



Speaker Selection Scorecard

How to Use:

For each potential speaker, score them on the following 10 criteria from 1 (Not at All) to 5 (Absolutely). Total up the score to guide your decision.

1. Message Relevance (1-5)

Does the speaker's core message align with your audience's current challenges and your event goals?

2. Credibility & Expertise (1-5)

Do they have real-world leadership experience (not just credentials)?

3. Cultural Intelligence (1-5)

Can they speak confidently and respectfully to the diverse demographics in your audience?

4. Audience Engagement (1-5)

Do they move people emotionally *and* intellectually?

5. Actionability (1-5)

Will the audience walk away with practical takeaways they can apply immediately?

6. Customization (1-5)

Do they tailor content to your industry, team, or theme, or deliver the same canned talk every time?

7. Post-Event Momentum (1-5)

Do they offer tools or follow-ups to reinforce learning and drive change?

8. Speaker Presence (1-5)

Do they command the room with presence, authenticity, and authority?

9. Reputation & Feedback (1-5)

What do past clients say? Are they remembered and rebooked?

10. Risk Factor (1-5)

Will this speaker challenge your audience to grow or just make them feel good?

BONUS QUESTIONS

11. Professional Speaker or Not (1 or 5)

Are they a member of the National Speakers Association (the trade association of professional speakers)?

12. Certified Speaking Professional™ (1 or 5)

Have they earned the international designation that demonstrates a proven track record of understanding and delivering high value from the platform?

Score Guide:

- 40–50: 🚀 Book them now. This is a culture-shifting speaker.
- 30–39: 🔍 Worth considering—dig deeper with a pre-call or references.
- 20–29: ⚠️ Proceed with caution. Could be a fit, but likely a safe (read: forgettable) choice.
- Below 20: ❌ Keep looking. Your event deserves better.

Pro Tip:

Compare 2–3 top contenders side-by-side using this tool. Let the *impact potential*, not the popularity, lead your decision.

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