

„A good evaluation communicates, motivates, stimulates!“

You cannot NOT communicate.

A message has four equal sides:

1. Fact
2. Myself
3. Relationship
4. Call to action

“Four Ears” principle

Goal of your evaluation: Show the speaker

1. What his strong points are
2. Where he can improve
3. HOW!

Call to action

1. Give your next speech within a reasonable period of time.
2. Be happy that you have given this speech, that you have the chance to give the next one.
3. Have the confidence to give an evaluation.

“You should hold the truth out to others like a coat they can put on easily, not hit them on the head with it” (Max Frisch)