

ENTERPRISE STORYTELLING RUBRIC

Criteria for Story	Excellent (4)	Good (3)	Satisfactory (2)	Unsatisfactory (1)	SCORE
<p>Emotional response:</p> <ul style="list-style-type: none"> - Does this story capture interest with a meaningful/unexpected theme appropriate to the type of asset? - Does this story stimulate the imagination (if appropriate)? - Does this story trigger a mental calm/adrenaline rush/other raw emotion (if appropriate)? - <i>For more straightforward assets:</i> Does the story strike the right emotional chord with its audience? - <i>For infographics and other short visual assets:</i> Do the visuals, graphics, icons, etc. evoke an emotional response that aligns with the message? - <i>For videos and interactive assets:</i> How effectively does the video or interactive design work together with the script to create an appropriate emotional response? 	<p>Extremely strong — creates a universally emotional response, a “raw” reaction. Feels like an “escape,” like reading for pleasure. Triggers imagination in unique ways.</p>	<p>Strong — creates a clear emotional response, uplifts or excites the reader, stimulates the reader’s imagination.</p>	<p>Fair — creates minimal emotional response in the reader, nothing unexpected or surprising, or difficult to follow.</p>	<p>Poor — does not evoke any emotional response in the reader, whether positive or negative.</p>	

<p>Motivation:</p> <ul style="list-style-type: none"> - Is this story one that will encourage new thinking/ action/perspectives/etc.? - Does this story drive the reader to take action? 	<p>Extremely strong — inspiration for defined audience, written to promote action, interest and curiosity. Reader feels a proactive desire to take action and learn more. Reader is nurtured down the marketing funnel.</p>	<p>Strong — some inspiration for the audience, written to encourage action, interest and curiosity. Reader feels a desire to take action or learn more.</p>	<p>Minimal — little inspiration for the audience, no drive to help the reader learn more or examine behavior, no way to encourage curiosity. Reader feels a small desire to take action, but isn't motivated.</p>	<p>Poor — no inspiration for the audience, no lead nurturing, no language crafted to spark curiosity. Reader feels no desire to take action.</p>	
<p>Appropriateness:</p> <ul style="list-style-type: none"> - Does this story appeal to the right audience, at the right level for them? - Is this story providing the right content to the right person at the right time? - Is this story effective in meeting its goal? - Is the format of this piece (e.g., article, PPT, video, interactive content, e-book, etc.) appropriate for the story and for meeting the goal of the piece? 	<p>Extremely appropriate — the story's purpose is clear and consistent throughout the entire piece. Content appeals precisely to the right audience at the right time to achieve outlined results/goal. It is appropriate for the audience's level of understanding and is effectively driving reader engagement and action. It contributes additional value that is appropriate for the audience that they could not find elsewhere.</p>	<p>Appropriate — appeals to the correct audience and shows an understanding of the audience's place in the buyer's journey and in the industry. Expresses what the offering, partnership, solution and/or technology does in context of audience's and general market needs. Begins to nurture prospect down the funnel but is lacking a spark to fully engage audience or an additional value-add.</p>	<p>Not appropriate in some ways — either not addressing the right audience or is appealing to the audience at the wrong time. Isn't aligned with the buyer's journey or doesn't explain the offering, partnership, solution and/or technology in the context of what the audience or market needs. Does not drive engagement effectively.</p>	<p>Misses the mark entirely — not written for the correct audience, not written with the content goal in mind, does not correctly express what the product does, no understanding of the market or context.</p>	

<p>Connection:</p> <ul style="list-style-type: none"> - Is this story one that will be remembered by the reader long term? - For more straightforward assets, does this story create a clear connection to the readers' specific needs? - Will the reader feel seen/heard by this story or otherwise identify with this story? 	<p>Extremely strong — has universally appealing aspects while remaining clearly directed to the defined audience, has memorable highlights and multiple ways for the audience to get invested in the narrative. Reader will feel that the story is addressing them directly, on a personal level.</p>	<p>Strong — appealing, directed to the defined audience, memorable, at least one way for the audience to get invested in the narrative. Reader will feel seen and understood, drawn into the story at a personal level.</p>	<p>Minimal — lack of appeal, poorly directed to the defined audience, no way for the audience to get invested in the narrative. Story is difficult for the reader to relate to or identify with.</p>	<p>Poor —offensive, not directed to the defined audience, no memorable highlights and/or difficult to follow. Reader cannot relate to/identify with the story.</p>	
<p>Story value:</p> <ul style="list-style-type: none"> - Does this story provide guidance/education? - Does this story empower the reader – are they in a better place having read this story? - Does this story deliver upon its promise? - Is this story enhanced by the format of the piece (e.g., article, PPT, video, interactive content, e-book, etc.)? 	<p>Highly valuable — teaches, informs and illuminates the subject for the reader in a memorable, appropriate way. Reader understands they are better off having read this story, with critical insight they need to inform their future decision-making.</p>	<p>Valuable — provides timely, specific education and information, but does not add new perspectives, approaches or learnings for deeper insight. Reader finishes the piece having gained knowledge to support their future decision-making.</p>	<p>Fairly valuable — provides some kind of educational information, but not specific or timely. Reader is left wanting more, not having enough to support their future decision-making.</p>	<p>Not valuable — provides no guidance or relevant information. Reader left wondering what the point of the piece was.</p>	

