

THE PLUS AND MINUS METHOD OF EVALUATION

An evaluator has two primary goals. They are to help a fellow member reach his or her goals and to make sure they return to speak again.

Speech preparation takes some time, but so does evaluation preparation. Prior to presenting an evaluation a member should endeavour to:

- Speak to the speaker beforehand
- Find out which manual speech the speaker will be presenting
- Ask the speaker if they have any personal objectives for the speech
- Read through the speech outline as in the manual
- Be conversant with what the manual requires you to look for in the written evaluation
- Look through the speaker's previous evaluations for clues for your evaluation

As you evaluate, divide your note paper into two columns headed + and - and list under the plus and minus signs that which was good about the presentation and that which could be improved. Here is an example of what you might write.

+	-
Good use of notes Good use of words, list some Strong organisation of speech, with logical outline Explained what activities were involved and why Very sincere Belief in your cause showed etc	Very even voice Minimum gestures Flat opening statement did not gain interest Conclusion had excellent call to action Lacked any passion or enthusiasm Repetition of "so" on occasions etc

At the conclusion of the speech prepare your oral evaluation by selecting two, **and only two areas** to comment on from the pluses and two from the minuses. In our example above you might comment on:

- PLUS The speech had a logical outline, emphasizing what activities were involved and why. (Give an illustration from speech.)
- MINUS The opening was just a flat statement of what you had done. I felt it would have been better to start with a rhetorical question (give an example) to grab the audience's attention.
- MINUS The speech as delivered was very even in vocal style with minimum body language. Yet the subject demanded passion, so the goal in future speeches is to show the passion and enthusiasm felt about the subject. To be enthusiastic, try acting enthusiastic.
- PLUS Your obvious sincerity showed through and the best part of the speech was your call to action at the end, asking everyone to get behind you in your cause.

What you have effectively prepared is a + - - + evaluation.

If possible aim to present your evaluation without notes since you only have four points to discuss. This gives you more contact and rapport with the speaker and your club.

Write up the written evaluation and always speak to the speaker afterwards.

The following sheet is a useful aid for evaluators, giving clues to what to look for in a speech before making relevant notes in the + and - columns.

Speakers Name

Evaluator

Speech Title

Date

Manual assignment

The manual objectives for the speech are _____

The speaker's additional personal objectives are _____

Areas to consider in evaluation of speech

Overall effectiveness	Content	Presentation
Preparation <i>(Research, rehearsal, good use of time)</i>	Opening <i>(Clearly defined, attention getting, led into topic)</i>	Voice <i>(Volume, variety)</i>
Speech value <i>(Original, interesting, clear message)</i>	Body of speech <i>(Logical flow, easy to follow, structured organisation)</i>	Language <i>(Appropriate to topic and audience, grammar)</i>
Audience reception <i>(Relevance, understanding, response)</i>	Support material <i>(Facts, examples, illustrations, humour used to enhance speech)</i>	Appearance <i>(Appropriate for occasion and audience)</i>
Manual assignment <i>(Met project objectives)</i>	Transitions <i>(Natural, easy to follow)</i>	Manner <i>(Confidence, assurance, sincerity, enthusiasm)</i>
Personal objectives <i>(Achieved aims)</i>	Conclusion <i>(Effective)</i>	Physical <i>(Gestures, body movements, eye contact, facial expressions)</i>

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