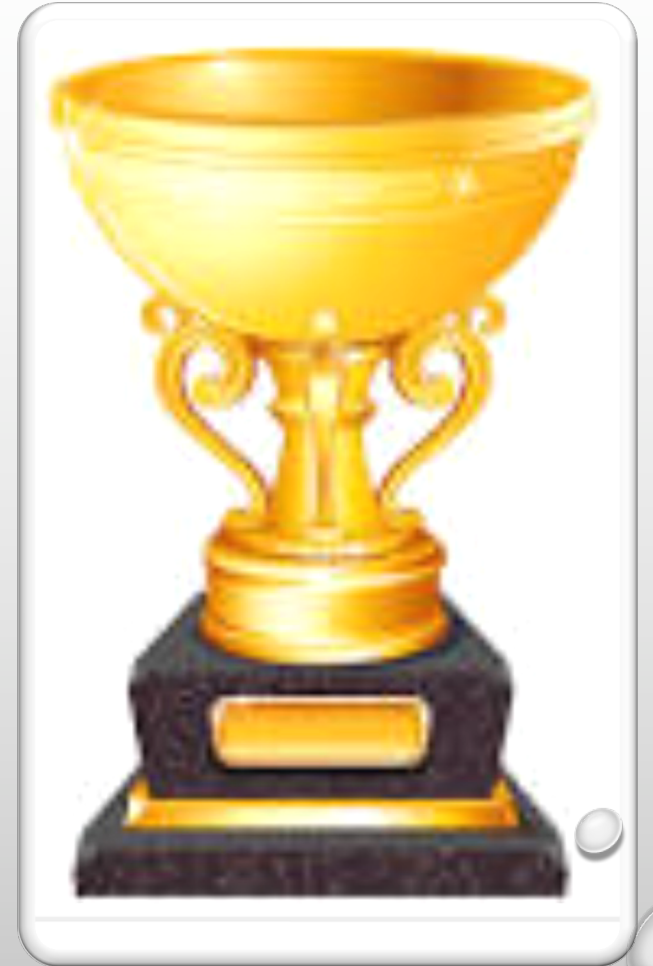


Meaningful Evaluations

By Susan Schulz DTM2

D84 Florida

Evaluation Contest Champion 2014



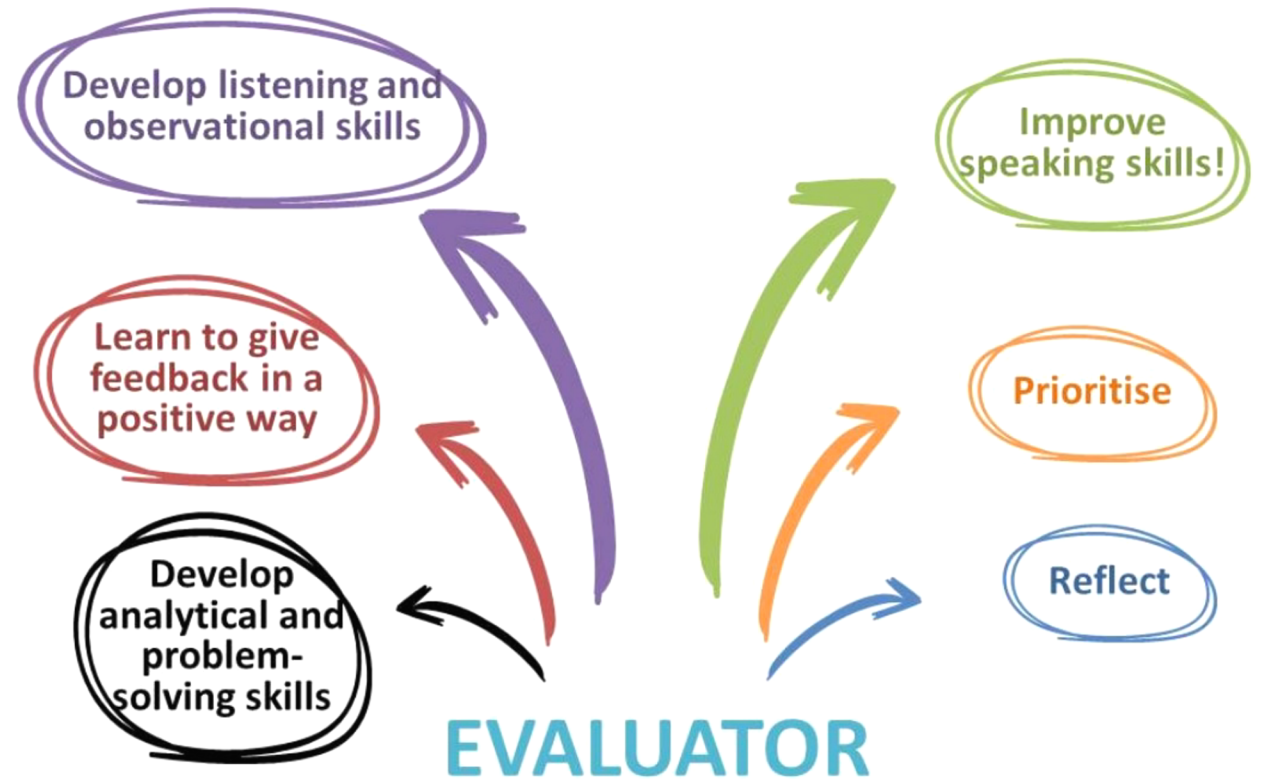
Benefits to the speaker:



