

SELECTED HINTS ON EVALUATION OF SPEECHES

1. **Set an example** - Bright opening, with logical development of points of evaluation. Remember that you are also giving a speech.
2. **Show that you care** - Be sincere (avoid whitewash), be genuine and supportive. Do not bruise the speaker's ego.
3. **Learn the speaker's objectives** - Contact speaker before presentation. Also, review speech manual objectives.
4. **Suit your evaluation to the speaker** - Consider needs, goals, sensitivities and experience level of speaker.
5. **Listen actively** - Be physically and mentally alert, listen with your eyes and ears.
6. **Include the whole audience** - Try and provide a learning experience for all. This will take some of the pressure off the speaker.
7. **Evaluate the speech and not the person** - Do not impose your personal value system on speaker.
8. **Give positive reinforcement** - Suggest things to do, not a list of things not to do.
9. **Be selective and relevant** - Make only one or two main points for the speaker.
10. **Diagnose areas for improvement (or strengths)**- Focus on essentials, not trivia. If you do not have a solution, do not bring up the area for improvement. Also, use sandwich approach of praise, then area for improvement, then praise etc.
 - W - What is the area for improvement (or strength).
 - W - Why is it an area for improvement (or strength).
 - H - How to fix (or emulate) the area for improvement (or strength).
 - S - Show how to fix (or emulate) the area for improvement (or strength).
11. **Be flexible** - There is more than one way to help a speaker.
12. **Personalise your language** - Describe effects of speech on you. Use 'I felt that' not 'You have a problem with' statements.
13. **Help the speaker become motivated** - Indicate speaker's goals are worthwhile and provide encouragement to continue persevering and thereby improving.
14. **Make yourself available after the speech** - Provide detailed support to speaker and to other interested listeners.

CONSIDERATIONS FOR EVALUATION

NAME OF SPEAKER

TITLE OF SPEECH

- Intriguing
- Unusual
- Told what speech was about
- Got us interested
- Kept us guessing

TYPE OF SPEECH

- Educational
- Inspirational
- Humorous
- Instructive
- Motivational
- Entertaining
- If manual speech – did it meet objectives (Did we get to know speaker – Icebreaker. Called to action – Be in Ernest. Told a story with a moral – Storytelling etc etc
- Give examples of Why / How.
- If non-manual speech – did it meet aim of being entertaining, humorous etc. Evaluate appropriately but speech must have basic structure as below

CONSTRUCTION OF SPEECH

- Excellent
- State method used if known i.e. past/present/future - logical sequence of events - told a story, - progressed smoothly through technical process. - Always give example
- Needed improvement - give example and how to correct problem
- Told from the heart
- Speaker obviously had a love ofand this came through in the emotional presentation
- Told of a technical problem in a way we could understand with no jargon.

Opening

- Excellent - tell how and why
- Grabbed our attention from first word - how
- Intriguing - why
- Set the scene for the speech - how
- Outlined the speech so we knew exactly what the aim was - how
- Outlined the framework of the speech so we understood what was to be covered - how
- Needed improvement – why and where it was lacking.
- How it can be improved give example i.e. leave out the first sentence which is description, replace first sentence withwhich would be more attention getting etc.

Body

- Flowed smoothly
- Marvellous word pictures
- Gave good balance of statistics
- Gave just enough points and enlarged on those points
- Needed improvement - what problems were there and how could they be improved i.e. Section aboutcould have been cut from the speech as it was not relevant etc
- Too long - how
- Too many points – which ones especially
- Didn't flow , was too disjointed – how / where
- Too many statistics for us to remember - how could this be fixed
- Too much information – what to cut out
- Sidetracking from many flow and point of speech – give examples

Conclusion

- Left us on a high – how, give example
- Excellent
- Finished with call for action which was aim of speech – how – give example
- Dynamic finish which will make us remember speech – how - give example
- Tied in nicely with opening of speech – how – give example
- Needed improvement – what was the problem – how it could be improved – give example
- Too short - suggestion for improvement
- Too long – suggestion for improvement
- Should not bring new material into conclusion
- Didn't refer back to opening – show how this could be done.
- Didn't tie up speech with summarising - how could this be done
- Needs more emphasis on words for a call for action – give example

Timing of Speech

- In a time of 8 mins (too long) the speaker need to cut something out – how / what – give example
- In a time of 5 mins (too short) speaker could have expanded on how / what / where – could have explained what he was trying to achieve in more detail – drawn out the conclusion a little more - give example
- Spoke too fast to get within the time – give example
- Need to re-evaluate construction and content to allow for a slower speaking rate – Where / how - perhaps less points, less statistics, less description – what could be left out.

