

Scorecard

4-minute executive QBR brief — B1

Score the L1 and L7 recordings using this rubric. For each criterion, assign 0, 1, or 2 points. Total per recording: /10.

Rubric

Criterion	Below level (0)	At level — B1 (1-2)	Above level (2)
Communicative effectiveness — did the client get what they needed to decide?	Client cannot make the renewal/escalation call after listening; asks for a written follow-up or a second meeting	Client can renew, expand, escalate, or sign off in the same meeting; minor clarifying questions only	Client acts immediately; questions are forward-looking, not requests for missing information
Clarity & structure — are the five beats present and followable?	Opens with metrics or apologies instead of a status headline; issues, roadmap, and ask are tangled or missing	Five beats present and in the stated order; uses simple transitions between them (“on performance”, “on the issues”, “next quarter”)	Opens with status + one-line ask in a single sentence; closes with a named decision request in under 20 seconds
Language control — is grammar stable enough for credibility?	Switches between past and present tense within one sentence when describing the quarter; leaves sentences unfinished when technical detail gets dense	Tenses hold across each beat; uses modals for risks and asks (“we’d recommend”, “could we agree”); occasional article and preposition errors	Modality used accurately for likelihood vs. commitment (“may slip” vs. “will ship”); conditionals used for next-quarter scenarios (“if the second site goes live in May, we’ll be on track”)
Lexical appropriacy — right words for an enterprise telecom QBR?	Uses vague verbs (“do”, “make”, “work on”) where telecom-specific verbs exist; describes services without naming them	Names telecom actions with precise verbs (provision, decommission, escalate, remediate); uses standard service terms (SLA, MPLS, SD-WAN, latency) without glossing; some translation-style phrasing	Uses domain-standard lexis naturally (uptime, jitter, packet loss, RCA, change window, failover); switches register smoothly between technical numbers and executive framing
Time discipline — 4 minutes, all beats covered?	Over 4:30 or under 2:30; at least one beat dropped to fit (usually roadmap or the ask)	3:45–4:15; all five beats included; pacing even across beats	Confident pacing with extra time on the issues & resolutions beat (the highest-stakes beat); ends cleanly, not cut off

Scoring

Score	Definition
2	Matches the At level or Above level descriptor
1	Partially at level — some At-level features, some Below
0	Matches the Below level descriptor

Pass thresholds

A learner passes the course if either threshold is met:

Threshold	Definition	What it proves
Performance	L7 total \geq 6/10	Learner can perform the task to standard
Improvement	(L7 total – L1 total) \geq 2 points	The course added value

Grade bands (assigned on L7 score)

L7 total	Band	Description
9–10	Distinction	Performs above level. Minor refinements only.
7–8	Pass with merit	Performs at level reliably.
6	Pass	Task communicatively achieved. Some criteria below level.
0–5	Not yet passing	Task not yet reliably achieved.

Note on the 5th criterion. Interaction management is excluded because the QBR brief is delivered as a monologue — client questions and discussion happen after. Time discipline replaces it: covering all five beats in 4 minutes without sacrificing issues or ask is the binding constraint.