

#### AREAS OF EVALUATION (WRITTEN DOCUMENT)

**Introduction** | Begin with a short introductory paragraph that includes general statements on the relationship between diversity and leadership. After this, transition to articulating your paper's purpose and a preview statement/roadmap to frame the overall discussion.

**Body of Paper** | Develop numerous paragraphs in which you examine/illustrate why you believe the leader is courageous in terms of DEI. In this section, you will integrate a discussion of the topics (1 through 8) listed in the assignment with excerpts from any of the *HBR* readings (listed in the assignment). The goal is for you to use at least three of the topics and at least two of the articles in your analysis.

**Conclusion** | End your analysis with a brief conclusion that summarizes your main points and creates a sense of closure for the reader.

**Formatting & Grammar** | Single space, skip a space between paragraphs, and use bullet points and headings to enhance organization. When referencing sources, use either APA or MLA. In terms of grammar, use correct sentence structure, punctuation, spelling, paragraph construction, and transitions between paragraphs.

#### AREAS OF EVALUATION (PRESENTATION)

##### **Introduction**

Students follow the four phases of the introduction:

- 1) Attention-getting phase (connect with audience)
- 2) Orientation phase (articulate purpose)
- 3) Credibility phase (expertise, significance, why you care)
- 4) Preview phase (review main points)

##### **Body**

Students effectively cover the main points in a logical way: 1) Name of leader and organization 2) Topic 1/DEI leadership rhetoric 3) Topic 2/DEI leadership initiatives 4) Topic 3/DEI organizational initiatives

##### **Conclusion**

Students incorporate the two phases of a conclusion: 1) summary phase 2) concluding phase (creates a memorable sense of closure)

##### **Presentation Style**

Students use a conversational yet professional style that includes: demeanor that reflects comfort in the topic and enjoyment in the moment; effective eye contact; natural, relaxed gestures; vocal projection and intonation; enthusiasm & passion for topic; movement (nonverbal working in tandem with verbal); clean transitions between main points.

##### **Visuals**

Students create and integrate effective, clear, professional, simple visuals in their presentation; these slides should reflect minimal text, simple bullet points, and images that add value.