

How to Give Effective Speech Evaluations Consistently

By Sherrin Ross Ingram

RELY ON TECHNIQUE! Keep a written or mental outline of your evaluation format with you at every meeting. Consider the following outline as an example:

I. Opening

- A. Give immediate praise for the speaker's effort in a way that captures attention. Use of quotes and metaphors are especially effective. (See handout on effective openings and closings.)
- B. State one or two of the speech objectives and whether the objectives were met.

II. Body

- A. Describe how all or part of the speech objectives were met.
 1. State specifically what was said or done and how it added to the speech.
 2. State something else that was said or done and how it added to the speech.
- B. Mention something that was brought to the speech beyond the stated objectives and how or why it added to the speech.
- C. Describe two or three areas for improvement. Be certain to describe how or why your suggestion could add to the speech. Some transitions to suggest improvements are:

To (clarify/illustrate) your point that _____, I would encourage you to incorporate _____ into your presentation.

or

It would have helped me to (see/hear) more _____ so that I could (understand your point/picture the scene).

or

I believe that the use of (more) _____ could help to illustrate your point more (clearly/vividly).



III. Conclusion

- A. Tie back in your opening quote, thought or metaphor with a closing statement.
- B. Congratulate the speaker on taking another step towards their goal of _____ and/or

Encourage the speaker to give another speech soon and/or state that you look forward to hearing more from the speaker soon.



REMEMBER, THERE IS ROOM FOR IMPROVEMENT IN EVERY SPEECH. *Practice only makes improvement!* Go through the following checklist when you feel you can't think of any suggestions for improvement:

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|----------------------|-------------------|---------------------------|-----------------|
| ✓ Gestures | ✓ Mental Imagery | ✓ Word Choice | ✓ Organization |
| ✓ Facial Expressions | ✓ Body Language | ✓ Use of Visual Aids | ✓ Preparation |
| ✓ Use of Floor Space | ✓ Eye Contact | ✓ Sincerity | ✓ Effectiveness |
| ✓ Vocal Variety | ✓ Opening/Closing | ✓ Involvement of Audience | ✓ Grammar |

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