Public Speaking Platform:
Selection, Architecture, and Tradeoffs

- Define enterprise platforms: rehearsal tools, virtual classrooms, AI coaches, hybrid designs
- Platform choice shapes learner experience, coaching workflow, measurement, multi-year cost
- Three lenses: selection criteria, solution architecture, tradeoff analysis
- Outcomes: shared vocabulary for training leads, coaches, project owners, technologists



From Classroom to Platform: The 2026 Landscape

- 2026 evolution: workshops and video review → AI rehearsal, roleplay, analytics
- Five platform categories by coaching moment and delivery format
- Vendor momentum and consolidation reshape the market
- Trends: AI-avatar audiences, stress-calibrated VR, talent-system integration
- Risk: visually similar products perform very different jobs



Requirements Discovery: Starting From Program Goals

- Convert goals into observable behaviors, then platform requirements
- Profile learners: cohort size, languages, accents, accessibility, mobile vs. desktop
- Define coaching workflow: scheduling, rubrics, feedback capture, AI-human alignment
- Capture governance early: consent, retention, biometrics, procurement, security
- Confirm consent for audio/video capture before any recording occurs



Evaluation Scorecard: Criteria, Weights, and Evidence

- Build a weighted scorecard before any demo
- Cover six to ten criteria: pedagogy, usability, analytics, integration, security, TCO
- Gate true must-haves: a 1–2 on a deal-breaker disqualifies
- Write what a 5 means; score independently on a 1–5 scale
- Gather evidence from scripted demos, sandbox pilots, references, security docs
- Keep price out of the weighted score; compare 3–5 year TCO separately

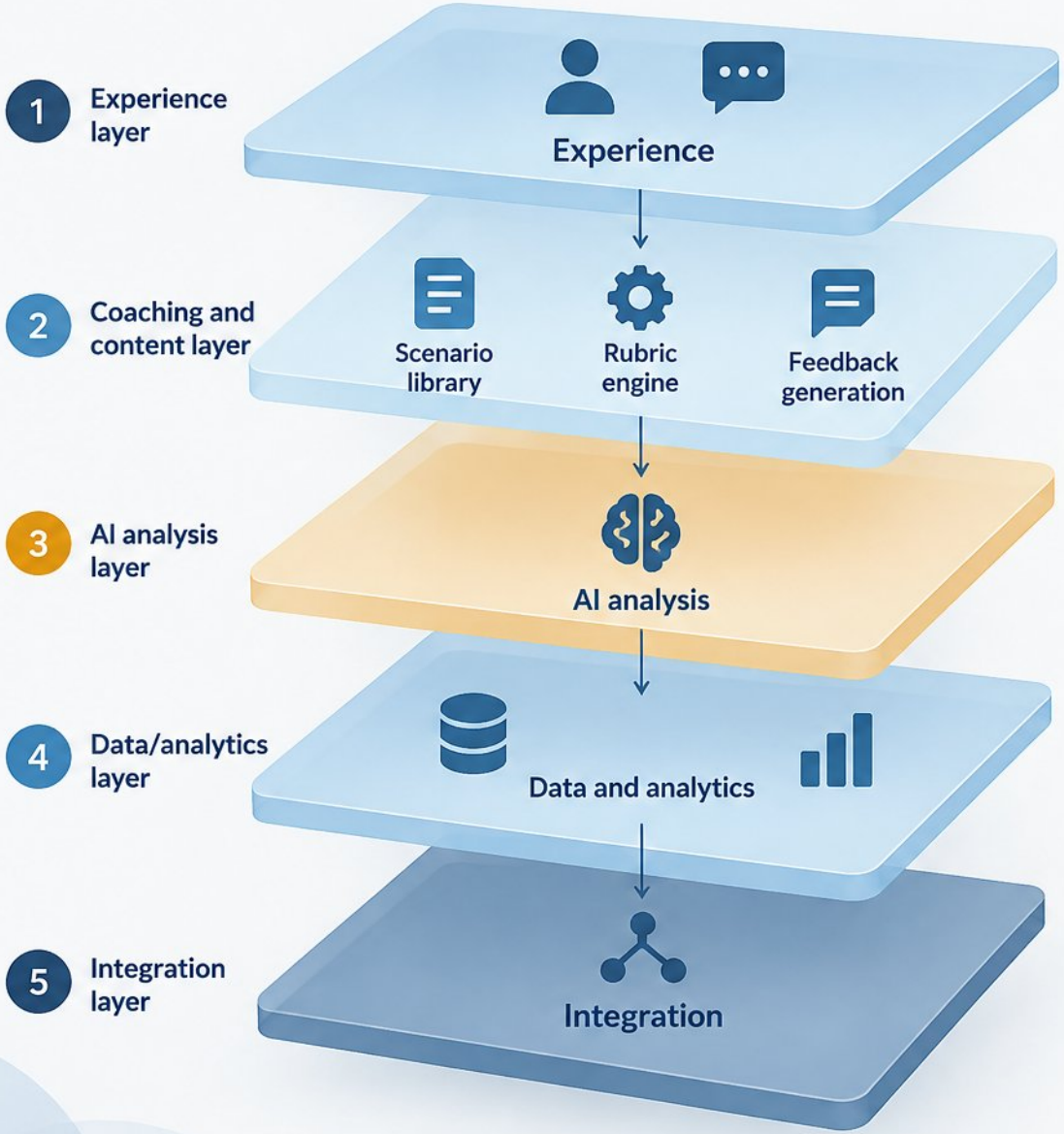
Criteria	Weight	Gate (must-have)	Evidence

