

# INEFFECTIVE EVALUATION STYLES

Evaluation Style	Explanation	Pro	Con	How to Avoid
Whitewash	you're just too good to be true	speaker is better than they think	serves neither the speaker nor the evaluator	give at least one suggestion for improvement
Blow Torch (aka 'Tear-Down')	personal attack	you know how the evaluator feels	club could lose a timid member	use words like "I suggest the following...", "my reaction was..."
Book Report	polly want a cracker	you get to hear the speech a second time	was the evaluator really listening?	list two positives and one suggestion for vocal variety and gestures, or organization and flow
All About Me	the long and winded evaluation	shameless promotion for the evaluator	did we hear constructive feedback?	use "what I saw", "what I heard", "what I felt" to share your feedback
Argument	the speaker's a moron	as an evaluator, you make a great argument but...	do you really want to alienate a member?	focus on how well the speaker stated their position by saying something like "my reaction to your speech was...(anger, frustration, support)"

Remember to keep your remarks focused on the **speaker**. Your role is to help the **speaker** become a better communicator. Everything you say should be about the **speech** and **speaker** you are evaluating.

Created originally by Angela Middleton, July 2012; modified May 2017; April 2025 for NTL 2025 BFSB session