EVALUATION WORKSHOP

TOASTMASTERS CLUB ZURIBERG

January 10th 2023 Roland Straub

Knowing how to give feedback is an invaluable tool

"EVALUATIONS ARE THE FERTILIZER OF OUR GROWTH AND DEVELOPMENT"

"The feedback situation depicted here might just not do - and of course we all can do better"

The value of Evaluations, Bedstone Olympics Toastmasters Club

THE AIMS OF EVALUATION

What to focus on:

‣ Making speakers aware of what they did well;

‣ To suggest areas for improvement in a non-threatening and nurturing manner;

‣ To provide constructive and practical ideas the speaker can use for her/his next speech;

‣ To motivate speakers to improve the next time they speak;

‣ To provide speakers reasons to celebrate their achievement of speaking publicly.

GUIDING PRINCIPLES OF AN EFFECTIVE EVALUATION I

Please note: not an exhaustive list - others may apply!

1. Observe and listen carefully to what the speaker is saying and how they are presenting;

2. Most importantly always address the objectives from the speaking manual (refer to Toastmaster manual/Pathway objectives);

3. Analyse the speech by identifying the purpose(s) and assessing the various aspects of the speech; remember there are principally only 4 purposes for a speech: *to inform*, *to persuade*, *to entertain* and *to inspire*. Of course there might be more than one purpose embedded in a speech - but every good speech should always only have one main purpose (and if this main purpose does not transpire clearly - this might be an area for improvement);

4. You may use CRC (sandwich) Commend - Recommend - Commend method. However, try to avoid to make it too obvious. Often it is better to start with a neutral analyses, then offer your recommendation and to finish with the commendations. In any event, remember to finish on a positive note!;

GUIDING PRINCIPLES OF AN EFFECTIVE EVALUATION II

Please note: not an exhaustive list - others may apply!

5. Consider the 'what, how and why' approach to commendations and the 'what, why and how' approach to recommendations;

6. Consider the level or capability of the speaker;

7. Identify what will assist the speaker the most and prioritize your feedback accordingly;

8. Use a nurturing manner and constructive language when presenting your evaluation i.e. avoid using words and phrases with negative connotations or which imply that the speaker has done something wrong. Rather focus on areas for improvement with practical advice on how certain aspects or the speech in general can be improved;

9. Use contrasts, i.e. meaningful language when presenting your evaluation. This means essentially to avoid using 'general purpose' adjectives such as 'good' or 'interesting' and rather find alternatives that describe a particular aspect of the speech with more clarity (e.g. 'to the point' instead of 'good' or 'illuminating' or 'clarifying' instead of 'interesting')!

Prioritizing Feedback

3 main commendations and 2 main recommendations is generally a good number

‣ **Always include feedback that addresses the speaker's *objective***

‣ **Prioritize feedback that will be useful for all speeches**

‣ **Cover a broad spectrum of feedback**

Structuring an Evaluation Presentation I
CRC (sandwich) – Commend, Recommend, Commend Structure

Evaluation Opening (30 seconds)

a. Say who you are evaluating and what the title of their speech was;

b. For a Toastmasters manual speech, remind everyone briefly of the project objectives;

c. Identify the purpose of their speech, as you perceived it;

d. Provide an overview statement of how you perceived the speech, and whether it achieved its purpose.

Evaluation Body (1 min. 25 seconds)

a. 2 Commendations (50 seconds)

b. 2 Recommendations (70 seconds)

c. 1 Commendation (15 seconds)

Evaluation Conclusion: (15 seconds)

