

EVALUATION WORKSHOP NOTES

What is an Evaluation?

- Feedback (the purpose of communication).
- Personal opinion.
- Mini Speech in itself (needs BME, eye contact, body language, vocal variety etc)

Why do we Evaluate?

- Assist speaker's development – peer to peer feedback
- Assist evaluator's development – ABE ~ Always Be Evaluating
- Help grow audience skills - they observe both speech and feedback.

Prepare

- Read the "Effective Speech Evaluation" (in your NMKit).
- Start with the end in mind (S Covey):
 - a) have a plan, mind map or checklist.
 - b) read the Speech Objectives or read the Contest Rules / Judging Form (if relevant).
- Read the earlier evaluations in their manual and note progress.

Listen

- Listen carefully, don't prejudge (e.g. "this guy always waffles"). Avoid the 'halo' effect.
- Warm fuzzy compliments are easy; you are going to need Recommendations (without them you are implying the speech was perfect). Avoid whitewashing.

Deliver

- Observe formalities, address the TM or Contest Chair, fellow TMs and the speaker.
- Paraphrase objectives (no need to repeatslavishly).
- Did the speaker meet the objectives? How?
- Deliver your evaluation as a mini speech – have a BME.
- CRC - CRCS - CRS (end should be the Summary).
- Try using 3rd Person (audience) for your 'C's and 1st Person (speaker) for your 'R's.
- Watch time - wrap up regardless on the yellow – you go through a red light at your peril.
- Be specific e.g. "I have **3** recommendations for you".
- Don't forget the summary.

Bear in Mind

- Use phrases like; "I felt, I believe, in my opinion, consider using". Never be critical.
- Relevant beats comprehensive – you don't need to cover everything - prioritise.
- Avoid retelling content – remember, audience was there, they heard it too.
- Motivate – you are there to build better speakers.
- Examples - quote examples from the speech to illustrate your point.
- Avoid clichés ("well done" "very good" "I look forward to hearing your next assignment").
- Point out the video to the speaker – we are our own strongest evaluators.

