

15 Advanced Manuals

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1. The Entertaining Speaker

Entertaining speakers are always in demand. Projects address preparing and delivering an entertaining speech, finding good stories and anecdotes to include in speeches, using humor, incorporating drama into presentations, and presenting an after-dinner speech.

The Entertaining Speech

- Entertain the audience through use of humor and/or drama drawn from your personal experience.
- Organize an entertaining speech for maximum audience impact.

Time: 5-7 minutes

Resources for Entertainment

- Draw humorous and/or dramatic material from sources other than your own personal experience. Adapt your material to suit your topic, your own personality and the audience. Use entertaining material as a means of conveying a serious message.

Time: 8-10 minutes

Make Them Laugh

- Prepare a humorous speech drawn from your own experience.
- Strengthen the speech by adapting and personalizing humorous material from outside sources.
- Deliver the speech in a way that makes the humor effective.

Time: 8-10 minutes

A Dramatic Talk

- Develop an entertaining dramatic talk about an experience or incident, or give a dramatic reading. Include vivid imagery, characters and dialogue.
- Deliver the talk in an interpretative manner.

Time: 10-12 minutes

Speaking After Dinner

- Prepare an entertaining after-dinner talk on a specific theme.
- Deliver the talk extemporaneously, using the skills developed in the preceding entertainment projects.

Time: 13-15 minutes

2. Speaking To Inform

Informational speeches are one of the most common types, so most likely you will be asked to present one sometime. This manual contains information about organizing an informational speech, tailoring your speech to the audience, conducting a demonstration, presenting a report, and delivering a speech about an abstract subject.

The Speech to Inform

- Select new and useful information for presentation to the audience.
- Organize the information for easy understandability and retention.
- Present the information in a way that will help motivate the audience to learn.

Time: 5-7 minutes

Resources for Informing

- Analyze the knowledge level of your audience regarding your chosen subject.
- Focus your presentation at the audience's level of knowledge.
- Build a supporting case for each major point through use of explanation, examples and information gathered in research.
- Effectively use at least one visual aid to enhance the audience's understanding.

Time: 8-10 minutes

The Demonstration Talk

- Prepare a demonstration speech to clearly explain a process, product, or activity. Conduct the demonstration as part of a speech delivered without notes.

Time: 10-12 minutes

A Fact Finding Report

- 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.

Time: 10-12 minutes

The Abstract Concept

- Research and organize the thought of experts on an abstract concept, theory, historical force, or social/political issue.
- Present the ideas in a clear and interesting manner.

Time: 10-12 minutes

3. Public Relations

Everyone benefits from the ability to present a good public image. Projects cover preparing a speech that will generate a favorable attitude toward you and your product, company or service, presenting a positive image of yourself and your company or organization on a radio talk show, persuading an audience to accept your viewpoint, addressing a hostile audience, and communicating with the public during a crisis situation.

The Public Relations Speech

- Prepare a talk that will build goodwill for your organization by supplying useful information of interest to the audience.

Time: 5-7 minutes

Resources for Goodwill

- Research the operation and benefits of an organization or company.
- Prepare a talk designed to build goodwill toward it by presenting factual information.
- Analyze the common interests of your audience and focus your presentation on those interests. Effectively use at least one visual aid to enhance the audience's understanding.

Time: 8-10 minutes

The Persuasive Approach

- Direct a persuasive appeal to the audience's self-interests using a combination of fact and emotion in a speech delivered in such a manner that it appears extemporaneous. Persuade the audience to adopt your viewpoint by the use of standard persuasive techniques.

Time: 8-10 minutes

Speaking Under Fire

- Prepare a talk to persuade a hostile audience at least to consider your position on a controversial issue. Conduct a question-and-answer period on the speech subject.

Time: 6-8 minutes, plus 8-10 minutes for Q&A

The Media Speech

- Write a speech script behalf of a social cause.
- Using the script, present the speech to persuade a general television audience.

Time: 8-10 minutes, plus 30 seconds for close

4. Facilitating Discussion

Group discussions are common, and this manual provides instruction in facilitating the most common types of discussions. Learn about moderating a panel discussion, facilitating a brainstorming meeting, leading a problem solving discussion, handling challenging people during discussions, and helping a problem-solving group achieve a consensus.

The Seminar Solution

- Present an introductory short talk or brief lecture describing a theory, model or information about a topic that will be discussed by a group following the presentation.
- Organize the information so that it is easy to understand and can be remembered.
- Orient the group to think about the specific goal of the discussion that follows.
- Use a buzz session discussion technique to promote group participation in deriving information leading to a solution to the problem.

Time: 20-30 minutes

The Round Robin

- Establish the meaning of a question with a discussion group.
- 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.

