Business presentation rubric   Aalto University School of Business

	0	**1-2**	**3**	**4**	**5**
Audience orientation	The presentation lacks an audience focus and much of the content is unsuitable for the given objective. Audience background, knowledge, needs and concerns, attitude and motivation are completely overlooked.	Only some of the content is suitable for the audience and the objective might be unclear. Key aspects such as audience background, knowledge, needs and concerns, attitude and motivation are largely overlooked.	Content is mostly targeted at the audience and aligned with the communication objective. However, there may be some information which fails to take into consideration audience background, knowledge, needs and concerns, attitude or motivation.	Content is targeted at the audience and aligned with the communication objective. Audience background, knowledge, needs and concerns, attitude and motivation are all addressed.	Content is clearly targeted at the audience and aligned with the communication objective. Audience background, knowledge, needs and concerns, attitude and motivation are fully addressed.
Organisation	The presentation is fragmented. It lacks any clear structure and overall sense of coherence, which makes it difficult to follow. There may not be an introduction and / or conclusion. Claims are unclear and, in the main, unsubstantiated.	The presentation is not well organised and lacks overall coherence and cohesion, which means that key ideas remain unclear. There may not be a clear introduction and / or conclusion. Claims may not be substantiated by suitable evidence.	The presentation is clearly and logically organised. However, the core message could be more clearly stated and presented throughout in a more memorable way. The message is coherent and cohesive overall but the introduction and / or conclusion could be more impactful. Some claims might lack solid, compelling evidence.	The presentation is clearly and logically organised. The core message is clearly stated but could be better highlighted during the presentation. The message has three discernible parts: an introduction, body and conclusion. The body has a coherent structure but the introduction and /or the conclusion could be more impactful. Most claims are supported by solid, compelling evidence (both quantitative and qualitative) from relevant and respected sources.	The presentation is clearly and logically organised. The core message is clearly stated and highlighted throughout. The message has three discernible parts: a highly impactful introduction; a body with a coherent structure and clear transitions; and a strong conclusion, which repeats core messages and calls to action. Claims are always supported by solid, compelling evidence (both quantitative and qualitative) from relevant and respected sources.
Delivery	Delivery is not engaging as it does not do any of these things: – capturing and maintaining audience interest and attention – offering opportunities for audience interaction – providing interesting facts and figures, examples, illustrations, analogies, quotations, stories to support the message – using nonverbal techniques (body movement, gesture, eye contact) to make the presentation compelling – varying voice quality and pace	Delivery is not particularly engaging as it fails to do many of these things: – capturing and maintaining audience interest and attention – offering opportunities for audience interaction – providing interesting facts and figures, examples, illustrations, analogies, quotations, stories to support the message – using nonverbal techniques (body movement, gesture, eye contact) to make the presentation compelling – varying voice quality and pace	Delivery is somewhat engaging by doing some of these things: – capturing and maintaining audience interest and attention – offering opportunities for audience interaction – providing interesting facts and figures, examples, illustrations, analogies, quotations, stories to support the message – using nonverbal techniques (body movement, gesture, eye contact) to make the presentation compelling – varying voice quality and pace	Delivery is relatively engaging by doing most of these things: – capturing and maintaining audience interest and attention – offering opportunities for audience interaction – providing interesting facts and figures, examples, illustrations, analogies, quotations, stories to support the message – using nonverbal techniques (body movement, gesture, eye contact) to make the presentation compelling – varying voice quality and pace	Delivery is engaging by doing all of these: – capturing and maintaining audience interest and attention – offering opportunities for audience interaction – providing interesting facts and figures, examples, illustrations, analogies, quotations, stories to support the message – using nonverbal techniques (body movement, gesture, eye contact) to make the presentation compelling – varying voice quality and pace

Visual design	Slides fail to achieve any of the following: – are appropriate in number – visually oriented – contain a suitable amount of information – employ engaging visuals but avoid 'chartjunk' – use headings that convey the narrative – achieve conceptual and grammatical parallelism	Slides achieve at least one of the following: – are appropriate in number – visually oriented – contain a suitable amount of information – employ engaging visuals but avoid 'chartjunk' – use headings that convey the narrative – achieve conceptual and grammatical parallelism	Slides are quite professional because they achieve some of the following: – are appropriate in number – visually oriented – contain a suitable amount of information – employ engaging visuals but avoid 'chartjunk' – use headings that convey the narrative – achieve conceptual and grammatical parallelism	Slides are professional because they achieve most of the following: – are appropriate in number – visually oriented – contain a suitable amount of information – employ engaging visuals but avoid 'chartjunk' – use headings that convey the narrative – achieve conceptual and grammatical parallelism	Slides are highly professional because they achieve all of the following: – are appropriate in number – visually oriented – contain a suitable amount of information – employ engaging visuals but avoid 'chartjunk' (unnecessary shading, borders, 3-D, clipArt) – use headings that convey the narrative – achieve conceptual and grammatical parallelism
Language	A lot of what is said is hard to follow due to the fact that the speaker constantly uses the inappropriate vocabulary, and frequently mispronounces words. The speaker is totally dependent on notes during the presentation.	Speaks relatively clearly but makes frequent mispronunciations. Choice of vocabulary might not always be accurate. The speaker relies on notes for the whole, or most of, the presentation.	Speaks clearly and at a fairly even tempo, although sometimes there may be lengthy pauses as the speaker searches for words or phrases. Word choice might not always be accurate. The presentation could be more vivid and expressive. Pronunciation is clearly intelligible even if occasional mispronunciations occur. The speaker may have to rely on notes for parts of the presentation.	Speaks smoothly and fluently. Language is accurate and relatively expressive. Often varies the pace and pitch. Pronunciation is clearly intelligible. The speaker uses minimal or no notes.	Speaks effortlessly with a natural conversational flow. Language is accurate, vivid and expressive. Varies pace and pitch. Pronunciation is clearly intelligible. The speaker is totally independent of notes.

Aalto University School of Business 2014