a. Summarize the 5 points in the body of the Evaluation

b. Close with a positive remark to the speaker

Hint for timing: In a 3 minute time slot for evaluation, the aim is to begin recommendations before or by the green light (2 minutes), and begin your last commendation once you see the orange light (2 ½ minutes).
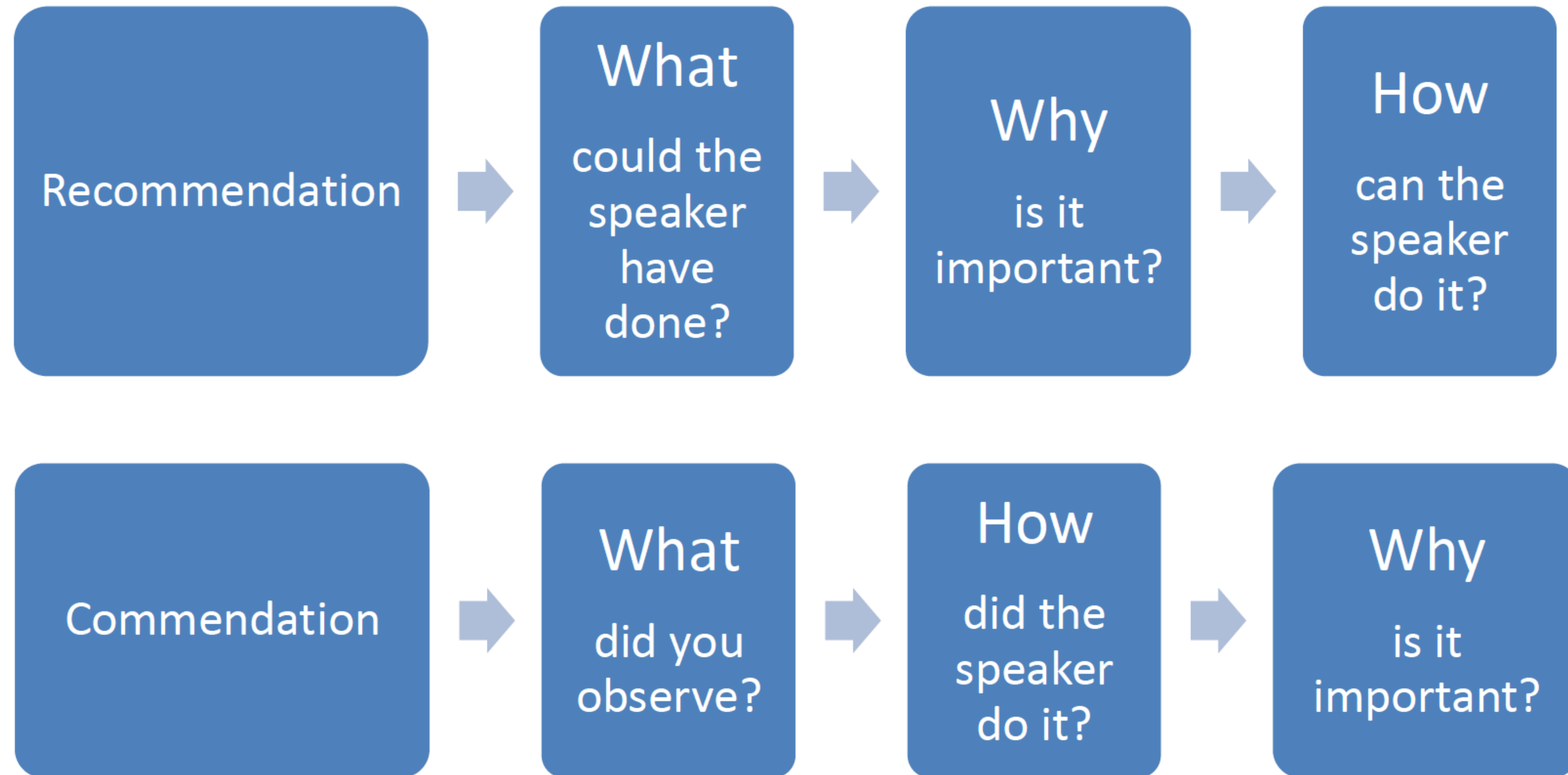
Structuring an Evaluation Presentation II
What, How, and Why Speech Analysis Structure

Important intakes:

‣ When we first begin evaluating, most of us usually focus on the 'What'. We make observations and see what 'was' and what 'could have been' in the speech.

‣ When we we open our mind to also think about the 'Why', we really begin to grow as evaluators and speakers. Discovering *why* an item of feedback is important to the effectiveness of a speech helps us to learn what an effective speech really looks like.

‣ The last and most difficult stage, the 'How' completes the circle. When we start to consider about *how* a speaker can implement our feedback, we help them (and ourselves) learn what the elements of an effective speech delivery are.

‣ 'What, Why, How' is also a good *structure* to use for any other item of feedback in the general course of life!

‣ **Please note:** the order is <u>not</u> a hard and fast rule. In fact, often it works to swap the order for commendations because as evaluators most of us prefer to close with the most important point we want to make (things we say last linger in the audiences mind)!

The What, How, and Why Speech Analysis Framework

Recommendation	→	**What** could the speaker have done?	→	**Why** is it important?	→	**How** can the speaker do it?
Commendation	→	**What** did you observe?	→	**How** did the speaker do it?	→	**Why** is it important?

Mastering the 'How'

The most practical step

To give recommendations for the **'How'** it helps to ask yourself the following questions:

- ‣ What will it feel like for the speaker to do this?
- ‣ What might make this difficult for the speaker?
- ‣ Are there any ways that this idea could be practiced?
- ‣ Are there any techniques that could make it easier for the speaker to apply the suggested recommendation?

Mastering the 'How' is a great goal to set for yourself, because it requires not only knowing *what* an effective speech looks like and *why* it is effective, but also knowing *how* to deliver an effective speech!