



**TOASTMASTERS**  
INTERNATIONAL



**WHERE LEADERS  
ARE MADE**

# EVALUATE TO MOTIVATE

The Successful Club Series

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# THE SUCCESSFUL CLUB SERIES

Toastmasters International's *The Successful Club Series* is a set of presentations addressing the subject of quality club meetings. Members will learn about the skills and standards they must strive to achieve for their club to be successful.

Most presentations in *The Successful Club Series* may be offered by any club member and require 10 to 15 minutes to present.

## CONDUCTING THE PROGRAM

"Evaluate to Motivate" explains the importance of speech evaluations and how to present them. The material also offers a number of techniques on how to evaluate to enable a speaker to:

- ▶ Receive beneficial information and advice
- ▶ Be encouraged to continue presenting speeches
- ▶ Be given guidelines for positive feedback
- ▶ Make continuous improvements

This product consists of four parts:

- ▶ Definition and explanation of the presentation
- ▶ Guidelines for your introduction to the audience
- ▶ Outline for the development of your speech
- ▶ CD of a PowerPoint presentation to be viewed along with your speech

### ***In Your Own Words***

*The outline is not a script and should not be read word-for-word. Instead, use the document as a guide for presenting the material in your own words and with your own narrative style. The outline is a structure on which to build your presentation. Use the points of the outline to develop your speech, but be the author of your own oration.*

Here are some tips on using this outline to develop and deliver your presentation:

- ▶ Study the outline in this manual carefully. Familiarize yourself with the general structure. Preparation is the key to a successful presentation.
- ▶ Use the outline to build your own speech using your own words. Prepare a set of notes indicating where you wish to pause, gesture, or add special verbal emphasis. Highlight key words or sentences to help you present the material most effectively.
- ▶ When delivering your speech, be expressive. Use all of the presentation skills you have learned as a Toastmaster, including vocal variety and gestures.

## USING VISUAL AIDS EFFECTIVELY

Visual aids add interest to any presentation and help your audience retain information. You are encouraged to use them. If you plan to use the PowerPoint slides for this presentation as visual aids, you will need a data projector, a laptop computer, a table to support them, and a screen for viewing. In the outline, there are indications for placement of the PowerPoint slides. Each is numbered. For example, V 1 refers to the first visual.

Please note that the first slide in the PowerPoint show is a title slide and is not included in this numbering system.

If you cannot arrange for projection equipment but still would like to use visuals, you may copy the material on the visuals onto a flipchart. Do this before the presentation. Use a heavy marking pen that does not seep through the paper, and write on every third or fourth page so succeeding visuals will not show through. Also, make your letters large and heavy with plenty of space between them.

Follow these tips when using visual aids:

- ▶ Set them up and test them before the meeting begins. Place them so they are easily visible to listeners. Place your projector so it projects a large, high, undistorted image on the screen. Focus the image.
- ▶ Bring spare equipment, including a projector bulb, extension cord, extra marking pens, etc.
- ▶ Display your visuals only when they are needed. If you are using a flipchart, flip the page back out of view when you are finished with it.
- ▶ Remember not to stand between the screen or flipchart and your audience or you will block their view.
- ▶ Maintain eye contact with your listeners. Do not talk to the screen or flipchart. If you must turn your back to point out something, pause as you point it out, and then resume speaking only after you are once again facing your audience.

## EVALUATION AND ADVANCED AWARDS

Because this is an outlined presentation, for presenting it you will not receive credit toward completing a manual speech project, but you may receive credit toward your Advanced Leader Bronze (ALB) or Advanced Communicator Silver (ACS) award. Ask your vice president education to assign an evaluator for your presentation.

Conducting any two presentations from *The Successful Club Series* and/or *The Leadership Excellence Series* is one component of qualification for ALB recognition. Conducting any two presentations from *The Better Speaker Series* and/or *The Successful Club Series* is one component of qualification for ACS recognition. For further details, please view the Toastmasters International website: [www.toastmasters.org/membereducation](http://www.toastmasters.org/membereducation)

# EVALUATE TO MOTIVATE

## Introducing The Presenter

### TIPS FOR THE PRESENTER: WRITE YOUR INTRODUCTION

All prepared speeches in Toastmasters require an introduction. A proper introduction of you and your speech is important to the success of your presentation. Use the following as a guide in writing your introduction:

- ▶ Include the purpose of *The Successful Club Series*.
- ▶ Explain why “Evaluate to Motivate” is important for a Toastmasters club, stating the purpose and one or more objectives of your presentation.
- ▶ Incorporate some background about yourself.
- ▶ Read *When You’re the Introducer* (Item 1167E) for further details on giving a proper introduction.
- ▶ Give your finished introduction to the person who will be introducing you.

