

## **COD (Content, Organization, Delivery)**

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Sometimes a speaker wants feedback on the organization and effectiveness of the speech content and the speaker's delivery of the speech. The COD technique is designed for this purpose.

A variation of the COD techniques is COPE (Content, Organization, Presentation, Energy) and can be used if you want to more specifically focus on the presentation style and energy of the speaker during the delivery of the speech.

**Content** – topic, ideas, facts and examples are meaningful and clear and support the key points.

**Organization** – how the speech was arranged?

Were the opening, body and conclusion logically set out and easy to follow?

**Delivery** – hand gestures, eye contact, voice modulation, body movement, energy, confidence, etc.

- Were the notes, visual aids etc. organized before the start?
- Was the beginning poised?
- Was there good use of eye contact?
- Was the body language (posture & gesture) controlled & effective?
- Was the speaking rate - flexible & effective?
- Was the speaking volume appropriate & varied?
- Was there fluency, an absence of fillers like 'ahs' & 'ums'?
- Was vocal variety used, changes in pitch & tone, & good use of pausing?
- Did the speaker show enthusiasm for the topic?
- Were there visual aids & were they appropriate & integrated into the speech?
- Did the speech finish with poise?

Here's how an Evaluation Maven uses the COD technique. On a single piece of paper divide the page into three rows and two columns. The rows represent the 'Content', 'Organization', and 'Delivery' features of the speech. The columns represent the 'Speaker Strengths' and 'Suggestions for Improvement'.

All that remains for the Evaluation Maven is to select the top two or three strengths and suggestions and deliver them in the evaluation speech.

## COD Technique - Evaluation Worksheet

	Speakers Strengths	Suggestions for Improvement
Content		
Organization		
Delivery		

