I. Organizational Pattern (specific introduction and conclusion, sequenced material within the body, and transitions)

- a. MINIMALLY observable within the presentation
- b. PARTIALLY observable within the presentation
- c. GENERALLY observable within the presentation
- d. SIGNIFICANTLY observable and consistent resulting in a cohesive presentation

II. Central Message:

- a. can be deduced, but is NOT EXPLICITLY STATED in the presentation
- b. is BASICALLY UNDERSTANDABLE but is not often repeated and is not memorable
- c. is CLEAR AND CONSISTENT with the supporting material
- d. is COMPELLING (precisely stated, appropriately, repeated, memorable, and strongly supported)

III. Supporting Materials (explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities) make:

- a. insufficient supporting materials make reference to information or analysis that MINIMALLY SUPPORTS the presentation or establishes the presenter's knowledge on the topic.
- b. appropriate reference to information or analysis that PARTIALLY SUPPORTS the presentation or establishes the presenter's knowledge on the topic.
- c. appropriate reference to information or analysis that GENERALLY SUPPORTS the presentation or establishes the presenter's knowledge on the topic.
- d. appropriate reference to information or analysis that SIGNIFICANTLY SUPPORTS the presentation or establishes the presenter's knowledge on the topic.

IV. Language Choices are:

- a. UNCLEAR AND MINIMALLY SUPPORT the effectiveness of the presentation. Language in presentation is not appropriate to audience.
- b. MUNDANE and commonplace and PARTIALLY SUPPORT the effectiveness of the presentation. Language in presentation is appropriate to audience.
- c. THOUGHTFUL and GENERALLY SUPPORT the effectiveness of the presentation. Language in presentation is appropriate to audience.
- d. IMAGINATIVE, MEMORABLE, and COMPELLING, and enhance the effectiveness of the presentation. Language in presentation is appropriate to audience.

V. Delivery Techniques (posture, gesture, eye contact, and vocal expressiveness):

- a. detract from the understandability of the presentation, and the speaker APPEARS UNCOMFORTABLE.
- b. make the presentation understandable, and the speaker APPEARS TENTATIVE.
- c. make the presentation interesting, and the speaker APPEARS COMFORTABLE.
VI. Listening (hearing, understanding, remembering, interpreting, and evaluating) demonstrate that speaker is:

☐ a. consistently inattentive to others when they speak, ask questions, or provide feedback.
☐ b. partially inattentive to others when they speak, ask questions, or provide feedback.
☐ c. mostly attentive to others when they speak, ask questions, or provide feedback.
☐ d. consistently attentive to others when they speak, ask questions, or provide feedback.

VII. Self-monitoring: Significant ability to control emotions in conversation and properly respond to other's message in a non-judgmental manner; speaker is:

☐ a. minimally aware of audience feedback (verbal or nonverbal) and makes no appropriate adjustments in language, demeanor or delivery.
☐ b. partially aware of audience feedback (verbal or nonverbal) and makes minimal appropriate adjustments in language, demeanor or delivery.
☐ c. generally aware of audience feedback (verbal or nonverbal) and makes some appropriate adjustments in language, demeanor or delivery.
☐ d. significantly aware of audience feedback (verbal or nonverbal) and makes appropriate adjustments in language, demeanor or delivery as needed.