



Judge's Guide & Information

Thank you for your willingness to serve NSA as a Competition Judge!

As a Judge, you will be judging contestants based on three criteria: **Purpose, Impact & Delivery.**

Story Time Limit: 5 Minutes *

The *Judging Criteria* and the *5-Minute Time Limit* herein applies to any level of the competition (Chapter, Regional & National). From the contestant's FIRST WORD to LAST WORD – the time allotted is 5 minutes. *A story that is over time will be disqualified. Contestants cannot ask for time to restart and/or to start over.*

Please adhere strictly to these criteria while evaluating each competitor. *There can only be one champion per Chapter and one champion per region.* Thus, your evaluations and scoring must be as accurate as possible.

The *Judging Criteria* herein applies to any level of the competition (Chapter, Regional & National). Please provide guidance and feedback to competitors with these criteria in mind. *Advice in other areas is permitted, but feedback specific to these criteria will be crucial to their success in the competition.*

Judging Criteria & Definitions.

Story Time Limit: 5 Minutes - competitors first word to their *last* is the timed window.

- This does not include their introduction. An introduction should be 30 seconds or less.
- Individuals that exceed the 5-minute boundary will be disqualified.
- Contestants cannot ask for time to restart and/or to start over.

General Competition Assumption

- The teller must tell ONE story with a beginning, middle and end.
- The story should have ONE theme and ONE outcome.
- The story should provide a purpose for telling the story with a call to action.
- This should not be a TED style talk - it must be ONE STORY.
- The teller should stay within the storyline for the duration of the story except for setting up the story or until extending a challenge or summarizing the purpose of the story.
- The teller must use their voice only, no Instruments, no props, no costumes, physical examples or additional elements are allowed. Any attempt to 'enhance' the story outside of their voice should be scored down.
- The teller can use their *voice* in any way, but the story cannot be a SONG in its entirety.
- The message of the story should be clear and directed to the identified market.

Scoring Categories.

Purpose: The story's ability to reveal, and communicate a clear lesson, point or action step that an audience member could leverage.

Impact: How well the story was crafted and structured to entertain, educate and motivate.

Delivery: The teller's ability to deliver the story and employ professional techniques including eye contact, vocal tone and body language.

Judging Metrics & Tools.

Please download and use the official *LSS Scoring Sheet* provided by the event organizer to score each competitor on a range from **1 to 10**. (1 = poor and 10 = exceptional)

Note: There is a field for you to provide constructive feedback to each competitor. Please note, this feedback is important because it is a major expectation that they paid for as a finalist. It is also invaluable to the competitor for improvement and development, so please be tactfully honest and fair. This feedback will not be shared with the competitor until after the competition.

Regional Competition | Notes

The regional competition will be **video format** so judges must do the best they can envisioning how the story would have been if presented live. Videos may come in with teller's performing their story with an actual audience and some will be alone on the screen with no audience. Please do your best to judge the story, not the video production itself.

National Competition | Notes

The final three Regional Champions will compete at the National competition held on the main stage at Influence. Judging for the National competition will be managed *via* a digital voting system and the **audience** will select the National Champion.

Questions? Please email us: LSSadmin@nsaspeaker.org