



The 7 Step Video Presenter Self-Assessment Process

INSTRUCTIONS:

There are seven key Steps to your self-assessment on camera.
It will take about an hour to complete.

You will need:

- ▶ To film <1' (one minute) of clear footage
- ▶ Use a smartphone or webcam – film 1 x hips-up shot + 1 x chest up close-up video.
- ▶ Present on any topic you wish, no need for perfect scripts!

▶ Press Play

Start with Steps 1-5 – and complete the accompanying Video Presenter Self-Assessment form with the instructions here online. Then...

II Press Pause after Step 5

So you will have now watched yourself four times...

Start to notice things that **do** work for you – see it's not as bad as your first impression, judgement perception may have been when you first watched yourself...

GIVE YOURSELF PRAISE!

*"Job well done, yes, I'm actually OK/quite good/very good/a natural/
wondering why I'm still reading this book"!*

You know why!

Now you can look and listen for the things you *don't* like / things that irritate you / distractions – or in preferred positive speak... *"things that I can do better"!*

**Step back from your self judgement -
agree to be purely objective, kind and positive about yourself.**

▶ Press Play for Step 6 and Step 7

Only then, move on to Step 6 – to watch again for distractions...

Finally, end your self-assessment on a positive with Step 7:

- ✓ How could you present even better?
- ✓ What potential presenter perceptions you might want to project?
- ✓ What great words could viewers say about you?



The 7 Step Video Presenter Self-Assessment Process - INSTRUCTIONS



- Record your video to view... 2 versions = 1 long shot + 1 close up
 - ✓ Download to a device with a large enough screen to clearly watch yourself
 - ✓ Grab your Workbook or notes (forms are online!) and have pen ready!
 - ✓ Watch the video the whole way through looking for what works / what you like...
- Immediately write down what you LIKE about yourself?
 - ✓ What positive words would you use to describe yourself?
 - ✓ What words do you think viewers could use to describe you?
E.g. friendly, approachable, down-to-earth, focused, challenging, driven, calm, open endearing, analytical, factual, questioning, persuasive, directive, influential, etc.
 - ✓ Also look at what you are wearing - what works for you on camera? Take photo tests
E.g. colours, patterns, jewellery, ties, materials, etc.
- Watch the clip again looking specifically for Visual Impact:
 - ✓ WHAT WORKS for you Visually?
E.g. easy head movements; relaxed way of standing; strong hand gestures; relaxed body; expressions match the words; moved for a reason; congruent visual mood to words; smiling; etc.
- Turn the sound up and this time listen to your Vocal Impact:
 - ✓ Close your eyes and focus purely on what works Vocally?
 - ✓ How are you actually talking, what sounds work well?
 - ✓ Never mind the actual words, simply hear what sounds congruent?
E.g. good projection; clear diction; warm / rich / calm tone of voice; interesting variety in the voice; different notes and vocal patterns; good breathe control etc.
- Listen once more and this time focus on the Verbal Impact – the words you actually say.
 - ✓ Again close your eyes to avoid any possible distraction, simply listen
 - ✓ What Works Verbally?
E.g. cover the why, what, who for, how help etc. in script; strong Intro and Close lines; interesting/ quirky/ re-useable Tag Line; covered the key facts; chatty script for camera rather than text for page; avoiding 'crutch' words (uhms, aahs); positive language; had call to action etc.
- Watch the video once more and note down any distracting habits or In-congruent moments that you have spotted in the 3 Vs?
Start with focusing on just ONE key habit for each of the 3 V's:
 - ✓ Visual – e.g. over-gesture / gesture for no reason; stiff body; no expression; tense; jittery etc.
 - ✓ Vocal – e.g. weak, low volume / too shouty; bad articulation, no clarity or articulation; no variety / pace / passion / monotone / too high or low; dull / flat / tight voice etc.
 - ✓ Verbal – e.g. crutch words; forgetting lines; rushing the words; unclear message etc.
 - ✓ Then note what you think you could do to improve each habit?
- Watch the video once last time to think what *more* could you do?
 - ✓ What could you do better another time?
 - ✓ What potential personality or presenter styles could you project with a bit of imagination?
 - ✓ What's the one best word that describes you today?



My 7 step Video Presenter Self-Assessment – What Works for Me?



1. GET SET TO RECORD – my checklist:

- ✓ 1 min recording + big screen to view + workbook notes
- ✓ Positive viewing mindset – first *be kind to me* – **FIND WHAT I LIKE ON SCREEN!**
- ✓ Follow the 7 step Self-Assessment Process

2. FIRST IMPRESSIONS/PERCEPTIONS OF MY VIEWER?

My personality, style, my positive descriptor or ‘judgement’ words that *could* describe me on screen:

How do I look on screen? – **what looks good – colours, clothes, style:**

3. WHAT WORKS WELL FOR ME VISUALLY ON CAMERA? – how Confident I appear!

Visual Impact – physiology, body, gestures, facial expression:

4. WHAT WORKS WELL FOR ME VOCALLY ON CAMERA?

Vocal Impact – power, articulation, range, tone, variety, colour:

5. WHAT WORKS WELL FOR ME VOCALLY ON CAMERA?

Verbal Impact – scripting skills, my choice of words, how interesting am I?

6. WHAT ARE MY DISTRACTING HABITS ON CAMERA?

Focus on you main ONE distracting habit - “*how could my ‘nerves’ give me away?*”

- × Visual
- × Vocal
- × Verbal

NB. At the start the most distracting habits may be purely visual – that’s OK, note them down!

7. WHAT COULD I DO BETTER? HOW CAN I BE BETTER ON SCREEN?

- ✓ How can I make my distracting habits better – what can I do instead?
- ✓ Words I want people to say about me – “*Who do I need to BE?*”

“Stuff up with confidence & get over it – be #FLAWSOME!”



MY NOTES...