



Effective Evaluation, Motivation & Productivity Enhancement

*Presented by:
Keith Maderer*

For more information - email: kdmaderer@gmail.com or phone: 716-662-4470

Workshop Objectives:

- 1. To help recognize the purpose and value of effective evaluation.**
- Not just speeches... Or work... Or family...
 - 2. To discover ways we can improve our evaluation skills.**
- Develop specific suggestions for improvement. Individually and as a club
 - 3. To observe different introductions and evaluations of the same speech.**
Along with discussions and actionable tips.
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Why Do People Want to Learn Public Speaking:

1. To gain knowledge and skills _____
2. To build confidence and self-esteem _____
3. To meet a specific need _____
4. To gain material rewards or recognition _____

Effective Evaluation Benefits Everyone:

It Benefits...

The evaluator (manager, parent) _____

The speaker (employee, child) _____

Your club (company, family) _____

Evaluations Benefit Speakers by...

Providing immediate feedback _____

Offering methods for improvement _____

Building and maintaining self-esteem _____

Three Roles of an Evaluator:

(Manager or Parent)

Motivator _____

Facilitator _____

Counselor _____

How to Cultivate Self-Esteem When You Evaluate:

Be genuine _____

Recognized strengths _____

Recognize improvement _____

Create a climate for motivation _____

Avoid value judgments _____

Provide positive direction _____

Evaluation Methods:

Tell and Sell Approach: Evaluator talks... and the speaker listens

Tell and Listen Method: Evaluator talks... then speaker responds

Problem Solving Approach: Evaluator asks questions... helps find solutions

Evaluation Techniques:

Sandwich Approach: I liked... Areas for improvement... Motivating summary

Modified Sandwich: Strengths... Weaknesses... Positive summary

First Person Constructive Reaction: I was impressed with...

I was confused by... I think your presentation would have greater impact if...

I saw, I heard, I felt: What I saw was... I heard you say this... I felt...

>>>>>>> **First Evaluation Exercise** <<<<<<<<<

Test Speaker: 5-7 Minute Speech

Workshop Participants break out into 4 groups

Common Evaluation Pitfalls:

The Content Evaluation: *“Opinionated Penny”*

Doesn't evaluate the speaker's presentation

The Vague Evaluation: *“Whitewash Willie”*

Not offering specific suggestions for improvement.

The Overly Critical Evaluation: *“Harsh Hank – The Hammer”*

Too picky or harsh... for level of speaker

The “Re-Tell” Evaluation: *“Rerun Ronnie”*

Summarizes the speech but adds no value

The “Off-Topic” Evaluation: *“Tangent Tammie”*

Evaluator talks about something unrelated to the speech

Ten Behaviors of an Effective Evaluator:

1. Show that you care _____
2. Tailor your evaluation to the speaker _____
3. Learn the speaker's objectives _____
4. Listen actively _____
5. Personalize your language _____
6. Give positive reinforcement _____
7. Build a motivational climate _____
8. Evaluate the speech – not the person _____
9. Promote self-esteem _____
10. Show the speaker how to improve _____

How to Personalize Your Language:

Say it like this:

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 helpful is...

Not like this:

You should have...
You failed to...
Your opening was...
You should...
You must...
Good speakers do it by...

Preparing and Presenting Your Evaluation:

1. Before the meeting or speech: *(preferably days before)*

- Talk with speaker
- Which manual, project #, etc. are they working on?
- Anything specific they want you to focus on?
- **Speech Introduction Information** sheet (PDF enclosed)

2. During the meeting:

- Introduce Speaker
- Listen carefully and show genuine interest
- Take notes – **Evaluation Form** (PDF enclosed) and/or Manual guide
- Prepare your Opening, Body, Conclusion
- Have fun with it!

3. Your Evaluation:

- Select a few specific points – use detailed examples
- Choose your words carefully
- Don't just read from the manual, make it your own thoughts
- Evaluate the speech... Not the person
- Promote self esteem and build confidence
- Follow up with speaker & encourage their next speech!

4. **Honest Evaluations:** are upbeat and encouraging while offering specific suggestions for improvement.

Second Evaluation Exercise:

2 Introductions: ___ Impromptu and ___ Prepared

Test Speaker: 5 to 7 min. prepared speech

4 Breakout Evaluations:

- ___ Sandwich Method
- ___ Modified Sandwich
- ___ First-Person Constructive Reaction
- ___ I saw, I heard, I felt...

Speech Introduction Information Sheet:

As you may already know, I will be introducing you and doing your speech evaluation. I have always found it helpful to gather some specific information about you and your speech before the event. It will help me to write a short and interesting introduction and tell the audience a little bit about you.

Now for your introduction material. If you could provide me with the following information, I will write the Introduction. If any of this information will be part of your speech, I will **NOT** use it, as YOU will be talking about it, just let me know.

Speaker Name*: _____
**are there any phonetic recommendations?*

Your Speech Title: _____

TM Manual you are working on: _____

Speech Number and Objective: _____

Speech Time Requested: _____

Job info: _____

Anything specific you want me to observe: _____

Anything specific you do NOT want me to mention: _____

Your spouse's name: _____

Your children's name(s): _____ and age(s): _____

Your favorite Food: 1. _____ 2. _____

Your favorite Hobbies: 1. _____ 2. _____

Your favorite place in Western New York: _____

Your favorite place in the World: _____

Your favorite movie: _____

Your favorite book: _____

Your favorite song: _____

Your favorite color: _____

Evaluation Form:

Evaluator: _____

Speaker: _____ Date: _____

Subject/Title: _____

Speaker's Objectives/Concerns: _____

_____ Time Requested: _____ Time Taken: _____

Voice:

Vocal Projection:

Good

Room To Improve

Vocal Variety:

Enthusiasm:

Sincerity:

Presence:

Eye contact:

Good

Room To Improve

Gestures:

Body language:

Movement:

Structure:

Organization:

Good

Room To Improve

Use of Notes:

Use of Props:

Special Techniques:

My favorite part(s) of your presentation:

1. _____

2. _____

3. _____

Suggestion(s) for improvement:

1. _____

2. _____

Overall impression:

Evaluator's Signature: _____

