

# Keynote Speech Analysis Rubric

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Rankings: E = Excellent, VG = Very Good, G = Good, F = Fair

| <b>Criteria</b>                         | <b>E</b> | <b>VG</b> | <b>G</b> | <b>F</b> |
|---|----------|-----------|----------|----------|
| Monroe's Motivated Sequence             |          |           |          |          |
| Effective Monroe's Attention Step       |          |           |          |          |
| Ineffective Monroe's Attention Step     |          |           |          |          |
| Missing Monroe's Attention Step         |          |           |          |          |
| Effective Monroe's Need Step            |          |           |          |          |
| Ineffective Monroe's Need Step          |          |           |          |          |
| Missing Monroe's Need Step              |          |           |          |          |
| Effective Monroe's Satisfaction Step    |          |           |          |          |
| Ineffective Monroe's Satisfaction Step  |          |           |          |          |
| Missing Monroe's Satisfaction Step      |          |           |          |          |
| Effective Monroe's Visualization Step   |          |           |          |          |
| Ineffective Monroe's Visualization Step |          |           |          |          |
| Missing Monroe's Visualization Step     |          |           |          |          |
| Effective Monroe's Action Step          |          |           |          |          |
| Ineffective Monroe's Action Step        |          |           |          |          |
| Missing Monroe's Action Step            |          |           |          |          |
| Monroe's Pattern Followed Well          |          |           |          |          |
| Monroe's Pattern Not Followed Well      |          |           |          |          |