

"We Have Ways to Make You Talk"

The Art of Effective Evaluations



Mercury Toastmasters Berlin

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Wendy Wallace Husser, ACS, CL

Johanna Mählmann, ACS, ALB



The Art of Effective Evaluation

QUIZ

1. You are **REQUIRED** to take your manual to the podium with you to give your evaluation.

True False It depends

2. You are **REQUIRED** to cover every point listed in the objectives in your evaluation.

True False It depends

3. If the speaker doesn't meet all of the speech objectives, he/she **MUST** repeat the speech.

True False It depends

4. You are only allowed to evaluate a speech you've already given.

True False It depends

5. An evaluation is the same as giving advice.

True False It depends

6. When giving an evaluation, it's a good idea to repeat what the speaker said.

True False It depends

7. A good evaluation should not be better than the prepared speech.

True False It depends

8. When giving an evaluation, you should only talk to the speaker – not the audience.

True False It depends

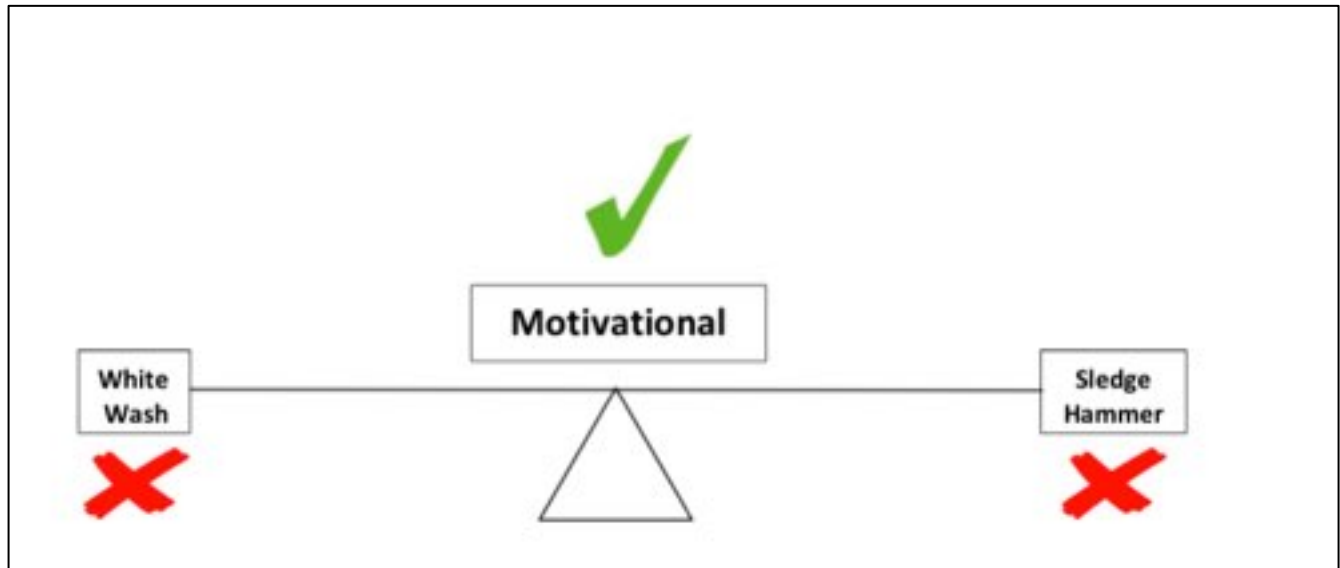
9. A good evaluator doesn't use notes.

True False It depends

10. A good evaluation should be totally "spontaneous" – you can't prepare in advance anyway.

True False It depends

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I liked it when you.
I think the purpose would have been clearer if you.
You could try
My reaction was
One technique that helps me is

“Quality evaluation is future based.” – Kristian Crump

<https://www.youtube.com/watch?v=0rqGIDQF6Ww&list=FLRH3Vg0L0S6w2RhdlfzJJg&index=1>



The Art of Effective Evaluation

Anatomy of an Evaluation

Let the Competent Communicator Manual be your guide

Speech #2 “Organize Your Speech”

- Did the speaker use an appropriate outline?
- Was the message clear?
- Did the speaker create a strong opening and conclusion?

