

DOCS Grading Rubric for Written Documents

Criteria	Weight	“A” Excellent (95%)	“B” Good (85%)	“C-E” Poor (55, 65, 75%)	Your Score
D esign	.2	<input type="checkbox"/> The paper looks inviting, consistently & effectively employing HATS. <ul style="list-style-type: none"> • Headings • Art • Typography • Spacing <input type="checkbox"/> The paper is truly easy to read.	<input type="checkbox"/> The paper looks OK & attempts to employ HATS techniques. <ul style="list-style-type: none"> • Headings • Art • Typography • Spacing <input type="checkbox"/> The paper relatively easy to read.	<input type="checkbox"/> Failing to employ HATS, the paper looks cluttered & uninviting. <ul style="list-style-type: none"> • Headings • Art • Typography • Spacing <input type="checkbox"/> The paper hard to read.	
O rganization	.2	<input type="checkbox"/> The paper is powerfully organized; that is, the organization helps to tell the story. <input type="checkbox"/> The length-to-contribution ratio is excellent; i.e., the paper is clear, concise, and compelling.	<input type="checkbox"/> Paper follows a logical, accepted introduction-body-conclusion format <input type="checkbox"/> Length-to-contribution ratio is OK; i.e., the paper is not truly clear, concise, and compelling.	<input type="checkbox"/> Paper does not follow logical format. <input type="checkbox"/> Length-to-contribution ratio is poor; i.e., the paper is difficult to follow and lacks logical flow and clarity	
C ontent	.4	<input type="checkbox"/> Relevant, thoroughly researched information that is clearly synthesized. <input type="checkbox"/> Provides clear and actionable guidance for decision makers.	<input type="checkbox"/> Relevant, adequately researched information that, in general, makes sense. <input type="checkbox"/> Provides some guidance for decision makers.	<input type="checkbox"/> Information is not particularly relevant or well researched. <input type="checkbox"/> Information is ad hoc and fails to provide meaningful guidance for managers.	
S tyle	.2	<input type="checkbox"/> Is both memorable and motivational—that is, it leads to action. Follows the following “sticky” principles. ¹ <ul style="list-style-type: none"> • Simple • Unexpected • Concrete • Credible • Emotional • Story <input type="checkbox"/> The text is grammatically correct.	<input type="checkbox"/> Includes a majority of the elements of a “sticky” message. <input type="checkbox"/> The text mostly adheres to accepted grammatical standards.	<input type="checkbox"/> Is easily forgettable. Does not incorporate the elements of a “sticky” message. <input type="checkbox"/> The text does not adhere to accepted grammatical standards.	
Total					

Bolded items are the most important and are weighted more heavily than the other items in a category.

¹For a detailed discussion of “stickiness,” see “Made to Stick”—a recent and influential best seller. The cliff notes follow on the next page.

Made to Stick: A Formula for Presenting Memorable and Motivational Messages

In their best-selling book, “Made to Stick,” Chip and Dan Heath introduce and explain the core elements of messages that are memorable and that motivate decision-making action and/or behavioral change. In other words, messages that follow the “SUCCES” formula make a difference.

Simple: Find the core of any idea. What is it that is really truly important?

Unexpected: Grab people's attention by surprising them. What is different about your message that makes a difference?

Concrete: Make sure an idea can be grasped and remembered later. What roots or grounds the ideas in meaningful reality? Avoid abstraction.

Credible: Communicate the sense/idea believability. Why should people listen to you? Why should people believe the message?

Emotional: Help people see the importance of an idea. At an emotional, core level, why should people really care?

Stories: Empower people to use an idea through narrative. Storytelling is a right-brain skill that helps break through the clutter of an information-saturated world. How can you meaningfully and memorably exemplify your message? If you are interested in storytelling, take a look at Dan Pink's, “A Whole New Mind.”