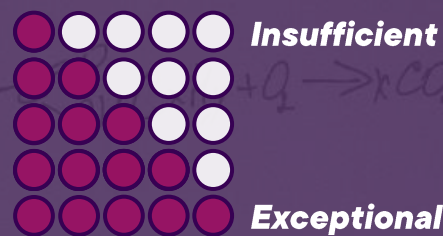


# MOBILIZATION



Candidate: \_\_\_\_\_

## Commitment

/15



### Project scale

High level of personal involvement, scope, perennity, etc.



### Project relevance

Clear link with sustainable health, capacity to mobilize stakeholders, etc.



### Project feasibility

Tangible targets, clear plan, availability of required resources, etc.

## Speech

/25



### Contextualization et investment

Links with health concerns, sharing of personal experiences & motivations, etc.



### Mobilizing effect (« TED: Ideas worth spreading »)

Projects the public at the heart of a story, thought-provoking, calls to action, etc.



### Engaging performance

Enthusiasm, interaction with the audience, passion, capacity to spark interest, etc.



### Professional stance

Poise, posture, movements, hand & body gestures, absence of nervous tics, etc.



### Proper elocution

Tone, volume, speed, etc.

## Visual aid

/5



### Quality et originality

Creativity, relevance, impactful message, visibility, minimalistic appearance, etc.

## Question period

/10



### Welcoming attitude

Sensibility, respect, gratitude, etc.



### Inciting answers

Reaffirms conviction, provides incentives to get involved, etc.



## Overall appreciation

/5