

How to evaluate a speech?

A short question, but it is a long journey to be a good evaluator.

Essential is your perception, your analysis, your supporting help.

I want to give you some hints so you can approach this challenge easily.

Ask the TOE which speaker you are going to evaluate or send him/her your proposal. So you can read in advance the objectives for this project.

You might have already listened to the speaker presenting a speech, a joke or as the TOE. After the meetings you had a conversation with him or her. So you have an impression about his/her personality and the communication skills. Keep this in mind.

While listening to the speech, trust your feelings, your emotions. Listen to yourself.

If it is boring, try to find out why (e.g. monotoneous speaking, topic not well presented)

If you can not follow, if you don't understand the message, find out why (e.g. inadequate vocabulary, no clear structure, information overflow, lack of examples, missing quotes.)

If you are thrilled find out why (e.g. the speech theme is also yours, enthusiasm of the speaker, touching story)

If you feel well informed, find out why (e.g. good contact with the audience. Story was backed by anecdotes or wordpictures.)

What is good and why?

What is not good and why?

= Analysis

If you know why, find out what the speaker can do to improve.

= Proposals

Remember the evaluations you already listened to, How other evaluators delivered their hints. Your tip must match to the speaker's personality.

These are the essential questions you need to ask yourself.

Now the step from your inner thoughts to the spoken words

= The Delivery

Don't waste time repeating the content of the speech. Everyone listened to the speech. Use every moment to appreciate the performance.

Find an adequate form, appropriate wording.

It has to match the speaker.

Each person is different. Some need and want a frank evaluation, others a more caretaking approach.

Be sensible, be sensitive, be helpful.

The goal of each evaluation is to enforce the speaker, to point out the strong points and the soft spots. Your evaluation shall make him/her able to do better presentations.

It is easy to prove if your evaluation was good.

Ask yourself: Is the next speech better? Did this happen as a result of your feedback? Do you notice the soft spots have lessend and the strong points are enhanced.

Then you did a good job.

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Klaus