

## Toastmasters Educational Programme

### Communication

<b>Competent Communicator</b>	10 Speeches from the Competent Communication Manual	( CC )
<b>Advanced Communicator Bronze</b>	2 Advanced Manuals	( AC-B )
<b>Advanced Communicator Silver</b>	2 Advanced Manuals 2 Speeches from Better Speaker OR Successful Club	( AC-S )
<b>Advanced Communicator Gold</b>	2 Advanced Manuals 1 Success Leadership, OR Success Communication OR Youth Leadership Coach a new member	( AC-G )

### Leadership

<b>Competent Leader</b>	10 Projects from the CL Manual	( CL )
<b>Advanced Leader Bronze</b>	CL Served as a Club Officer Attend Club Officer Training Assist preparing the Distinguished Club Plan 2 Speeches from Successful Club OR Leadership Excellence Series.	( AL-B )
<b>Advanced Leader Silver</b>	Served as a District Officer High Performance Leadership Program Sponsor OR Mentor a new Club OR be a Club Specialist	( AL-S )
<b>Distinguished Toastmaster</b>	AC-G.	( DTM )



**Speech Objectives for;**

**The Competent Communication Manual  
The Advanced Communication Manuals**

**The Competent Leadership Manual**

**The Better Speaker Series  
The Successful Club Series  
The Leadership Excellence Series**

**The Success/ Leadership Programme  
The Success/ Communication Programme  
Youth Leadership  
High Performance Leadership**

**2014 Version**

**A gift from  
Auckland Advanced Toastmasters**

**<http://aucklandadvancedtoastmasters.toastmastersclubs.org/>**

**District 72 – New Zealand**

Compiled by Alun Chisholm DTM Nov 1999  
Revised by Alistair Munro DTM 2006  
Updated by Alun Chisholm DTM July 2014

**1 The Icebreaker** 4-6 mins

- To begin speaking before an audience
- To discover speaking skills you already have and skills that need some attention

**2 Organise your Speech** 5-7 mins

- Select an appropriate outline which allows listeners to easily follow and understand your speech
- Make your message clear, with supporting material directly contributing to that message
- Use appropriate transitions when moving from one idea to another
- Create a strong opening and conclusion

**3 Get to the Point** 5-7 mins

- Select a speech topic and determine its general and specific purposes
- Organise the speech in a manner that best achieves those purposes
- Ensure the beginning, body and conclusion reinforce the purposes
- Project sincerity and conviction and control any nervousness you may feel
- Strive not to use notes

**4 How to Say It** 5-7 mins

- Select the right words and sentence structure to communicate your ideas clearly, accurately & vividly
- Use rhetorical devices to enhance and emphasise ideas
- Eliminate jargon and unnecessary words.
- Use correct grammar

**5 Your Body Speaks** 5-7 mins

- Use stance, movement, gestures, facial expressions and eye contact to express your message and achieve your speech's purpose
- Make your body language smooth & natural

An opportunity to work with young people, helping them learn the speaking and leadership skills needed to be successful adults, and the preparation and delivery of short speeches on topics of interest.

Applicable to: **Advanced Communicator Gold**  
Group size: Five (5) participants under 18 years

**Programme Objectives**

- Learn the principles of chairmanship
- Construct a speech Speak without notice
- Speak clearly and convincingly in front of an audience
- Listen effectively
- Act as a Master of Ceremony
- Learn the art of supportive evaluation
- Become aware of and develop leadership qualities
- Enhance self esteem.

**Sessions and Topics Covered**

	8 sessions, 1-2 hours
Gestures	Taking the Terror Out of a Talk
Vocal Variety	Effective Speech Evaluation
Using Visual Aids	Constructing a Speech
Speech Organization	Relating to Your Audience

This five-project skill-building programme requires you to conduct a project of your choice in which you serve as a leader. Reflecting your own goals, the project may be affiliated with your participation at Club, Area, Division, District, business or community level.

Applicable to: **Advanced Leader Silver**  
Group size: Participant and guidance committee members

**Programme Projects**

- Learning About Leadership
- Choosing Your Objective
- Action Phase #1: Winning Commitment to Your Objective
- Action Phase #2: Working the Plan
- Analysing and Presenting Your Results

**Programme Format**

The High Performance leadership manual walks you through the project's different phases, providing study material and activities to complete. Providing help through each phase is a Guidance Committee - people you select to counsel you and evaluate your work.

## The Success/Communication Programme

The Success/Communication Programme – along with the Success/Leadership Programme – employs a unique training method: a seminar format involving all Club members.