Time: 20-30 minutes

Pilot a Panel

- Select a problem for panel discussion. Select not less than three members in advance to speak on the panel. Define the common goals and the purpose of the panel.
- Acting as moderator, monitor the panel discussion to inform the audience.

Time: 30-40 minutes

Make Believe (Role Playing)

- Understand what role-playing is and how to use it effectively in group communication. Select a problem involving human relations in which you may use the role-playing method to illustrate and explore the problem.
- Create a plot and characters relevant to the discussion problem and select a cast from among the group members.

Time: 20-30 minutes

The Workshop Leader

- Building group unity, guide the workshop participants in an investigative discussion of the problem. Follow a problem solving pattern to arrive at a solution.
- Bring the group to an agreement before the discussion ends.

Time: 30-40 minutes

5. Specialty Speeches

Speakers are often called upon to give different kinds of talks. This manual contains information about giving the most common ones, and it covers impromptu talks, preparing inspirational speeches, selling a product, reading out loud, and introducing a speaker.

Speak Off The Cuff

- Develop an awareness of situations in which you might be called upon to deliver an impromptu speech. Understand how to prepare for impromptu speaking.
- Develop skill as a speaker in the impromptu situation by using one or more patterns to approach a topic under discussion; for example, comparing a past, present, and future situation, or before and after.

Time: 5-7 minutes

Uplift the Spirit

- Identify and understand the basic differences between inspirational speeches and other kinds of speeches. Learn how to evaluate audience feeling and develop emotional rapport. Develop a speech style and delivery that effectively expresses inspirational content by moving the audience to adopt your views.

Time: 8-10 minutes

Sell a Product

- Understand the relationship of sales technique to persuasion.
- Skillfully use the four steps in a sales presentation: attention, interest, desire, action.
- Identify and promote a unique selling proposition in a sales presentation.

Time: 10-12 minutes

Read Out Loud

- Arrive at an understanding of the elements that comprise oral interpretation and how it differs from preparing and giving a speech.
- Learn the preparation or planning techniques of effective interpretation.
- Learn the principles of presentation and develop skill in interpretive reading with regard to voice and body as instruments of communication.

Time: 12-15 minutes

Introduce the Speaker

- Focus on the special occasion talk from the standpoint of the introducer (function, chairman, toastmaster, master of ceremonies).
- Become knowledgeable and skilled in the functions associated with the master of ceremonies. Handle the introduction of other speakers at a club meeting.

Time: duration of the meeting

6. Speeches by Management

Managers encounter a variety of speaking situations in the work environment. This manual offers instruction in giving briefings, preparing and presenting technical speeches, motivating a team, giving a status report, and speaking to a hostile group.

The Briefing

- Apply the key steps in the preparation of a briefing and the organization of material. Give a briefing according to a specific objective so the audience will have an understanding of the information.
- Effectively handle a question-and-answer session following the briefing.

Time: 8-10 minutes, plus 5 minutes for Q&A

The Technical Speech

- Convey a technical paper or technical material and information into a technical speech. Organize a technical speech according to the inverted-pyramid approach.
- Write a technical speech as "spoken language," not as an article.
- Give the speech by effectively reading out loud.

Time: 8-10 minutes

Manage and Motivate

- Understand the concept and nature of motivational methods in management.
- Apply a four step motivational method with the objectives to persuade and inspire.
- Deliver a motivational speech to persuade an audience to agree with your management proposal.

Time: 10-12 minutes

The Status Report

- Organize and prepare a status report involving the overall condition of a plan or program, or performance of a department or company in relation to goals.
- Construct the report according to a four step pattern.
- Give an effective presentation of the report.

Time: 12-15 minutes

Confrontation: The Adversary Relationship

- Understand the definition and nature of the adversary relationship.
- Prepare for an adversary confrontation on a controversial management issue.
- Employ appropriate preparation methods, strategy, and techniques, for communicating with an adversary group as the representative of your company or corporation.
- Time: 5 minutes, plus 10 minutes for Q&A

7. The Professional Speaker

Professional speakers can give a variety of presentations to a variety of audiences. This manual offers guidance in preparing and presenting a keynote address, an entertaining speech, a sales training speech, a seminar and a motivational speech. Includes information about marketing yourself as a professional speaker.

The Keynote Address

- Identify the basic differences between keynote speeches and other kinds of speeches. Learn how to evaluate audience feeling and establish emotional rapport.
- Learn and use the professional techniques necessary for a successful keynote presentation. Develop a speech style and delivery that effectively inspires and moves the audience to adopt your views as a collective reaffirmation of its own.

