

FLOW (Introduction, Body, Conclusion)

The FLOW technique follows the speech as it flows from the opening phrase to its closing words. Evaluation Mavens use this technique to provide specific feedback regarding the effectiveness of the content and organization of the speech relative to the overall objectives. The FLOW technique is especially good for evaluating how effectively the content and organization support the objectives of motivational and inspirational speeches.

The FLOW technique also provides a basic framework for a verbal evaluation – focusing on how effectively the Introduction, Body and Conclusion supported the intentions of the speaker.

Here's how an Evaluation Maven uses the FLOW technique. On a single piece of paper divide the page into five rows and two columns. The rows represent the 'Introduction', 'Transition', 'Body', 'Transition' and 'Conclusion' 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.

FLOW Technique - Evaluation Worksheet

	Speakers Strengths	Suggestions for Improvement
Opening		
Transition		
Body		
Transition		
Conclusion		

