

Scorecard

3-minute service disruption briefing — B1

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

Criterion	Below level (0)	At level — B1 (1–2)	Above level (2)
Communicative effectiveness — did the customer get what they needed to plan around?	Customer cannot plan after the briefing; asks for it to be repeated, escalates, or requests a callback from a more senior contact	Customer can accept the recovery plan, adjust their own schedule, or request specific changes during the same call; minor clarifying questions only	Customer commits to next steps immediately; questions are refinements, not requests for missing information
Clarity & structure — are the five beats present and followable?	Apology or context-setting comes before the situation; recovery and next touchpoint tangled or missing	Five beats present and in the stated order; uses simple transitions between them ("on the cause", "for the recovery", "to confirm next steps")	Opens with situation + impact in two sentences; closes with a named next-touchpoint in under 15 seconds
Language control — is grammar stable enough for credibility?	Switches between past, present, future within one sentence when describing what's happened; leaves sentences unfinished when operational detail gets dense	Tenses hold across each beat; uses modals for recovery and commitment ("we'll dispatch", "I can confirm"); occasional article and preposition errors	Modality used accurately for commitment vs. likelihood ("the truck will arrive at 14:30" vs. "should arrive by 14:30"); conditionals used cleanly for contingencies
Lexical appropriacy — right words for an industrial customer?	Uses vague verbs ("handle", "deal with", "look at", "fix") where ops-specific verbs exist; describes operational events without naming them	Names operational actions with precise verbs (dispatch, reroute, expedite, reload, escalate); uses standard transport terms (lead time, turnaround, manifest, drop window) without glossing; some translation-style phrasing	Uses domain-standard lexis naturally (waybill, demurrage, axle weight, hazmat clearance); switches register smoothly between operational specifics and executive framing
Time discipline — 3 minutes, all beats covered?	Over 3:30 or under 2:00; at least one beat dropped to fit	2:45–3:15; all five beats included; pacing even across	Confident pacing with extra time on the recovery plan (the

Criterion	Below level (0)	At level — B1 (1–2)	Above level (2)
	(usually impact or next touchpoint)	beats	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 from the scored artifact because the briefing is delivered as a monologue at L1 and L7 — customer questions and discussion happen after, and interruption is introduced as a separate variable in Lesson 6. Time discipline replaces it: covering all five beats in 3 minutes without sacrificing the recovery plan or the next touchpoint is the binding constraint.