

## CONQUERORS GUIDE TO SERVING AS EVALUATOR

### **Before the Meeting:**

1. Confirm your attendance at meeting when you receive email/phone call from General Evaluator
2. If you can't make the meeting, find a replacement and advise the General Evaluator of your replacement
6. Prepare an introduction to give to the General Evaluator. At a minimum, it should be typed in large letters (14 point or bigger), and should include (a) your name and (b) your Toastmasters designation

### **Monday Before Leaving For the Meeting:**

1. Assemble the following:
  - a. Writing paper
  - b. Your introduction (take extras in case one is lost)
  - c. A pen or pencil (take a spare)
2. Take all this with you to the meeting.

### **Monday shortly before the meeting (and possibly also during dinner):**

1. Arrive by 6:20 so the General Evaluator knows he or she does not have to substitute for you
2. Provide your Introduction to the General Evaluator. If there's anything about the introduction that you think requires special instruction—delivery of a joke, special emphasis on a word or phrase, or a dramatic pause—make sure you discuss that with the Toastmaster (best if those instructions are already typed into your introduction)
3. Get the speaker's manual from the speaker. Ask the speaker if he or she wants you to look for anything in particular that's not already discussed in the manual.
4. Write your name as evaluator into the evaluation page for the manual project. If not already done by the speaker, also write in the date and the speech title.
5. Consult with the other evaluators so you know what manual projects the other speakers are doing. This will be useful later when the evaluators have to vote for the Bull's Eye Award.
5. Sit at the appropriate evaluator slot for the number of evaluator you are.

### **While Your Speaker is Speaking:**

1. Pay attention while the speaker is being introduced—note whether speaker prepared, nervous, etc.
2. Pay attention to the speaker's introduction—you may want to comment on its appropriateness
3. Pay close attention to speech
4. Take notes on anything you think worth commenting on. This should include both positive things and things upon which the speaker may improve.

### **After Your Speaker Has Spoken:**

1. Prepare your evaluation. Considerations:
  - a. You only have three minutes to give your evaluation.
  - b. Be positive and constructive.
  - c. Your goal is to motivate the speaker to come back for another speech, while providing some suggestions for improvement.
  - d. "Sandwich" suggestions for improvement in between praise for things done well—start and finish with praise statements.
  - e. Consider not only how the speaker might take your comments, but how they might affect new members and guests imagining themselves being evaluated in a similar manner (in other words, just because you know the speaker has a tough hide, you still can't tear into the speaker)
  - f. Use "I" statements rather than "you" statements (e.g., convert "you weren't clear on your main points" to "I got a little confused at points, and thought that some numbered bullet point might have enhanced the speech's organization). In other words, focus not so much on what the speaker did, but tell the speaker "what I heard," "what I felt," "what I saw," "how the speech affected me."
    1. Not so necessary to follow this when you are giving praise: no one minds a statement like "You had incredible command of your voice." Most important to do this when giving suggestions for improvement.
  - g. Better to express things in terms of "more" or "less" rather than good or bad or better or worse (e.g., change "You spoke too rapidly" to "I thought you could have increased the impact of the speech by speaking more slowly, and with more pauses to help the audience follow your transitions")
    1. Again, this mostly concerned with statements providing comments on improvement
  - h. Remember that you are giving just the reaction of one member of the audience—try to avoid statements where you are speaking with the "voice of god" or for the whole club or for all of Toastmasters (e.g., convert "Toastmasters should stand up straight when they speak" to "I noticed that you leaned on the lectern a bit, and felt that this reduced the impact of your speech").

