# 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**<br>EXEMPLARY | **4**<br>EXCELS | **3**<br>ACCOMPLISHED | **2**<br>EMERGING | **1**<br>DEVELOPING |
|---|---|---|---|---|

**Clarity:** Spoken language is clear and is easily understood

| 5 | 4 | 3 | 2 | 1 |

Comment:

**Vocal Variety:** Uses tone, speed, and volume as tools

| 5 | 4 | 3 | 2 | 1 |

Comment:

**Eye Contact:** Effectively uses eye contact to engage audience

| 5 | 4 | 3 | 2 | 1 |

Comment:

**Gestures:** Uses physical gestures effectively

| 5 | 4 | 3 | 2 | 1 |

Comment:

**Audience Awareness:** Demonstrates awareness of audience engagement and needs

| 5 | 4 | 3 | 2 | 1 |

Comment:

**Comfort Level:** Appears comfortable with the audience

| 5 | 4 | 3 | 2 | 1 |

Comment:

**Interest:** Engages audience with interesting, well-constructed content

| 5 | 4 | 3 | 2 | 1 |

Comment:

**Communication:** Effectively communicates the need for change

| 5 | 4 | 3 | 2 | 1 |

Comment:

**Tone:** The tone and content of the speech are appropriate for the change described

| 5 | 4 | 3 | 2 | 1 |

Comment:

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