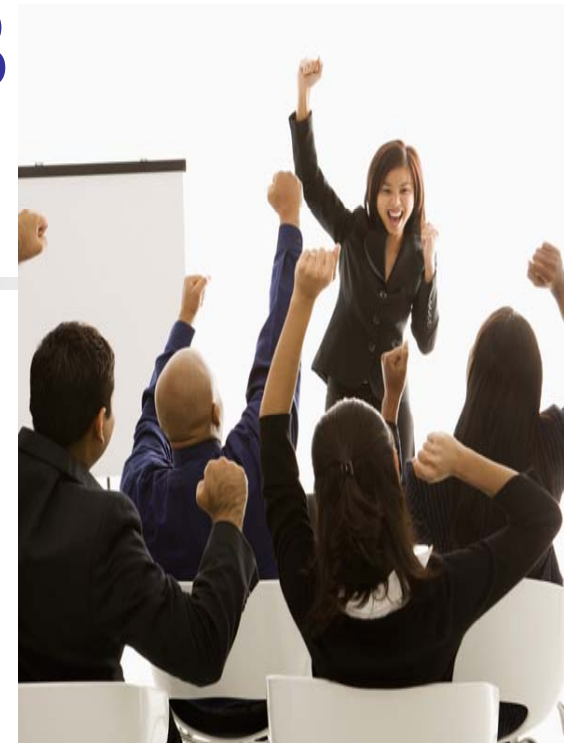




Evaluate With APLOMB

Renasas Toastmasters Evaluation Workshop

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Note: If you find this material useful, please recommend to friends so that I can conduct a session for their club. The purpose of this material is to share the wonder of evaluation to club members with the hope that the club can build better speakers through quality evaluation. No part of this material can be reproduced without written permission from the material owner.



Outline of this program

- Evaluation presentation : 30 min
- Test speaker speech: 8 min
- Video session: 12 min
- Debrief on video: 5 min
- Test evaluator evaluation: 5 min
- Break + evaluation exercise: 5 min
- Debrief on test evaluation: 15 min
- Feedback from audience: 5 min

This material



Introduction

- Evaluation is the corner stone of the Toastmasters education program.
- A typical Toastmasters meeting doesn't have trainer(s), evaluators help us to improve, by providing constructive feedback
- The quality of your evaluation can help a speaker to improve tremendously.

Myth: I'm not a good speaker so I cannot be a good evaluator.

Reality: You do not necessarily need to be a good speaker to be a good evaluator.



Evaluators in Toastmasters

- Speech evaluators
- Table topics evaluators
- General evaluators (chief evaluator)
- Co-evaluators
 - Timer
 - Ah Counter
 - Grammarian
- Silent evaluators (evaluate role players for Competent Leader manual)





Common mistake in evaluation

- Give whitewash evaluation
- Parrot (repeat) the content
- Evaluate the speaker characters
- Did not evaluate according to the speech objective
- Evaluation exceed assignment criteria
- Did not suggest room for improvements
- Recommendations are “scratching the surface” (not specific)
- Use harsh words





Quiz time: What skills you learn by becoming an evaluator

- Do you know how many skills are you perfecting when you take up the role as evaluator?

- Listening
- Analytical
- Communication
- Think On Your Feet
- Motivation





Evaluation criteria

- Analytical quality
- Recommendation
- Technique
- Summation



These are the evaluation criteria used by speech contest judges during evaluation contests.



Evaluation criteria – Analytical quality

- When doing evaluation, have to be sharp in our observation.
- Example when evaluating a person's strength.
 - Fair: *"He has good eye contact"*
 - Good: *"He has good eye contact because he looked at his audience from the front, back, left and right"*
 - Excellent: *"He has good eye contact. He covered his audience very well and also maintained good contact with the audience. For example, when he tried to convince us to educate our children well, he maintained his eye contact with Mr XXX and Mr YYY and that really hit home the point"*
- Let's use eye contact to illustrate the point.
 - The problem with first example rated as fair is because is too generalized. It doesn't tell the speaker why he/she is good in eye contact.
 - The problem with the second example is even though the speaker is told why but to further reinforce the speaker strength, he/she needs specific example when his/her eye contact is good.
 - The third example answered everything. What is good, why is good and quote examples where the skill is in display.



