

Multimedia Mastery Starting Point

Thank you for considering a multimedia coaching relationship with Kevin.

This document is a practice worksheet for you to prepare answers prior to filling out the online form. Both parts of the online form require completion all at once so best to ready your answers here first.

Part 1: <https://forms.gle/uZd42Sfqvwy66Mg6>

Part 2: <https://forms.gle/1DVzvU51wh8BEXCF6>

This brief self-assessment will help align objectives and skills. Once completed, together you and Kevin will evaluate where you are now and where you need to go from here. The entire activity should take you anywhere from 2 – 5 hours to complete. Speed is less important than thoughtfulness and detail, so take your time and have some fun. (It should be fun.)

PART 1 – the Questions

Self-Perception of Capabilities

Please rank your current capability using 1 – 5.
(1 = No real experience, 5 = Ready for Primetime)

___ Video interviews

___ Facilitating Meetings

___ Podcast interviews

___ Blogging

___ Live panelist

___ Video Blogging

___ Public Speaking Live

___ Show Hosting/Emcee

___ Public Speaking Video

___ Social Media Engagement

___ Delivering Formal Meeting Presentations

___ Integrating Multimedia

Desired Multimedia Future

Complete the following sentences in 100 words or fewer.

1. When I have an opportunity to perform, I...

2. I prefer to engage with the following media types because.... *(List types and explanation.)*
3. I see multimedia as critical to my career path because...
4. I believe the right approach to integrating multimedia practice into my daily life is...
5. When I have mastered multimedia, my world looks like this...

PART 2 – the Real Fun!

Practical Playtime

Please execute and submit 3 of the 5 following exercises: *(Use your phone to record any audio and video. You can edit on your computer if you like. You can also enlist support of others)*

Make sure to rehearse and give performance quality on each of these exercises as they will form the basis for our first critique.

1. Please read the following piece on storytelling. Using the structure, tell a 2-minute story about anyone else but yourself. You may either record this on video or audio. Be sure to communicate the emotion of the story.
2. Give a 5-slide compelling presentation either on video or audio with PPT. Pick any current news story as the subject. Use visuals like photos or graphics Do not exceed 8 minutes.
3. Tell a complete funny story or long form joke on video as if you were a stand-up comic.
4. Create a list of the 3 people you would like to interview most, then on video or audio record the 3 - 5 questions you would ask each of them as if they were on your show.
5. As if you were being interviewed on a show, in 3-minutes or less on audio or video, communicate your response to this question: What is the passion that gets you up every day and drives you toward success?

Note: Make sure you submit at least 1 audio AND 1 video piece amongst the 5 exercises so we can evaluate both media format skills.