



### OL 663 Presentation Guidelines and Rubric

In our text *Our Iceberg Is Melting*, Kotter provides a story-based scenario of a situation needing a change intervention. Review the reading from our text and create a presentation about how Kotter's first four steps were applied in the story and then reflect on an organizational change effort that you are familiar with from the past (failed, successful, or somewhere in between) using Kotter's first four steps to diagnose the strengths and weaknesses of the change effort.

Make sure to include what was done well, what was done poorly, and what was lacking in the change effort. Your presentation should be a minimum of 5 slides and a maximum of 8 slides.

Your presentation must be in [APA style](#).

Critical Elements	Exemplary (100%)	Proficient (90%)	Needs Improvement (70%)	Not Evident (0%)	Value
<b>Analysis</b>	Analyzes and clearly states how Kotter's steps (1-4) applied to the story	Analyzes and states how Kotter's steps (1-4) applied to the story	Analyzes and states how some of Kotter's steps (1-4) applied to the story	Does not analyze or state how Kotter's steps (1-4) applied to the story	25
<b>Evidence</b>	Clearly provides evidence of being able to lead a change effort	Provides evidence of being able to lead a change effort	Provides some evidence of being able to lead a change effort	Does not provide evidence of being able to lead a change effort	25
<b>Critical Reflections</b>	Clearly identifies strengths and weaknesses of what was done well, what was done poorly, and what was lacking in the change effort	Identifies strengths and weaknesses of what was done well, what was done poorly, and what was lacking in the change effort	Identifies some strengths and weaknesses of what was done well, what was done poorly, and what was lacking in the change effort	Does not identify strengths and weaknesses of what was done well, what was done poorly, and what was lacking in the change effort	30
<b>Writing (Mechanics)</b>	Presentation is easily understood, clear, and concise using proper citation methods where applicable with no errors in citations	Presentation is easily understood using proper citation methods where applicable with few errors in citations	Presentation is understandable using proper citation methods where applicable with a number of errors in citations	Presentation is not understandable and does not use proper citation methods where applicable	20
<b>Total</b>					<b>100%</b>