



Dawn Talkers Club #84

When you are the Speech Evaluator

Evaluations bring awareness to Speakers of the effect of their speech, speech habits, and progress to date. If the speaker uses a technique or uses a gesture that receives a good response from the audience, the Speaker should be told so it can be used again. The opposite is also true. Evaluations can make the difference between a worthwhile or a wasted effort for a Speaker. Program Speakers receive written evaluations in their manuals. The General Evaluator has the option to change the overall oral evaluation format (group evaluation, specialized evaluation, etc.).

Prepare in Advance

- Review the Evaluation manual, which you received with your new member packet from Toastmasters International.
- Call the General Evaluator to find out, who you will be evaluating.
- Call your Speaker to find out which manual project will be presented and what areas of their presentation they would like you to give special attention to in the course of your evaluation.
- Evaluation requires preparation to be of value to the Speaker. Study the objectives of the manual project to be given as well as its evaluation guide.
- Remember the purposes of evaluation:
 - To encourage the speaker
 - To point out good qualities and techniques by which all may benefit
 - To suggest opportunities for improvement
 - To develop your own powers of analytical listening and the ability to express these opinions concisely, fluently, and tactfully.

Entering the Meeting Room

- Get the Speaker's manual.
- Check with the General Evaluator to confirm the evaluation program format.
- Check with the Speaker to see if there are any additional concerns you should watch for.

During the Meeting

- Record your impression of the speech in the manual and answer the evaluation question; be as objective and tactful as you can.
- Consider the following points and think of why you felt something was a strong or weak part of their speech: opening, delivery, content, closing, organization, platform appearance, word pictures, audience response.
- A good evaluation may give new life to a discouraged member while a poor evaluation may dishearten a person who tried their best.



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Remember that when you evaluate you are simply sharing your opinion of the presentation what you hear, saw, felt, learned. Use “I” statements (I learned, I felt) as opposed to “we” statements (we heard, we saw); you cannot speak on behalf of the rest of the audience since this is your opinion.

- When introduced:
 - Stand at your chair and give your oral report. Begin and end your evaluation with a note of encouragement or praise. Present your view quickly and honestly.
 - Though you may have written lengthy responses to manual evaluation questions, don't read the question or your responses. Your oral evaluation time is limited. Don't try to cover too much in your talk, possibly one point on organization, one on delivery, and one on attainment of purpose with a statement of greatest asset and a suggestion for improvement.
 - Avoid restating the speech. The audience just heard the original and doesn't need to hear it paraphrased by you.
 - Praise a successful speech and specifically tell why it was successful. 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 be ignorant of a serious fault or mannerism; if it is too personal, write it but don't mention it aloud if it might embarrass the speaker.
 - Give the Speaker deserved praise and tactful suggestions in the manner in which you would like to receive them when you are a speaker.
 - Let the speaker know if you felt the speech objectives were met.

After the Meeting

- Return the manual to the speaker.
- Add a verbal word of encouragement to the Speaker, either reiterating something you mentioned during your oral presentation or perhaps something new.