**A4 TEAM PRESENTATION FEEDBACK SHEET**

**COMMENTS:**

Presenting Team Number & Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Assessing Team Number & Name (giving feedback): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Audience orientation:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Organisation:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Delivery:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Visual design**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Language (Spoken):** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Business presentation rubric**

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|  | **5** | **4** | **3** | **1-2** | **0** |
| **Audience orientation** | **Clearly very targeted**.  **Audience info**: background, knowledge, needs and concerns, attitude and motivation are fully addressed.  Credibility addressed extremely well | **Targeted**  Credibility addressed well | **Mostly targeted**.  **Audience info**: some info fails to consider audience background, knowledge, needs and concerns, attitude or motivation.  Credibility addressed adequately | **Not very targeted**  Credibility not well addressed | Audience **completely overlooked**.  Credibility not addressed at all |
| **Organisation** | Clearly & logically **structured**.  **Core message** clearly stated & highlighted.  3 clear parts:   1. **introduction** - highly impactful; 2. **body** - coherent structure & **clear transitions**; 3. **conclusion** – strong, **repeats** core messages & calls to action.   **Claims always supported** -compelling evidence (quantitative & qualitative) from relevant & respected sources. | The presentation is clearly and logically organised. The core message is clearly stated but could be better highlighted during the presentation.  **Intro &/or the conclusion could be more impactful**.  **Most claims are supported**. | **Core message** could be more clearly presented in a more memorable way.  **Intro &/or conclusion could be more impactful**  **Some claims** **lack** solid, compelling evidence. | **Not well organised**  **Lacks overall coherence** & cohesion - key ideas remain unclear.  **No clear introduction and / or conclusion**.  **Claims** **not substantiated** by suitable evidence. | Presentation fragmented.  **Lacks clear structure** & overall sense of coherence - difficult to follow.  Not clear introduction and / or conclusion.  Claims unclear and, in the main, unsubstantiated. |
| **Delivery** | Engaging:   * capturing & maintaining **audience attention** * offering opportunities for **audience interaction** * **interesting facts, figures, examples**, illustrations, analogies, **quotations, stories** to support the message * using **nonverbal** techniques (body movement, gesture, eye contact) - presentation compelling | Relatively engaging by doing most of these things:  … | Somewhat engaging:  … | Not particularly engaging - fails in:  … | Not engaging - does not do any of these:  … |

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| **Visual design (slides)** | **Highly professional** - achieve all of:   * appropriate in **number** * **visually** oriented * Suitable amount of information * **Avoids ‘chartjunk’** (unnecessary shading, borders, 3-D, clipArt) * **headings** convey narrative * conceptual & grammatical parallelism | Professional - achieve most of the following: | **Quite professional** - achieve some of the following: | Achieve at least one of the following: | Fail to achieve any of: |
| **Language (Spoken)** | **Speaks effortlessly** with a natural conversational flow.  Language is accurate, vivid and expressive.  Varies **pace & pitch**.  **Pronunciation** is clearly intelligible.  Speaker is totally **independent of notes.** | **Speaks smoothly** and fluently.  Language is accurate and relatively expressive.  Often varies the pace & pitch. Pronunciation is clearly intelligible. The speaker uses minimal or no notes. | Speaks clearly and at a fairly even tempo.  **Sometimes lengthy pauses**  Could be **more vivid and expressive**.  **Pronunciation**: occasional mispronunciations.  Speaker has to rely on notes for parts presentation. | **Speaks relatively clearly**  But **frequent mispronunciations**.  **Choice of vocabulary** not always accurate.  Speaker relies on notes for the whole, or most of, presentation. | 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. |

Organizational Communication, Department of Management Studies, Aalto University School of Business 2021