

EVALUATE TO MOTIVATE!

■ The Speech Evaluator's Role

- *Written & Oral evaluation.*
- *Honest reaction. Not judge or authority on speaking. An opinion, nothing more.*
- *Mention effect on you, what worked, areas to improve and recommendations for next time.*
- *Remember you cannot change speaker's behavior or accept your ideas and suggestions.*
- *More feedback, more speaker benefits. Not overload by too many ideas or multi-evaluators.*
- *Role of written evaluations – check on consistent items or capture insightful perceptions.*

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■ How to Prepare

- *Deserving of best evaluation possible, we need to:*
 - *Read manual purpose and objectives. (Front)*
 - *Read evaluation guide (Back) Lists specific questions on speaker and speech.*
 - *Talk with speaker before hand. What to look for. Areas need focusing or feedback. Nervous gesture? Uhm? Body language?*
 - *Progress made since last speech. Eye Contact, natural gestures, correct grammar.*
 - *Distractions?*
 - *You might want to have a more one-on-one discussion with speaker afterwards. Cant tell all in 1-2 mins. Makes for more meaningful dialogue.*

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■ Helpful Tips

- *Get speaker's manual and turn to appropriate evaluation guide.*
- *Pay attention, listen carefully and watch closely.*
- *Take notes and fill evaluation guide. You need not comment on every question. Select 2-3 important points and elaborate.*
- *Be honest.*
- *Start with impression, thoughts and visual perceptions.*
- *Sandwich with areas of improvement*
- *End with 2 positive comments.*
- *Be specific.*
- *Examples: "I found the speech easy to understand but it would be better to limit the main ideas to 3 instead of 5 would carry the message a lot deeper." "When you were talking about the trucks, I wasn't sure whether it was the old one or new truck. Give them a nickname would work better and add humor perhaps." "When you described that fudge cake, my mouth watered!"*

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■ Helpful Tips

- *Remember you are speaking for yourself. Avoid saying “we think, believe, the audience would have.”*
- *Avoid impersonal statements e.g., “one must...., they say..., people are...”*
- *Avoid judgment words and phrases e.g., “if you want to do it right, you must...” “good speakers don’t...”*
- *Use words describing your own reactions, e.g., “I was impressed by...” “I was confused by...” “When I heard...” “I liked it when...”*
- *Don’t repeat a point once made. Sounds like nagging.*
- *Avoid words like “never” and “always”. Exaggerations detract message.*
- *Smile. This is not a speech. You should do nothing that calls more attention to yourself than to help a fellow speaker.*
- *Avoid exaggerated gestures or body language. Illustrate your points.*
- *How you finish your evaluation often determines whether a speaker is motivated or not. Build self-esteem and self-confidence.*
- *Point out a particular part of speech you really liked and effect it had on you. Find something positive and comment.*

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■ Evaluation Ideas

- *In the dark.*
- *Sound proof.*
- *3" by 5" cards.*
- *No cards. 3 points focus:*
 1. *Delivery (clarity, vocal variety, appearance, body language)*
 2. *Preparation (interesting, ideas, grammar, organization, key facts)*
 3. *Closing (summarized objectives, conclusion, prescribed action)*
- *End on a positive note and a smile.*