

ADVANCED COMMUNICATION AND LEADERSHIP MANUAL OBJECTIVES

Communicating On Television

“THE STRAIGHT TALK”

3 +/- 50 seconds

- Effectively present an opinion or viewpoint in a short time.
- To simulate giving a presentation as part of a television broadcast.

“THE TALK SHOW” -10 +/- 30 seconds

- Understand the dynamics of a television interview or “talk” show.
- Prepare for questions that may be asked during a television interview program.
- Present a positive image on the television camera.

“WHEN YOU’RE THE HOST”

10 +/- 30 seconds

- Understand the dynamics of and conduct a successful television interview.
- Prepare questions to ask during the interview program.
- Present a positive, confident image on the television camera.

“THE PRESS CONFERENCE”

4-6 +/-30 seconds

- Understand the nature of a television press conference.
- Prepare for an adversary confrontation on a controversial or sensitive issue.
- Use appropriate methods and strategies to present your organization’s viewpoint.

“TRAINING ON TELEVISION”

5-7 +/-30 seconds

- Learn how to develop and present an effective training program on television.
- Receive personal feedback through the videotaping of your presentations.

The Discussion Leader

“SEMINAR SOLUTION” 20-30

- Present an introductory talk or lecture describing a theory, model or information to be discussed by the group following the presentation.
- Use a buzz-session technique to facilitate group participation to a solution.

“ROUND ROBIN” 20-30

- Using a problem-solving pattern, lead the participants in a brainstorming session.
- Screen the possible solutions and lead the group in deciding what action to take.

“PILOT A PANEL” 30-40

- Select a problem for a three member panel discussion.
- Acting as moderator, monitor the panel discussion.

“MAKE IT MAKE BELIEVE” (Role Playing) 20-30

- Create a plot and characters relevant to the discussion problem and select a cast from among the group members.

“WORKSHOP LEADER” 30-40

- Guide the workshop participants in an investigative discussion of the problem.
- Follow a problem solving pattern to arrive at a solution.

The Entertaining Speaker

“THE ENTERTAINING SPEAKER” 5-7

- Entertain audience through use of humor or drama from personal experience.

“RESOURCES FOR ENTERTAINMENT” 8-10

- Draw humorous or dramatic material from sources other than own experience.
- Adapt the material to suit your personality and the audience.

“MAKE THEM LAUGH” 8-10

- Prepare and deliver a humorous speech drawn from your own experience.

“A DRAMATIC TALK” 10-12

- Develop an entertaining talk about an experience or give a dramatic reading.
- Include vivid imagery, characters and dialogue.

“SPEAKING AFTER DINNER” 13-15

- Prepare an entertaining after-dinner talk on a specific theme.
- Deliver the talk extemporaneously, using the skills developed previously



Humorously Speaking

“WARM UP YOUR AUDIENCE” 5-7

- Prepare a speech that opens with a humorous story.
- Personalize the story.
- Deliver the story smoothly and effectively.

“LEAVE THEM WITH A SMILE” 5-7

- Prepare a serious speech that opens and closes with humorous stories.
- Prepare a closing story that reemphasizes the speech’s main point.
- Deliver the stories smoothly and effectively.

“MAKE THEM LAUGH” 5-7

- Prepare a speech that opens and closes with humorous stories.
- Include jokes in the speech body to illustrate points or maintain audience interest.
- Deliver the jokes and stories smoothly and effectively.

“KEEP THEM LAUGHING” 5-7

- Prepare a speech that opens with a self-deprecating joke.
- String together two or three related jokes in the speech body.
- Close the speech with a humorous story.

“THE HUMOROUS SPEECH” 5-7

- Use exaggeration to tell a humorous story.
- Entertain the audience.
- Effectively use body language and voice to enhance the story

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Interpersonal Communication

“CONVERSING WITH EASE” 10-14

- Identify techniques to use in conversing with strangers.
- Recognize different levels of conversation & initiate conversation with a stranger.

“THE SUCCESSFUL NEGOTIATOR” 10-14

- Employ win/win negotiating strategies to achieve your goals.

“DIFFUSING VERBAL CRITICISM” 10-14

- Respond non-defensively to verbal criticism
- Employ a five-step method to identify the problem, diffuse the attack and arrive at a solution

“THE COACH” 10-14

- Determine reasons for someone’s substandard performance.
- Coach the person to improved performance

“ASSERTING YOURSELF EFFECTIVELY” 10-14

- Learn the mental and physical benefits of being assertive.
- Employ the four-step method for addressing a problem and asking for help
- Overcome resistance to your requests

Interpretive Reading

“READ A STORY” 8-10

- Learn and understand the effective interpretation of elements of a narrative.
- Learn and apply vocal techniques that will aid in the effectiveness of the reading.

