

Do you POSE as an Evaluator?

Evaluations are the most important part of every meeting. The speaker and the audience expect and deserve evaluations of the highest quality. Otherwise the speaker does not learn from the evaluation and his/her progress is delayed, or indeed in the case of a very critical evaluation, ended for good. So what are the essential components of every evaluation? The first question to ask is whether you have prepared adequately for the task.

Have you:

- Carefully read the particular project?
- Discussed the project with the speaker?
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Every good evaluation has the following components:

- Positive comments about some of the good things in the speech and in the delivery, with suitable examples.
- A statement about whether the objectives of that particular speech were achieved or not and some examples which led you to that conclusion.
- Suggestion(s) for improving the speech or the delivery specifically in the area of the objectives of that project.
- Finishing on an encouraging note.

An easily remembered acronym to help you structure your evaluation covering these components is **POSE**.

P = Positives

O = Objectives

S = Suggestions

E = Encouragement

Every excellent speech must have a clear theme, a clear purpose and an easily followed structure with an opening, body and conclusion. In turn, every excellent evaluation comments on these in some fashion.

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