

## Presentation Evaluation Rubric<sup>1</sup>

Group \_\_\_\_\_

Topic \_\_\_\_\_

Criteria	Weight	“A” Excellent (95%)	“B” Good (85%)	“C-E” Poor (55,65,75%)	Your Score	My Score
<b>Content</b>	<b>.4</b>	<input type="checkbox"/> Relevant, thoroughly researched & synthesized information <input type="checkbox"/> Presents <i>all</i> the essential facts / numbers to clearly guide actionable decision-making	<input type="checkbox"/> Relevant, adequately researched & reasonable information <input type="checkbox"/> Provides guidance for decision makers, but lacks some of the facts / numbers needed to be persuasive and instill confidence	<input type="checkbox"/> Information is not particularly relevant or well researched <input type="checkbox"/> Information is ad hoc, lacks key facts / numbers, and fails to guide meaningful decision-making		
<b>Design</b>	<b>.2</b>	<input type="checkbox"/> Is memorable and motivational—that is, is effectively “sticky”: <ul style="list-style-type: none"> <li>• Simple</li> <li>• Concrete</li> <li>• Emotional</li> <li>• Unexpected</li> <li>• Credible</li> <li>• Story</li> </ul> <input type="checkbox"/> Powerfully & logically organized <input type="checkbox"/> Drives home key takeaways <input type="checkbox"/> Concludes on time	<input type="checkbox"/> Captures attention and is generally easy to follow and enjoyable to experience; however, it does not leave an actionable impression <input type="checkbox"/> Logically organized <input type="checkbox"/> Provides adequate closure <input type="checkbox"/> Less than 90 seconds too long	<input type="checkbox"/> Seems to lack a focus on conscious design—as a result, it is not that enjoyable to experience and is easily forgettable <input type="checkbox"/> Lacks clear organization <input type="checkbox"/> Fails to provide closure <input type="checkbox"/> More than 90 seconds too long		
<b>Style</b>	<b>.2</b>	<input type="checkbox"/> Appearance is professional <input type="checkbox"/> Presenters are poised, persuasive, and professional <input type="checkbox"/> Transitions are seamless <input type="checkbox"/> Motivated outstanding discussion & responded convincingly to queries	<input type="checkbox"/> Appearance is casual <input type="checkbox"/> Presenters are well prepared and knowledgeable <input type="checkbox"/> Transitions are well managed <input type="checkbox"/> Motivated good discussion & responded adequately to queries	<input type="checkbox"/> Appearance denotes indifference <input type="checkbox"/> Presenters rely on note cards & lack topic knowledge <input type="checkbox"/> Transitions are awkward <input type="checkbox"/> Failed to generate questions or to respond adequately to questions		
<b>Creativity</b>	<b>.2</b>	<input type="checkbox"/> Presenters <i>engaged</i> the audience creatively / experientially <input type="checkbox"/> Presentation is uniquely intriguing and thought provoking <input type="checkbox"/> Visuals are stunning!	<input type="checkbox"/> Presenters involved audience for isolated part of the presentation. <input type="checkbox"/> Presentation is interesting, but not particularly thought provoking <input type="checkbox"/> Visuals are professional	<input type="checkbox"/> Presenters talked at the audience, making little attempt to include. <input type="checkbox"/> Presentation is pro forma <input type="checkbox"/> Visuals are too busy/sloppy or, no visuals are used		
<b>Overall Evaluation</b>						

<sup>1</sup>For 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.”