

# GUIDELINES FOR DELIVERING EFFECTIVE EVALUATIONS

1. The prime focus of your role is to **HELP** the speaker. You must be sincere and genuine and show that you care.
  2. Suit your evaluation to the speaker. To do this,
    - Speak to the speaker beforehand and find out which speech project they are doing.
    - Ask if the speaker has personal objectives for the speech.
    - Read through the assignment guidelines in the manual.
    - Read previous evaluations given to the speaker so that you can comment on their progress and development.
  3. Take notes during the speech of both content and presentation. This means the “arrangement” of the content (organisation, examples, etc.) and not the speaker’s ideas. You are going to evaluate what the speaker does, not what the speaker is. In other words, you are evaluating the speaker’s behaviour, not the person.
  4. Use plus and minus columns to note strengths and weaknesses of the speaker
  5. For your evaluation choose 2 pluses (strengths) and 2 minuses (weaknesses) on which to comment.
  6. Use the pattern, **Plus, Minus, Minus, Plus** to present your evaluation. Always conclude on a **positive note** to help the speaker remain motivated, as you want to ensure that the speaker comes back and speaks again. Your object is to nourish the speaker’s self-esteem.
  7. When commenting on a strength, say **WHY** it was good so that the audience will learn from the example.
  8. When commenting on a weakness, explain **WHY** it detracted from the presentation and suggest **HOW** it could have been improved. That is, focus on what you feel the speaker **should** be doing, not on what he or she **should not** be doing. This reflects the difference between evaluation and criticism.
  9. Deliver the evaluation in a warm, friendly and sincere style. Personalise your language to describe your **reaction** to the speech on you with phrase such as
    - My reaction was...
    - It appeared to me ...
    - I felt that you ...
- Then offer **recommendations** for improvement, personalising them such as
- I suggest ...
  - I think your next speech will have a stronger impact on me if you ...
  - A technique I have found useful (or seen other speakers use) is ...
  - I feel your presentation would have been better if ...
10. Complete the written evaluation in the manual. This is a different task to the oral evaluation. Your verbal evaluation is a mini speech and should never be a reading from the manual.
  11. Hand the manual back to the speaker with a positive comment. This will establish a rapport between you and the speaker.

