

## Evaluate to Motivate

Evaluations are the “lifeblood” of TM meetings because EVERYONE benefits

- Speaker gets feedback
- Evaluator sharpens listening skills and impromptu speaking skills
- Audience learns from observations by evaluator

Evaluator must multi-task

- Look
- Listen
- Write
- Organize
- Speak

Main purposes of evaluation: motivate support help encourage

Evaluation is NOT *Critique* (non-Toastmasters)

Root of the word “Evaluation” is **value**

Evaluations are like a “sandwich:” – should be 2/3 positive

- 2 slices of bread = good stuff with “filling” (suggestions for improvement)
- 1/3 Positive (what you liked)
- 1/3 Suggestions (what you’d like to see next time)
- 1/3 Positive summary (what you liked)

Focus on positive — highlight 2 – 3 most effective

Ex. authenticity, structure, storytelling, emotion, humor, credibility, energy

Explain what made them work

Sample positive openings:

- What I loved about your speech ...
- Your three strengths are ...

Offer 2 suggestions for improvement and how to implement them

Evaluations are NOT

- Summary of speech
- Personal stories
- Opinions of speech

Before the meeting, talk to the speaker. Review objectives in manual.

- Ask speaker what she’d like you to notice.
- “Did speaker accomplish what she set out to?”

Alternatives to overuse of word “great”

- Exemplary
- Outstanding
- Effective
- Admirable,
- Pleasing
- Beneficial

Evaluator’s Mantra

- **See:** gestures, eye contact, use of space, facial expressions, use of notes
- **Hear:** language, structure, filler words, vocal variety, pauses
- **Feel:** emotions, images, speaker’s passion, moved to action?