

**Financial Planning Challenge
Phase 1 Grading Rubric**

Total Point Allocation	5	4	3	2	1	0	Pts Possible
Executive Summary SWOT Analysis and Understanding of Client's Situation	Excellent SWOT analysis with clear understanding of the client's current situation.	Good SWOT analysis and understanding of the client's current situation.	SWOT analysis and understanding of the client current situation present.	Minor errors in SWOT analysis and/or client's current situation.	SWOT analysis or understanding of the client's current situation missing.	Neither SWOT analysis or understanding of the client's current situation present.	5
Executive Summary Written Recommendations	Excellent with all key issues and pros and cons addressed and detailed course of action for follow-up.	Above average with most key issues addressed.	Reasonable recommendations, but some issues are not addressed.	Unclear and somewhat indecisive.	Poorly written and unclear.	No formal recommendation.	5
Executive Summary Strength of recommendations	Specific and actionable, derived from the analysis, and clear explanation of conflicts and resolutions.	Specific and actionable, generally derived from the analysis, and conflicts and resolutions addressed.	Recommendations are general and somewhat linked to the analysis. Conflicts and resolutions are lightly addressed.	Recommendations are not actionable nor linked to the analysis. Conflicts and resolutions are weak.	Unclear recommendations and not linked to the analysis. Conflicts are unresolved.	Recommendations are not specific, actionable or linked to analysis and conflicts are not resolved.	5
Executive Summary Professional Judgment	Demonstrates exceptional professional judgment. Thoughtfully evaluates alternatives, addresses trade-offs, and presents a well-reasoned recommendation aligned with the client's goals.	Demonstrates strong professional judgment. Considers viable alternatives and trade-offs; recommendation is clear and appropriate for the client.	Demonstrates sound judgment. Recommendation is reasonable and generally aligned with the client's situation, though alternatives or trade-offs are limited.	Demonstrates developing judgment. Recommendation is somewhat generic or weakly connected to the client's priorities; limited consideration of alternatives.	Demonstrates poor judgment. Recommendation is unclear, impractical, or not meaningfully connected to the client's needs.	No meaningful evidence of professional judgment.	5

Supporting analysis & documentation Goal Assessment	All goals addressed in the analysis, complete and accurate documentation.	Most goals addressed and documentation complete.	Some goals addressed and documentation complete.	Key goals are missing and documentation has some errors.	Key goals are missing and documentation has major errors.	No or limited documentations.	5
Supporting analysis & documentation Assumptions	Assumptions are reasonable with a clear rationale.	Assumptions are reasonable, but with unclear rationale.	Assumptions are somewhat reasonable with an explanation given.	Assumptions are somewhat reasonable with no explanation.	Assumptions are unreasonable and with limited explanation given.	Assumptions are unreasonable and no explanation given.	5
Client service model Service Model Design	Excellent design with a clear link to the client's goals and values.	Above average design with a clear link to the client's goals and values.	Average design and somewhat linked to the client's goals and values.	Below average design and somewhat linked to the client's goals and values.	Poor design and not linked to the client's goals and values.	No client service model given.	5
Client service model Value Created	Service model goes above and beyond and integrates all outside professionals needed.	Service model goals above and beyond and integrates some outside professionals	Service model is adequate and integrates some outside professionals	Service model is adequate, but does not include outside professionals	Service model is poorly designed and does not include outside professionals	No client service model given	5
Report Organization & Visuals	Excellent	Above average	Average	Below average	Confusing	No organization	5
Overall Creativity	Exceptional creativity that stands out from others	Very creative leaving an above average impression	Some creativity, but does not make an impression above average	Below average	Very little creativity	No creativity	5

Total Points Possible: 50