Speech Evaluation Method

Ramon Canal
CDT – Master CANS
Friendly Effective Evaluation

• “Evaluate? I am no expert!”
• “He/she is a better speaker than me, get someone else to evaluate.”
• It is not necessary to be an expert speaker to offer a friendly effective evaluation
• Purpose of Evaluation:
  – Offer your honest reaction to the speaker
  – Done properly, it can also provide information to the audience and improve your own speaking skills
  – Evaluation is NOT nit-picking
  – A good evaluation is characterized by (1) precise language, (2) tactful delivery, (3) clear organization
Precise Language

• Evaluations are brief – make every word count to provide useful feedback
• Use precise, well-edited words
• Stimulate mental images of how the speaker appeared and how you felt listening to the speaker
• Evaluate the speech precisely in terms of the goals and objectives as you understood them
Tactful Delivery

• Phrase your comments tactfully and carefully
  • Avoid phrases such as
    – “You should …”
    – “You could …”
  • Use phrases as
    – “I felt _____ when ..”
    – “When I saw you _______ I …”
• Offer encouragement whenever possible, be practical and positive
• When the speaker has faults, be sure to point them out diplomatically and considerately along with explicit practical advise on how to improve
  – Oral evaluation (e.g., after presentation) should emphasize 1-2 areas of improvement
  – Written evaluation (e.g., via email) should report strengths and areas for improvement equally
Clear Organization

• One common method of evaluation is the “sandwich approach”
  – Positive comments first
  – Suggestions for improvements second
  – Words of encouragement third

• Some evaluators think of evaluation as a mini-speech with opening, body and closing
  – Opening – introduce the area that your evaluation will focus on
  – Body – specify strong and weak points with specific suggestions for improvement
  – Conclusion – include 1-2 highlights from the body and final word of encouragement