Speech #3 “Get to the Point”

- Was there a speech topic, General and Specific?
- Was the speech organized, Introduction, Body, Conclusion?
- Did the speaker use notes?

Speech #4 “How to Say It”

- Was jargon or filler words used?
- Any rhetorical devices used?
- Quality of sentence structure to convey message?

Speech #5 “Your Body Speaks”

- What stance, body movement, and gestures were used?
- Was the movement smooth and natural?
- Did the body language sync with the message?

Speech #6 “Vocal Variety”

- Were volume, pitch, rate, and quality reflected in the message?
- Were pauses used appropriately?
- Was Vocal Variety smooth and natural?

The Art of Effective Evaluation

The Evaluation Maven Manifesto 2.0

Transport Yourself From Mediocrity... To Delivering Thoughtful, Insightful, Actionable Feedback



A no-nonsense look at how YOU can catapult yourself into being an Evaluation Maven.

Maven - a person with special knowledge or experience; an expert.

Manifesto - a public declaration of intentions, opinions, objectives or motives

By Rodney Denno, DTM
EWOL Training & Development

www.ewoliving.com/EMM2C.php
www.facebook.com/EvaluationMavenManifesto
 (Vancouver, British Columbia, Canada)

Advanced Aurators Toastmasters Club (#1709)

<http://advancedaurators.toastmastersclubs.org>



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The Art of Effective Evaluation

HSF (Heard, Saw, Felt)

Evaluation Mavens know that if they find themselves in a situation where they are asked to provide a speech evaluation with little or no advance preparation – being asked to be a speaker’s evaluator just minutes before the speaker delivers the speech – they can always rely on the HSF technique.

The HSF technique provides a basic framework for giving a verbal evaluation and for gathering speaker strengths and suggestions for improvement.

For beginners this is an effective way to create a basic evaluation. We all hear, see and feel things about a speech as its being delivered – all that’s needed in order to provide an effective evaluation is to keep track of them and then bring out the top two or three during the verbal evaluation of the speech.

Here’s how an Evaluation Maven uses the HSF technique. On a single piece of paper divide the page into three rows and two columns. The rows represent the ‘What I heard’, ‘What I saw’ and ‘What I felt’ during the speech. The columns represent ‘The Speaker Strengths’ and ‘Suggestions for Improvement’.

As the speaker delivers the speech the Evaluation Maven records observations in the form of ‘Strengths’ and ‘Suggestions’ in each of the three areas ‘Heard’, ‘Saw’ and ‘Felt’.

All that remains for the Evaluation Maven is to select the top two or three strengths and suggestions and deliver them in the evaluation speech.



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HSF Technique - Evaluation Worksheet

	Speakers Strengths	Suggestions for Improvement
HEARD		
SAW		
FELT		





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COD (Content, Organization, Delivery)

Sometimes a speaker wants feedback on the organization and effectiveness of the speech content and the speaker's delivery of the speech. The COD technique is designed for this purpose.

A variation of the COD techniques is COPE (Content, Organization, Presentation, Energy) and can be used if you want to more specifically focus on the presentation style and energy of the speaker during the delivery of the speech.

Content – topic, ideas, facts and examples are meaningful and clear and support the key points.

Organization – how the speech was arranged?
Were the opening, body and conclusion logically set out and easy to follow?

Delivery – hand gestures, eye contact, voice modulation, body movement, energy, confidence, etc.

- Were the notes, visual aids etc. organized before the start?
- Was the beginning poised?
- Was there good use of eye contact?
- Was the body language (posture & gesture) controlled & effective?
- Was the speaking rate - flexible & effective?
- Was the speaking volume appropriate & varied?
- Was there fluency, an absence of fillers like 'ahs' & 'ums'?
- Was vocal variety used, changes in pitch & tone, & good use of pausing?
- Did the speaker show enthusiasm for the topic?
- Were there visual aids & were they appropriate & integrated into the speech?
- Did the speech finish with poise?

Here's how an Evaluation Maven uses the COD technique. On a single piece of paper divide the page into three rows and two columns. The rows represent the 'Content', 'Organization', and 'Delivery' features of the speech. The columns represent the 'Speaker Strengths' and 'Suggestions for Improvement'.

