



EVALUATIONS

THE HEART OF TOASTMASTERS

BENEFITS TO THE SPEAKER?

BENEFITS TO THE SPEAKER

- 1. PROVIDES IMMEDIATE FEEDBACK**
- 2. GIVES A WAY TO IMPROVE**
- 3. BUILDS CONFIDENCE**

BENEFITS TO THE EVALUATOR?

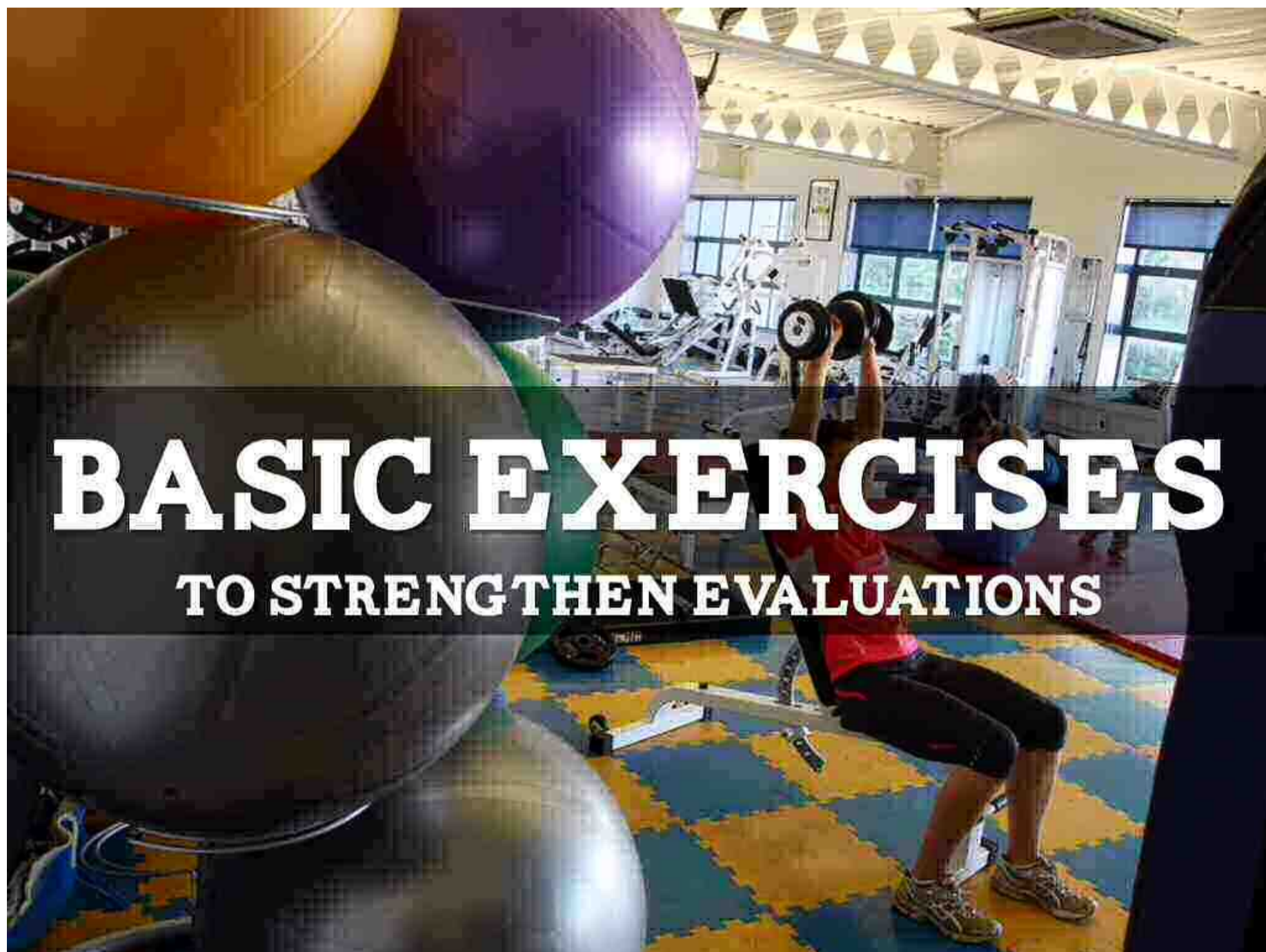
BENEFITS TO THE EVALUATOR

- 1. IMPROVES CRITICAL THINKING**
- 2. BUILDS COACHING SKILLS**
- 3. HAS A SPILLOVER EFFECT**

BENEFITS TO THE CLUB?

