

Public Speaking and Strategic Narratives for Leaders

Student Presentation-02 Marking Guide

Evaluation	Not Achieved	Satisfactory	Excellent	Comments
Introduction: Attention Getter (Hook)	No hook.	Used an attention getter, but it didn't fully engage audience.	Attention Getter engaged audience and created rapport.	
Introduction: Establish Credibility	Did not introduce yourself.	Introduced yourself but not clearly; didn't establish credibility.	Introduced yourself clearly; provided background to establish credibility.	
Introduction: Overview	No overview / theme.	some overview / theme but not specific.	Clear overview of all the key points to be covered, unified by theme.	
Main Body: Content	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.	
Main Body: Organization	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.	
Conclusion: Summary	No summary of key points.	Some summing up of key points, but lacking specifics.	Clear, concise summary of all key points.	
Conclusion: Questions	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.	
Conclusion: Closing	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.	

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