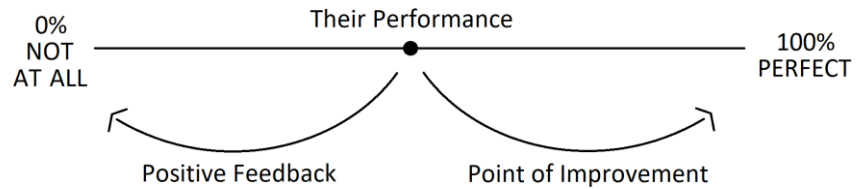# Evaluation Maven Cheat Sheet

TO WHAT EXTENT did the speaker use the following? **How do you know** (what did they say/do)?
Strength: What did they do that brought them up from 0%? **Improvement:** What can they do to get to 100%?

AUDIO

➤ VOCAL VARIETY
1) VOLUME: Good breathing & posture; easily heard around room?
2) RATE: Appropriate pace, not too fast or slow? Used effective pauses?
3) PITCH: Monotone, or had ups/downs? Expressive tone?
4) QUALITY: Pleasant, friendly, natural, sincere, forceful, strong, expressive. Clear articulation?

➤ LANGUAGE CHOICES:
1) CONCRETE: Little room for misunderstanding?
2) PRECISE: Understandable, clear, combination of short and long words/sentences? No filler words, accurate grammar and pronunciation?
3) VIVID: Appealed to 5 senses? Verbs with energy? Used active voice? Rhetorical devices?

VISUAL

➤ BODY LANGUAGE
1) POSTURE/STANCE: Grounded, confident?
2) FACIAL EXPRESSION: Eye contact with audience? Expression consistent with feelings, expressive, welcoming, and enhanced connection?
3) GESTURES: Used whole body – hands, arms, legs, feet. Felt natural and specific to the message? If no gestures, arms at sides (not lectern/pockets)?
4) MOVEMENT: Deliberate, emphasize points. Pacing, swaying, bouncing, fidgeting. Nervous tics?

➤ VISUAL AIDS
Chose right visual aids to reinforce points, increase understanding, enhance retention, promote attentiveness, and save time? Simple, interactive, didn't carry the speech?

CONTENT

➤ ORGANIZATION: Was there an opening, body with 3-4 points, and conclusion? Which outline type did they use? Logical structure overall? Did opening lay speech foundation?

➤ CLARITY: Clear message and purpose? Body has appropriate amount of information? Rule of 3? Well-supported points? Content and structure reinforced purpose? Supporting material (statistics, anecdotes, visual aids, examples, facts)

➤ FLOW: Smooth idea progression and transitions? Topic breadth was appropriate? Conclusion wrapped up succinctly? Didn't add new points near end of speech?

➤ IMPACT: Opening was strong, relevant, and caught attention? End left audience with something / lasting impression?

➤ RICHNESS: Well-researched? Included statistics, testimonies, anecdotes, facts, examples, visual aids?

PREPARATION & TECHNIQUE

➤ REHEARSAL: Memorized the opening & conclusion? Appeared rehearsed, ran on time? Arrived early to ensure technology / visual aids would work, and to acquaint with space? Knew audience and catered to their interests ahead of time.

➤ COMPOSURE: Controlled nervousness? Speaker did not point out their mistakes to the audience?

➤ CONTINGENCY: Had backup visual aids / technology solutions? Slide changer? Mic?

➤ IMPRESSION: Overall manner enthusiastic, convicted, confident, interested? Seemed knowledgeable, reputable, sincere? Appealed to logic and/or emotion? Opening caught attention?

Evaluation Maven Cheat Sheet

POINT OF IMPROVEMENT SPECTRUM

A speaker's performance falls on a spectrum between 0% and 100%, rather than being "yes or no". This is awesome because it means anything can be either a strength or point of improvement. Either demonstrate what they did that pushed them above a 0%, or highlight what they could do to get closer to 100%. Easy!

MEASURES OF QUALITY FEEDBACK

Independent of delivery, there are 2 measures of feedback value to the speaker: depth and relevance. For simplicity, I will refer to the "3 levels" of the things I talk about – where 1 is basic, 2 is intermediate, and 3 is detailed/advanced.

DEPTH can be summarized as how much detail you include from their performance to support your points.

Level 1: There isn't much detail at all – just remarks.

Eg. "You engaged your audience very well! However it felt disorganized."

Level 2: You start to get into the whys & hows of the feedback you give.

Eg. "You engaged your audience by using lots of gestures to emphasize your points. I felt the content was a bit disorganized because you tried to go over so many different stories in only 7 minutes."

Level 3: You draw direct examples/quotes from the presentation to back up how you know the whys & hows of someone's performance, and not just what but *ways* to improve.

Eg. "When you arced your arms to represent the rainbow, and pumped your fist in victory, you were using very strong, specific gestures – this really engaged your audience! You could have a more logical progression of ideas by choosing only 3 points in your life to focus on."

RELEVANCE can be summarized as how useful and actionable the focus of your feedback is to the speaker.

Level 1: You touch on less important or un-noteworthy aspects of speaker's goals or performance.

Eg. "You had a paper sitting next to you on the desk. I thought you could move it, but I did like the color of it."

Level 2: You point out general noteworthy aspects of the speaker's performance that may or may not align with their specific goals as a speaker.

Eg. "You used hand gestures consistently and had good flow overall; I thought more in-depth research would have helped the content, but you were enthusiastic and I think we all enjoyed it."

Level 3: You hone in on the exact goals the speaker wants or needs to develop and give clear advice with actionable suggestions to improve.

Eg. "I know you really want to work on your visual aids; your powerpoint was simple, clean, and colorful. I'd love to see you using a slide changer so you don't have to run to the computer every minute or so!"

Preferably both measures will be strong. You can give an evaluation with loads of examples how the speaker used gestures or anecdotes, but if their focus is vocal variety and it skips over their point of improvement, it isn't very relevant. If for that same situation you spoke exactly to their goals and objectives with a general point of improvement but did not give examples of why or how they performed at those levels (eg. by saying they did well without supporting your claim), it's relevant but not very deep.

IS THIS BRINGING VALUE BASED ON SPEAKER GOALS AND THE PERFORMANCE THEY JUST GAVE?