

Date: _____

Student Name: _____

Elevator Pitch Review Rubric

Directions: For each skill, start at *Incomplete* and work your way to the left. Once you find a statement that is accurate, mark that level with an "X".

Skill	Professional	Proficient	Developing	Incomplete	Note
HOOK Who are you? What makes you stand out? ☐ Name of student ☐ Name of school ☐ Class or grad. date ☐ Reason for being at event	<i>Outstanding</i> relevance and creativity. This participant is memorable. Includes all information.	Demonstrated relevance (and possibly creativity). Includes all information.	Minimal relevance; or gimmicky. 1-2 pieces of info. missing.	Minimal relevance; or gimmicky. 3+ pieces of info. missing.	
DESCRIBED EXPERIENCE Consider age/academic experience	Chooses compelling experiences/ knowledge to illustrate relevant skills and <i>describes them well</i> .	Describes 1-2 experiences/ knowledge to illustrate relevant skills.	Lists facts/experiences with little description. Could improve on how they are relevant.	Experiences described are not relevant or not offered at all.	
GOALS / ASPIRATIONS What they hope to accomplish via this networking event. Shows confidence.	Describes aspirations in a clear and concise manner; they seem realistic and are <i>targeted</i> to a specific position.	Describes aspirations in a clear manner; they seem realistic but are <i>downplayed</i> , apologetic, or <i>unnecessarily wordy</i> .	Description of aspirations is <i>moderately</i> clear (or if they leave a fill-in-the-blank); goals could be unrealistic.	Aspirations are not described at all, or if they are they are unclear and/or obviously unrealistic.	
ASSESS FIT WITH COMPANY	Demonstrates knowledge of <i>company</i> by: (A) Proposing meaningful question(s) to the employer or (B) discussing company-specific topics or information.	Demonstrates knowledge of <i>field/industry</i> by: (A) <i>asking</i> specific question(s) to the employer or (B) discussing field specific topics or information.	(A) Asks a <i>general</i> (non-specific) question(s) to the employer in order to assess fit with the company, but (B) does not demonstrate knowledge of field and/or company.	(A) Doesn't ask any question(s) to the employer in order to assess fit with the company and (B) does not demonstrate knowledge of field and/or company.	
CLOSING	Has a <i>clear</i> strategy for ending the conversation. Follow-up steps indicate <i>action</i> on the job-seeker's part; <i>exchange of information</i> has occurred.	Has a strategy for ending the conversation. Job seeker <i>gives or receives</i> documents (e.g. resume) but follow-up is <i>passive</i> (e.g. will wait to hear).	Ending the conversation and follow-up steps could be enhanced. Follow-up is <i>vague</i> (e.g. "I'll follow up").	No mention of ending the conversation or follow-up steps (includes "Thanks, bye").	
LENGTH The length of sentence & the length of the whole pitch. Do NOT include the closing.	Pitch length is appropriate. (Typically 7-10 sentences, or under 90 seconds).	Pitch length could be improved. Is either too short (5-6 sentences/under 50 s), or too long (11-13 sentences).	Pitch length is too long (14+ sentences).	Pitch length is too short (less than 5 sentences).	
GRAMMAR Count errors; ignore spelling/punctuation	No errors in grammar and/or verb tense.	1-2 errors in grammar and/or verb tense.	3-4 errors in grammar and/or verb tense.	5 or more errors in grammar and/or verb tense	

☐ Positive, enthusiastic language is used throughout pitch. **Please write any comments on back of sheet.**