

Effective Speech Evaluation Tips

(Condensed from an evaluation article published in recent toastmasters newsletters)

Speech Opening

Prior to the speaker uttering a word, look for how the speaker approached and controlled the speaking area after being introduced. How well did the speaker address the Toastmaster, guests, the audience and take command of the platform?

- **What did you observe when the speaker approach the lectern?**
- **Were props set up for immediate or future use?**
- **Did she/he pause prior to and during the opening comments?**
- **Did the speaker open with a provocative statement or ask an intriguing question?**
- **Did the speaker's opening comments get immediate audience attention?**
- **Was the speech opening enthusiastic, energetic?**

Transition between the Opening and Body

The transition between the speech opening and body should be subtle and at the same time it should be clear we have now moved into the body of the speech. Look for and comment on words, phrases or actions the speaker used to create an effective bridge from the opening to the body of the speech.

- **Was the transition between the speech opening and body clear and effective?**

Body

- **Did the main points support the speakers overall objective(s)?**
- **Were the main points visual and memorable? If so how?**

Transition between the Body and Conclusion

The evaluator must listen, really focus, to hear and/or observe this subtle transition. The transition can be elusive and is sometimes denoted by a pause, change of tone, change of pace, props, non-verbal language or a combination of skillful techniques. Look for a speech that avoids unoriginal comments i.e. "*in conclusion or in closing*"

- **Was the transition between the speech body and conclusion clear and effective?**

Speech Conclusion

- **Was the speech conclusion succinct and memorable?**
- **Did the speaker bring it all together?**
- **Did the speech have a call to action?**

Overall Speech Evaluation

Did the Speaker:

- **Paint visual images?**
- **Demonstrate positive energy?**
- **Prepare and deliver a well organized speech? Did it have a clear Opening, Body and Conclusion?**
- **Use basic CTM skills effectively? i.e. gestures, vocal variety etc**
- **Use other effective public speaking techniques? i.e. repetition**

Notes

Advance Preparation

While preparing notes in advance of hearing the speaker is impractical, you can prepare an outline or framework. This outline or framework is used as a tool to assist the evaluator and is essential considering the **brief time** the evaluator has to write his/her notes and prepare to deliver them.

Speaker Name: _____ Speech Title: _____

Speech Timing: _____

Speech Objective(s) / Other Information

Speech Opening

Look and Listen for Transition from Opening to Body

Speech Body

(Main Points)

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Look and Listen for Transition from Body to Conclusion

Speech Conclusion

Present the top 2 or 3 Strengths

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Discuss other strengths with the speaker later.

Present only 1 or 2 growth points

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Discuss other growth points with the speaker later.

“You observe a lot by watching” *Yogi Berra*

Now you are prepared to record your speaker notes.