Workplace Writing Rubric

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| Name: |  | Date: |  |

Use the following checklist to evaluate your workplace writing for the traits of effective writing.

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|  | **Stimulating IDEAS** |
|  | ***The writing . . .***   * has a clear, central message. * provides details that support the central message. |
|  | **Logical ORGANIZATION** |
|  | ***The writing . . .***   * begins by capturing the reader’s interest and introducing the message. * develops the message in the middle paragraphs. * ends by reviewing the message or making a call to action. |
|  | **Engaging VOICE** |
|  | ***The writing . . .***   * sounds knowledgeable and informed. * speaks in a voice appropriate to the audience. |
|  | **Original WORD CHOICE** |
|  | ***The writing . . .***   * uses precise nouns and active verbs. |
|  | **Effective SENTENCE STYLE** |
|  | ***The writing . . .***   * uses a variety of sentence lengths and beginnings. * flows smoothly from one sentence to another. |
|  | **Correct, Accurate COPY** |
|  | ***The writing . . .***   * uses end punctuation and commas correctly. * correctly capitalizes first words and proper nouns. * avoids spelling errors. * correctly uses words (*there, they’re, their*). * follows the correct format for the type of message. |