All that remains for the Evaluation Maven is to select the top two or three strengths and suggestions and deliver them in the evaluation speech.



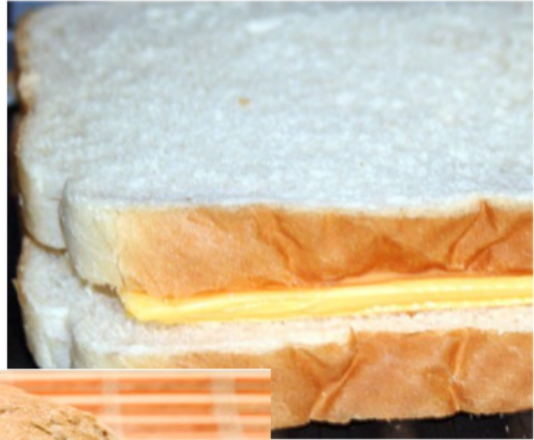
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COD Technique - Evaluation Worksheet

	Speakers Strengths	Suggestions for Improvement
Content		
Organization		
Delivery		

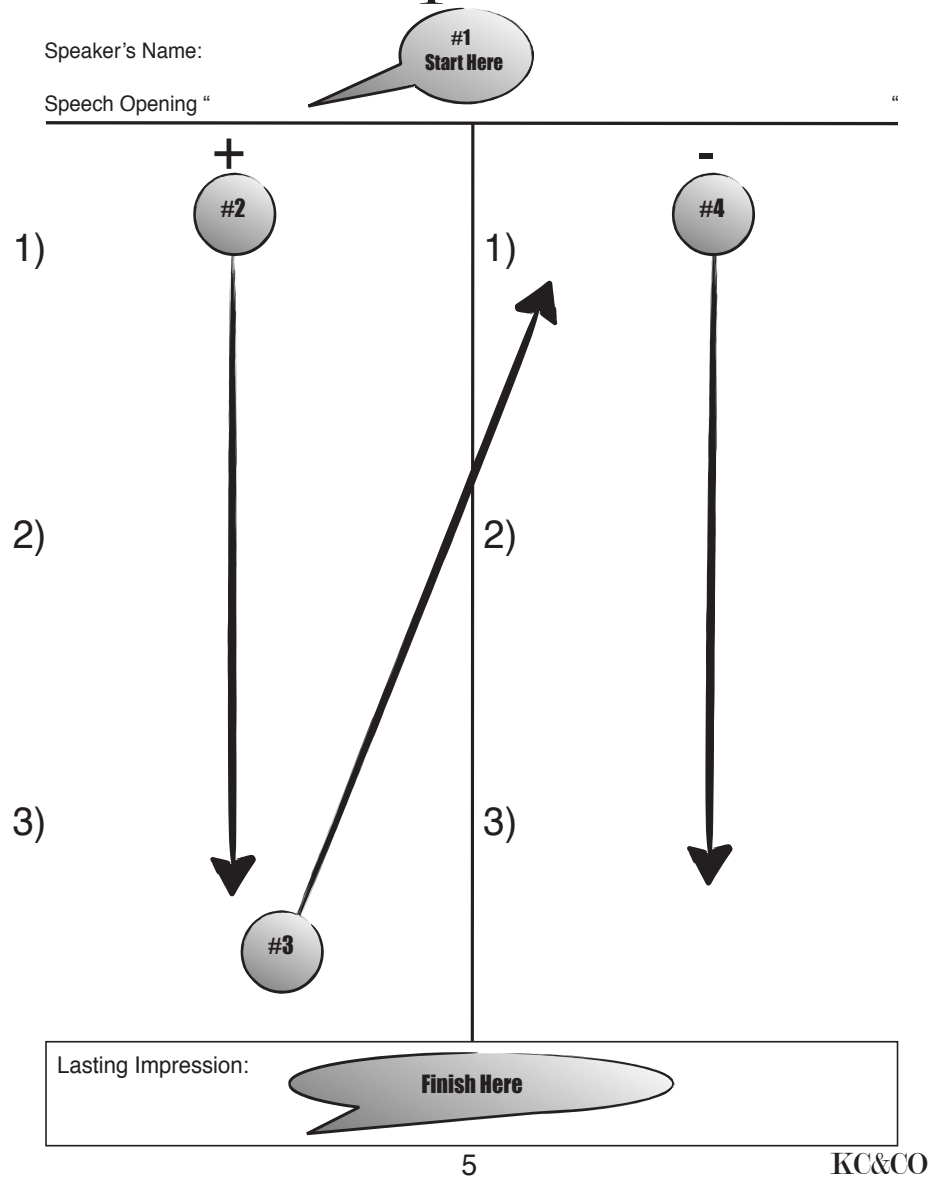
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The Feedback Sandwich