Time: 15-20 minutes

Speaking to Entertain

- Entertain the audience through the use of humor drawn from personal experience and from other material that you have personalized.
- Deliver the speech in a way that makes the humor effective.
- Establish personal rapport with your audience for maximum impact.

Time: 15-20 minutes

The Sales Training Speech

- Tell a sales audience how to sell a product by using a planned presentation.
- Inform a sales training audience about the human experience of the buyer-seller relationship. Use entertaining stories and dynamic examples of sales situations.
- Inspire salespeople to want to succeed in selling.

Time: 15-20 minutes

The Professional Seminar

- Plan and present a seminar with specific learning objectives. Relate to the audience by using a seminar presentation style.
- Use seminar presentation techniques to promote group participation, learning and personal growth.

Time: 20-40 minutes

The Motivational Speech

- Understand the concept and nature of motivational speaking.
- Apply a four-step motivational method with the purpose of persuading and inspiring.
- Deliver a motivational speech to persuade an audience to emotionally commit to an action.

Time: 15-20 minutes

8. Technical Presentations

Presenting technical information in a way that doesn't bore the audience is challenging. Learn how to prepare technical briefings, design and present a proposal, talk about a technical subject to a nontechnical audience, present a technical paper, and plan and give a team presentation.

The Technical Briefing

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

Time: 8-10 minutes

The Proposal

- To prepare a technical presentation advocating a product, service, idea or course of action. To present your viewpoint logically and convincingly, using an inverted-pyramid approach. To effectively use a flipchart to illustrate your message.
- To effectively handle a question-and-answer period.

Time: 8-10 minutes, plus 3-5 for Q&A

The Nontechnical Audience

- Understand the principles of communicating complex information to non-technical listeners. Build and deliver an interesting talk based on these principles.
- Answer audience questions that arise during the presentation.
- Use overhead transparencies to illustrate your message.

Time: 10-12 minutes

Presenting a Technical Paper

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

Time: 10-12 minutes

The Team Technical Presentation

- Understand the nature and process of a team technical presentation.
- Conceptualize a briefing or proposal involving three or more speakers, including yourself.
- Assemble a team of club members capable of getting the job done.
- Orchestrate the planning, preparation and delivery of a team technical presentation.

Time: 20-30 minutes

9. Persuasive Speaking

Successful people know how to influence and persuade others to accept their ideas, products or services. Projects cover selling a product, making "cold calls," preparing a winning proposal, convincing an audience to at least consider your side of a controversial issue or subject, and persuading listeners to help bring a vision and mission to reality.

The Effective Salesperson

- Learn a technique for selling an inexpensive product in a retail store.
- Recognize a buyer's thought processes in making a purchase.
- Elicit information from a prospective buyer through questions.
- Match the buyer's situation with the most appropriate product.

Time: 3-4 minute speech to introduce scenario, 3-5 minute roleplay

Conquering the "Cold Call"

- Learn a technique for "cold call" selling of expensive product or services.
- Recognize the risks buyers assume in purchasing.
- Use questions to help the buyer discover problems with his or her current situation.
- Successfully handle buyer's objections and concerns.

Time: 3-4 minute speech to introduce scenario, 5-7 minute roleplay, 2-3 minute discussion

The Winning Proposal

- Prepare a proposal advocating an idea or course of action.
- Organize the proposal using the six-step method provided.

Time: 5-7 minutes

Addressing the Opposition

- Prepare a talk on a controversial subject that persuades an audience to accept or at least consider your viewpoint.
- Construct the speech to appeal to the audience's logic and emotions.

Time: 7-9 minutes, plus 2-3 minutes for Q&A

The Persuasive Leader

- Communicate your vision and mission to an audience.
- Convince your audience to work toward achieving your vision and mission.

Time: 6-8 minutes

10. Communicating on Television

Television presentations require special preparation and attention to details. Learn how to present an editorial, appear as a guest on an interview program, be the host of an interview program, conduct a press conference and use television to train.

Straight Talk

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

Time: 3 minutes +/- 30 seconds

The Talk Show

- To understand the dynamics of a television interview or "talk" show.
- To prepare for the questions that may be asked of you during a television interview program.
- To present a positive image on the television camera.
- To appear as a guest on a simulated television talk show.

Time: 10 minutes +/- 30 seconds

When You're the Host

- To conduct a successful television interview.
- To understand the dynamics of a successful television interview or "talk" show.
- To prepare questions to ask during the interview program.
- To present a positive, confident image on the television camera.

Time: 10 minutes +/- 30 seconds

The Press Conference

- To understand the nature of a television press conference.
- To prepare for an adversary confrontation on a controversial or sensitive issue.
- To employ appropriate preparation methods and strategies for communicating your organization's viewpoint.
- To present and maintain a positive image on television.

