

When You Are an Evaluator...

Each Evaluator will review one of the formal speeches of the meeting. The purpose of this constructive Evaluating is to bring to the awareness of the speaker the effects of the speech, speech habits, and progress to date. The feedback presented by the Evaluator can make a difference between a worthwhile or a wasted meeting for some members.

Ten Commandments of Effective Speech Evaluation

1. Read the project objectives and evaluation guidelines.
2. Confer with the speaker before the speech.
3. Listen carefully.
4. Recognize the speaker's strengths.
5. Provide verbal reward for improvement.
6. Suggest positive directions for growth.
7. Recommend alternative actions.
8. Reinforce the speaker's commitment to self-improvement.
9. Be positive and supportive.
10. Make the speaker feel good about themselves.

Suggestions:

Ask the speaker which particular elements they would like you to critique.

Choose a few major points and focus on those in your evaluation.

Be clear and concise. Practice being a diplomat.

Observe: Appearance, Approach to the Lectern, Opening and Closing, Speech Structure, Gestures and Eye Contact, Vocal Variety, Adherence to Manual Objectives.

If the speaker was presenting a manual speech and did not fulfill its requirements, suggest the speaker repeat it.

Try not to rely on "I'm looking forward to your next speech" as a conclusion for your evaluation.

As you finish your evaluation, remember to remain at the lectern and shake the hand of the General Evaluator.

Helpful Evaluation Hints

Before you say, “I couldn’t find anything to suggest...”, consider these possibilities:

Content

- Opening, introduction Conclusion, wrap-up, close
 - Body, structure, organization Subject matter, appropriateness
 - Transitions, segues Imagery
 - Word choice, vocabulary Vivid language (word pictures)
 - Humor Facial expressions
 - Literary devices (allusion, metaphor, simile, alliteration)
 - Anything distracting – clothing or accessories, flipping pages
 - Eye contact (cover entire audience?)
 - Use of lectern – bravely go in front?; turn back on audience?
 - Props used well? Pacing nervously?
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Still can't find anything? Use these:

Use of Body

- Physical stance - posture Expressive body language
- Movement – meaningful, purposeful, directed, or not?
- Gestures – use of hands, arms Feet positioning

Use of Voice

- The Big Three – Pitch, Pace, Pause Energy level
- Too high-pitched delivery Modulation

Speech Impact

- Audience reaction – laughter, tears, captivated? Interested?
- How did it impact you personally?

REMEMBER: you have 1-3 minutes. Wise not to attempt to put too many of these into your evaluation. Concentrate on highlights and leave the speaker enthusiastically motivated to deliver the next speech. It's all about them.