### TIPS FOR THE INTRODUCER

- ▶ Ask the presenter any clarifying questions.
- ▶ Rehearse the introduction.

# EVALUATE TO MOTIVATE

## Outline

### INTRODUCTION:

The more effective we are in evaluating each other, the more each one of us will profit from the experience, whether we are delivering a speech, evaluating, or sitting in the audience. For as audience members, we learn from the good example an effective evaluation presents. As evaluators, we learn to sharpen our listening and impromptu speaking skills. And as speakers, effective evaluations benefit us by:

- ▶ **Providing immediate feedback.** Supportive commentary and helpful suggestions reinforce positive speaking behaviors as well as assist in focusing on areas that need work.
- ▶ **Offering methods for improvement.** An evaluator can offer a new perspective. This perspective will allow the presenter to recognize and then solve any difficulties within the presentation.
- ▶ **Building and maintaining self-esteem.** As the presenter's speaking improves from speech to speech, more self-esteem will be gained.

### USING THE "TELL AND SELL" APPROACH

- ▶ Requires the evaluator to do all the talking while the speaker listens.
- ▶ Makes the meeting efficient, leaving no time for conversational digression.
- ▶ Allows the speaker to focus on what is being said.
- ▶ New members should not evaluate until they have conducted several speeches.

### HOW TO EVALUATE EFFECTIVELY

Giving an evaluation is an excellent way to demonstrate the skills you are learning as a Toastmaster. The following are five basic points to remember when offering an evaluation:

1. **Before the speech.**
  - Review and discuss the manual objectives and evaluation guidelines.
  - Ask about any concerns regarding the speech or the speaker's speaking ability.
2. **Show that you are interested.**
  - Demonstrate that you are truly interested in the speech.
  - Exhibit your interest in the speaker's ability to grow and improve.
3. **Personalize your language.**
  - Put yourself in the position of the speaker before giving your evaluation.
  - Stay away from words like:
    - ◆ "You didn't..."
    - ◆ "You should have..."
    - ◆ "You failed to..."

V1

V2

V3

V4

- To stimulate improvement, use words like:
  - ◆ “I believe...”
  - ◆ “My reaction was...”
  - ◆ “I suggest that...”
- Keep the evaluator’s mantra in mind to maximize your skills:
  - ◆ What I saw
  - ◆ What I heard
  - ◆ What I felt

#### 4. Evaluate the speech – not the person!

- Always keep your main purpose in mind: To support, help, and encourage the speaker.
- Pay attention to the speaker’s goals for self-improvement.
- Watch for symptoms of fear or insecurity.
- Evaluate what the speaker does – not what the speaker is!

#### 5. Promote self-esteem.

- Encourage and inspire the speaker to participate again by giving:
  - ◆ Honest and sincere praise.
  - ◆ Positive reinforcement when improvements occur.
  - ◆ Helpful direction when necessary.
- Always end your evaluation positively.

V5

### AVOID BEING DISINGENUOUS

An evaluator can give evaluations that only praise the speaker. This may be flattering at first, but over time will demoralize the atmosphere of a club. Honest evaluations can and should be upbeat and encouraging, while still pointing out areas for improvement. Avoid covering up flaws for adulation.

V6

### CONCLUSION

- ▶ Guidelines:
  - Connect to your opening statement.
  - Summarize your key points.
  - If possible, give a personal story or example.
  - Encourage your listeners to apply what they heard and learned.

## Evaluation Guide

Evaluator's Name \_\_\_\_\_

Presentation Title \_\_\_\_\_ Date \_\_\_\_\_

- ▶ How effective was the speaker's introduction in helping the audience understand the purpose of *The Successful Club Series* and the presentation itself?
  
- ▶ Was the presenter adequately prepared? How heavily did the presenter rely on notes?
  
- ▶ How did the speaker use vocal variety to enhance this presentation?
  
- ▶ What other techniques did the speaker use to personalize and augment the presentation? Were they effective? How?
  
- ▶ Did the speaker display the visuals smoothly and at the appropriate times? How could the speaker improve?
  
- ▶ What aspect of the speaker's presentation style did you find unique? Why?
  
- ▶ Did the speaker present the material clearly and simply so audience members could easily use the information to improve their own skills?
  
- ▶ What could the speaker have done differently to make the presentation more effective?
  
- ▶ What did you like about the presentation?

## Notes



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