

	Excellent (4)	Proficient (3)	Basic (2)	Needs Improvement (1)
Introduction & Thesis Statement	The introduction clearly outlines the essay's purpose, presenting a strong thesis that addresses the leadership transformation, its impact on profitability, employee motivation, and recommendations for business leaders.	The introduction presents the main points but the thesis is somewhat vague or incomplete.	The introduction is unclear or lacks a focused thesis.	The introduction is missing or unclear; no thesis is provided.
Description of Initial Leadership Style	Provides a detailed and insightful description of Walter's transactional leadership style, linking specific actions to negative impacts on employees and the business.	Describes Walter's leadership style adequately but lacks depth or specific examples to illustrate its effects on the business.	Describes Walter's leadership style with limited examples and analysis.	Fails to describe Walter's leadership style or its impact on the business and employees.
Leadership Evolution & Transformation	Offers a thorough and clear explanation of how Walter's leadership changes, supported by specific examples from the film. Demonstrates a deep understanding of transformational leadership traits.	Adequately explains Walter's leadership change but may lack depth or specific examples.	Describes Walter's leadership change but with limited or unclear examples.	Fails to describe Walter's leadership change or provides inaccurate information.
Impact on Profitability	Provides a well-supported and insightful argument connecting transformational leadership with positive business outcomes. Uses examples from the film to explain how employee engagement and innovation can lead to increased profitability.	Clearly discusses the link between transformational leadership and profitability, but may not provide sufficient examples or detailed analysis.	Mentions profitability but lacks depth or specific connections to transformational leadership.	Fails to discuss the impact of leadership on profitability or makes unclear connections.
Impact on Employee Motivation & Engagement	Thoroughly explores how Walter's transformation impacts employee motivation and morale. Uses film examples to demonstrate how leadership style influences engagement and creates a positive organizational culture.	Adequately discusses the impact on employee motivation, but the analysis lacks depth or specific examples from the film.	Mentions employee motivation, but provides minimal analysis or examples.	Fails to address how Walter's leadership transformation impacts employee motivation or provides unclear analysis.
Recommendations for Business Leaders	Offers thoughtful, well-supported recommendations for business leaders, directly linking Walter's leadership change to actionable strategies for improving employee motivation and business performance.	Provides recommendations that are relevant but may lack depth or specific connections to the film.	Gives general recommendations without much detail or clear connection to the transformation.	Fails to provide useful or relevant recommendations for business leaders.
Use of Specific Film Examples	Effectively incorporates multiple specific examples from the film to support analysis and arguments. Examples are directly tied to key points in the essay.	Uses some relevant examples from the film, but they may be general or not fully integrated into the analysis.	Uses few or vague examples from the film, and they may not support the argument clearly.	Does not use specific examples from the film or examples are irrelevant to the analysis.

Connection to Management & Leadership Theory	Strong and accurate connections to management and leadership theories, including transformational leadership and employee motivation, with well-explained theoretical insights.	Makes connections to leadership theories, but they may lack depth or detailed explanation.	Mentions leadership theories but does not fully connect them to the transformation or analysis.	Fails to connect the analysis to relevant leadership or management theories.
Organization & Structure	The essay is well-organized, with clear and logical transitions between sections. Each paragraph contributes to the overall argument.	The essay has a logical structure, but transitions may be weak or sections may lack cohesion.	The essay lacks clear organization, making it difficult to follow the argument.	The essay is poorly organized and difficult to understand.
Writing Quality (Grammar, Style, Clarity)	The essay is well-written, with clear and coherent sentences, minimal errors, and a professional tone.	The essay is generally clear, but there are occasional errors in grammar, sentence structure, or clarity.	The essay has multiple grammatical errors or awkward sentences that hinder understanding.	The essay is difficult to read due to frequent errors or unclear writing.