

QuestromTalk Grading Rubric

Content (50%)

	Below Expectations	Meets Expectations	Exceeds Expectations
Topic/Main idea	Descriptive, not persuasive Too narrow Too broad	Persuasive Relevant to a Questrom audience Well-defined	Persuasive Has universal appeal Original
Personal story	Not related to main idea Too long, and overshadows main idea Lacks a struggle, or struggle is insignificant	Authentic Helps audience connect to main idea and to speaker Reveals a struggle The right length	Memorable Creates a powerful connection to audience Takes a personal risk
Meets QuestromTalk script requirements	Forgets to start with main idea / main idea is unclear Jumps around/hard to follow Loses place multiple times Too long or too short	Follows script: main idea, personal story, evidence, calls to action Recovers well if loses place The right length	Argument has seamless transitions Compelling from beginning to end
Evidence	More opinion than evidence-based No or poor quality sources	Cites evidence from 3 respected sources	Substantial, convincing evidence from high quality sources
Calls to action	One or no calls to action Vague, unspecific calls to action	Has 3 meaningful calls to action	Gives several specific calls to action, with high-potential of audience follow through

QuestromTalk Grading Rubric, Continued

Verbal Delivery (50%)

	Below Expectations	Meets Expectations	Exceeds Expectations
Audience engagement	No eye contact Looks at notes or back at screen excessively No enthusiasm or interest Memorized script	Generally maintains eye contact Shows interest Natural, conversational style	Excellent eye contact with all sections of the audience Smiles Shows energy and enthusiasm Engaging dialogue
Tone and clarity	Not audible to everyone Frequently not understandable No variance to tone and pitch Excessive fillers “ums” “uhs” Excessive inappropriate/casual language (“you guys”)	Strong opening Audible to all Clear and understandable Minimal fillers “ums” “uhs” “like” Appropriate language	Audience can hear at all times Clear and understandable Varies tone and pitch No filler words Professional, inspirational language Strong opening and closing
Posture	Excessive swaying, rocking, or crossing legs Excessive slouched or closed posture Leaning on podium or table	Minimal swaying, rocking or crossing legs Mostly open posture	No swaying, rocking, or crossing legs Open and upright posture
Mannerisms	Fidgeting Hands in pockets Arms/hands crossed Excessive nervousness	Open hands and arms Few distracting mannerisms	Open hands and arms No distracting mannerisms
Use of space	Stood behind table or podium Stood firmly in single spot Excessive or non-purposeful pacing	Generally moved in space well, with minimal pacing or non-purposeful movement	Uses the space well Moves with purpose Uses movement to connect with the audience