

Conversational Intelligence Rubric

CONVERSATIONAL INTELLIGENCE RUBRIC

A Multi-Page Diagnostic Tool Based on BJ Jhaveri's Neuro-Emotional Framework

By VINPRO Coaching

What This Rubric Measures:

1. Emotional Attunement
2. Conversational Adaptability
3. Neuro-Emotional Integration
4. Influence & Impact

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THE NEURO-EMOTIONAL FOUNDATION

Left-Brain Activation: Structure, Clarity, Sequencing, Rational reasoning

Right-Brain Activation: Empathy, Intuition, Relational depth, Emotional resonance

Integrated communication creates transformational outcomes.

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PERSONALITY STYLE ADAPTATION

Dominant Controller: Direct, fast-paced, results-driven

Steady Relator: Warm, patient, relationship-oriented

Cautious Thinker: Analytical, detail-oriented, risk-averse

Expressive Motivator: Energetic, enthusiastic, big-picture

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DETAILED RUBRIC

Emotional Attunement

- 1 - Limited Awareness: Misses emotional cues; responds reactively; tone often mismatched.
- 2 - Emerging: Notices emotions inconsistently; attempts empathy but may feel forced.
- 3 - Competent: Acknowledges emotions; adjusts tone; creates basic psychological safety.
- 4 - Advanced: Anticipates emotional shifts; uses timing and tone strategically.
- 5 - Mastery: Seamlessly integrates empathy, intuition, and emotional resonance; creates deep trust.

Conversational Adaptability

- 1 - Limited Awareness: Uses one communication style with everyone; creates friction.
- 2 - Emerging: Attempts adaptation but inconsistently; misreads personality cues.
- 3 - Competent: Adjusts communication to match personality type with moderate accuracy.
- 4 - Advanced: Fluidly adapts in real time; reduces conflict; increases alignment.
- 5 - Mastery: Effortlessly shifts style to influence, motivate, and connect across all four types.

Neuro-Emotional Integration

- 1 - Limited Awareness: Overly logical or overly emotional; lacks balance.
- 2 - Emerging: Attempts balance but struggles to integrate both hemispheres.
- 3 - Competent: Communicates with clarity + warmth; uses structured empathy.
- 4 - Advanced: Uses language that activates both logic and emotion simultaneously.
- 5 - Mastery: Creates transformational insight; triggers 'critical mass -> emergence -> sustained change.'

Influence & Impact

- 1 - Limited Awareness: Conversations feel transactional; low follow-through.
- 2 - Emerging: Some influence but inconsistent; unclear outcomes.
- 3 - Competent: Drives clarity and alignment; conversations lead to action.
- 4 - Advanced: Inspires ownership, motivation, and forward movement.
- 5 - Mastery: Creates lasting behavioral change; elevates thinking; strengthens relationships.

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SCORING & INTERPRETATION

Total Score: ___ / 20

Interpretation Bands:

4-8: Foundational - Foundational skills needed.

9-13: Developing - Emerging awareness; inconsistent execution.

14-17: Strong - Effective communicator with room to refine mastery.

18-20: Exceptional - High-trust, high-influence communicator.

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ACTION PLAN

If your lowest score is Emotional Attunement:

Focus on emotional labeling, tone regulation, and presence.

If your lowest score is Adaptability:

Study the four personality types and practice shifting pace, tone, and structure.

If your lowest score is Neuro-Emotional Integration:

Practice blending clarity with empathy; use structured storytelling.

If your lowest score is Influence & Impact:

Strengthen your ability to guide conversations toward aligned action.

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ABOUT VINPRO COACHING

BJ Jhaveri is an Executive AI Strategist, Neuro-Emotional Coach, and experiential learning designer. His work blends behavioral psychology, emotional intelligence, and communication science to elevate human and AI-augmented performance.