

Judging Rubric

	Criteria	Points Available (100)
Deliverable Content (40 points)	Defines demand shift root cause and define a strategy to maximize sales opportunity and customer satisfaction	10
	Leverages exhibits to forecast demand and define a logistics strategy to support forecast while considering cost, lead time, and environmental impact	10
	Solution references details in the case	5
	Defines business continuity plan for future risk proofing	5
	Incorporates customer impact and experience	5
	Success criteria are clearly established and measurable	5
Presentation Organization (10 points)	Arranges themes in a sequence that makes sense, with clear connections between supporting data and ideas	5
	Uses a comprehensive and professional format to clearly articulate solution	5
Presentation Delivery (10 points)	Verbal delivery and professionalism are achieved across the team	5
	Speakers demonstrate mastery of the team's deliverable content and key recommendations	5
Recommendations (20 points)	Recommendations meet the needs of the problem	10
	Key Performance Indicators (KPIs) for success	5
	Recommendations are feasible given constraints	5
Written Executive Summary (10 points)	Respondents demonstrate ability to net out key information up-front	5
	Respondents organize content in a clean, easy to read format	5
Q&A Responses (10 points)	Responses demonstrate the breadth and depth of thinking by the team with supporting backup data	5
	Respondents receive constructive feedback well	5