“INTERPRETING POETRY” 6-8

- Recognize how poets use imagery, rhythm, meter, cadence and rhyme to convey the meanings and emotions of their poetry.

“THE MONODRAMA” 5-7

- Understand the concept and nature of the monodrama.
- Assume the identity of a character and portray the physical/emotional aspects.

“THE PLAY” 12-15

- Adapt a play for interpretive reading.
- Portray several characters in one reading using voice changes and movement.

“ORATORICAL SPEECH” 10-12

- Understand the structure of a effective speech.
- Interpret and present a famous speech.



Persuasive Speaking

“THE WINNING ATTITUDE” 8-10

- Learn to translate product features into “people” benefits
- Utilize the five-step structural sequence for building a sales presentation.
- Prepare and deliver a sales presentation that focuses on audience needs.

“CLOSING THE SALE” 10-12

- Prepare and deliver a sales presentation incorporating closing techniques.
- Effectively handle audience questions and/or objections.

“TRAINING THE SALES FORCE” 6-8; role play 8-10; final discussion 2-5

- Present an interesting, interactive sales training speech and conduct a role play to enable the audience to practice sales techniques.

“THE SALES MEETING” 15-20

- Plan and conduct a kickoff meeting for a Toastmasters membership campaign.

“THE TEAM SALE PRESENTATION” 15-20

- Develop a sales presentation for three or more speakers, including yourself.
- Coordinate the planning, preparation and delivery of a team sales presentation.

Professional Speaker

“THE KEYNOTE ADDRESS” 15-20

- Learn how to evaluate audience feeling and establish emotional rapport.
- Learn the professional techniques for a successful keynote presentation.

“SPEAKING TO ENTERTAIN” 15-20

- Entertain the audience through the use of humor drawn from personal experience and from other material that you have personalized.

“THE SALES TRAINING SPEECH” 15-20

- Tell a sales audience how to sell a product by using a planned presentation.
- Inspire salespeople to want to succeed in selling.

“THE PROFESSIONAL SEMINAR” 20-40

- Plan and present a seminar with specific learning objectives.
- Use seminar techniques to promote group participation and personal growth.

“THE MOTIVATIONAL SPEECH” 15-20

- Apply a four-step motivational method to persuade and inspire.
- Deliver a speech to persuade an audience to emotionally commit to an action.

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Public Relations

- “THE PUBLIC RELATIONS SPEECH” 5-7
- Prepare an informative, interesting talk to build goodwill for your organization.
 - Favorably influence the audience by the skillful and friendly delivery of your talk. “

- “RESOURCE FOR GOODWILL” 8 -10
- Research the operation and benefits of an organization or company.
 - Prepare a talk designed to build goodwill by presenting factual information.
 - Analyze the common interests of your audience and focus your presentation.

- “PERSUASIVE APPROACH” 5 -7
- Direct a persuasive appeal to the audience’s self-interests using a combination of fact and emotion delivered in such a manner that it appears extemporaneous.

- “SPEAKING UNDER FIRE”
6-8 mins + 8-10 min for Q&A
- Persuade a hostile audience to consider your position on a controversial issue.
 - Conduct a question and answer period on the speech subject.

- “THE MEDIA SPEECH” 8
- Write a speech script on behalf of a social cause.
 - Using the script, present and record the speech to a television or radio audience.

Speaking To Inform

- “THE SPEECH TO INFORM” 5-7
- Select, organize and present new and useful information in a way that will motivate the audience to learn.

- “RESOURCES FOR INFORMING” 8-10
- Focus your presentation at the audience’s level of knowledge.
 - Build a supporting case for each major point through research.

- “THE DEMONSTRATION TALK” 10-12
- Prepare a demonstration speech to clearly explain a process, product or activity.
 - Conduct the demonstration as part of a speech delivered without notes.

- “A FACT-FINDING REPORT”
10-12
- Prepare a report on a situation, event or problem of interest to the audience.
 - Deliver sufficient factual information in your report so the audience can base valid conclusions or a sound decision on it.

- “THE ABSTRACT CONCEPT”
10-12
- Research and organize the thought of experts on a abstract concept, theory, historical force, social or political issue.
 - Present the ideas in a clear and interesting manner.

Special Occasion Speeches

- “MASTERING THE TOAST” 2-3
- To recognize characteristics of a toast and present a toast.

