



TRIBETALKS RUBRIC

We will evaluate submissions for TribeTalks based on three criteria:

- **Relevance** - how well does the proposal address a current problem, question, or opportunity that writers have?
- **Freshness** - does the proposal offer a new perspective or unique solution?
- **Actionable** - does the proposal give practical actions that the audience can take?

We will further evaluate video samples using the following two criteria:

- **Presence** – Does the speaker show confidence and preparedness?
- **Creativity** – Does the speaker engage us with effective use of creative presentation techniques (i.e. stories, visuals, provocative questions, live demonstration, etc.)?

Proposal Rubric:

Relevance			
1	2	3	4
<p>The proposal does not identify a clear problem, question, or opportunity.</p> <p>The problem or question addressed is not related to writing.</p>	<p>The proposal poses a trivial question or problem and does not make a strong case for the need to address it.</p>	<p>The proposal poses a valid question, problem, or opportunity that many authors are facing or have faced.</p>	<p>The proposal compellingly poses a crucial question, problem, or opportunity that the majority of authors are currently struggling with.</p>
Freshness			
1	2	3	4
<p>The proposal presents the most widely held view in a way that does not add to the conversation.</p> <p>The proposal does not offer a solution.</p>	<p>The proposal presents a mainstream perspective.</p> <p>The proposal offers a common solution with only minor modifications.</p>	<p>The proposal offers a personal perspective that may draw from other views, but with a new spin.</p> <p>The proposal combines existing ideas and approaches in unusual ways.</p>	<p>The proposal offers an original perspective that is credible and well-articulated.</p> <p>The proposal offers an innovative approach.</p>
Actionable			
1	2	3	4
<p>The speaker does not provide “next steps” or ways for the audience to test the proposed approach.</p> <p>The “next steps” include a sales pitch.</p>	<p>The “next steps” for the audience are vague or unclear.</p> <p>The proposed solution is dependent on expensive technology, or is otherwise not feasible for many audience members.</p>	<p>The speaker offers a clear action or set of actions that the audience can use to test the proposed approach.</p>	<p>The speaker offers a simple and immediate action the audience can take, along with more difficult or involved follow up actions.</p> <p>The speaker offers alternatives if the suggested steps do not work.</p>

Video Rubric:

Presence			
<p>1</p> <p>The speaker is visibly nervous.</p> <p>The speaker is unprepared.</p> <p>The speaker speaks so softly or quickly that they cannot be understood.</p> <p>The speaker talks in a monotone for the entire presentation.</p>	<p>2</p> <p>The speaker appears tense or uneasy.</p> <p>The speaker frequently checks notes during the presentation.</p> <p>The speaker rushes through ideas.</p> <p>The speaker uses many filler words such as “um” and “ah.”</p>	<p>3</p> <p>The speaker is calm and prepared.</p> <p>The speaker can be well understood and makes effective use of time and pacing.</p>	<p>4</p> <p>The speaker presents with clear confidence and shows mastery of their ideas.</p> <p>The speaker adjusts their pace, volume, and inflection to hold audience attention and emphasize key points.</p>
Creativity			
<p>1</p> <p>The speaker does not vary their presentation style at all.</p> <p>The speaker uses no creative techniques.</p>	<p>2</p> <p>The speaker uses one presentation style interrupted by isolated use of other styles.</p> <p>Stories, visuals, and other techniques do not support the core talk.</p>	<p>3</p> <p>The speaker makes effective use of stories in the right places to engage the audience.</p>	<p>4</p> <p>The speaker draws the audience into a performance, seamlessly weaving their key points together with stories, visuals, questions, or other techniques.</p>