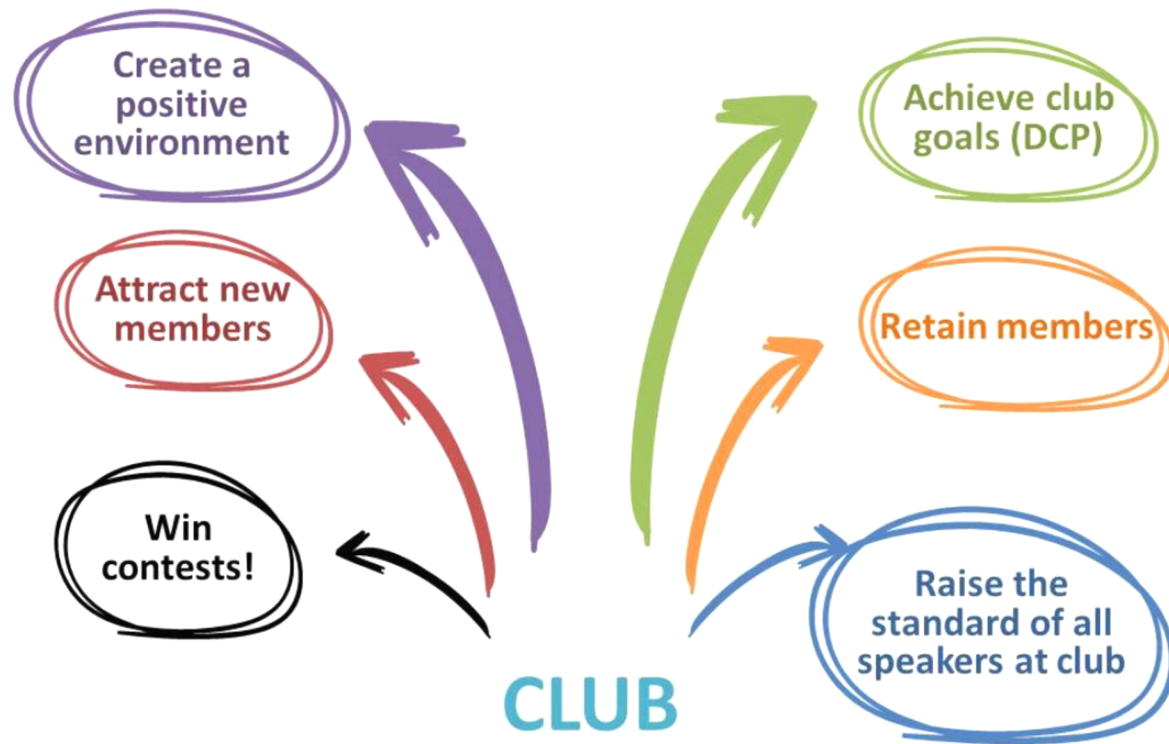
WHY DO TOASTMASTERS EVALUATE?

