

THE PLUSES AND MINUSES OF EFFECTIVE EVALUATION

HOW TO EVALUATE EFFECTIVELY

1. Show that you care
2. Suit your evaluation to the speaker
3. Learn the speaker's objectives
 - Speak to the speaker beforehand
 - Find out which manual assignment
 - Ask if they have any personal objectives
4. Listen actively
 - Be physically and mentally alert
 - Empathise with the speaker
 - Find areas of interest
 - Summarize
 - Listen with your eyes as well as your ears
 - Take notes
5. Personalise your language
 - My reaction was.....
 - It appeared to me.....
 - I felt that you.....
 - I suggest.....
 - I think your next speech will have a stronger impact on me if you.....
 - A technique I have found useful is.....
6. Give positive reinforcement
7. Help the speaker to become motivated, get them back for their next speech
8. Evaluate the behaviour not the person
9. Nourish self-esteem
 - Tell the speaker what he/she is doing well and WHY
10. Show the speaker HOW to improve
 - Focus on what the speaker should be doing, not on what he/she should not be doing
 - Keep you recommendations to a manageable size
 - Tell the speaker HOW to improve, not just WHAT to improve
 - Use the PLUS and MINUS evaluation of commend, recommend, recommend, commend

Evaluation can create a caring and supportive climate in a club so it is important that members work hard to improve evaluation skills. By doing so members will help one another to become the speakers they want to be.