



The Successful Club Series

Evaluate to Motivate



Evaluations Benefit Speakers by...

- ▶ Providing immediate feedback
- ▶ Offering methods for improvement
- ▶ Building and maintaining self-esteem



Evaluating by the “Tell and Sell” Approach

When the evaluator talks...

...and the speaker listens!



How to Evaluate Effectively

1. Before the speech, talk with the speaker about:
 - manual objectives
 - evaluation guidelines
 - any concerns
2. During the speech:
 - show that you are interested
 - put yourself in the position of the speaker
 - take notes



How to Evaluate Effectively

1. During your evaluation:
 - choose your words carefully
 - evaluate the speech, not the person
 - promote self-esteem



Avoid Being Disingenuous

**Honest evaluations are upbeat
and encouraging while offering
suggestions for improvement**



Closing

- ▶ Connect to your opening statement.
- ▶ Summarize your key points.
- ▶ Give a personal story or example.
- ▶ Encourage listeners to apply what they heard and learned.