PRESENTATION

Overall Impression

- Must give example of how to improve if any negative comments made

Thoughts for improvement and Excellent points

Speech rate Too fast - just right - too slow

Vocal Variety Too soft – too loud – needed voice modulation – too much on same pitch without highs and lows – emphasis on key words

Use of pause Pause would have given emphasis to points – Use of pause excellent and enhanced speech

Gestures Adequate for speech - too stilted – too expansive – needs to fit in with presentation – held the lectern – repetitious

Eye contact Good – needed improvement – noted inhibited eye contact - skimmed around the room – look at some people for a length of time then more on

Use of notes Used notes well - read speech - did speech objectives call for NO notes
Used notes – if speech didn't call for no notes then notes can be used but need to be used well
With statistics or technical speech notes probably must be used
Sometimes better to use notes
With a story notes need to be used well or not at all

Nervous How did the speaker appear nervous – give example – voice quivered, clasped hands, lectern was visible shaking.

Confident Appeared confident - how

Presentation	Presentation appropriate for speech – Technical speech may not call for expansive gestures or voice modulation – Sad speech called for emotional presentation – Call for action may mean emphasis on words and gestures – Presentation excellent - how
Style	Style of presentation: conversational – story telling – off the cuff – educational – instructional as in teacher - how
Habits	Annoying habits may be repetitive movements, jingling keys, playing with glasses, belt, pockets, pen etc , turning over of pages instead of sliding then across – give examples of how to improve
Dress	Suitably dressed – not suitably dressed, why – dressed for the humorous character he was portraying in the speech

YOU ARE NOW IN THE CONCLUSION PHASE OF YOUR SPEECH AND SHOULD BRING IN NO NEW FACTS.

SUMMARISING POINTS FOR IMPROVEMENT

- Try not to use “in summary” but be more creative for example “For the benefit of the speaker I would suggest that the main two points he may wish to consider for improvement are.....” Although you may have mentioned a few minor other points in passing, reiterate no more than two most obvious or pressing points in your summary of points for improvement.

HIGHLIGHTS OF SPEECH

- What you will remember from the speech most is...
- Speech usage and wonderful word pictures that gave life to the speech
- The story line that emphasised to me the need for involvement in this issue
- The simple explanation for a seemingly difficult problem
- How the antidotes lent credence to the educational nature of the speech
- How the story and antidotes blended in with the statistics
- The story line blended perfectly with an almost flawless presentation

POSITIVE CONCLUDING STATEMENT

- Avoid “In conclusion” is possible.
- Rather try for something different i.e “For 7 minutes I was taken back to my childhood days
OR I relived those terrible days of conflict
OR as I listened I decided that I would be a more thinking and helpful person in the future OR I was thankful the speaker brought this to my attention
OR this speech made me forget the realities of the world as I listened in sheer enjoyment etc
THEN and I sincerely thank....for his speech and I congratulate him most sincerely“

EVALUATION SHEET
REMEMBER TO GIVE EXAMPLES

NAME OF SPEAKER.....

TITLE OF SPEECH.....

MANUAL/NON MANUAL SPEECH DID IT MEET OBJECTIVES - HOW.....
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TYPE OF SPEECH.....

GENERAL CONSTRUCTION OF SPEECH.....

OPENING.....
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BODY OF SPEECH.....
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CONCLUSION.....
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TIMING OF SPEECH.....
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PRESENTATION OF SPEECH

Speech rate.....Pause.....

Vocal variety.....

Gestures.....

Eye contact.....Use of notes.....

Nervous/confident.....Appearance.....

Annoying habits.....

SUMMARY OF POINTS FOR IMPROVEMENT.....

HIGHLIGHTS OF SPEECH – POSITIVES.....
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POSITIVE CLOSING STATEMENT.....
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