- “SPEAKING IN PRAISE” 5-7
- To prepare a speech praising someone, to address five areas concerning the individual and to include anecdotes to illustrate points

- “THE ROAST” 3-5
- To poke fun at a particular individual; to adapt and personalize humorous material; and to deliver jokes and humorous stories effectively

- “PRESENTING AN AWARD” 3-4
- To present an award with dignity and acknowledge contributions of the recipient.

- “ACCEPTING AN AWARD” 5-7
- To accept an award with dignity and acknowledge the presenting organization.



Specialty Speeches

- “SPEAK OFF THE CUFF” 5-7
- Understand how to prepare for impromptu speaking.
 - Develop skill in the impromptu situation by using one or more patterns.

- “UPLIFT THE SPIRIT” 8-10
- Identify and understand the basic difference and similarities between inspirational speeches and other kinds of speeches.
 - Develop a speech style and delivery that effectively expresses inspirational content by moving the audience to adopt your views.

- “SELL A PRODUCT” 10-12
- Skillfully use four steps in a sales presentation: attention, interest, desire, action.
 - Identify and promote a unique selling proposition in a sales presentation.

- “READ OUT LOUD” 12-15
- Learn the principles of presentation and development skill in interpretive reading with regard to voice and body as instruments of communication.

- “INTRODUCE THE SPEAKER” - Time:
Throughout the duration of the club meeting
- Become more knowledgeable and skilled as a master of ceremonies.
 - Handle the introduction of other speakers at a club meeting.

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Speeches By Management

“THE BRIEFING” 8-10 plus Q&A

- Apply the key steps in the preparation and organization of material for a briefing.
- Give a briefing to meet a specific objective and to gain audience understanding.
- Effectively handle a question and answer session following the briefing.

“THE TECHNICAL SPEECH”

8-10

- Convert a technical paper or other technical information into a technical speech.
- Organize a technical speech according to the inverted-pyramid approach.
- Give the speech by effectively reading out loud.

“MANAGE AND MOTIVATE”

10-12

- Apply a four-step motivational method designed to persuade and inspire.
- Deliver the speech to gain audience agreement with your management proposal.

“THE STATUS REPORT”

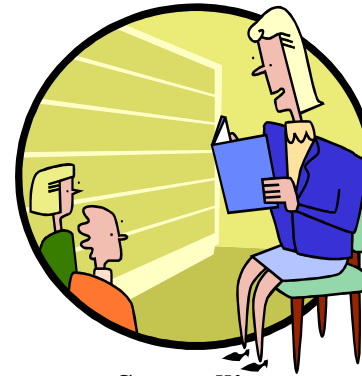
10-12

- Organize and prepare a status report relative to goals involving the overall condition of a plan or program, or the performance of a department or company.
- Construct and present the report according to a four-step program.

“CONFRONTATION: THE ADVERSARY RELATIONSHIP”

5 min plus 10 min for Q&A

- Prepare for an adversary confrontation on a controversial management issue.
- Prepare and use appropriate methods, strategy and techniques to communicate with an adversary group as the representative on your company or corporation.



Storytelling

“THE FOLK TALE” 7-9

- Tell a folk tale that is entertaining and enjoyable for a specific age group.
- Use vivid imagery and voice to enhance the tale.

“LET’S GET PERSONAL” 6-8

- Learn the elements of a good story.
- Create and tell an original story based on a personal experience.

“THE MORAL OF THE STORY”

4-6

- Create and tell a new, entertaining story that offers a lesson or moral.

“THE TOUCHING STORY” 6-8

- Understand and use techniques to arouse emotions while telling a story.

“BRING HISTORY TO LIFE” 7-9

- Understand the purpose of stories about historical events or people and use the storytelling skills developed in the preceding projects to tell a story.

Technical Presentations

“THE TECHNICAL BRIEFING” 8-10

- Using a systematic approach, organize technical material into a brief presentation
- Tailor the presentation to the audience’s needs, interests and knowledge levels.

“THE PROPOSAL” 8-10

- Prepare a technical presentation advocating a product, idea or course of action.
- Give the speech logically and convincingly, using an inverted-pyramid approach.
- Effectively handle a question and answer period.

“THE NONTECHNICAL AUDIENCE”

10-12

- Build and deliver an interesting talk based on an understanding of the principles of communication complex information to non-technical listeners.

“PRESENTING A TECHNICAL PAPER” 10-12

- Deliver an interesting speech based on a technical paper or article.
- Effectively use a flipchart, overhead projector or slides to illustrate your message.

“THE TEAM TECHNICAL PRESENTATION” 20-30

- Orchestrate the planning, preparation and delivery of a team presentation.

