The Art of Effective Evaluation

Park City Toastmasters
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Evaluation is Critical to Toastmasters

- No instructors – we learn from each other
- Not a seminar – more personal
- Feedback at the core of what Toastmasters offers
Why Feedback Is Important

- Benefits to speaker, evaluator and club

Benefits to Speaker
Benefits to Speaker

- Recognition for effort
- Boost to self-esteem/ego
- Opportunities to improve

Benefits to Evaluator
Benefits to Evaluator

- Better speaker
- Opportunities to see what works
- Better listener
- Opportunity to support speaker and club

Benefits to Club
Benefits to Club

- Effective evaluation key to meetings
- Promotes supportive atmosphere
- Promotes interesting, fun meetings
- Promotes member retention
- Learn from other evaluations

Roles of Evaluator

- Facilitator/coach
  - Identify improvement opportunities
- Motivator
  - Encourage continued progress
Types of Evaluations

The “Sandwich” Method

- Balance praise and improvement suggestions
  - What I enjoyed
  - Would’ve liked more of
  - Strengths as speaker include…
Round-Robin

- Group evaluation
- Shared feedback
- Can trigger new ideas
- Can be long or confusing

C.O.D.

- Content
  - Suitable for project?
- Organization
  - Points structured effectively?
- Delivery
  - Appropriate for message? Engaging?
General Guidelines

Avoid Value Judgments

- Not evaluating speaker’s message
- How they said it, not what they said
Listen Actively During Speech

- Pay attention
- Take notes – be able to cite specifics
- Focus on main ideas and delivery

Suit Evaluation to the Speaker

- Ice-Breaker represents big step – celebrate it
- Experienced speakers should need less hand-holding
Personalize Language

- Your opinion and suggestions
- Avoid “you should have”

Stress the Positives

- Evaluate the speech – not the speaker
No Need to Recap Speech

- Cite specifics, but avoid summarizing speech
- Audience heard it

Identify Improvement Opportunities

- Select one or two key suggestions
- Keep project objectives in mind
- Consider a private discussion later
What to Watch For

The Opening

- Did speaker capture audience’s attention?
- Did opening set theme for speech?
- Were you still interested?
Structure

- Did points flow or support each other logically?
- Did transition signal new ideas?

Ending

- Did speaker summarize points (if appropriate)?
- Did speaker reference beginning?
- Did speech feel finished to you?
Eye Contact

- Did eye contact feel balanced and appropriate?

The Project’s Objectives

- Review the objectives before the speech
- Any areas speaker wants to focus on?
Body Language

- Did movement add to the story?
- Were hand gestures appropriate? Distracting?

Stage Movement

- Did movement add to the story?
- Did speaker remain planted next to table?
  - Say, on the right side?
- Did pacing seem uncomfortable?
Use of Notes

- Were notes distracting?

Summary

- Evaluate the speech, not the speaker
- Consider the speech’s objectives
- Content, organization and delivery
- Be supportive
- Identify improvement opportunities
### INDIVIDUAL SPEECH EVALUATION FORM

**Speaker's Name:** __________________________  **Evaluator:** __________________________

**Manual and Assignment:** __________________________  **Date:** __________________________

**Speech Title:** __________________________

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>RATING (circle one)</th>
<th>RECOMMENDATIONS FOR IMPROVEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Preparation</strong></td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>Research, organization, rehearsal</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Speech Value</strong></td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>Original, interesting</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Manual Assignment</strong></td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>Met project objectives</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Opening</strong></td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>Attention-getting, led into topic</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Body of Speech</strong></td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>Logical flow, points supported by examples</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Transitions</strong></td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>Smooth, easy to follow</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Conclusion</strong></td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>Effective</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Voice</strong></td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>Volume, variety</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Language</strong></td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>Appropriate to topic and audience</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Appearance</strong></td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>Appropriate for occasion and audience</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Manner</strong></td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>Confidence, assurance, sincerity, enthusiasm</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Physical Actions</strong></td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>Gestures, body movements, eye contact, facial expression</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Other</strong></td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>Specify</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Other</strong></td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>Specify</td>
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</tbody>
</table>
HOW TO USE THE EVALUATION FORM

This form contains 12 separate evaluation categories, plus room for you to add additional categories, if appropriate. Each category is followed by a five-point rating scale and space for you to provide specific recommendations for improvement.

Rate the speaker from one to five in each category, using the guide given below. Then, add your recommendations for improvement.

NOTE: Don't attempt to make recommendations for every category. Simply select those categories in which improvement is both warranted and possible. Ask yourself, "In which category or categories can this speaker make the greatest amount of overall improvement in his or her next speech?" Also select those categories in which the speaker scored highest, and recognize the speaker's strengths.

RATING GUIDE

Use this guide when assigning numerical ratings to the categories on the evaluation form:

5  =  EXCELLENT – worthy of special praise and recognition

4  =  VERY GOOD – the speaker's ability in this category is above average for his or her level of experience

3  =  ACCEPTABLE – the speaker's performance in this category is satisfactory

2  =  NEEDS SOME IMPROVEMENT – the speaker should work to improve his or her performance in this category

1  =  NEEDS CONSIDERABLE IMPROVEMENT – the speaker's performance in this category indicates a significant need for improvement