

GIFT (Good, Inform, Fine-Tune, Thank)

Some speeches and speakers are exceptional and deserve to have their strong points emphasized for the benefit of the audience and some speakers are more sensitive to feedback than others.

In either case Evaluation Mavens use the GIFT technique when they want to focus more attention of the strengths of the speech and speaker while also providing constructive advice on specific suggestions for improvement. The GIFT technique requires the evaluator to very clearly explain the speech's and speakers strengths.

Here are the four components of the GIFT technique:

Good – Mention two or three strong points of the speech and speaker.

Inform – Tell how the strong points came across and how you believe the speaker accomplished them.

Note: Switch back and forth between the 'Good' and 'Inform' for each strong point.

Fine-Tune – Provide constructive advice on one or two specific suggestions for improvement.

Thank – Thank the speaker for the informative and learning benefits the speech provided for the audience.

Here's how an Evaluation Maven uses the GIFT technique. On a single piece of paper divide the page into four rows. The rows are labelled 'Good', 'Inform', 'Fine-Tune' and 'Thank'.

All that remains for the Evaluation Maven is to select the top two or three strengths and suggestions, show/tell how to Fine-Tune the selected aspects of the speech, craft a statement of Thanks and deliver it all in an evaluation speech.

GIFT Technique - Evaluation Worksheet

Good

Inform

Fine-Tune

Thank

