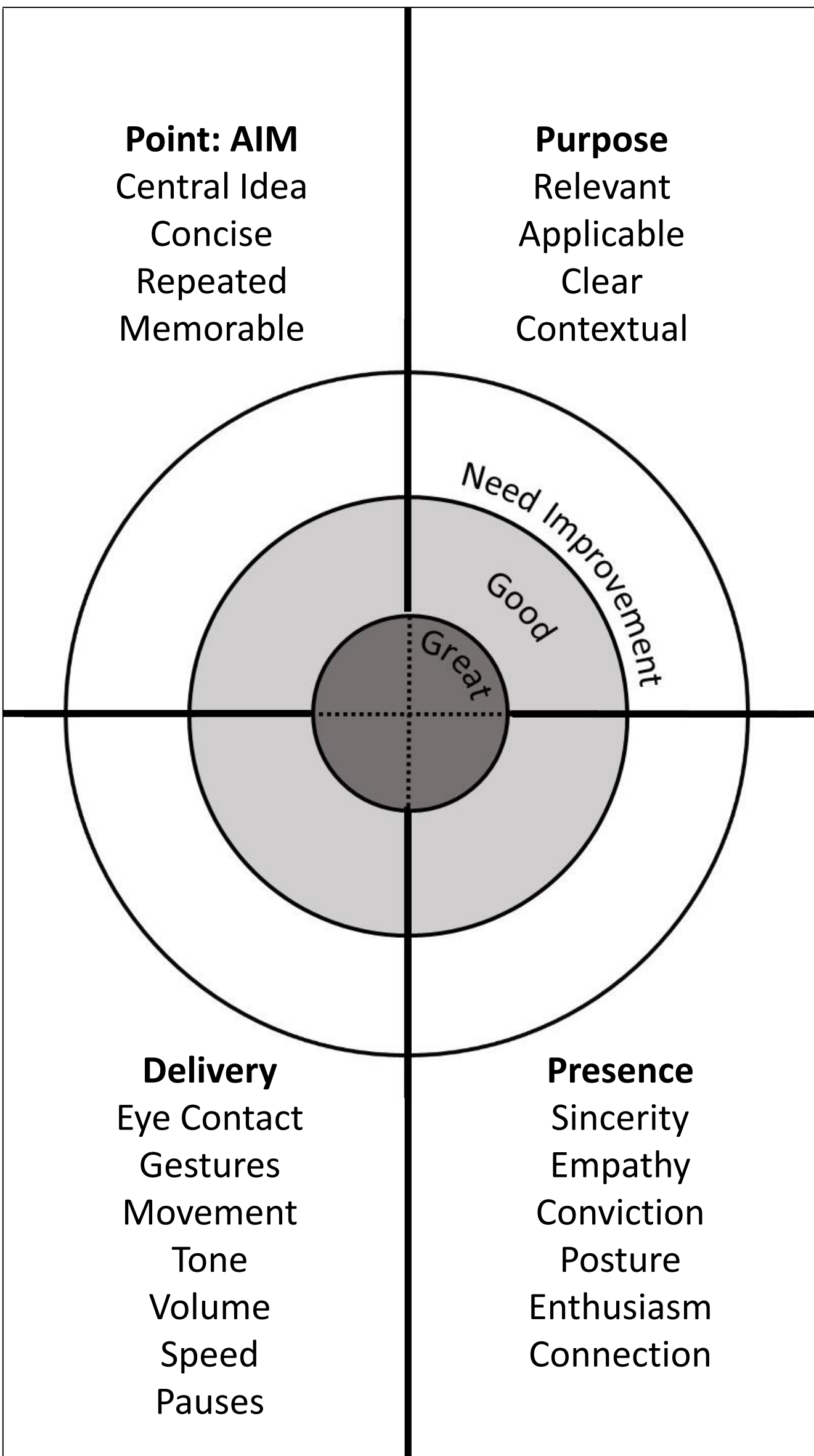
ON TARGET COACHING

Speaker: _____ Presentation Type: _____

Evaluator: _____ Date: _____ Time: _____

What is the **AIM** (*Accurate Insightful Message*)? _____

What is the **Application**? (Be, Know Do) _____



Message Notes

Accuracy Sustains

Sight Adjustments

See Reverse Side For Instructions

HOW TO USE THIS FORM

This On Target Coaching form is a tool for coaching, development, evaluation, and assessment. It can be used in a variety of ways based on what you want the presenter to accomplish. As with any communication assessment you always begin by identifying the type of presentation (Sermon, Funeral Message, Speech, Lesson, or Brief).

POINT: A.I.M. (ACCURATE INSIGHTFUL MESSAGE)

The most important aspect of any presentation is to have a clear and concise point. This clear point or central idea needs to be memorable and should be summed up in a short sentence. It should also be repeated throughout the message or stated succinctly at the end. The AIM can be either stated or implied.

APPLICATION

What is the presenter asking you to do? They might have a clear A.I.M., but not the way forward. It should be relevant, fit the context of the audience, applicable, and clear. The application can be either stated or implied.

Filling out the Target Portion

You will have **ONE** shot per quadrant (Point, Purpose, Delivery, Presence). If they exhibit 4 of the characteristics below then=Great, 2-3=Good, 1 or less=Needs Improvement) The GOAL is that the four shots are close to the bullseye.

Point: AIM

Central Idea: Inferred or clearly stated

Concise: Easy to Understand

Repeated: 2-3 times

Memorable: Will you remember the AIM?

Purpose

Relevant: Does it speak to the audience's needs?

Applicable: Can the audience reasonably follow?

Clear: Understandable to all

Contextual: Relates to audiences circumstances

Delivery

Eye Contact: Present

Gestures: Natural and matches content

Movement: Not distracting

Tone: Varied based on content

Volume: Right for setting and audience

Speed: Matches content

Pauses: Effective during transitions, points, and AIM

Presence

Sincerity: Earnest communication or intention

Empathy: Feelings match the audience

Conviction: They believe what they are telling you.

Posture: Upright, not leaning on pulpit or notes stand.

Enthusiasm: Lively and interesting

Connection: Did they have a link to the audience?

Message Notes

This section gives you room to write down those things that stand out as they present. Also, you are able to write down the points and progression of thought.

Accuracy Sustains

Write down several things that they did well. This gives you specific items that you will offer when you begin to coach. These words of encouragement are crucial to build rapport.

Sight Adjustments

What was one to two things that you identified that they could work on in the future? Make sure that it is not the main focus, but constructive enough for growth in the future.

Coaching

Ask: What do you think you did well during your presentation?

Affirm & Offer: Affirm what they said went well if able and then offer what you thought went well.

Ask: If you could present this again, what would you do differently?

Affirm and Offer: Affirm what they said if able and then offer ONLY 1 or 2 items which would improve their presentation.

Always offer encouragement for future performance!