Scoring Scale (Write what a 5 means)



Reference Architecture for a Speaking-Skills Platform

A layered, open, and extensible approach to delivering AI-powered speaking practice



Five layers

Five layers: experience, coaching and content, AI analysis, data/analytics, integration

Core components

Core components: recording client, rubric engine, feedback generation, scenario library, dashboards, administration

Identity and data flows

Identity and data flows: SSO (SAML/OIDC), SCIM provisioning, LTI 1.3 launches, xAPI statements to LRS, grade passback

Build vs. buy vs. compose

Build vs. buy vs. compose: integrated suite versus best-of-breed connected through open standards

AI analysis implications

AI analysis implications: latency, accent fairness, privacy-preserving options such as on-device processing

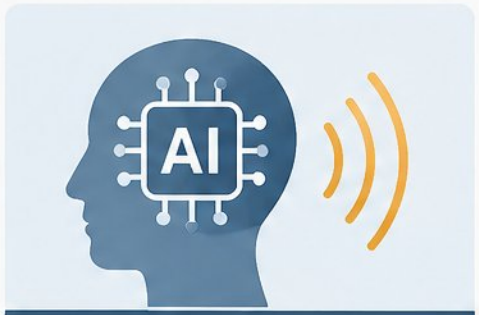
Comparing Delivery Models:
Live, Asynchronous, AI-Assisted, Hybrid



