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| Elevator Pitch Grading Criteria Form (COMM101 G ) | | |
| **Name** |  | |
| **Topic: Subtopic** |  | |
| **Role** |  | |
| **Customised**  **Purpose** |  | |
| **Audience drawn**    **Points of Resistance that**  **I will overcome** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **1.**  **2.** | |
| **DESCRIPTORS** | | **COMMENTS** |
| **A. Content** | |  |
| 1. Engages audience via story/narrative 2. Supports argument with relevant data 3. Identifies realistic points of resistance 4. Overcomes audience’s resistance 5. Announces bottom-line clearly | |
| **B. Organisation** | |  |
| 1. Strong (attention-getting) opening 2. Develops argument cogently 3. Strong (action-getting) closing | |
| **C. Verbal Delivery** | |  |
| 1. Speaks conversationally 2. Articulates words clearly and correctly 3. Uses grammar and vocabulary accurately 4. Does not use fillers like *uhm, uh, you know* 5. Varies volume, pace, pitch and pausing | |
| **D. Non-Verbal Delivery** | |  |
| 1. Poised (confidently relaxed) 2. Gestures naturally and purposefully 3. Maintains good eye contact throughout 4. Uses appropriate facial expressions 5. Maintains energy and conviction throughout | |
| **E. Q&A segment** | |  |
| 1. Answers questions clearly & concisely 2. Demonstrates respect and composure | |

Failure to facilitate Q&A will result in a **one-subgrade** penalty.