

Giving an effective evaluation

October 2005



Making Effective Communication a Worldwide Reality

- **Deliver great presentations**
- **Easily lead teams and conduct meetings**
- **Give and receive constructive evaluations**
- **Be a better listener**



Agenda

- Sandwich method
- Ten behaviors of an effective evaluator
- Dialog between speaker and evaluator
- Listening tips



Evaluation

The truth is, we can't give an objective evaluation even if we want to, because how we think is filtered through our own opinions and feelings



The Sandwich Method



- Positive remark
- What can be improved
- Positive remark



Ten behaviors of an effective evaluator (1)

1. Know the speaker's objectives
2. Show that you care
3. Suit your evaluation to the level of the speaker
4. Listen actively
5. Personalize your language



Ten behaviors of an effective evaluator (2)

6. Give positive reinforcement
7. Build a motivational climate
8. Evaluate behavior, not people
9. Nourish self-esteem
10. Show the speaker how to improve



Dialog between speaker and evaluator

■ Speaker

- Helps the evaluator prepare
- Makes clear what its goals are
- Listen to your evaluation
- Decides whether to accept the comments
- Decide whether and how to act on them
- Prepares to change
- Helps the evaluator improve

■ Evaluator

- Prepares for his work to use an evaluation form to take notes
- Listen and evaluates
 - Observe
 - Content
 - Structure
 - Monitors delivery
 - Personal reaction
- Prepares an evaluation speech
- Presents the evaluation



Listening tips

- Look at the speaker
- Mirror the speaker's feelings
- Find your triggers



Listening tips

- Look at the speaker
 - Helps you to focus on what he/she is saying
 - Look at his/her posture and eye contact
- Mirror the speaker's feelings
- Find your triggers



Listening tips

- Look to the speaker
- Mirror the speaker's feelings
 - Smile when he/she smiles
 - Frown when he/she frowns
 - Lean forward when he/she walks forward
- Find your triggers



Listening tips

- Look at the speaker
- Mirror the speaker's feelings
- Find your triggers
 - Listen for key words to help you remember points



Your evaluation

- What did you like?
- What is the potential?
- What are the workable areas?
- What is your positive ending?



Your evaluation

- What did you like?
 - State what you liked
 - I really liked how you
 - That was very impressive how you
- What is the potential?
- What are the workable areas?
- What is your positive ending?



Your evaluation

- What did you like?
- What is the potential?
 - Talk about the speech's potential
 - Wow, you're so passionate about this topic! I can see ...
 - I can't wait for part 2! What's your next move on this!
- What are the workable areas?
- What is the positive ending?



Your evaluation

- What did you like?
- What is the potential?
- What are the workable areas?
 - It's a small thing, but be aware of ...
 - The one thing you have to look out for
- What is the positive ending?



Your evaluation

- What did you like?
- What is the potential?
- What are the workable areas?
- What is the positive ending?
 - A one sentence summation should be sensitive and encouraging.
 - Overall, I enjoyed very much
 - All that said, I think you have made a lot of progress.



Extra tips

Instead of

- Your opening was weak.
- You failed to make eye contact.
- You still have to work on your nervousness.
- You should use more vocal variety.
- Your gestures are perfect for radio.

Try

- I was confused by your opening.
- It appeared to me that you avoided eye contact.
- I see that you less nervous than when you gave your Ice Breaker and am sure you can make even greater improvements.
- It appears to me that you could really grab the audiences attention by varying the pace and the volume of your speaking voice.
- I discovered that when I let go of the lectern, my hands and arms helped my words flow more smoothly; you may want to try that.



Ideas of things to look for, when you are the Speech Evaluator.

- Gestures
- Vocal variety
- Eye contact
- Facial expression
- Body language
- Organization
- Lack of nervousness
- Improvement from previous speeches
- Specifics of content - for example:
 - Use of good examples to make a point
 - Use of effective stories, to make a point
 - Humor
 - **(Do not evaluate on whether or not you agree with the speaker!)**

