

Present Like Steve Jobs Rubric (110 Marks)

LLO 3: Create and deliver impactful presentations keeping in view the audience, purpose, organization, body language and tone.

Category	Proficient (5 pts)	Good (3–4 pts)	Average (1–2 pts)
Content & Slides			
The Headline (Lead with the Big Idea)	Opens with a single, powerful, and memorable sentence that frames the entire presentation and creates immediate intrigue.	The presentation begins with a clear and concise statement of purpose that effectively introduces the main theme.	Opens with a standard agenda, a list of topics, or a generic "Today I will talk about..." introduction.
The Narrative (Tell a Powerful Story)	A clear and compelling story arc is woven throughout the presentation (e.g., problem-solution-impact). The narrative feels personal and creates an emotional connection.	The presentation uses a story format to explain the content. The problem and solution are clearly defined and linked.	The content is presented more as a list of features, facts, or data points rather than a cohesive story.
Visual Simplicity (Ditch The Bullet Points)	Slides are strictly minimalist, featuring one idea per slide. Uses high-impact images or single words/phrases. Absolutely no bullet points are used. The design is elegant and enhances the message.	Slides are clean, simple, and contain very little text. Bullet points are completely avoided in favor of visuals and brief statements.	Slides contain some bullet points and sentences. While not overly cluttered, they still require the audience to read.

Data Translation (Make Numbers Mean Something)	All statistics and data points are translated into tangible, relatable, and memorable analogies that resonate on a human level (e.g., "1,000 songs in your pocket").	A clear effort is made to put most data into context. Key statistics are explained using analogies or relatable comparisons.	Data is presented accurately but is left as raw numbers or percentages without meaningful context to make it impactful.
Memorable Structure (Use Rule of 3)	The core content is deliberately and consistently structured in groups of three (e.g., 3 key features, 3 benefits). This structure makes the information exceptionally easy to follow and remember.	The "Rule of 3" is used effectively in at least one key section of the presentation to organize and highlight important information.	The content is organized logically, but not specifically in threes. The structure might include 2, 4, or 5 points, missing the memorable cadence of three.
Delivery and Rehearsal(Rehearse Like a Pro)	Delivery is passionate, confident, and appears completely natural, demonstrating extensive rehearsal. Uses purposeful pauses, gestures, and vocal variety to command attention.	The speaker is well-practiced, confident, and maintains strong eye contact. Delivery is smooth with very few verbal fillers.	The speaker is prepared but may still rely on notes. Delivery is functional but may lack passion or feel stiff. Some verbal fillers are present.
The Grand Finale (Build to a "One More Thing..." Moment)	The presentation builds suspense and delivers a final, impactful reveal or surprise that was intentionally held back. It creates a genuine "wow" moment that leaves a lasting impression.	The presentation saves a key piece of information or a strong call-to-action for the end, providing a powerful and definitive conclusion.	The presentation ends with a standard summary slide or a simple "Thank you & Questions?" slide. There is no climactic moment.
Body Language & Audience Engagement			

Eye Contact	Consistent, confident eye contact with all audience	Occasional eye contact; some reliance on notes	Minimal or no eye contact
Facial Expressions	Expressions natural and supportive of message	Some variety but not fully aligned	Flat or distracting expressions
Gestures	Purposeful, enhance delivery	Limited gestures; occasionally awkward	Few or distracting gestures
Posture	Upright, confident, professional stance	Generally good posture; occasional slouch	Poor or closed posture
Movement/Use of Space	Moves naturally; space supports message	Some purposeful movement	Pacing aimlessly or standing rigid
Voice Clarity	Clear and easy to understand	Mostly clear with minor slips	Often unclear or mumbled
Voice Projection	Well-projected; audible to all	Adequate volume with some variation	Too soft or inconsistent

Vocal Variety	Engaging tone; uses pitch and pace effectively	Some variety; occasional monotone	Monotonous or rushed
Elocution	The speaker's tone is a perfect match for the content, conveying a deep and authentic understanding of the message.	The speaker's tone is appropriate for the content and effectively conveys the primary emotions of the text. There is a clear connection between the speaker's expression and the message.	There is a noticeable disconnect between the speaker's tone and the emotional content of the message. The delivery is often flat, monotonous, or uses a generic tone that does not change with the text.
Confidence & Poise	Very confident, composed, and professional	Some nervousness but manages well	Nervous, hesitant, or unsteady
Enthusiasm/Energy	High energy; shows strong passion	Moderate enthusiasm	Low energy; seems uninterested
Engagement Techniques	Uses questions, stories, or humor effectively	Some attempt to engage audience	Little or no audience engagement
Pair Work	Both partners contribute equally, demonstrate strong teamwork, and support each other seamlessly.	Both partners participate, but contribution is slightly uneven or coordination needs minor improvement.	One partner dominates while the other contributes minimally, showing limited teamwork.

Dressing	Outfit closely matches Steve Jobs' signature style.	Outfit resembles the style but is missing one key element (e.g., wrong shoes or shirt variation).	Outfit shows an attempt but only loosely represents Steve Jobs (general casual wear without iconic items).
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Total: /110