

STORY PRESENCE RUBRIC

	Advanced	Proficient	Working Towards	Needs Improvement
Presence/ Composure	<ul style="list-style-type: none"> ● Leader’s body language is positive and upbeat ● Leader consistently makes eye contact with audience ● Leader strikes a perfect balance between humility and confidence ● Audience stays engaged in the topic throughout the presentation 	<ul style="list-style-type: none"> ● Leader’s body language is mostly positive ● Leader makes eye contact with audience ● Leader uses humility and confidence throughout the presentation ● Audience is mostly engaged in the topic throughout the presentation 	<ul style="list-style-type: none"> ● Leader has positive body language at parts of the presentation ● Leader occasionally makes eye contact with audience ● Humility and/or confidence is used at times in the presentation ● Audience follows along with the presentation 	<ul style="list-style-type: none"> ● Leader lacks positive body language ● Leader makes minimal eye contact with audience ● Presentation lacks humility and confidence ● Audience is disengaged in the presentation
Presentation Skills	<ul style="list-style-type: none"> ● Presentation uses a strong hook to grab the audience’s attention ● Leader uses clear and concise language ● Leader has a strong voice and modulates inflection in speech to convey excitement ● Leader uses pacing, pauses, etc. throughout the presentation to punch key lines ● Presentation is inspiring, engaging, and persuasive, and has a message that connects with the audience ● Next steps are clear 	<ul style="list-style-type: none"> ● Presentation uses a hook to grab the audience’s attention ● Leader uses mostly clear language in the presentation ● Leader mostly uses a strong voice and occasionally varies tone to convey enthusiasm ● Leader uses pauses during the presentation to punch key lines ● Presentation has persuasive elements and connects at times with the audience ● Next steps are mostly clear 	<ul style="list-style-type: none"> ● The presentation uses a hook but it’s not clear how it’s related to the message they are conveying ● Leader uses clear language at times in the presentation ● At times, strong voice and tone changes are used ● Presentation is somewhat persuasive but does not authentically connect with audience ● Next steps are discussed but not clear 	<ul style="list-style-type: none"> ● There is no hook in the presentation ● Leader consistently does not use clear language in the presentation ● Word choice and tone are inconsistent ● Pacing and timing are inconsistent ● Presentation is not persuasive or inspiring, and does not connect with the audience ● Next steps are not discussed
Preparation and Planning	<ul style="list-style-type: none"> ● Presentation has a good balance between graphics and text ● Presentation clearly follows an agenda and is completed in the allotted time 	<ul style="list-style-type: none"> ● Presentation has a mix of graphics and texts ● Presentation follows an agenda and is completed within 1-2 minutes of allotted time 	<ul style="list-style-type: none"> ● Presentation has uneven balance between text and graphics ● Presentation is completed within 3-4 minutes of allotted time 	<ul style="list-style-type: none"> ● Presentation is too heavy on graphics and/or text ● Presentation is too short or runs more than 5 minutes over allotted time