**Rubric for Giving a Briefing**

**Evaluation Checklist:** Using the criteria below, evaluate how effective your briefing was.  The symbols in the key will assist you.

Text Box: Key
*  = This was effective
ü = This was fine
?   = This needs improvement
o  = This component was missing



**Opening**

\_\_\_     Did you greet your audience and introduce yourself?

\_\_\_     Did you establish your credibility?

\_\_\_     Was your thesis statement clearly stated at the start of your talk?

\_\_\_     Did you orient your audience to your format and clarify how you wanted to handle interruptions  
 (e.g., questions and comments)?

\_\_\_     Did your presentational style enhance the briefing?

**Body**

\_\_\_     Was the briefing well organized?

\_\_\_     Were your main points clear?

\_\_\_     Did your talk flow logically from one point to the next?

\_\_\_     Were the judgments substantiated?

\_\_\_     Was your support accurate, brief, and clear?

\_\_\_     Did your visual aids clearly enhance the briefing and reinforce your main points?

**Conclusion**

\_\_\_     Did you cue your audience that you were concluding your talk?

\_\_\_     Did you succinctly reemphasize your key points and your thesis?

\_\_\_     Did you clearly present the implication for the US concerning this issue/development?

\_\_\_     Did you thank your audience for listening?

**Question and Answer**

\_\_\_ Did you handle questions directly, succinctly and tactfully?

**Delivery**

\_\_\_ Did you control your nervousness?

\_\_\_ Did you make eye contact with your audience?

\_\_\_ Did you speak in a conversational tone?

\_\_\_ Did you avoid using jargon or other language barriers?

\_\_\_ Were your gestures, facial expressions, and body movements consistent with your message?

\_\_\_ Did you talk with your audience, rather than at them?