In each module, a seminar leader conducts workshops designed to help participants develop and refine their communication skills.

Applicable to: **Advanced Communicator Gold**

Group size: Varies.

### **Speechcraft** 4-8 sessions, 1-2 hours each

This speech training programme will bring prospective new members into your Club to see what Toastmasters is all about.

Can be presented either as an integral part of your Club meeting or as an outside the club seminar at a different location.

Includes Promotional brochures: 'An Opportunity to Succeed'

Group size: Five (5) participants.

### **How to Listen Effectively** 2 1/2-3 hours

Teaches listening, speaking and leadership skills.

Group size: Ten (10) participants.

### **The Art of Effective Evaluation** 2 1/2-3 hours

This programme will give members the knowledge, motivation and skills they need to become more effective evaluators.

Includes Club climate questionnaires and Speech evaluation forms

Group size: Twenty (20) participants.

### **Building Your Thinking Power - Part I: Mental Flexibility** 2-2 1/2 hours

This educational seminar programme teaches participants how to adapt their behaviour to achieve the best results.

Group size: Twenty (20) participants.

### **Building Your Thinking Power - Part II: The Power of Ideas** 2 hours

This educational seminar programme teaches participants how to become more creative thinkers.

Group size: Twenty (20) participants.

### **From Speaker to Trainer** 4 1/2 hours

This educational seminar programme teaches participants how to develop and present training programmes.

Group size: Ten (10) participants.

### **6 Vocal Variety** 5-7 mins

- Use volume, pitch, rate and quality to reflect and add meaning and interest to the message
- Use pauses to enhance your message,
- Use vocal variety smoothly and naturally

### **7 Research Your Topic** 5-7 mins

- Collect information about your topic from numerous sources
- Carefully support your points and opinions with specific facts, examples and illustrations gathered through research

### **8 Get Comfortable with Visual Aids** 5-7 mins

- Select visual aids that are appropriate for your message the audience
- Use visual aids correctly with ease and confidence

### **9 Persuade with power** 5-7 mins

- Persuade listeners to adopt your viewpoint or ideas or to take some action
- Appeal to the audience's interest
- Use logic and emotion to support your position
- Avoid using notes

### **10 Inspire your audience** 8-10 mins

- To inspire the audience by appealing to noble motives and challenging the audience to achieve a higher level of beliefs or achievement
- Appeal to the audience's needs and emotions, use stories, anecdotes & quotes to add drama
- Avoid using notes

**Many reasons  
why you should join  
an Advanced Toastmasters Club**

An Advanced Club will allow you the time to deliver the longest Advanced speeches, all the members are working on Advanced Speeches, and they are all skilled in Evaluating Advanced speeches.

At Auckland Advanced TMC, we have our 'Gold Standard'. It is in 3 parts;

1. To fast track the Twin tracks - that is give more opportunity to work through the programmes.
2. Twin Evaluations for each speech - standard CRC plus another shorter evaluation on just one aspect of the speech
3. Inter club support - our members attend meetings of other clubs (at that clubs request) to help with any aspect of the meeting or just being there to support that club.

**ADVANCED COMMUNICATION SERIES**

- |                            |                               |
|----------------------------|-------------------------------|
| A Entertaining Speaker     | J Communicating On Television |
| B Speaking to Inform       | K Storytelling                |
| C Public Relations         | L Interpretive Reading        |
| D The Discussion Leader    | M Interpersonal Communication |
| E Specialty Speeches       | N Special Occasion Speeches   |
| F Speeches by Management   | O Humorously Speaking         |
| G The Professional Speaker |                               |
| H Technical Presentations  |                               |
| I Persuasive Speaking      |                               |

The Advanced Communication and Leadership Program trains you for different speaking situations that Toastmasters can encounter outside the club environment. Each manual includes five speech projects which challenges you to further improve your skills in a specific area of public speaking. The individual projects all focus on a single, specific theme to help you improve your speaking skills in that particular area. Some manuals focus on "real life" situations such as public relations and technical briefings, while others help develop more widely applicable skills such as humour and storytelling.

**The Success/Leadership Programme**

The Success/Leadership Programme – along with the Success/Communication Programme – employs a unique training method: a seminar format involving all Club members.

In each module, a seminar leader conducts workshops designed to help participants develop and refine their communication skills.

Applicable to: **Advanced Communicator Gold**

Group size: Varies.

**How to Conduct Productive Meetings** 1 hour

A group leader working from a co-ordinator's guide reviews the techniques and dynamics of small group meetings

Group size: Eight (8) participants.