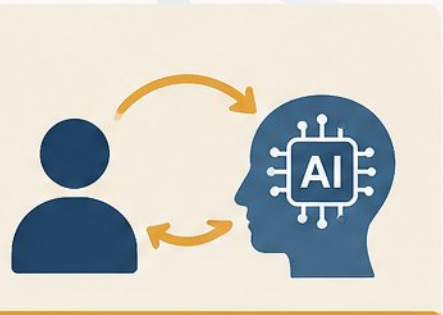
Live virtual coaching



Asynchronous human review



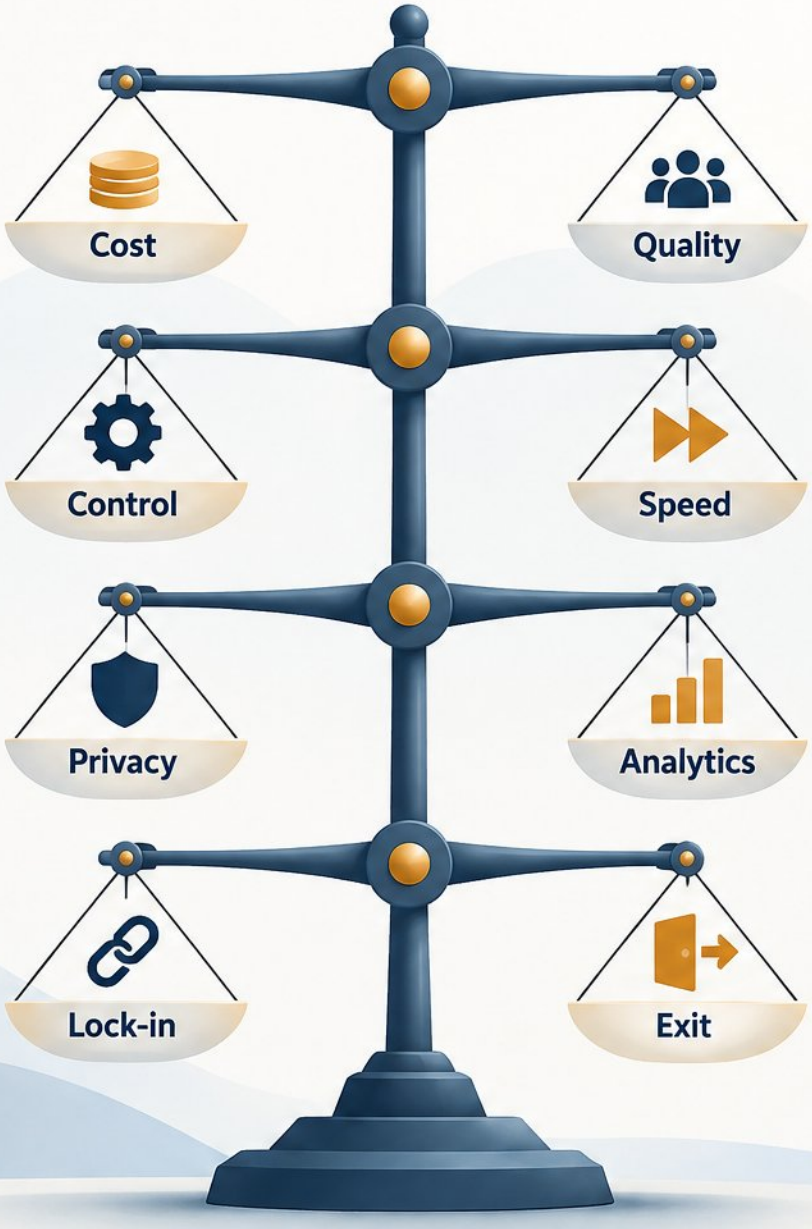
AI-only feedback



Hybrid

- Live virtual coaching: high context, limited scale, heavy facilitator load
- Asynchronous human review: flexible scheduling, slower feedback loops
- AI-only feedback: scalable and private, but weaker on emotion and audience engagement
- Meta-analysis of 41 studies: AI and human feedback show no significant performance difference
- Controlled trial: human–AI collaboration outperformed AI-only and teacher-only
- Live meeting coaches capture other participants—flag confidentiality limits

Tradeoffs That Matter: Cost, Quality, Control, and Risk



- **Cost vs. quality:** automation savings against coaching depth and learner trust
- **Control vs. speed:** custom build versus rapid SaaS adoption
- **Privacy vs. analytics:** voice/video capture, retention, sub-processors, model training
- **Lock-in and exit:** data portability, export formats, sunset reserves
- **Acceptance:** enhanced AI feedback with credibility and empathy cues narrows the human gap

Solution Patterns:

What Different Organizations Should Choose



Large enterprise

integrated suite with SCORM/xAPI reporting into HR systems

Mid-market, limited IT

established platform, public pricing bands, native SSO

Executive communication

hybrid AI rehearsal plus human coaching, calibrated rubrics

Regulated or unionized

privacy-first vendors, on-device processing, consent workflows

Self-serve habit building

mobile coaches complement, never replace, structured programs

Implementation Roadmap and Change Management

1. **Requirements workshop**
2. **Scripted demos**
3. **Pilot cohort**
4. **Feedback loop**
5. **Scaled deployment**

