# The Speech Evaluation Template

**by Florian Mueck & Mel Kelly**

## Step 1) Picture the speech

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intro</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Closing</td>
<td></td>
</tr>
</tbody>
</table>

## Step 2) Analyze the speech. Mark + (good) and ++ (to be improved – at least 3!)

- Any other issue
- Making it unforgettable
  - Humor
  - Enthusiasm
  - Passion
  - Smile
- Delivering great content
  - Structure
  - Rhetoric
  - Anecdotes
  - Quotes
- Keeping the audience's attention
  - Eye contact
  - Voice
  - Body language
  - Visual aids
- Getting everyone to listen
  - First sentence
- Before one speaks
  - Confidence
  - Transparency

## Step 3) Structure your evaluation

**Intro** relating to speech topic or purpose (15 - 30 sec)

**Body**

- What was good? +
  - (30 - 60 sec)
  - 
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  - 

- What could be improved? ++
  - (60 - 90 sec)
  - 
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  - 
  - 
  - 
  - 

**Summary** mentioning +/-++ plus uplifting final punch (15 - 30 sec)

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*Taken from the book “The Seven Minute Star” - Become a great speaker in 15 simple steps*