

# When you are the Speech Evaluator

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## Objective

An Evaluator provides immediate feedback to a Speaker's prepared speech. This feedback comes in two forms, written and oral.

The oral feedback takes place first and includes positive comments about techniques the Speaker used well, and helpful suggestions about what the Speaker could do better.

The written feedback forms part of the Speaker's manual and is written proof of the speech's delivery. Since the written feedback can be referred back to by the Speaker, its tone and content have great and long lasting impact on the speaker and the club.

Good evaluators strive to find that 'middle ground,' giving evaluations that are helpful and encouraging.

## Reference Materials

- Success/Leadership module, "The Art of Effective Evaluation," (Catalog No. 251)
- Successful Club Series module, "Evaluate to Motivate," (Catalog No. 292)
- "Effective Speech Evaluation," (Catalog No. 202) – manual included with the New Member Kit.

## Before the Meeting

- Review the "Effective Speech Evaluation" manual.
- Contact the Speaker to learn
  - what manual project/speech the Speaker plans to complete.
  - ask what goals the Speaker hopes to achieve.
  - what skills the Speaker hopes to strengthen.
- Review the speech project and its objectives and study the evaluation guide in the manual.

## When You Arrive at the Meeting

- Greet the Speaker and request his/her speaker's manual.
- Confirm the Speaker's objectives with Speaker
- Meet briefly with the General Evaluator to confirm the meeting's general evaluation format.

## During the Meeting

Present/read the Speaker's objectives when called upon by the Toastmaster of the Day.

### **Sample Objectives Presentation**

"Thank you, Madam Toastmaster. Today Jane is presenting speech #7, Apply Your Skills, from the Communication and Leadership Manual. Her objectives are (read from manual). Her time today is X-Y minutes."

### **The Do's**

- Record impressions of the speech in the manual along with answers to the evaluation form questions.  
**Note:** Consider using a separate note sheet during the speech for notes, then refine the comments as you complete the manual.
- Stand and give the oral evaluation when introduced. It's best to begin and end the evaluation with positive comments or encouragement.
- Praise a successful speech and specifically tell why it was successful.

### **The Don't's**

- Don't try to cover too much—perhaps two or three points.

- Don't allow the Speaker to remain unaware of a valuable asset such as a smile, a sense of humor, a good voice.
- Don't allow the Speaker to remain ignorant of serious fault or mannerism. If it is personal, the evaluator writes it but doesn't mention it aloud.

### **Sample Evaluation Report**

"Thank you Jane for your speech today. I enjoyed your speech and want to say I think you met your objectives of . . . (see the Note to Evaluator near the top of the evaluation page).

Some things you did extremely well today were . . . (review the evaluation questions and your responses).

While you did several things in an outstanding manner, something I would like you to consider for improvement is . . . (review the evaluation questions and responses).

(Conclusion) While Speech # 7 is a project intended as a milestone of your progress I want you to know that . . . were examples of how far you have progressed since your first speech. Thank you Jane for a speech project well done.

Mr. Toastmaster." (This signals end of your evaluation and as you extend your hand for the handshake to return control of the meeting to the Toastmaster.)"

### **After the Meeting**

- Return the manual to the Speaker, adding a verbal word of encouragement to the Speaker.
- Answer any questions the Speaker may have.
- Make sure the Speaker did not misinterpret anything you said.
- Check with other members to see if your evaluation was indeed appropriate and accurate. Opinions may vary. But feedback can help you the next time you evaluate a speaker.

### **Keys to Success**

Be prepared for your speaking opportunities. Use sample wording provided as a guideline, but don't read it word for word. This will ensure that your introduction and report are

- concise so that the meeting stays on schedule.
- clear so that our guests understand what is going on.

Use care in selecting words. Your main objective is to emphasize the good things and skills the Speaker does possess. Provide constructive feedback for the areas requiring improvement.

### **Specific Hints**

- Pay special attention to the "Your Evaluation" section located at the end of each speech project, just before the Evaluation page. This section provides pertinent information to consider during the speech and how to focus your evaluation comments.
- Remember you are speaking only for yourself, giving your opinion. You're not representing the club's thoughts, just yours.
- Avoid impersonal statements. This implies someone other than yourself is giving the evaluation.
- Avoid judgment words and phrases, such as "good speakers don't."
- Use words to describe your reaction, such as "I was impressed with," "when I heard,"
- Don't repeat a point once you have made it. Especially, if it was a point for improvement. You want to avoid nagging.
- If possible, when critiquing for improvement provide an example of how speaker could improve. For example, "Jane, I liked how you used your hand to show us you had three points to make. Your gesture would have more impact if you raised your hand away from your body while showing three fingers. Then called our attention to point 1 (showing one finger pointed out from body) and so on with point 2 and 3.