Coach enablement: rubric calibration, feedback QA, new workflows for review

Learner onboarding: psychological safety, consent, opt-outs, boundaries

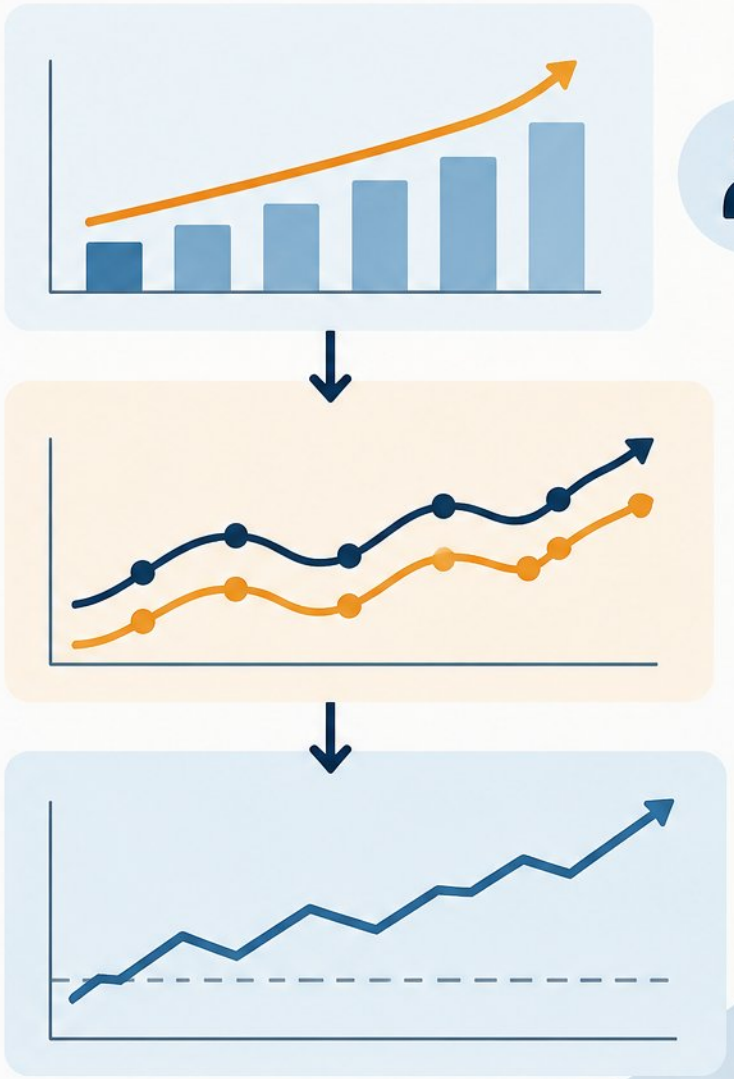
Keep practice scores out of performance reviews

Pilot design: acceptance criteria, sample size, baselines, decision gates



Measuring Success: KPIs and the Evidence Chain

- Shift from attendance and satisfaction to demonstrated performance
- Track practice frequency, scenario coverage, rubric score trends, coach time saved
- Evidence chain: practice happened, behavior changed, business metric moved
- Leading indicators surface within days; confidence gains precede skill transfer
- Clean causal ROI is rarely defensible—state confounders, compare to baseline



Decision Workshop: Selecting Your Platform and Architecture

Working session flow: define scenario, score vendors, sketch architecture, log tradeoffs

Sample scenario: 500-person leadership program, multilingual cohorts, limited coach capacity

Facilitated prompts tailored to training leads, coaches, project owners, technologists

Must-haves gate vendors before weighted scores rank the rest

Output artifacts: decision memo, tradeoff log, scoped pilot plan with named owners



Questions to Bring to Vendors, IT, and Security

Integration

- LTI 1.3 specifically
- LRS and xAPI 2.0 support
- content-vs-delivery rubric separation

Privacy

- Retention windows
- sub-processor disclosure
- no training on customer data
- DPA
- deletion guarantees

Security

- SOC 2 Type II
- ISO 27001
- encryption standards
- data residency
- RBAC
- breach timelines

Commercial

- Pricing drivers
- renewal escalators
- volume discounts
- exit terms
- data portability

Common Failure Patterns and How to Avoid Them



Feature-checklist bias: the most polished demo wins—score against pre-written definitions



AI-only programs lag on emotional expressiveness and audience engagement; blend human feedback



Ignoring accent fairness: pitch-based feedback can reflect gender stereotypes



Skipping consent and retention design turns analytics into a compliance liability



Underestimating coach capacity: practice frequency collapses without coach-friendly workflows



Key Takeaways, Resources, and Next Steps



Human–AI collaboration beats either alone

Key Takeaways

- Reuse the selection, architecture, and tradeoff framework; human–AI collaboration beats either alone

Deliverables

- Take away vendor/security checklists plus scorecard, decision memo, and tradeoff log templates

Next Steps

- Next: stakeholder alignment, requirements workshop, pilot scoping, baseline measurement

Resources

- Resources: LTI 1.3, xAPI 2.0, TCO models, AI-feedback meta-analysis findings

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