Time: 4-6 minutes, plus 8-10 minutes for Q&A

Training On Television

- To learn how to develop and present an effective training program on television. To receive personal feedback through the videotaping of your presentation.

Time: 5-7 minutes, plus 5-7 minutes for video playback

11. Storytelling

A good story enhances your speech and makes it memorable. This manual offers instruction in telling folk tales, personal stories, stories with morals, emotional stories and stories about historical events or people.

The Folk Tale

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

Time: 7-9 minutes

Let's Get Personal

- To learn the elements of a good story.
- To create and tell an original story based on a personal experience.

Time: 6-8 minutes

The Moral of the Story

- To understand that a story can be entertaining yet display moral values.
- To create a new story that offers a lesson or moral.
- To tell the story, using the skills developed in the previous two projects.

Time: 4-6 minutes

The Touching Story

- To understand the techniques available to arouse emotion.
- To become skilled in arousing emotions while telling a story.

Time: 6-8 minutes

Bringing History to Life

- To understand the purpose of stories about historical events or people.
- To use the storytelling skills developed in the preceding projects to tell a story about a historical event or person.

Time: 7-9 minutes

12. Interpretive Reading

Reading words written by someone else requires a special set of skills. Projects include reading stories, poetry, monodramas, plays and famous speeches.

Read A Story

- To understand the elements of interpretive reading.
- To learn how to analyze a narrative and plan for effective interpretation.
- To learn and apply vocal techniques that will aid in the effectiveness of the reading.

Time: 8-10 minutes

Interpreting Poetry

- To understand the differences between poetry and prose.
- To recognize how poets use imaginary, rhythm, meter, cadence and rhyme to convey the meanings and emotions of their poetry.
- To apply vocal techniques that will aid in the effectiveness of the reading.

Time: 6-8 minutes

The Monodrama

- To understand the concept and nature of the monodrama.
- To assume the identity of a character and to portray the physical and emotional aspects of this character to an audience.

Time: 5-7 minutes

The Play

- To adapt a play for interpretive reading.
- To portray several characters in one reading, identifying them to the audience through voice changes and movement.

Time: 12-15 minutes

The Oratorical Speech

- To understand the structure of an effective speech.
- To interpret and present a famous speech.

Time: 10-12 minutes

13. Interpersonal Communications

Everyday life presents challenging communication situations. Topics in this manual include conversing with ease, negotiating, handling criticism, coaching someone to improve performance, and expressing dissatisfaction effectively.

Conversing with Ease

- Identify techniques to use in conversing with strangers.
- Recognize different levels of conversation.
- Initiate a conversation with a stranger.
- Use open-ended questions to solicit information for further conversation.

Time: 10-14 minutes

The Successful Negotiator

- Employ win/win negotiating strategies to achieve your goals.
- Enjoy the benefits of win/win negotiating.

Time: 10-14 minutes

Diffusing Verbal Criticism

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

Time: 10-14 minutes

The Coach

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

Time: 10-14 minutes

Asserting Yourself Effectively

- Enjoy 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.

Time: 10-14 minutes

14. Special Occasion Speeches

Special events present special speaking opportunities. This manual provides instruction in giving toasts, speaking in praise/giving an eulogy, "roasting" someone, and presenting and accepting awards.

Mastering the Toast

- Recognize the characteristics of a toast.
- Present a toast honoring an occasion or person.

Time: 2-3 minutes

Speaking in Praise

- Prepare a speech praising or honoring someone, either living or dead.
- Address five areas concerning the individual and his/her accomplishments.
- Include anecdotes illustrating points within the speech.

Time: 5-7 minutes

The Roast

- Poke fun at a particular individual in a good-natured way.
- Adapt and personalize humorous material from other sources.
- Deliver jokes and humorous stories effectively.

Time: 3-5 minutes

Presenting an Award

- Present an award with dignity and grace.
- Acknowledge the contributions of the recipient.

Time: 3-4 minutes

Accepting an Award

- Accept an award with dignity, grace and sincerity.
- Acknowledge the presenting organization.

Time: 5-7 minutes

15. Humorously Speaking

Every speaker benefits from using humor. Learn how to begin a speech with a humorous story to get listeners' attention, end a speech with a humorous story, use humorous stories and anecdotes throughout the body of your speech to emphasize points, incorporate jokes into presentations, and prepare and present an entirely humorous speech.

Warm Up Your Audience

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

Time: 5-7 minutes

Leave Them With A Smile

- 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.

Time: 5-7 minutes

Make Them Laugh

- 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.

Time: 5-7 minutes

Keep Them Laughing

- 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.

Time: 5-7 minutes

The Humorous Speech

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

Time: 5-7 minutes