WHY DO TOASTMASTERS EVALUATE?

Benefits to the evaluator:



Benefits to the club:



WHY DO TOASTMASTERS EVALUATE?

Why Toastmasters Evaluations are “Unique”

- Immediate Feedback – YOUR Opinion
- Honest Feedback not a “Critique”
- Not a “laundry list” of Errors or Mistakes
- Connection with Speaker and Audience
- Provide methods for Improvement
- Build and maintain speakers Self-Esteem

Evaluation Tips Outside of Meeting

Before The Speech

- Contact Speaker
- Ask About Specific Concerns Or Goals
- Be Familiar With Speech Objectives

After The Speech

- Provide Your Written Evaluation
- Communicate With Speaker
- Provide Encouragement

Extra Items to Consider

- Speakers Experience - New Member or Seasoned Veteran
- Your Words Matter – Find the Positives
- Recommendations – Only Elements Speaker Can Change

Your Evaluation Is A Speech

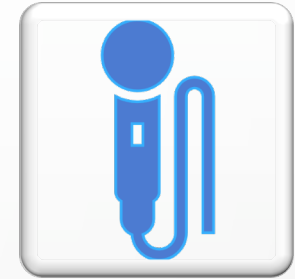
An evaluation is a speech and like all good speeches, there should be a speech structure.

More specifically, there should be an opening, the main body and a conclusion.



Your Evaluation Is An Effective Speech

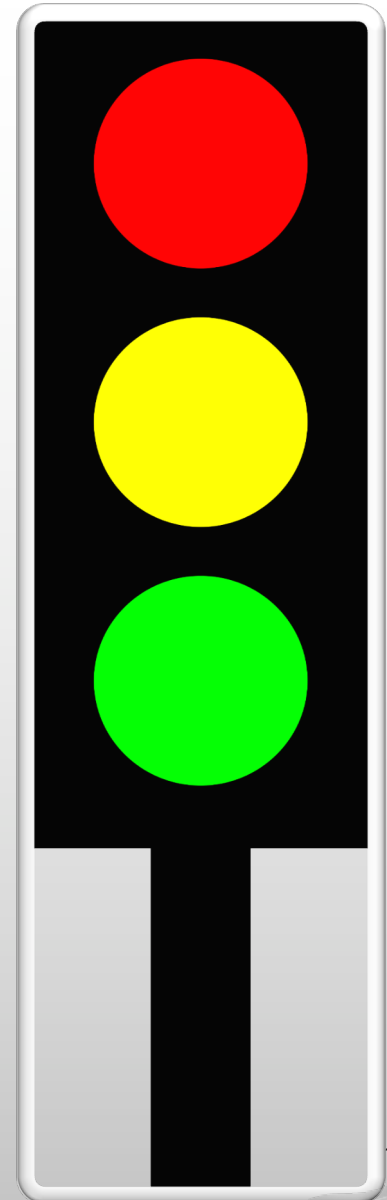
- Strong Positive Opening
- Refer To Speaker By Name
- USE “You” Versus Third Person “He” Or “She”
- Well Organized & Analytical Message
- Recommendations – Positive, Specific, Helpful
- Sympathetic, Sensitive, Motivational Technique
- Strong Close – Summation, Encouraging, Memorable Hook



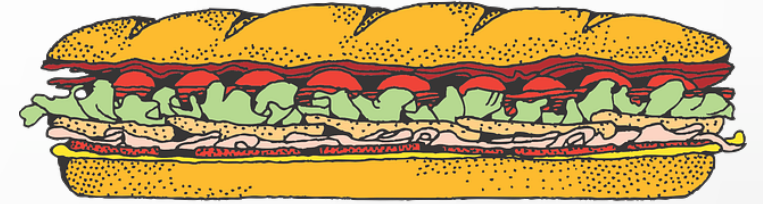
JUDGING ITEMS	SUGGESTED POINT VALUES				1
	EXCELLENT	VERY GOOD	GOOD	FAIR	
Analytical Quality Clear, Focused	40	28-39	17-27	0-16	
Recommendations Positive, Specific, Helpful	30	22-29	13-21	0-12	
Technique Sympathetic, Sensitive, Motivational	15	11-14	6-10	0-5	
Summation Concise, Encouraging	15	11-14	6-10	0-5	
TOTAL SCORE (100 Points Possible)					

