

# Public Speaking and Strategic Narratives for Leaders

## Student Presentation-02 Marking Guide

Evaluation	Not Achieved	Satisfactory	Excellent	Comments
<b>Introduction: Attention Getter (Hook)</b>	No hook.	Used an attention getter, but it didn't fully engage audience.	Attention Getter engaged audience and created rapport.	
<b>Introduction: Establish Credibility</b>	Did not introduce yourself.	Introduced yourself but not clearly; didn't establish credibility.	Introduced yourself clearly; provided background to establish credibility.	
<b>Introduction: Overview</b>	No overview / theme.	some overview / theme but not specific.	Clear overview of all the key points to be covered, unified by theme.	
<b>Main Body: Content</b>	Content not well-developed and/or didn't support theme.	Content supported theme but lacked specific examples.	Content well-developed; supported theme and included examples.	
<b>Main Body: Organization</b>	No structure or organization; too many or too few main points.	Content reasonably organized but lacked transitions.	Content well organized, with good transitions, and suitable number of main points.	
<b>Conclusion: Summary</b>	No summary of key points.	Some summing up of key points, but lacking specifics.	Clear, concise summary of all key points.	
<b>Conclusion: Questions</b>	Didn't take questions.	Took questions but gave vague answers or didn't answer what was asked.	Answered questions concisely and accurately; promised follow-up if didn't know answer.	
<b>Conclusion: Closing</b>	No call to action or attempt to leave a lasting impression.	Mad a call to action, but final impression could have been stronger.	Good call to action, with a memorable final impression.	

<b>Evaluation</b>	<b>Not Achieved</b>	<b>Satisfactory</b>	<b>Excellent</b>	<b>Comments</b>
<b>Engagement</b>	Little engagement or eye contact.	Occasional rapport with audience but not consistent.	Good engagement and eye contact with whole audience.	
<b>Gestures and Movement</b>	Unnatural posture and lacking gestures.	Comfortable posture, but too little or too much movement.	Natural posture, with good gestures and fluid movement.	
<b>Pace</b>	Pace was too fast or too slow.	Steady pace but sometimes too fast or too slow.	Good pace with effective variation.	
<b>Volume</b>	Too quiet or too loud volume affected audience comprehension.	Good volume usually, but occasionally too quiet or too loud.	Good volume with effective variation.	
<b>Enunciation &amp; Pronunciation</b>	Seriously affected audience comprehension.	Mostly clear but affected audience comprehension at some points.	Mostly clear; audience comprehension not affected.	
<b>Grammar</b>	Seriously affected audience comprehension.	Mostly correct but affected audience comprehension.	Few grammatical errors; no impact on comprehension.	
<b>Confidence &amp; Professionalism</b>	Lacked confidence.	Seemed unsure of material; used fillers and slang.	Confident; looked and sounded professional.	
<b>Timing</b>	Less than 2.5 mins; Over 7 mins.	Less than 3.5 mins; Over 11 mins.	Within a minute of 5-minute mark.	
<b>Visual Aids</b>	Inconsistent, ungrammatical, or inappropriate for topic.	Too much text on slides or poor use of images.	Consistent and visually appealing.	