

EVALUATION FORM

Communicate Change

Member Name _____ Date _____

Evaluator _____ Speech Length: 5 – 7 minutes

Speech Title

Purpose Statements

- The purpose of this project is for the member to practice the skills needed to effectively communicate change to a group or organization.
- The purpose of this speech is for the member to practice speaking about change.

Notes for the Evaluator

The member completing this project spent time preparing a plan for communicating change to groups affected by the change. Check with the member to understand the change and the audience your club represents.

Listen for: A well-organized speech about a real or hypothetical change. The speech may be humorous or informational, but must reflect an understanding of the audience. For example, if the member is announcing the departure of a company's CEO, it would likely be inappropriate to give a humorous speech. Focus part of your evaluation on how effectively the member communicates the change, both in tone and with ample information about the impact of the change.

General Comments

You excelled at:

You may want to work on:

To challenge yourself:



For the evaluator: In addition to your verbal evaluation, please complete this form.

5 EXEMPLARY	4 EXCELS	3 ACCOMPLISHED	2 EMERGING	1 DEVELOPING
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Clarity: Spoken language is clear and is easily understood	Comment:				
5	4	3	2	1	
Vocal Variety: Uses tone, speed, and volume as tools	Comment:				
5	4	3	2	1	
Eye Contact: Effectively uses eye contact to engage audience	Comment:				
5	4	3	2	1	
Gestures: Uses physical gestures effectively	Comment:				
5	4	3	2	1	
Audience Awareness: Demonstrates awareness of audience engagement and needs	Comment:				
5	4	3	2	1	
Comfort Level: Appears comfortable with the audience	Comment:				
5	4	3	2	1	
Interest: Engages audience with interesting, well-constructed content	Comment:				
5	4	3	2	1	
Communication: Effectively communicates the need for change	Comment:				
5	4	3	2	1	
Tone: The tone and content of the speech are appropriate for the change described	Comment:				
5	4	3	2	1	

EVALUATION CRITERIA

Communicate Change

This criteria lists the specific goals and expectations for the speech. Please review each level to help you complete the evaluation.

Clarity

- 5** – Is an exemplary public speaker who is always understood
- 4** – Excels at communicating using the spoken word
- 3** – Spoken language is clear and is easily understood
- 2** – Spoken language is somewhat unclear or challenging to understand
- 1** – Spoken language is unclear or not easily understood

Vocal Variety

- 5** – Uses the tools of tone, speed, and volume to perfection
- 4** – Excels at using tone, speed, and volume as tools
- 3** – Uses tone, speed, and volume as tools
- 2** – Use of tone, speed, and volume requires further practice
- 1** – Ineffective use of tone, speed, and volume

Eye Contact

- 5** – Uses eye contact to convey emotion and elicit response
- 4** – Uses eye contact to gauge audience reaction and response
- 3** – Effectively uses eye contact to engage audience
- 2** – Eye contact with audience needs improvement
- 1** – Makes little or no eye contact with audience

Gestures

- 5** – Fully integrates physical gestures with content to deliver an exemplary speech
- 4** – Uses physical gestures as a tool to enhance speech
- 3** – Uses physical gestures effectively
- 2** – Uses somewhat distracting or limited gestures
- 1** – Uses very distracting gestures or no gestures

Audience Awareness

- 5** – Engages audience completely and anticipates audience needs
- 4** – Is fully aware of audience engagement/needs and responds effectively
- 3** – Demonstrates awareness of audience engagement and needs
- 2** – Audience engagement or awareness of audience requires further practice

- 1** – Makes little or no attempt to engage audience or meet audience needs

Comfort Level

- 5** – Appears completely self-assured with the audience
- 4** – Appears fully at ease with the audience
- 3** – Appears comfortable with the audience
- 2** – Appears uncomfortable with the audience
- 1** – Appears highly uncomfortable with the audience

Interest

- 5** – Fully engages audience with exemplary, well-constructed content
- 4** – Engages audience with highly compelling, well-constructed content
- 3** – Engages audience with interesting, well-constructed content
- 2** – Content is interesting but not well-constructed or is well-constructed but not interesting
- 1** – Content is neither interesting nor well-constructed

Communication

- 5** – Explanation of the need for change is exemplary
- 4** – Gives a clear and highly effective explanation of the need for change
- 3** – Effectively communicates the need for change
- 2** – Provides a vague or unsatisfactory need for change
- 1** – Does not effectively communicate the need for change

Tone

- 5** – Uses tone and content to enhance an exemplary speech about a change
- 4** – Makes excellent use of tone and content to effectively deliver the speech about change
- 3** – The tone and content of the speech are appropriate for the change described
- 2** – The tone and content of the speech seem somewhat disconnected from the change described
- 1** – The tone and content of the speech are inappropriate for the change described

