



# The Art of Effective Evaluation

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## Objectives

- **Understand** why effective evaluation is a critical part of the Toastmasters journey
- **Recognize** the purpose & value of effective speech evaluations
- **Learn** behaviors & methods to improve your evaluation skills
- **Practice** evaluating a speech and discuss as a group the evaluations and their effectiveness



# Understand

why effective evaluation is a critical part of the Toastmasters journey



## For The Speaker

- Timely and powerful learning aid
- Paves the way to better speaking skills
- Provides recognition / ego fulfillment
- Creates a positive climate for motivation
- Builds and maintains healthy self esteem

## For The Evaluator

- Provides opportunities to help others
- Develops an attitude of helpful interest
- Builds positive interpersonal relationships
- Develops listening skills
- Builds impromptu speaking skills





## For The Club

- Contributes to a high standard of excellence
- Builds a positive climate
- Develops role models
- Creates a success-oriented atmosphere
- Keeps people coming to meetings



# Recognize

the purpose & value of effective  
speech evaluations



# Why People Want To Learn to Speak

- According to Toastmasters International -

- Gain knowledge and skills
- Meet a specific event need
- Gain material rewards
- Earn credit toward recognition
- Gain pleasure
- Build self confidence
- Win acceptance and esteem from others



## How We Improve As Speakers





## Speakers Responsibilities

- Communicate your goals
- Help the evaluator prepare
- Prepare diligently
- Help the evaluator improve
- Prepare to change



## Three Roles of an Evaluator

- According to Toastmasters International -

- Listener
- Facilitator
- Motivator

## Passive Listening

- Listening on and off, tuning in and out
- Being aware of the presence of others, but mainly paying attention to yourself
- Your focus is on yourself and your own thoughts rather than what the speaker has to say.

## Content Listening

- Some effort to understand what the speaker means
- More concerned with content rather than feelings
- Focus on the speaker, not distracted by your own thoughts and feelings

## Active Listening

- You put yourself in the speaker's place - see things from the speaker's point of view
- You listen not only for the content of what is being spoken but, more importantly, for the meaning and feelings
- Listen to everything available, use your intuition, sense signals from the speaker's energy, body, voice and surroundings.

## How Self-Esteem Helps People Become Better Speakers

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

## 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



# Learn

behaviors & methods to improve  
your evaluation skills



## Ten Behaviors of an Effective Evaluator

1. Learn the speaker's objectives in advance
2. Show that you care
3. Suit your evaluation to the speaker
4. Listen actively
5. Personalize your language
6. Give positive reinforcement
7. Build a motivational climate
8. Nourish self-esteem
9. Show the speaker how to improve
10. Evaluate the speech – not the person

# How to Personalize Your Language

Say it like this:

- My reaction was ...
- It appeared to me ...
- I felt that you ...
- Your words made me think ....
- Your energy was ....

Not like this:

- You shouldn't have ...
- You failed to ...
- Your opening wasn't ...
- You weren't ....
- Don't do ...





## 7 Evaluation Constructs That Never Fail

1. Glow & Grow
2. Positives, Objectives, Suggestions, Encouragement
3. Content, Organization, & Delivery
4. Gestures, Language, Organization, Voice, Energy
5. What I Heard, Saw, & Felt
6. Attention, Need, Solution, Visualization, Action
7. Good, Inform, Fine Tune, Thank

### Pro Tip

An evaluation is a short speech.

