

Evaluate to motivate by George Weller

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Evaluate to Motivate Why is it called that?

The whole aim of an evaluation is to encourage the subject to take your feedback suggestions and use them to improve their future speeches and presentations. So Motivation is the prime focus.

Remember that we are here to improve so try not to be over sensitive when your weaknesses are highlighted, you are learning exactly where to focus your efforts so that you can improve quickly.

Halfway between a speech and TableTopics are different because you have a small amount of preparation time

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Evaluations Benefit Speakers by...

Providing immediate feedback. After putting all that effort into writing and presenting a speech we are always keen to find out what people thought of our creation. So to get the fast feedback such as we do in TM is great. We get 3 forms of feedback Spoken during the interval feedback slips and the main evaluation.

Offering methods for improvement

Why do we come to TM, to improve. So apart from motivation we need to discover our weaknesses so we know where to focus our efforts. So the other important ingredient in an evaluation is to make suggestions on ways you think the speech could have been improved. The fascinating thing here is that everybody is different. Different backgrounds and levels of TM experience. So you can learn from whoever. That was why it was so intriguing at the 10th anniversary evening to see the multiple person evaluations. I'm keen to see more of that.

Building and maintaining self-esteem

All that positive feedback is like receiving multiple pats on the back, the more you get the better you feel.

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Evaluating by the "Tell and Sell" Approach

When the evaluator talks... ...and the speaker listens!

The personalised feedback in an evaluation focuses you in on what you need to work on instead of being overwhelmed with everything and not knowing for sure what you need to work on

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How to evaluate effectively... Preparation helps a lot.

1. Before the speech, talk with the speaker about:

manual/pathways objectives so make a point to give an opinion on whether they achieved it

evaluation objectives they probably have feedback from previous evaluations which they are focusing on improving so make a point to give an opinion on whether they achieved that too.

any concerns they may have things they know they do (filler words) or a mistake they are keen to avoid. Again take a note and comment on that.

2. During the Speech...

show that you are interested it can be disconcerting if your evaluator does not look up at you because he is taking notes. Watch for Gestures, body movement, eye contact, props or slides. Listen very very carefully and give it focused undivided attention.

Look for an opening statement, you could make something that stood out that you can comment on.

put yourself in the speakers position try to picture their point of view, there is usually a reason they are taking a certain stance and if you know their story there could be an interesting point you can make. Or an explanation of why they are good at something or have overlooked something or need to work on something

take copious notes for reference, because while they are speaking it may not be immediately apparent to you which points you will be using. Don't leave anything to memory. You will probably forget it.

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How to evaluate effectively...

During the evaluation...

choose your words carefully make sure you are not misunderstood, try to use words to make your point clear, don't leave any ambiguity. Don't be offensive even in jest. Use descriptive phrases that help the audience to picture your point. They will enjoy it all the more

evaluate the speech, not the person

You are evaluating a speech and presentation, so don't be too personal in your comments.

promote self-esteem make a point to compliment wherever its warranted make sure things that were done well are mentioned. If you really enjoyed it , say so.

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Avoid Being Disingenuous... Don't cover up or pretend things are what they aren't.

If you are too critical they can become demoralised and upset about what you said so will not be motivated to use it. Then you have not been productive. Remember that they probably have put several days thought and effort into that speech and it becomes something personal , it is their unique creation so becomes a sensitive subject. So over criticism is counterproductive if anything.

Honest evaluations are upbeat and encouraging while offering suggestions for improvement

It is possible to go too far the other way too. If you do nothing but praise them they will think "hey I'm pretty good at this, so no need to put more effort into improving." But you have to remember they have put a lot into it so giving praise and highlighting the good points is important to show them what they are doing right too.

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Closing... Wrap up your evaluation by re-highlighting the main points to remember

Connect to your opening statement. That big opening point that you opened with.

Summarise your key points Quickly pull together the points you have made.

Give a personal story or example. If you can connect one of your main points to a story

Encourage listeners to apply what they heard and learned.

Remember that there will be other people than the speaker in the room who can learn from what you have said. So point out to them the merits of the lesson are applicable to all.

Remember evaluations are only 2 minutes long so you don't need to create too many points and overwhelm the speaker or yourself.

There are quite a few recognised methods of structuring an evaluation. Look those up or ask your mentor for recommendations Two that come to mind are the Sandwich method and 3,2,1, method.

Pay attention to our experienced evaluators at the club because they are demonstrating great technique and you will learn a lot.

Once you've done a speech and gotten feedback. Its not lost. You can do the speech again if you want to. Or why not visit and speak at another club. That way you can test out your improved version with a fresh audience.