BENEFITS TO THE CLUB

- 1. LEARN FROM EXAMPLE**
- 2. SUPPORTIVE CLIMATE**
- 3. KEEPS MEMBERS GROWING**



BASIC EXERCISES

TO STRENGTHEN EVALUATIONS

1. PRIOR PREPARATION

2. BE GENUINE AND HONEST

3. FOCUS ON THE OBJECTIVES

4. 'TELL' AND 'SELL'

5. PERSONALIZE YOUR LANGUAGE



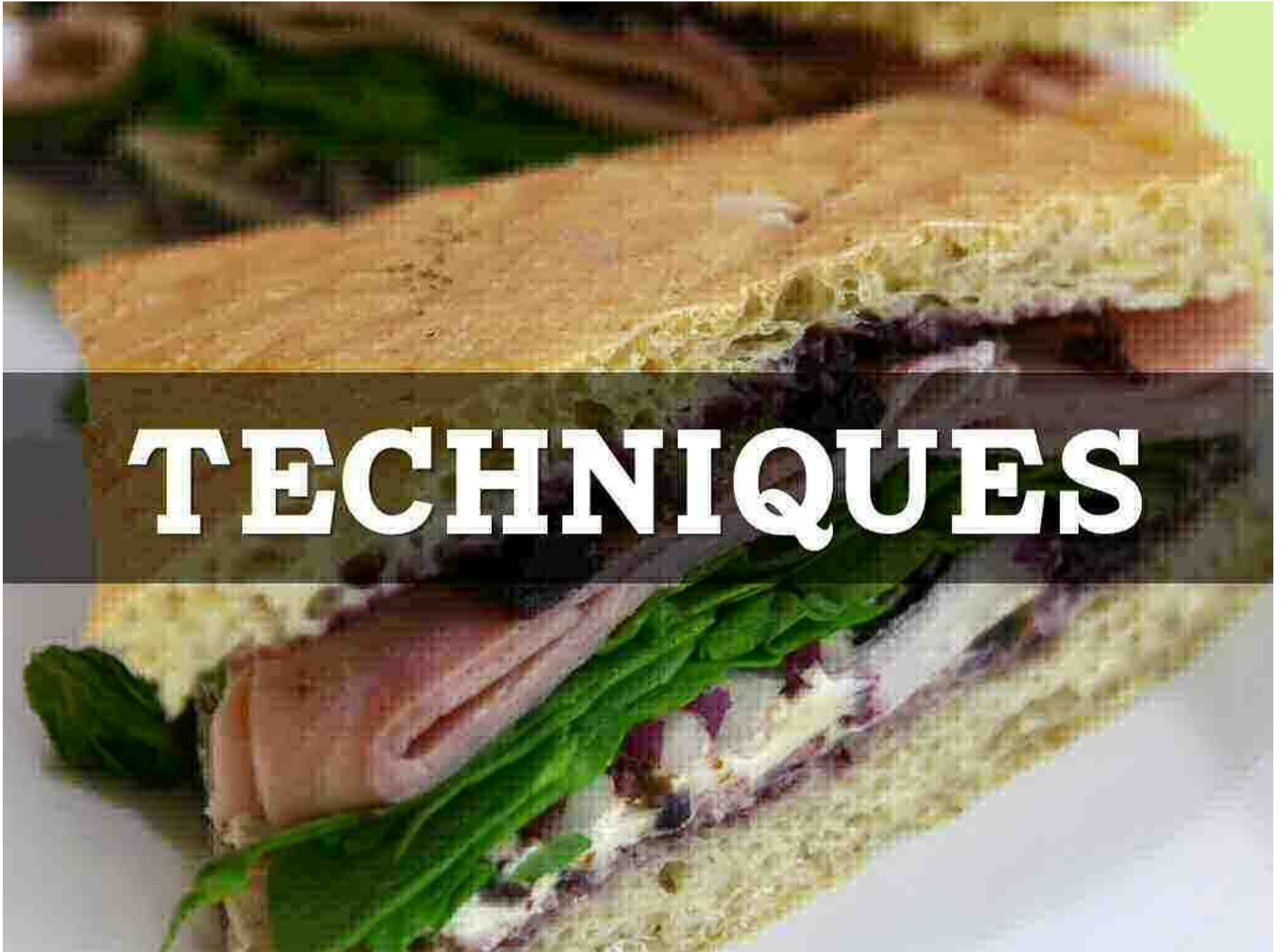
6. REFRAME FEEDBACK AS A GIFT

7. APPLAUD THE RISK

8. AFTER THE MEETING, FOLLOW UP

9. HAVE A STRUCTURE

10. DROP THE QUALIFIERS





Sample Evaluations

Version One (before):

Fellow Toastmasters – and Carol

I got assigned to do your evaluation of your Organize Your Speech project tonight so here goes...*(with a shrug)*

You told a good story. I really liked it. It reminded me of when I took my family on vacation to Clear Lake. It rained all week so we had to stay in the cabin and...oops, back to you...it was a good story.

But you could have used words that were more...descriptive. You could have described that bear in more detail, like his colour and stuff. Wow – that must have been scary. I remember when I saw my first bear and it was terrifying. I was at the cabin with my family and...oh right, back to you...use more descriptive words.

