

# Effective Evaluations

January 2007

# Agenda

- Why do we evaluate?
- Evaluation Essentials, before during and after the speech
- Evaluation Contests
- Judging Criteria

# Why do we evaluate

- To reinforce the speakers strong points
  - Praise encourages people to repeat the behaviour
- To suggest ways in which the speaker can improve
- To provide specific feedback on the speech project
- To assist the development of the evaluator and the audience

# Before the speech

- Show respect for the speakers preparation
- Read or re-read Effective Speech evaluation, website role description
- Read the speech objectives, the speech project in full and the evaluation guide
- Talk to the speaker
- Read previous evaluations
- Make prepared list / mind map of areas of focus

# During the speech

- Active listening, focus on the speaker
- Listen as if it is the first time you have heard this speaker
- Mirror the speakers feelings, help the speaker feel understood
- Record key points, related to areas of focus or others if they are significant
  - What are the 3 things that the speaker does really well?
  - What are the 3 things that will have greatest impact in making the speaker even better?

# After the speech

- Prepare your evaluation, written and verbal –avoid extensive notes
- Personal opinion
- Objective, positive and encouraging
- Mini speech – beginning, middle and end and all your speaking skills
- Introduction – relevant but short, include a review of the objectives and avoid re-telling the speech
- CRC – Commend, recommend, Commend
- Conclusion
- 3 minutes, lights at 2, 2½, 3.

# Delivering the Evaluation

- Address the Toastmaster / contest Chair
- Personal opinion – talk about the impact the speech had on you
  - I felt , I believe, In my opinion, I noticed
- Establish rapport with the speaker and talk to the audience
- Be clear and specific about both commendations and recommendations – avoid “that was a great speech”
- No “but”s
- Use examples
- Avoid clichés – well done, great speech, I look forward to hearing your next assignment

# After the evaluation

- Complete the written evaluation
- Listen to GE's feedback to improve evaluation skills
- Return the speakers manual and ask if they have any questions or comments on the evaluation
- Check for understanding
- Check for areas of improvement as evaluator



# Evaluation contest

- Evaluate a 5-7 minute test speech
- Objectives unknown
- Can take notes
- All contestants leave room
- 5 minutes to prepare evaluation – name it
- Hand notes to Contest S@A
- Get notes back when called in to give evaluation

# Judging Criteria

- Analytical Quality 40%
  - clear, focused
- Recommendations 30%
  - Positive, specific, helpful
- Technique 15%
  - Sympathetic, sensitive, motivational
- Summation 15%
  - Concise, encouraging
- Lights – green 2, amber 2½, red 3
- Disqualification less than 1½ minutes or more than 3½ minutes

# Judges will look for

- A well structured evaluation
- Opening, body and close
- A range of speaking techniques
- Good recommendations
- Rapport
- Move quickly in to feedback
- Clear summation
- Timing

# Conclusion

- Practice your evaluation skills – ABE
- Leave the speaker feeling motivated to do their next assignment
- Enter the Evaluation competition