



DUKE-UNC CHINA LEADERSHIP SUMMIT 2015

Oral Briefing Assessment Rubric

Team Number: _____ Topic: _____

	Excellent (4)	Good (3)	Minimal (2)	Poor (1)	Points
Content	Speaker demonstrates complete mastery of the material, provides pertinent examples or statistics, and easily answers any questions. Greatly increases audience understanding of topic.	Generally strong control of material. Able to answer most questions convincingly, Examples pertinent. Raises audience understanding of most points.	Very thin data or evidence. Weak examples, facts or statistics. Not clear speaker understands or is familiar with topic. Audience unsure of key points.	Speaker says practically nothing, or focuses on irrelevant content. Very weak or no support of subject though examples.	
Structure	Message is overtly organized, with a clear recommendation line, a logical and easily followed sequence of points, fluid transitions and a convincing summary. Anticipates opposing arguments (e.g. stakeholder backlash).	Organization is apparent, and listener has no problem seeing the sequence and relationship of ideas. Recommendation and summary are clear if not compelling.	Organization appears somewhat random. Doubt about major points. Listener must make some assumptions about sequence and relationship of ideas.	Subject and purpose not defined. Major ideas left unclear. No conclusion, or new material introduced at the end.	
Delivery	Speaker delivers the message in a confident, poised, enthusiastic and audible fashion. The volume and rate vary to add emphasis and interest. Very clear pronunciation. Very few "ahs," "ums," or "you knows." Great sales pitch!	Thoughts articulated clearly, but not in an engaging fashion. Few "ahs" or "ums." Audible and well-paced. You would listen to this sales pitch, but you might not buy.	Speaker covers main points, but loses train of thought, refers often to written text. Often inaudible or too fast or slow. Many "ums" or "ahs." You would buy only if your mother was selling.	Speaker seems unsure or uninterested, with long pauses or frequent "ums." Reads the text of slides aloud. Reads from notes with no eye contact. Hard to hear. No sale!	
Timing	Within 30 seconds of the allotted time.	Within a minute of allotted time	Within two minutes of the allotted time.	Too short or long by more than two minutes.	
				Total:	

Comments: