

SPEECH EVALUATION A CONDENSED WORKSHOP

Note: While we are concentrating on speech evaluations, these points also apply to Table Topics Evaluation and the General Evaluation.

WHY DO EVALUATIONS?

- * Encourage the speaker, and provide feedback.
- * The evaluator practices delivering a mini-speech.

EVALUATOR'S RESPONSIBILITIES

- * "How can I help _____ become an even better speaker?"
- * Suggest improvements.
- * Praise good points.
- * Be knowledgeable (especially about speaker's objectives).
- * Be fair.
- * Act as Motivator, Facilitator (of learning), Counsellor.

HOW TO DO AN EVALUATION

- * Prepare in advance. Learn speaker's objectives. Choose format for evaluation.
- * LISTEN! Observe speaker, audience, your own reactions.
- * Make notes!

- * Organize before presenting.

Formats: WIN -- What I liked, Improve, Next time.
COD -- Content, Organization, Delivery.
How I saw you, how I heard you, how I reacted to you.
Many others!

Content: 40% Analysis (What did the speaker do? Effective?)
30% Recommendations.
15% Technique (Vocal variety, body language, visuals, etc.)
15% Summation.

- * Present your evaluation.

YOUR BEHAVIOR AS AN EVALUATOR

- * Learn speaker's objectives. NOT just the ones in the manual!
Did speaker choose a topic suitable to meeting those objectives?
Purpose is usually one of: Inspire, Entertain, Inform, Persuade.
DID THE MESSAGE GET THROUGH?
- * Show you care. Be personal, sympathetic. Build rapport.
- * Suit evaluation to speaker's skill level, personality.
- * Listen actively.
- * Personalize your language. I, me, you. "I invite you to try ..."
Don't attack. Give your reaction.
Don't judge. There is no right or wrong, only things that work or don't work.
- * Give positive reinforcement.
- * Help the speaker be motivated. Speaker should be eager to speak again!
- * Evaluate the speech and the behavior, not the person.
- * Nourish self-esteem.
- * Show how to improve. Be specific.

SOME "DON'Ts"

- * Don't parrot the speech.
- * Don't include your own story.
- * Don't whitewash.
- * Don't emphasize wrong areas (techniques),
and ignore vital ones (message, preparation).

HOW TO BECOME AN EXCELLENT EVALUATOR

- * Observe other evaluators. Steal ideas! Note what doesn't work!
- * Practice even when you're not the "official" evaluator. Send notes to speakers.
- * Evaluate yourself, as a speaker and an evaluator. Ask speaker for feedback!
- * Go to workshops (such as those at Toastmasters Conventions).
- * Go to other clubs for more practice.
- * Enter every Evaluation Contest.
- * Practice, practice, practice!

Presented October 2008, by Al Gibson, ATM.

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