

EVALUATION SPEECH

GUIDELINE

Basics

Prior to the Speech

- As a speaker: look for your evaluator on your own and communicate your goals to him.
- As an evaluator: communicate with the speaker. What kind of feedback does help the speaker?
- Get comfortable with the speech project goals in advance.

During the Speech

- Make sure you take notes and record everything you observe.
- Less is more: only determine the most important observations afterwards. Better explain 2 suggestions for improvement well and specifically instead of 4 only vaguely (note: you have 3 min evaluation speech).

After the Speech

- Deliver timely feedback. The more time between your observation and your feedback, the weaker the feedback is perceived.
- Search for a talk with the speaker. For which proposals was there no place in your evaluation speech? Which suggestions for improvement do you better give him in private?

Giving Feedback

- Only give specific feedback. What exactly can the speaker improve? Can he derive a new behaviour from your feedback?
- Speak for yourself. Use more I-messages than you-messages.
- Explain cause and effect. Why was it good or unfavorable that the speaker had done a particular thing?
- Sandwich Method: Begin your speech with a strength of the orator. Then make an improvement suggestion and finish the speech again with a praise.

↳ This approach will make it easier for the speaker to accept your suggestions and actually implement them!

Finishing Touches

An Evaluation Speech is a Speech

- Your evaluation speech should have an introduction a body and a conclusion like any speech. A good structure promotes the understanding and thus the effectiveness of your feedback.
- Summarize your feedback at the end of your speech easy to digest.
- Your speech is not just meant for the speaker to be evaluated. Formulate in a way such that everyone in the audience can learn something.