Overall your speech was really, really good - there was only that **one** thing you could have done better – the descriptive words. Oh, and had a lot of ums and ahs – but the Grammarian will talk about that. It was a good speech, maybe the best one I've heard and I look forward to your next speech.

Version Two (after):

Fellow Toastmasters

It is my pleasure to evaluate Carol's speech tonight, as she works on her second project, how to organize a speech.

First, I really enjoyed Carol's choice of topic. Using a vacation story is something the audience can easily relate to – and it didn't require a lot of research to prepare. Personally, I really related to it as it brought back memories of my vacation at Clear Lake. I was completely engaged from start to finish.

I felt Carol had a strong opening. With the phrase "Picture this", she had me pulling on my own visual memories to see the trees, the lake and the beauty of the wilderness.

One thing I can offer Carol as an improvement when organizing her presentation would be to focus on making her transitions clearer. Using clear transitions gives the audience a bridge between your ideas or in this case, the different sections of your story. This project is the first opportunity to practice transitions. I noticed that Carol's favourite transition was the word "and". When we link our sentences together with this word, the impact is one very long run on sentence. An alternative would be to try a question as a transition. For example, as the bear was brought into the story, a question could have been asked... "what do you think happened next?" Personally, I really like the question technique as it makes the audience think.

Carol had asked me to pay attention to her "ums" tonight. I think she will be very happy with the Grammarian's report as I noticed a definite drop from her first presentation. I noticed that they commonly happen at the end of each sentence. Sometimes practicing a conscious pause after each sentence can help with this. I do know that being conscious of them is the first step to eliminating them!

Carol, I felt your closing was an effective way to conclude your speech. The words from Naturalist John Muir really summed up the experience of vacationing in Manitoba's National Park. I would really like to thank you for giving us this beautiful respite from the cold winter weather.

EVALUATIONS – The Heart of the Toastmaster Program

What the heart is to the body, evaluations are to the Toastmaster program



How do Evaluations benefit the speaker?

- ♥ Provides immediate feedback
- ♥ Gives a way to improve
- ♥ Builds self-esteem

How do Evaluations benefit the evaluator?

- ♥ Improves listening and critical thinking skills
- ♥ Builds coaching skills (motivating others)
- ♥ Spill-over effect to home, work & community

How do Evaluations benefit the club?

- ♥ Members learn from example
- ♥ Builds an encouraging and supportive atmosphere
- ♥ Keeps members growing (and coming back)

How can we strengthen evaluations to get all these benefits?

Basic exercises for the Individual:

- ♥ Prior preparation – review speech objectives and evaluation guide, check in with speaker, make note of prior feedback given to the speaker
- ♥ Focus on the objectives of the project
- ♥ Have a structure for your evaluation
- ♥ “Tell and Sell” –be specific on what could be improved
- ♥ Personalize your language – “I” statements, show it is only one person’s opinion
- ♥ Provide a genuine and honest reaction to the speech
- ♥ Drop the qualifiers (however, but...) as they weaken the praise
- ♥ Reframe feedback as a gift. Share it with enthusiasm
- ♥ Show appreciation – applaud the risk taken by the speaker!
- ♥ Follow up with the speaker after the meeting

Basic exercises for the Club:

- ♥ Present the Evaluate to Motivate module from the Successful Club Series
- ♥ Hold a club Evaluation Contest – forms and rules on Toastmasters website
- ♥ Participate in a Speechcraft – club members will get lots of practice evaluating!
- ♥ Use the General Evaluator role to reinforce strong technique in Evaluators
- ♥ Highlight the Competent Leader module on Feedback
- ♥ Invite a Toastmaster from another club to role model effective evaluations
- ♥ Encourage evaluation notes from fellow club members
- ♥ Recognition: evaluator ribbons

Techniques:

- ♥ The Sandwich– suggestion for growth (meat) layered between praise (bread)
- ♥ The Team approach to the Sandwich Technique - 3 members deliver a piece each
- ♥ Specific Focus - as Table Topics Evaluator, focus on a specific area of feedback (helpful for new members to deal with evaluation overwhelm)
- ♥ Evaluation Panel –different evaluators focus on different aspects of the speech (content, organization, delivery; gestures, vocal variety, words)

Reflection:

<u>How are my Evaluation Skills?</u> I am proud of...	<u>How are my Club's Evaluations?</u> In my opinion, the club is strong in...
I am working on... Techniques I'm going to try...	In my opinion, the club needs to work on... Techniques I'm going to suggest...

Remember the words of William Arthur Ward (an inspirational writer and clearly a Toastmaster at heart!)

*Flatter me, and I may not believe you
Criticize me, and I may not like you
Ignore me, and I may not forgive you
Encourage me, and I will not forget you.*