Visual Evaluation Sheet
Speaker: _____ Evaluator:_____ Date; _____

2. Commend: 2 strong points to begin your evaluation

A. Effect: How did the audience respond

B. Words: examples of great words or phrases

1. Recommend: 2 strong points for improvement, (make sure you can demonstrate a more effective alternative)

3. Commend: 2 strong points to follow the recommendation

Notes:
Give recommendations high priority, find strongest points to commend, use "Effect" and "Words" if not part of above to add substance as required. Keep summary short maybe 3 points. Leave speaker feeling good.

4. Summary: No new information, note the key points of the speech, keep succinct

Positive final line: Leave the speaker on a high

Consider the following when searching for "points for improvement" with competent speakers;

Objectives

- ☐ What is the speaker's goal? Is it to **educate**, to **motivate**, to **persuade**, or to **entertain**?
- ☐ What is the primary message being delivered?
- ☐ **Was the objective achieved**?

The Speech Opening

- ☐ Was a hook used effectively to draw the audience into the speech?
- ☐ Did the speech opening clearly establish the intent of the presentation?
- ☐ Was the opening memorable?

The Speech Body

- ☐ Was the presentation **focused**? i.e. Did all arguments, stories, anecdotes relate back to primary objective?
- ☐ Were examples or statistics provided to **support the arguments**?
- ☐ Were **metaphors and symbolism** use to improve understanding?
- ☐ Was the speech **organized logically**? Was it easy to follow?
- ☐ Did the speaker **bridge** smoothly from one part of the presentation to the next?

The Speech Conclusion

- ☐ Was the conclusion **concise**?
- ☐ Was the conclusion **memorable**?
- ☐ If appropriate, was there a **call-to-action**?

Delivery Skills and Techniques

- ☐ Was the speaker **enthusiastic**? How can you tell?
- ☐ Was there **audience interaction**? Was it effective?

Humour

- ☐ Was humour used?
- ☐ Was it **safe and appropriate** given the audience?
- ☐ Were **appropriate pauses** used before and after the punch lines, phrases, or words?
- ☐ Was it **relevant to the speech**?

Visual Aids

- ☐ Were they designed effectively?
- ☐ Did they **complement speech arguments**?

Use of Stage Area

- ☐ Did the speaker make appropriate use of the speaking area?

Physical – Gestures and Eye Contact

- ☐ Did the speaker's **posture** display confidence and poise?
- ☐ Were gestures **natural, timely, and complementary**?
- ☐ Were gestures **easy to see**?
- ☐ Does the speaker have any **distracting mannerisms**?
- ☐ Was **eye contact** effective in connecting the speaker to the whole audience?

Vocal Variety

- ☐ Was the speaker **easy to hear**?
- ☐ Were **loud and soft** variations used appropriately?
- ☐ Was the **pace** varied? Was it slow enough overall to be understandable?
- ☐ Were **pauses** used to make important points, heighten excitement, or provide drama?

Language

- ☐ Was the language **appropriate** for the audience?
- ☐ Did the speaker **articulate** clearly?
- ☐ Were **sentences short** and easy to understand?
- ☐ Was **technical jargon** or unnecessarily complex language used?
- ☐ What **rhetorical devices** were used? e.g. repetition, alliteration, the rule of three, etc.

Intangibles

- ☐ How did the speech make you **feel**?
- ☐ Were you **convinced**?
- ☐ Would you want to listen to this speaker again?
- ☐ Were there any **original ideas** or techniques