

# Enhancing Evaluations

Club Officer Training



# Agenda



- ▶ Feedback vs Advice



- ▶ Overcoming Potential Obstacles



- ▶ Evaluation Criteria



- ▶ Effective Coaching

# Objectives

- ▶ State the importance of quality feedback
- ▶ Describe evaluation criteria based on manual objectives
- ▶ Identify potential obstacles
- ▶ Use the four steps of effective coaching



# Evaluations



# Importance of Evaluations

*“No Toastmasters club is fulfilling its obligation to its members unless it brings them the maximum of training in the art of constructive criticism.”*

– Dr. Ralph C. Smedley,  
From the book *Personally Speaking*

# Feedback vs. Advice



**Feedback ? Advice**

# Feedback vs. Advice



1. I had difficulty hearing you
2. You should improve your eye contact
3. You used different tones throughout your speech

# Evaluation Criteria

**EVALUATION FORM**  
by Druker

Member Name \_\_\_\_\_ Date \_\_\_\_\_  
Evaluator \_\_\_\_\_ Speech Length? (Time) \_\_\_\_\_

Speech Title \_\_\_\_\_


**Purpose Statement**  
The purpose of my speech is to \_\_\_\_\_

**Notes for the Evaluator**  
The member's speech is \_\_\_\_\_

**General Comments**  
\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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**EVALUATION FORM**  
Evaluation and Feedback— oral speech

Member Name \_\_\_\_\_ Date \_\_\_\_\_  
Evaluator \_\_\_\_\_ Speech Length? (Time) \_\_\_\_\_

Speech Title \_\_\_\_\_

**Purpose Statements**

- The purpose of my speech is to \_\_\_\_\_
- The purpose of my speech is to \_\_\_\_\_

**Notes for the Evaluator**  
The member's speech is \_\_\_\_\_

\_\_\_\_\_

- The member's delivery is \_\_\_\_\_
- The member's content is \_\_\_\_\_
- The member's organization is \_\_\_\_\_
- The member's delivery is \_\_\_\_\_

**General Comments**  
\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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# Overcoming Potential Obstacles



# Effective Coaching

**I**dentify and define goals or areas for improvement

**D**efine strategies to reach goals

**E**stablish a timeline to measure success

**A**lways follow up



# Example

**I**“Suzy, I noticed that you were averting your eyes from the audience. **D**One technique I have tried is to think of the room as individuals instead of one group and look at each person for a few seconds before moving onto the next person. **E**On your next speech, maybe you could try that technique.”

NEXT MEETING:

**A**“Hi Suzy, I noticed during your speech today you really made an effort to look at me and the other members. Great job!”

# Practice

Scenario:

“I observed that your hands were in your pockets during the majority of the speech.”

# This concludes Enhancing Evaluations

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