TIMING

- *Allotted Time Is 2 To 3 Minutes*
- *30 Seconds Of Grace Time*
- *Disqualified If:*
 - *Less Than 1 Minute 30 Seconds Or*
 - *More Than 3 Minutes And 30 Seconds*
- *If You Speak For Less Than 3 Minutes*
 - *You May Not Demonstrate All Required Elements*
- *Be Mindful To Wrap Up Soon after The Red Light. Especially Critical for Contests*



The “Sandwich” Method



- Start With Positives - Foundation
 - Pathways – Excelled
- Opportunities For Improvement – 2 – 3 “Gifts”
 - Pathways – Items To Work On
 - Or Challenge To Stretch
- Conclusion Or Recap - Encouragement





“SHOE” Method



S – What you SAW

H – What you HEARD

O – Opportunities for Improvement

E – Encouragement!

S - What You SAW



Physical Delivery

Confidence and assurance?

Eye contact, facial gestures? Smile?

Body language matched the words of the speaker?

Visual Aids or Props? Visible?

Use of the floor (Zoom) space (stagecraft)?

H – What You HEARD



Voice

Heard by everyone?

Vocal variety? Pace, Tone, Emphasis?

Word choices? Vivid, Clear, Eloquent?

Pauses used effectively?

Memorable message?

H – What You HEARD



Speech Development

Organized (opening, body, conclusion)?

Audience's attention?

Logical flow? Good transitions?

References shared?

O – OPPORTUNITIES For Improvement



Personal Observations & Feedback

Limit to 2 – 3 items

Constructive Feedback NOT Advice or Criticism

Your Opinion based on your observations

Recommendations on “How to Improve”

Positive Focus



E- ENCOURAGEMENT!



Effectiveness

Speaker's purpose? Inform, Inspire, Entertain?

Topic appropriate?

Audience Reactions? Laughter?

Encouraging & motivating positive feedback.

DO'S & DON'TS



- Evaluate The Delivery & Speech Organization
- Give Specific Examples

- Don't Judge The Person
- Don't Dispute The Content
- Don't Repeat The Content

DO'S & DON'TS



- “I” Statements - Feedback
- Limit Opportunities To Improve To 2-3
- Stay Positive

- Don't Use Judgement Terms
 - Should Or Shouldn't
- Don't Apologize
- Don't Whitewash

EVALUATION FORM

Ice Breaker

Member Name _____ Date _____

Evaluator _____ Speech Length: 4 – 6 minutes

Speech Title

Purpose Statement

The purpose of this project is for the member to introduce himself or herself to the club and learn the basic structure of a public speech.

Notes for the Evaluator

This member is completing his or her first speech in Toastmasters. The goal of the evaluation is to give the member an effective evaluation of his or her speech and delivery style. Because the "Ice Breaker" is the first project a member completes, you may choose to use only the notes section and not the numerical score.

General Comments

You excelled at:

You may want to work on:

To challenge yourself:

PATHWAYS EVALUATIONS

- You Excelled at
- You may want to work on
- To challenge yourself

For the evaluator: In addition to your verbal evaluation, please complete this form.

5 EXEMPLARY	4 EXCELS	3 ACCOMPLISHED	2 EMERGING	1 DEVELOPING	
Clarity: Spoken language is clear and is easily understood					Comment:
5	4	3	2	1	
Vocal Variety: Uses tone, speed, and volume as tools					Comment:
5	4	3	2	1	
Eye Contact: Effectively uses eye contact to engage audience					Comment:
5	4	3	2	1	
Gestures: Uses physical gestures effectively					Comment:
5	4	3	2	1	
Audience Awareness: Demonstrates awareness of audience engagement and needs					Comment:
5	4	3	2	1	
Comfort Level: Appears comfortable with the audience					Comment:
5	4	3	2	1	
Interest: Engages audience with interesting, well-constructed content					Comment:
5	4	3	2	1	

PATHWAYS

Numerical rank

- Honest
- Fair

Comments

- Examples
- Observations

EVALUATION CRITERIA

Ice Breaker

This criteria lists the specific goals and expectations for the speech. Please review each level to help you complete the evaluation.

