



**GOAL:** The goal of this rubric is to identify and assess elements of a strong brief bio.

**HOW TO USE THIS RUBRIC:**

- Self-Assessment: Record yourself delivering your brief bio using your phone or computer. Then review your recording and fill in the rubric by checking off the boxes and adding comments to self-assess your performance.
- Feedback from Colleagues: Present your brief bio to a mentor or peer(s). Ask them to assess your performance using the rubric.

**ADDITIONAL RESOURCES:** After completing this rubric, explore our Writing and Communication Center for additional support.

### 60-Second Brief Bio Rubric

Everyone needs a super brief bio in their figurative back pocket. Your bio is related to your elevator pitch—but it is different. This is your opportunity to introduce who you are, establishing credibility. This is a question that always comes up when folks want to know your background or academic lineage. Much like the pitch, it should be 60 seconds or less and should be accessible to a diverse audience.

ELEMENT		EXPLANATION	CHECK
FORMULA	Greeting	Have a warm greeting. If in person, consider a handshake.	<input type="checkbox"/>
	Name	State your name.	<input type="checkbox"/>
	Organization + Title	Share your organizational affiliation and title.	<input type="checkbox"/>
	Field of Expertise	Provide an explanation of what you consider to be your area of expertise.	<input type="checkbox"/>
	Top 3 previous experiences (as a student or professional) that help you establish credibility	Offer up to three experiences you have had recently that help your audience better understand your background.	<input type="checkbox"/>
EXAMPLE	<p><i>Hi! I'm Jaye Goldstein. I'm the CEO and Founder of Founder to Leader. I've spent the last 20+ years working at the intersection of education and innovation. I founded a lab at MIT to help engineers communicate effectively, I oversaw education innovation across Harvard, and was on the founding team at Petri, a biotech venture fund.</i></p>		
DELIVERY STRATEGIES	Jargon	You have successfully achieved the 8 <sup>th</sup> grade/PhD tone and avoided the use of jargon.	<input type="checkbox"/>
	Brevity	Your pitch is roughly 60 seconds or less.	<input type="checkbox"/>
	Body Language	Your body is calm and in control.	<input type="checkbox"/>
	Voice	You use a professional tone, maintain a good pace, and your voice is clear, audible, and energetic.	<input type="checkbox"/>
	Next Steps	You are able to transition the pitch into an appropriate conversation.	<input type="checkbox"/>

**Overall Comments** (include one overall strength and one overall area of improvement):

SOURCE:



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