Evaluation criteria – Recommendations

- You can tell the speaker
 - where the point of improvement is,
 - point out why you need he/she need to improve
 - give examples on when you spotted the shortcomings during the speaker speech.
- However as a speaker, I would probably need to find out from my evaluator, **how to improve?**
- Evaluator can help by offering **recommendation**.
- Example:
" Toastmaster XXX, I notice you tend to swallow certain words. At such, the audience probably might misinterpret your message. For example, when you say dilapidation, it sounds like dilation which is totally different in meaning. My suggestion for improvement is too practice pronouncing the big words prior to the presentation or you can try to speak slower when tackling big words or better still consider a simpler word to substitute the big word."



Evaluation criteria – Technique (1)

- Be careful with our selection of words.
 - Avoid harsh words such as
 - “you didn’t ...”
 - “you should have ...”
 - “you failed to ...”
 - Use sympathetic words/words easy to the ear
 - “In my humble opinion ..”
 - “I felt it could be better if ...”
 - “I suggest that ...”
- Acknowledge area where the speakers done well with encouraging words and applause
 - To reinforce the speaker strength



Evaluation criteria – Technique (2)

- Use humor where appropriate but don't overdo it.
- Consider using the “sandwich” approach.
 - Deliver the “**good points**” in the speaker/speech
 - Deliver the “**bad points**” to highlight point for improvement and recommendations
 - Summarize the “**good points**” again in the conclusion. At such, you will leave the speaker on a high when you round up your evaluation.

Rule of thumb: Deliver 3-4 good points and 2-3 points for improvement in a typical 3 minute evaluation



Evaluation criteria – Technique (3)

- Content- Don't repeat what the speaker has just said but relate how the speech structure was developed from your point of view.
 - Example:
 - Bad – *“He told us about how grew up in Taiping and went to ABC school during his secondary year. Later on he went to USM to continue his tertiary education. Blah blah blah ...”* (You are parroting the speaker, what's the point!)
 - Good – *“Toastmaster XXX ice breaker has an interesting structure. His opening captured our attention by announcing how he came to the world. The speech is well organized and followed a chronological order from his childhood time, through his schooling years, how he got married and concludes with his dream and the legacy he wants to leave behind when his time is up. You told us your happy moments in life and also your aspiration in life. Certainly a content with plenty of meat for the audience to digest”.*



Evaluation Criteria - Summation

- The summation or the conclusion of the evaluation needs to be positive.
- 2 ways to conclude:
 - Conclude by summarizing your entire evaluation.
Example: *"It's a motivating speech made even better by your superb delivery, excellent eye contact and purposeful body movement. If at the end of your speech, you can rouse the audience even more by a call for action, it will be a speech that we in this club will remember for a long time"*
 - Conclude by telling the speaker the effect of his/her speech to you.
Example: *"Thank you Toastmaster XXX for educating us today on the importance of remembering our loved ones. You have reminded all of us to get our priorities right. I have certainly learnt something today and I will go home and give my parents a hug, a gesture of love to let them know I remember all the hardships that they went through for bringing me up to where I am today"*
- Avoid the following conclusion if possible
Example: *"Well done. Look forward to hear your next speech"*



Evaluation tip – Use evaluation matrix

Order of evaluation →

Order of evaluation ↓

| | |
|------------------------------|---------------------|
| Content/Structure (+) | Delivery (+) |
| Content/Structure (-) | Delivery (-) |
| Conclusion: | |

Create this simple matrix to help you gather your points easily.



Evaluation tip – Use evaluation matrix (1)

| | |
|--|--|
| Content/Structure (+) <ol style="list-style-type: none">1) Impactful opening, by starting with story, when talk about how the boat capsized2) Good use of vivid words to describe the boat capsized - stream of waters gushing down, etc | Delivery (+) <ol style="list-style-type: none">1) Show great enthusiasm – purposeful gesture, example: ..., good range of vocal, example: ..2) Effective use of pauses, created suspense, example: |
| Content/Structure (-) <ol style="list-style-type: none">1) Conclusion, can tie back to intro for better impact, example ...2) Use more dialogues to bring character to life, example .. | Delivery (-) <ol style="list-style-type: none">1) Use movement and eye contact to get attention when telling story, example: ... |
| Conclusion: Interesting ways using story to add impact to presentation. Message well delivered by good gesture, etc | |

Use trigger words to help you remember.

Make simple notes, don't write long proper statement (straight to the point)



What's next?

- Observe evaluators in action – visit other clubs too
- Become evaluator– get members to help give written evaluation on your performance as evaluator (CL manual)
- Read evaluation articles in Toastmaster magazines
- Join evaluation contest 😊

Tips: Read the assignment details before evaluating to familiarize yourself with the assignment requirement and what are the things to look out for



Evaluator's mantra

- What I saw
- What I heard
- What I felt

Evaluate With Aplomb!