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“Roadmap to Success”





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POSE (Positives, Objectives, Suggestions, Encouragement)

Evaluation Mavens use the POSE technique when they want to evaluate based on the speech objectives. These could be the stated speech project objectives in the Toastmaster manual or they could be the personal objectives the speaker used to guide speech development.

The POSE technique focuses specifically on the speech objectives. It's like an expanded version of the SANDWICH technique. It starts with Positives (bread), adds in a number of Objectives and Suggestions (meat) and finishes with Encouragement (bread).

Here's how an Evaluation Maven uses the POSE technique. On a single piece of paper divide the page into the necessary number of rows and two columns. The number of rows depends on the number of objectives.....'Objective 1', 'Objective 2', 'Objective 3', etc. The columns represent 'The Speaker Strengths' and 'Suggestions for Improvement'.

All that remains for the Evaluation Maven is to select the top two or three strengths and suggestions, craft a statement of encouragement and deliver them in the evaluation speech.



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POSE Technique - Evaluation Worksheet

	Speakers Strengths	Suggestions for Improvement
Objective #1		
Objective #2		
Objective #3		
Objective #4		





The Art of Effective Evaluation

1.

- Evaluation is one of the things that makes Toastmasters unique.
- No teachers.
- We take turns evaluating each others speeches so we can all improve our speaking skills

2.

Everyone benefits:

- The Speaker
- The Evaluator
- The Club

3.

Why People Want to Learn to Speak

- To gain knowledge and skill
- To meet a specific need
- To gain material rewards
- To earn credit towards recognition
- To gain pleasure
- To build self-esteem
- To build self-confidence
- To win acceptance and esteem from others

4.

How We Improve as Speakers

- Behavior (Speech)
- Feedback (Evaluation)
- Behavior (Speech)
- Feedback (Evaluation)
- **Improvement**



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5.

Three Roles of An Evaluator

- Motivator
- Facilitator
- Counselor

6.

How Self-Esteem Helps Us Become Better Speakers

- Self-esteem fuels personal growth
- Feedback reinforces personal growth
- More self-esteem generates more growth

7.

How to Nourish Self-Esteem When You Evaluate

- Be genuine
- Recognize strengths
- Recognize improvement
- Create a climate for motivation
- Avoid Value Judgments
- Provide Positive Direction

8.

Evaluation Methods

- Tell and Sell
- Tell and Listen
- Problem-Solving



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9.

Ten Behaviors of an Effective Evaluator

- Show that you care.
- Suit your evaluation to the speaker
- Learn the speaker's objectives
- Listen actively
- Personalize your language.
- Give positive reinforcement.
- Build a motivational climate
- Evaluate behavior – not people.
- Nourish self-esteem.
- Show the speaker how to improve.

10.

How to Personalize Your Language

(a). Say it like this:

- My reaction was
- It appeared to me
- I felt that you
- I suggest
- I think your next speech will have a stronger impact on me if you
- A technique I have found helpful is

11.

How to Personalize Your Language (continued)

(b). Don't say it like this:

- You should have
- You failed to
- Your opening was
- You should
- You must
- Good speakers do it by



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12.

One Technique that works

- 1 – Positives
- 2 - Improvements
- Objectives for next time

13.

Key Activities

- Listen attentively
- Plan your evaluation
- Emphasize strong points as well as areas of possible improvement.
- Finish on a positive note
- Keep it short and to the point
- 2-3 minutes allows ample time to talk about two strong points and two possible areas of improvement
- Use your written evaluation to flesh out concepts you touched on in your oral evaluation
- Take ownership of the ideas presented