### **Before Your Evaluation Turn Comes Up:**

1. Empty your pockets of change, etc., anything that could cause a noise (coins clinking, for example). Also anything that could cause a visible bulge under your clothing.
2. Remove your Toastmasters nametag
3. If you have a work name badge or key card, remove it
3. If you have a phone or Blackberry or pager, remove it

4. Ensure your clothing is properly buttoned and zippered, tie straight, suit buttons properly buttoned, etc.
5. Place whatever notes you will be using together, in the order you will use them (Good idea to have them numbered in case something gets out of order)
6. If you're going to use a prop, put it where you can take it with you when you go up to evaluate

#### **As you are being introduced:**

1. Take into your left hand (NOT your right) any notes you will be using or props you will be taking up
2. Stand up. Place your seat back under the table, don't leave it pushed out.
3. Stand there relaxed, friendly, make eye contact with audience—they will start to judge your evaluation at this point, even before you begin speaking
4. Once the General Evaluator has introduced you, walk to the lectern and shake the General Evaluator's hand
  - (a) If you are speaking from in front of the lectern, you can walk to the front of the lectern and reach across the lectern to shake the Toastmaster's hand

#### **Just Before You Begin Your Evaluation, After You've Shaken the Toastmaster's Hand:**

1. Place your notes where you want them (to one side or another so you can slide used notes to the other side)
2. If using a prop, put it where it won't be visible until you use it
3. Make any necessary adjustments to the microphone (you want it under your chin so your face is still visible)
4. Stand up straight, find your center, and pause for a second, looking at the audience, to get the audience's full attention

#### **During Your Evaluation:**

1. It is customary, at Toastmasters, to at some point say something like: "Mister/Madame General Evaluator, Fellow Toastmasters, and Welcome Guests." Be aware, however, that this does not have to be the first thing you say!
2. When using notes: do not flip them from front to back, or hold them where the audience can see them (unless using note cards when in front of the lectern, and even then you should palm them so they are not prominent). The best procedure is to lay them to one side or the other of the surface you are reading them from. Then, when you finish with a page, slide it over to the other side—your next page is now on top to read, and your audience really can't see the sliding motion—particularly if you do the sliding while you're still speaking and looking at the audience.
3. Acknowledge the person whose speech you are evaluating.
  - a. Possible ways to do this: "It's my pleasure tonight to evaluate the speech of \_\_\_\_\_," "\_\_\_\_\_'s project tonight was to \_\_\_\_\_," "We always know we're in for a treat when \_\_\_\_\_ is speaking," "Tonight \_\_\_\_\_ gave us [describe interesting parts of speech]."
  - b. Try to avoid adding "and especially \_\_\_\_\_" to "Fellow Toastmasters and Welcome Guests." Almost any other way you can acknowledge the speaker is smoother and more powerful than this.
4. Speak to the whole audience, not just to the person whose speech you are evaluating. The evaluation is for the benefit of all, not just the person whose speech is being evaluated.
5. Make eye contact with the audience, not only with the person whose speech is being evaluated
  - a. Don't just slide your eyes around, but look at one person for a few seconds, then look at another person for a few seconds
  - b. try to look at people in every part of the audience, and both sides (most people tend to favor one side or the other)
  - c. Avoid looking over people's heads
  - d. If real eye contact makes you nervous, then look directly at the person's nose instead. They probably won't be able to tell that you aren't looking at their eyes.
  - e. Make frequent eye contact with the person you are evaluating
  - f. Don't forget the people at the head table!
6. Pay attention to the timing lights. If you have to, modify your evaluation to finish in a timely manner. It's easiest to do this if you assess this issue as soon as the green light comes on, which will be at two minutes.
7. Once the red light comes on, no matter where you are in your notes, finish up quickly.

#### **Upon Concluding Your Evaluation:**

1. Conclude with a positive statement—something good the speaker did, a comment on how much the speaker has improved, a statement that you are looking forward to further speeches, something like that
2. Do not thank your audience. The audience thanks you for sharing your evaluation.
3. Return control of the meeting to the General Evaluator. Generally, this will be by some phrase such as "Back to you, Mister/Madame General Evaluator," or often just "Mister/Madame General Evaluator."
4. Gather your notes into your left hand
4. Remain at the lectern and shake hands with the General Evaluator
5. If you used props, gather them together and get them out of the way for the remainder of the meeting.
6. Return directly to your seat so the General Evaluator may introduce the next evaluator, or may call for a Timer's report if you are the last evaluator.

#### **Before the Final Evaluation is Completed:**

1. You and the other evaluators should confer quietly (so as not to disturb the meeting) and should determine which speaker best met the objectives of his or her manual project. Write this down on a piece of paper saying "Bull's Eye Award [Name]" and have one of the evaluators deliver this to the Vote Counter.