Building Your Evaluation Template

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What is a pattern, and why do we use patterns?

Author Malcolm Gladwell in his book "***Blink***" explores how and why people can make snap decisions, and quite often it comes down to patterns or templates that free our minds of all the clutter and repetitive noise that prevent us from absorbing as much information as possible. Why do experienced drivers react and avoid accidents that learners don't? It's the patterns and templates we learn to use, even if we aren't consciously thinking of them.

If you have been a Toastmaster for a year or longer, chances are you have heard of the "**sandwich method**" of evaluations. This is simple the beginning point of your process of building your own template to use for the evaluation process. Notice I did not say "Speech Evaluation Process" but "Evaluation Process" because if you build your template properly it will work for all evaluations with only minor modifications.

On the following page is my printed "*template*" for speech evaluations. Feel free to use it as a starting place to develop a "*template*" that works for you. I have found that for me, I can, with minor modifications, use my "*template*" to give other types of evaluations including performance evaluations.

How I use this "*Template*"

Once we dispense with the identification/heading information we come to

The most important piece of the evaluation...

> **The Objectives**: No matter what you are evaluating the most important thing is "***Were the objectives met?***" if they were not you need to let the person know!

Next is the speech specific information.   (NOTE: *This section is the only one I consider speech specific.*)

> **Open:** How did you begin the speech? What did you do to grab my attention? Have you established your objectives?
> **Body:** Did the speech flow? Did you stay on topic? Did you hold my interest?
> **Close:** How did you drive your message home? Did you summarize your thoughts? Did you wrap the speech up or leave some things unfinished? Did you put the cherry on the shake?

What the speaker is looking for.

> **Strengths:** First I list the three things that I felt were your greatest strengths as displayed in this speech.
> **Alternatives:** I then list two suggestions for upgrade or alternative styles of accomplishing something.

Area to catch anything not covered and Reminder to Close.

> **Summation:** For your written evaluation I use this to include any information that might not have been covered elsewhere in this document. (***NOTE***: *This is a rarity; I seldom need to use these lines for this purpose and if I do include them in my oral presentation I mention this prior to presenting the last strength.*) This section is primarily a reminder to close by summarizing when you're presenting this information orally and to help organize the process.

I use a blank piece of paper to scribble my notes, list my lists and jot down supporting information specific to my points or I find I will forget them. Once the speech has completed I rank the strengths and suggestions so I can fill in the template, limiting strengths to the top three and suggestions to the top two. I am now ready for my oral evaluation.

Orally I follow my template with only one exception; I save the strength I perceive as being the strongest until right before my conclusion in order to end on that "**sandwich method**" positive note, and to maximize my chances of connecting with the speaker.

Good Luck and improved Evaluations.

Speaker: _____ Title: _____

District ___   Division ___   Area ____   Club _____

Theme: _____ Meeting Date: _____ Location: _____

Evaluator: _____

Objectives: _____
_____
_____

Opening: _____
_____
_____

Body: _____
_____
_____

Close: _____
_____
_____

Things I felt were exceptional: Liked best   (LB's)

Move the greatest strength to just prior to the Summation

1. _____
Example _____
How/Why _____
_____
_____

2. _____
Example _____
How/Why _____
_____
_____

3. _____
Example _____
How/Why _____
_____
_____

Things I felt could have been improved: Next Time   (NT's)

1. _____
Example _____
How/Why _____
_____
_____

2. _____
Example _____
How/Why _____
_____
_____

Summation: _____
_____
_____

Speaker: _____ Title: _____

District ___ Division ___ Area ____ Club _____

Theme: _____ Meeting Date: _____ Location: _____

Evaluator: _____

Objectives: _____
_____
_____
_____

Opening: _____
_____
_____
_____

Body: _____
_____
_____

Close: _____
_____
_____
_____

Things I felt were exceptional: **Liked best**   (LB's)

1. _____
Example _____
How/Why _____
_____
_____

2. _____
Example _____
How/Why _____
_____
_____

3. _____
Example _____
How/Why _____
_____
_____

Things I felt could have been improved: **Next Time**   (NT's)

1. _____
Example _____
How/Why _____
_____
_____

2. _____
Example _____
How/Why _____
_____
_____

Summation: _____
_____
_____

Speaker: _____   Title: _____

District ___   Division ___   Area ____   Club _____

Theme: _____   Meeting Date: _____   Location: _____

Evaluator: _____

Objectives: _____
_____
_____

Opening: _____
_____
_____

Body: _____
_____
_____

Close: _____
_____
_____

Things I felt were exceptional: Liked best   (LB's)

1. _____
Example _____
How/Why _____
_____

2. _____
Example _____
How/Why _____
_____

3. _____
Example _____
How/Why _____
_____

Things I felt could have been improved: Next Time   (NT's)

1. _____
Example _____
How/Why _____
_____

2. _____
Example _____
How/Why _____
_____

Summation: _____
_____
_____