

Evaluations: Case Studies

Toastmasters Leadership Institute

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The Best Speech Ever



- Excessive praise without focus or precision
 - No one learns anything
- No recommendations
 - Demotivating for speaker
 - Annoying for people who may have other opinion

➤ **WHITEWASH**

Critiquing the Uncritiquable

- What could the speaker have done *differently* (not the same thing as *better*)
 - Different structure/ rearrange ideas
 - Use of a prop
 - Personal story
- Was it really original?
 - For the speaker? For the club?
- Use of time?
- (Last resort) GIVE ME MORE!
- Be selective in your praise



The Worst Speech Ever



- Endless list of recommendations
- No commendations
 - Demotivating for speaker
 - Scary for the audience!

➤ **LOST SPEAKER**

Finding Good in Everything

- Was there a good idea there?
 - Unusual or original theme
- Natural talents
 - Presence (smile?!!)
 - Pleasant speaking voice
 - Dress
- Keeping going
- (Last resort) **WELL DONE FOR GETTING UP!**
- **AND not BUT**
- Select a few actionable recommendations



General Evaluator



- Rush to complete meeting
 - Miss many of the functionaries
 - Generalized unfocussed comments

➤ **LOST OPPORTUNITY**

Evaluating Everything

- Create a grid with each participant and space for CRC – fill it in during the meeting
- Keep each piece of advice short and try to vary the scope of the evaluations
- Don't miss anyone

Some Checkpoints/1

- Toastmaster

- Good theme? Kept to it?
- Preparation
- Dealing with agenda changes
- Presence and energy
- Kept meeting moving along?

- Grammarian

- Good word of the day? Did people use it? Appropriate to theme?
- Report reflected the evening?
- Good recommendations?
- Useful examples of good language

- Topics Master

- Introduce purpose and timings
- Questions went with theme?
- Variety of questions?
- Element of surprise
- Maintaining continuity at lecturn

- Timer

- Introduction of purpose of role
- Were flags/ lights visible
- Was report specific?
- Making something of the role

Some Checkpoints/2

- Ah Counter

- Introduction of role
- Audibility of the bell, but not excessive
- Sensitivity to less experienced members
- Made something of role

- President

- Was greeting warm and friendly?
- Purpose of the meeting/ club?
- Originality?
- Found out enough about the Toastmaster to provide an effective introduction?

- Speech Evaluators

- Apply your evaluation training!
- Commend-recommend-commend
- Use of third person
- Inappropriate or judgmental comments

- Speaker

- Only say something if evaluator has done an injustice to the speaker

Lessons for EVPs

- Get experienced members to evaluate icebreakers
- Talk to speech evaluators of very experienced members
- Work on your pool of General Evaluators
 - Experienced members
 - Guests from other clubs
 - Area Governor on club meeting