It needs an introduction, the body, and a conclusion

# Glow & Grow

--- *great for new speakers*

## Glow

- Provide 3 points where the speech was good
- Use examples to support the points
- Examples
  - Didn't use notes
  - Made great eye contact
  - Speech structure was well laid out

## Grow

- Provide 2 points where the speech could benefit from some tweaks
- Examples
  - Perhaps reorganizing two parts of the speech will make the speech flow better
  - I encourage you to try emphasizing some key points with a stronger voice

# Glow & Grow

*great for new speakers*

	Strengths	Suggestions
Glow		
Grow		

# Positives, Objectives, Suggestions, Encouragement - POSE

*--- great for focusing on speech objectives*

## Positives

- For each objective, state the positives in the speech

## Objectives / Suggestions

- For each objective, state how the speech met the objectives and provide any suggestions

## Encouragement

- For each objective, provide encouragement

# Positives, Objectives, Suggestions, Encouragement - POSE

	Strengths	Suggestions
Objective 1		
Objective 2		
Objective 3		

# Content, Organization, Delivery - COD

--- *great general purpose*

## Content

- Provide feedback on the content itself
- Were the key ideas / story clear, authentic, entertaining
- Use facts and examples support the key ideas

## Organization

- Provide feedback on the speech structure
- Was the introduction, body and conclusion logically set out and easy to follow

## Delivery

- Provide feedback on body posture, eye contact, and hand gestures
- Was the delivery confident and did it have good energy

# Content, Organization, Delivery

	Strengths	Suggestions
Content		
Organization		
Delivery		

# Gestures, Language, Organization, Voice, Energy - GLOVE

--- *great for speeches re voice / body movement*

## **Gestures**

- Were the speaker's body movements and facial expressions appropriate?
- Did the speaker make eye contact with the audience?
- How well did the speaker make use of the floor space

## **Language**

- Was the language appropriate, vivid, clear and eloquent?
- Were the words and pauses used effectively?

## **Organization**

- Was the structure organized and easy to follow?
- Were the transitions between introduction, body and conclusion clear and effective?

## **Voice**

- Could everyone in the audience hear the speaker?
- Was there vocal variety - changes in rate, volume and pitch?

## **Energy**

- Did the speaker show enthusiasm for the topic?
- Did the speaker project or evoke appropriate emotions?



# Gestures, Language, Organization, Voice, Energy

	Strengths	Suggestions
Gestures		
Language		
Organization		
Voice		
Energy		

# What I Heard, Saw, and Felt - HSF

--- *great for a very personal or emotional speech*

## Heard

- What did you hear in the speech?
- What caught your attention as important?

## Saw

- What did you see the speaker do to emphasize the speech?
- Did they use body language, eye contact, smiles

## Felt

- How did it make you feel?
- Were your emotions elated or could you feel the speakers heartfelt pain?

# What I – Heard, Saw, and Felt

	Strengths	Suggestions
Heard		
Saw		
Felt		

# Attention, Need, Solution, Visualization, Action - ANSVA

--- *great for persuasion speeches*

## Attention

- Provide feedback on how effectively the speech got the attention of the audience using a detailed story, shocking example, dramatic statistic, or quote.

## Need

- Provide feedback on how effectively the speech explained the problem and how it applies to the psychological need of the audience members or to society.

## Solution

- Provide feedback on how effectively the speech used specific and viable solutions:
  - that the audience can use to meet this need, or
  - that society can use to meet this need.

## Visualization

- Provide feedback on how effectively the speaker:
  - Got the audience to visualize a positive and uplifting outcome if the solution is implemented, or
  - Got the audience to visualize the negative consequences if the solution is not implemented

## Action

- Provide feedback on how effectively the speech gave the audience a clear and specific call to action?

# Attention, Need, Solution, Visualization, Action - ANSVA

	Strengths	Suggestions
Attention		
Need		
Solution		
Visualize		
Action		

# Good, Inform, Fine Tune, Thank - GIFT

*--- great for a very experienced speaker*

## Good

- Mention two or three strong points of the speech and speaker.

## Inform

- Tell how the strong points came across and how you believe the speaker accomplished them.??

*Note: Switch back and forth between the **Good** and **Inform** for each strong point.*

## Fine Tune

- Provide constructive advice on one or two specific suggestions for improvement.

## Thank

- Thank the speaker for the informative and learning benefits the speech provided for the audience.

# Good, Inform, Fine Tune, Thank

Good	
Inform	
Fine Tune	
Thank	

# Thank You

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