

## LIVE PRESENTATION MARKING GRID

Date	
Name of Judge	
Name of Competition ('The CFO' or 'The CFO Junior')	
Team Name	
Name of Country/University/School	

<b>A. SUBSTANCE</b>		<b>50%</b>
<b>STRATEGIC ANALYSIS (KPA1):</b>	<b>Weight (%)</b>	<b>Weighted Score</b>
<i>Impact, urgency and/or strategic context/SWOT applied</i>	3	
<i>Clear problem definition in all 6 issues ('board decision question')</i>	3	
<i>Imbedded ethical dilemmas clearly delineated and articulated</i>	3	
<i>Overriding theme to keep board focused is apparent</i>	1	
<b>MAIN KPA1 QUESTION: Did the team clearly identify the problem(s), justified their prioritization, and kept me focused right from the beginning?</b>	<b>10%</b>	
<b>STRATEGIC CHOICE (KPA 2):</b>		
<i>Innovative application of theory (models, frameworks, principles)</i>	5	
<i>Strong balance between quantitative &amp; qualitative analysis</i>	5	
<b>MAIN KPA2 QUESTION: Did the team develop/applied an informed/convincing structure for generating and ruling out the strategic options considered?</b>	<b>10%</b>	
<b>STRATEGIC IMPLEMENTATION (KPA 3)</b>		
<i>Recommendations were action-oriented (What, Why, When, Who, How)</i>	20	
<i>Ethical dilemmas convincingly balance morality with business imperatives</i>	10	
<b>MAIN KPA3 QUESTION: Did the team take a decisive and convincing stance on their recommendations?</b>	<b>30%</b>	

<b>B. STYLE</b>		<b>50%</b>
<b>VISUALS (KPA4):</b>		
<i>Power point and visual aids well designed, impactful and utilized well</i>	2	
<i>No deviation from submitted slides and no extra papers handed to judges</i>	4	
<i>Professional appearance (business attire, language, attitude/mannerism)</i>	4	
<b>MAIN KPA4 QUESTION: Did the team make effective use of visuals on their slides and managed their overall professional appearance on stage well?</b>	<b>10%</b>	

<b>ORGANISATION, TEAM WORK &amp; QUESTION TIME (KPA5):</b>		
<i>Overall balance of time each team member spent on stage talking</i>	2	
<i>Smooth transition between team members' presentation and the slides</i>	1	
<i>Connection of team member presentation to question-answer volunteering</i>	1	
<i>Team leader and team members' rapport (non-verbal language)</i>	1	
<i>Team leader/members detect need for, and take action to support weak points</i>	2	
<i>Team showed depth in dealing with questions (especially 'deviated' solutions)</i>	10	
<i>Team kept to set time limits</i>	3	
<b>MAIN KPA5 QUESTION: Did the team choreograph (sequenced, timed, coordinate, and synchronized all aspects of) their stage performance and handled questions well?</b>	<b>20%</b>	
<b>COMMUNICATION &amp; DELIVERY (KPA 6)</b>		
<i>Body language, eye contact, postures and standing positions</i>	3	
<i>Voice pitch, intermittent projection (vocal variety)</i>	4	
<i>Slides delivered extemporaneously, with focus on the key problems/goals</i>	5	
<i>Emotional connection (display sincerity, passion and enthusiasm)</i>	5	
<i>Clear recap: theme/goals and main points/key recommendations</i>	3	
<b>MAIN KPA6 QUESTION: Did the team demonstrate a tempered, yet extroverted demeanour on stage?</b>	<b>20%</b>	

<b>TOTAL WEIGHTED SCORE (BE4 PUBLIC VOTES CREDIT)</b>	<b>100%</b>	
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**Please see next page for Judge comments...**

## JUDGE FEEDBACK REPORT

### 1. SUBSTANCE

#### STRATEGIC ANALYSIS (KPA1):

**MAIN KPA1 QUESTION:** Did the team clearly identify the problem(s), justified their prioritization, and kept me focused right from the beginning?

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#### STRATEGIC CHOICE (KPA 2):

**MAIN KPA2 QUESTION:** Did the team develop/applied an informed/convincing structure for generating and ruling out the strategic options considered?

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#### STRATEGIC IMPLEMENTATION (KPA 3)

**MAIN KPA3 QUESTION:** Did the team take a decisive and convincing stance on their recommendations?

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### 2. STYLE

#### VISUALS (KPA4):

**MAIN KPA4 QUESTION:** Did the team make effective use of visuals on their slides and managed their overall professional appearance on stage well?

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#### ORGANISATION, TEAM WORK & QUESTION TIME (KPA5):

**MAIN KPA5 QUESTION:** Did the team choreograph (sequenced, timed, coordinate, and synchronized all aspects of) their stage performance and handled questions well?

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#### COMMUNICATION & DELIVERY (KPA 6)

**MAIN KPA6 QUESTION:** Did the team demonstrate a tempered, yet extroverted demeanour on stage?

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