I. **Clear Communication**

The guiding question is stated  
The importance of the question is stated  
The message of the talk is stated at the beginning  
The whole talk is outlined early in the presentation  
The outline is repeatedly referenced to provide mileposts  
The talk is aimed at a specific audience  
A clear train of thought is followed and involves the audience

II. **Time**

The talk fits the time limit  
There is extra time to recover from unforeseen problems and to permit questions  
Enough time is spent on each slide to allow the audience to absorb the information  
The speaker talks slowly and repeats key ideas

III. **Slides**

The slides have large text, readable in a large auditorium with suboptimal lighting  
Each slide makes only a single point  
There are five or fewer lines of text on each slide  
Text is concise, having only a phrase or a few words per line  
Background of slides is light and contrasts with text and pointer  
The axes of graphs can be read from the back of a large room  
Slides have been prepared specifically for oral presentation

IV. **Mechanics**

The talk is not read  
The speaker begins talking with the lights on to involve the audience  
The talk has been practiced to refine the flow, message, and length  
The speaker does not apologize for the talk or its components  
The speaker’s voice can be heard in a large hall over the noise of the crowd and projector  
The speaker always faces the audience when speaking  
Language is free from unexplained jargon and acronyms  
The pointer is used as a precise, incisive tool  
There are no unnecessary movements or distracting mannerisms

V. **Organization of the Talk**

The introduction is brief in proportion to the length of the talk  
Methods are shown in an abbreviated form in only enough detail to support the results  
If the methods are illustrated, a matrix, flow chart, or other diagram is used  
The format of graphs should be described before focusing on the content  
The conclusions are stated at the end in a form to reinforce the message  
The conclusions are crisp and concise  
Questions, methods, results, and interpretation are folded together to enhance the impact of the message