<p>Story credibility:</p> <ul style="list-style-type: none"> - Is this story (and are the facts included in the story) accurate? - Does this story demonstrate our clients' thought leadership? 	<p>Extremely credible — offerings, partnerships, technology and/or solutions are explained accurately, no missing or outdated sources, client's brand presented as most knowledgeable/experienced/expert resource.</p>	<p>Credible — offerings, partnerships, technology and/or solutions are explained accurately, no missing sources, minimal outdated sources, client's brand is presented on par to that of other industry leaders.</p>	<p>Fairly credible — explanations of offerings, partnerships, technology and/or solutions include holes or gaps in information, some missing or outdated sources, client's brand is presented as proficient and knowledgeable but not amongst the industry leaders.</p>	<p>Not credible — explanations of offerings, partnerships, technology and/or solutions include inaccuracies, no sources, no thought leadership present.</p>	
<p>Narrative devices:</p> <ul style="list-style-type: none"> - Does this story employ symbolism/imagery (if appropriate)? - Does this story use the element of surprise (if appropriate)? - Does this story use interesting word choice and language in each section — especially headings and CTAs? - <i>For more straightforward assets:</i> Does the piece follow the client's preferred style, voice and tone while remaining valuable and differentiated? - <i>For infographics and other short visual assets:</i> Do the visuals, graphics, icons, etc. effectively convey the message and engage the audience? - <i>For videos and interactive assets:</i> How effectively does the video or interactive design work together with the written content? 	<p>Outstanding — impactful headline, engaging opening, strong story flow. The customer challenge, client solution, and benefits are all correctly identified, clearly laid out and supported by relevant data and quotes that also add some color to the story. Exemplifies "enterprise-class creativity."</p>	<p>Well done — good headline (all components included), nice story flow. The customer challenge, client solution, and results are all laid out clearly and correctly. Data and quotes selected support story content.</p>	<p>Fair — headline not very engaging and/or quotes/data points selected were relevant but not the strongest selections to back up claims/add color to the story. Imagery and overall design had clear inspiration but missing uniqueness and creativity.</p>	<p>Poor — headline is not engaging and/or does not include all components, quotes/data selected do not serve the story. Customer challenge/client solution/results are unclear and/or incorrectly identified. Imagery and overall design lacking a creative spark and inspiration.</p>	

<p>Basic writing skills:</p> <ul style="list-style-type: none"> - Is this story told simply and concisely? - Does this story have a well-organized and clear structure? - <i>For more straightforward assets:</i> Does this story use correct spelling/punctuation/grammar? - <i>For infographics and other short visual assets:</i> Does this story communicate its message clearly and effectively through visual elements, such as icons, charts and images? - <i>For videos:</i> Does this story use clear and appropriate visuals to support the narrative? - <i>For interactive assets:</i> Does this story use interactivity to support and enhance the narrative, without distracting from the message? 	<p>Extremely well-written — no misspellings, no errant punctuation marks, proper grammar, clear/concise wording and organization, structure that encourages the audience to keep reading.</p>	<p>Thoroughly well-written — no egregious spelling/punctuation/grammatical errors, limited wordiness or convolutedness, content organized into logical sections that build upon each other.</p>	<p>Well-written — minimal spelling/punctuation/grammatical errors, few instances of wordiness or convolutedness, content roughly organized into sections but without a logical flow.</p>	<p>Poorly written — numerous spelling/punctuation/grammatical errors, many overly wordy or convoluted sentences, poor structure and flow.</p>	
<p>TOTAL AVERAGE SCORE:</p>					