

DO YOU "POSE" AS AN EVALUATOR?

Believe it or not, everyone can "pose" as an evaluator using the following formula:

Positive: Start your evaluation with a number of genuinely **positive** remarks about the Speaker and the speech (e.g. content, gestures, eye contact, opening, word usage, structure, etc.)

Objectives: State particularly whether the Speaker met the manual **objectives** or not.

Suggestions: If you feel the objectives were not met, or could be improved, make specific **suggestions** to help the Speaker make this improvement. Add other suggestions as appropriate.

Encourage: Finish with a concise summary which **encourages**, leaving the Speaker feeling good about the experience.

This formula benefits:

- the Speaker as he or she will be encouraged by your positive and helpful approach.
- you as the Evaluator because it is easy to follow and can be used for evaluating any manual project.

Compliments of Ted Corcoran, DTM

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