Clarity

- 5 – Is an exemplary public speaker who is always understood
- 4 – Excels at communicating using the spoken word
- 3 – Spoken language is clear and is easily understood
- 2 – Spoken language is somewhat unclear or challenging to understand
- 1 – Spoken language is unclear or not easily understood

Vocal Variety

- 5 – Uses the tools of tone, speed, and volume to perfection
- 4 – Excels at using tone, speed, and volume as tools
- 3 – Uses tone, speed, and volume as tools
- 2 – Use of tone, speed, and volume requires further practice
- 1 – Ineffective use of tone, speed, and volume

Eye Contact

- 5 – Uses eye contact to convey emotion and elicit response
- 4 – Uses eye contact to gauge audience reaction and response
- 3 – Effectively uses eye contact to engage audience
- 2 – Eye contact with audience needs improvement
- 1 – Makes little or no eye contact with audience

Gestures

- 5 – Fully integrates physical gestures with content to deliver an exemplary speech
- 4 – Uses physical gestures as a tool to enhance speech
- 3 – Uses physical gestures effectively
- 2 – Uses somewhat distracting or limited gestures
- 1 – Uses very distracting gestures or no gestures

Audience Awareness

- 5 – Engages audience completely and anticipates audience needs
- 4 – Is fully aware of audience engagement/needs and responds effectively
- 3 – Demonstrates awareness of audience engagement and needs
- 2 – Audience engagement or awareness of audience requires further practice
- 1 – Makes little or no attempt to engage audience or meet audience needs

Comfort Level

- 5 – Appears completely self-assured with the audience
- 4 – Appears fully at ease with the audience
- 3 – Appears comfortable with the audience
- 2 – Appears uncomfortable with the audience
- 1 – Appears highly uncomfortable with the audience

Interest

- 5 – Fully engages audience with exemplary, well-constructed content
- 4 – Engages audience with highly compelling, well-constructed content
- 3 – Engages audience with interesting, well-constructed content
- 2 – Content is interesting but not well-constructed or is well-constructed but not interesting
- 1 – Content is neither interesting nor well-constructed

PATHWAYS

Criteria for rank

1. Developing
2. Emerging
3. Accomplished
4. Excels
5. Exemplary



Serving as an evaluator can be one of the most intimidating parts of being a Toastmaster. Even members who have been evaluated many times give much thought to their comments and scores when they evaluate their peers.

Build Up



Don't Tear Down



Extra Tips for Club

Use TM **Ballots and Brief Evaluations** for In person meetings

Use Chat in Zoom to provide feedback to Speaker

Kudos, Validation, Recommendations (Gifts)

Advanced Communicators Club # 984 uses

- **Round Robin Evaluations**

Variety of Techniques: Keep it Interesting !

- **Table Topics Evaluator**
- **Zoom Evaluator**
- **3 Evaluators for each speech**
 - **What I Saw, What I Heard, What I Felt**



Practice, Practice, Practice

Practice giving evaluations:

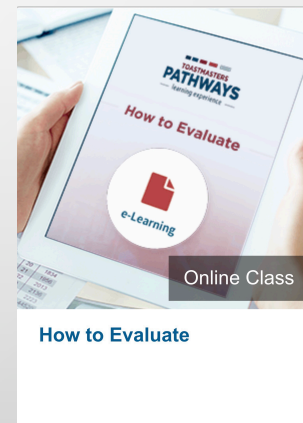
- At your club meeting
- Visit other clubs to evaluate (*club Ambassador visits*)
- *Contests!*



RESOURCES



- Toastmasters International – Toastmasters.Org
 - Successful Club Series – Evaluate To Motivate
 - Leadership Excellence – The Art Of Evaluation
 - Tips For Effective Evaluations
 - Pathways – How to Evaluate – Video
- Susan Schulz : Schulsu@gmail.Com



Cell/Text : 1-321-446-5345

QUESTIONS & ANSWERS

Q & A ???

Q & A ???

