

## Evaluate to Motivate: Southside Speakers



### Top 10 Habits of an Effective Evaluator

1. Show that you care
2. Suit your evaluation to the speaker
3. Know the speakers objectives (personal goals and the speech manual objectives)
4. Listen Actively
5. Personalise your language
6. Motivate the speaker
7. Evaluate the behaviour – not the person
8. Nourish self-esteem
9. Show the speaker how to change



### 10. SMILE

### And there's more....

- Read the project in the manual – not just the objectives
- Look at the written evaluations from previous speech projects
- Structure your evaluation: logical flow, beginning, middle, end
- Sandwich technique: Commend, Recommend, Commend
- (Re)-state the speech objectives if necessary and refer to specific ways the speaker met these and/or could have improved
- Don't summarise or re-tell the content of the speech
- Be specific – not just general praise but what specifically was good/great
- Select 2 or 3 points which you think are important and focus on these; don't try to cover every aspect of an effective speech
- Don't white-wash; if you are stuck for recommendations then ask the audience or ask an individual Advanced Toastmaster
- End on a positive/encouraging note



### Evaluating an Advanced Communicator

- **Read** the manual project and objectives
- **Ending:** call to action? Powerful? Strong conclusion?
- **Beginning:** Attention grabbing/set-the-scene
- **Body of speech:** Linkage/signage between points, consider the overall and specific structure of the speech – how was it put together? Logical flow to sections?
- **Message:** Was it clear what message/purpose of speech was (not the same as Speech Objectives); was this achieved – how/how not?
- **Mood of speech:** Enthusiasm, sincerity, humility, humour, powerful, emotion
- **Rapport with audience:** Eye-contact, direct/indirect questions, smiles, body language, appropriate/relevant topic and content, mentioning specific names from audience, inviting comments/suggestions
- **Vocabulary:** Word-rich, images, pictures, descriptive. Use of simile, metaphor, triads, repetition, onomatopoeic
- **Quotations/anecdotes/dialogue:** Adds variety, interest and can give opportunity for vocal variety
- **Impact on listener:** How did it make you feel? Moved, amused, shocked?
- **Confidence of speaker:** Sincere, genuine, glib? Did you believe them – were they speaking from the heart?