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Grading for this assignment will be based on answer quality, logic / organization of the paper, and language skills, using the following rubric.

<b>Points: 140</b>	<b>Assignment 4: Resistance and Communication</b>			
<b>Criteria</b>	<b>Unacceptable Below 70% F</b>	<b>Fair 70-79% C</b>	<b>Proficient 80-89% B</b>	<b>Exemplary 90-100% A</b>
<p>1. Diagnose the reasons for resistance to change.</p> <p>Weight: 10%</p>	<p>Did not submit or incompletely diagnosed the reasons for resistance to change.</p>	<p>Partially diagnosed the reasons for resistance to change.</p>	<p>Satisfactorily diagnosed the reasons for resistance to change.</p>	<p>Thoroughly diagnosed the reasons for resistance to change.</p>
<p>2. Interpret the potential causes of resistance in the organization. Identify and describe three (3) potential causes of resistance to your change plan. Identify and describe three (3) potential sources of resistance to your change plan.</p> <p>Weight: 15%</p>	<p>Did not submit or incompletely interpreted the potential causes of resistance in the organization. Did not submit or incompletely identified and described three (3) potential causes of resistance to your change plan. Did not submit or incompletely identified and described three (3) potential sources of resistance to your change plan.</p>	<p>Partially interpreted the potential causes of resistance in the organization. Partially identified and described three (3) potential causes of resistance to your change plan. Partially identified and described three (3) potential sources of resistance to your change plan.</p>	<p>Satisfactorily interpreted the potential causes of resistance in the organization. Satisfactorily identified and described three (3) potential causes of resistance to your change plan. Satisfactorily identified and described three (3) potential sources of resistance to your change plan.</p>	<p>Thoroughly interpreted the potential causes of resistance in the organization. Thoroughly identified and described three (3) potential causes of resistance to your change plan. Thoroughly identified and described three (3) potential sources of resistance to your change plan.</p>
<p>3. Create a plan for minimizing possible resistance to your change management plan.</p> <p>Weight: 15%</p>	<p>Did not submit or incompletely created a plan for minimizing possible resistance to your change management plan.</p>	<p>Partially created a plan for minimizing possible resistance to your change management plan.</p>	<p>Satisfactorily created a plan for minimizing possible resistance to your change management plan.</p>	<p>Thoroughly created a plan for minimizing possible resistance to your change management plan.</p>
<p>4. Elaborate on the relationship between resistance to change and communication.</p> <p>Weight: 10%</p>	<p>Did not submit or incompletely elaborated on the relationship between resistance to change and communication.</p>	<p>Partially elaborated on the relationship between resistance to change and communication.</p>	<p>Satisfactorily elaborated on the relationship between resistance to change and communication.</p>	<p>Thoroughly elaborated on the relationship between resistance to change and communication.</p>

Weight: 10%	communication strategies.	strategies.	strategies.	strategies.
6. Recommend one (1) communication strategy that would be applicable to your organization. Diagnose why this communication strategy is best for your organization.  Weight: 15%	Did not submit or incompletely recommended one (1) communication strategy that would be applicable to your organization. Did not submit or incompletely diagnosed why this communication strategy is best for your organization.	Partially recommended one (1) communication strategy that would be applicable to your organization. Partially diagnosed why this communication strategy is best for your organization.	Satisfactorily recommended one (1) communication strategy that would be applicable to your organization. Satisfactorily diagnosed why this communication strategy is best for your organization.	Thoroughly recommended one (1) communication strategy that would be applicable to your organization. Thoroughly diagnosed why this communication strategy is best for your organization.
7. Create a solid communication plan for your change initiative.  Weight: 10%	Did not submit or incompletely created a solid communication plan for your change initiative.	Partially created a solid communication plan for your change initiative.	Satisfactorily created a solid communication plan for your change initiative.	Thoroughly created a solid communication plan for your change initiative.
8. 4 References  Weight: 5%	No references provided.	Does not meet the required number of references; some or all references poor quality choices.	Meets number of required references; all references high quality choices.	Exceeds number of required references; all references high quality choices.
9. Clarity / Coherence in Presentation and writing mechanics  Weight: 5%	More than 6 errors present. Information is confusing and fails to include reasons and evidence that logically support ideas.	5-6 errors present. Information is partially clear with minimal reasons and evidence that logically support ideas.	3-4 errors present. Information is mostly clear and generally supported with reasons and evidence that logically support ideas.	0-2 errors present. Information is clear and coherent, and generally supported with reasons and evidence that logically support ideas.
10. Met formatting requirements, including one (1) page summary for presentation option.  Weight: 5%	Did not submit or incompletely met formatting requirements, including one (1) page summary for presentation option.	Partially met formatting requirements, including one (1) page summary for presentation option.	Satisfactorily met formatting requirements, including one (1) page summary for presentation option.	Thoroughly met formatting requirements, including one (1) page summary for presentation option.



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