**Parliamentary Procedure in Action** 5 sessions, 15 mins each

Designed to provide Toastmasters with the basic skills to effectively lead and participate in parliamentary discussion.

Includes Charts of motion

Group size: Ten (10) participants.

**Building Your Leadership Power -**

**I Characteristics of Effective Leaders** 1 1/2 hours

This educational seminar programme explores the qualities, values and styles effective leaders display.

Group size: Ten (10) participants.

**Building Your Leadership Power -**

**II: Developing Your Leadership Skills** 1 - 1 1/2 hours

This educational seminar programme helps members develop leadership skills.

Group size: Ten (10) participants.

**Building Your Leadership Power -**

**III: Working in the Team Environment** 1 - 1 1/2 hours

This educational seminar programme helps participants learn to use leadership skills as they pertain to working with and leading teams.

Group size: Ten (10) participants.

**Improving Your Management Skills** 2 1/2 - 3 hours

This educational seminar programme will give participants the knowledge and skills they need to be more effective managers.

Group size: Ten (10) participants.

## The Leadership Excellence Series

The new Leadership Excellence Series helps members learn the skills they will need to be successful leaders inside and outside Toastmasters.

Applicable to: **Advanced Leader Bronze**

Group size: Club members

NB These are Free to download from the TI website.

### **The Visionary Leader** 10 mins

This module discusses how leaders create and communicate a vision for their organisation to help it be successful.

### **Developing a Mission** 10 mins

This module addresses how successful leaders create and communicate a mission for their organisation.

### **Values and Leadership** 10 mins

This module examines values and how to employ them as you lead a team toward achieving a goal.

### **Goal Setting and Planning** 10 mins

This module reviews the process leaders use to set goals and develop plans to achieve these goals.

### **Delegate to Empower** 10 mins

This module discusses how to effectively delegate tasks and responsibilities.

### **Building a Team** 10 mins

This module reviews how to create and lead a team.

### **Giving Effective Feedback** 10 mins

This module provides suggestions for offering feedback to others on their performance.

### **The Leader as a Coach** 10 mins

This module discusses how to work with a team to help them improve.

### **Motivating People** 10 mins

This module examines how to be sensitive to your team members' needs and create an environment that will motivate them.

### **Service and Leadership** 10 mins

This module provides the overall concepts of the service leadership philosophy.

### **Resolving Conflict** 10 mins

This module provides concepts that will help the presenter and the participants learn conflict resolution skills.

## A. The Entertaining Speaker

Revised 5/2011

This manual includes valuable information on how to give an entertaining or dramatic speech, where to find material, how to make an audience laugh, and what to do when you're asked to speak after dinner.

A fun manual for you and your audience!

### **1. The Entertaining Speech** 5 to 7 minutes

Entertain the audience by relating a personal experience  
Organize an entertaining speech for maximum impact

### **2. Resources for Entertainment** 5 to 7 minutes

Draw entertaining material from sources other than your own personal experience  
Adapt your material to suit your topic, your own personality, and the audience

### **3. Make Them Laugh** 5 to 7 minutes

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

### **4. A Dramatic Talk** 5 to 7 minutes

Develop an entertaining dramatic talk about an experience or incident  
Include vivid imagery, characters, and dialogue  
Deliver the talk in an entertaining manner

### **5. Speaking After Dinner** 8 to 10 minutes

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

The projects in this manual will help you give informative and interesting speeches. Ideal for people in the workplace who have to give regular presentations to colleagues and clients.

An excellent first manual for the advanced speaker.

- 1. The Speech to Inform** 5 to 7 minutes  
 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
- 2. Resources for Informing** 5 to 7 minutes  
 Analyze your audience regarding your chosen subject  
 Focus your presentation at the audience's level of knowledge  
 Build a supporting case for each major point using information gathered through research  
 Effectively use at least one visual aid to enhance the audience's understanding
- 3. The Demonstration Talk** 5 to 7 minutes  
 Prepare a demonstration speech to clearly explain a process, product, or activity  
 Conduct the demonstration as part of a speech delivered without notes
- 4. A Fact-Finding Report** 5 to 7 minutes, 2 to 3 minutes Q&A  
 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 make valid conclusions or a sound decision  
 Answer questions from the audience
- 5. The Abstract Concept** 6 to 8 minutes  
 Research and analyze an abstract concept, theory, historical force, or social/political issue  
 Present the ideas in a clear, interesting manner

The Better Speaker Series modules are designed as educational speeches, to be given in your Club, or at a Speechcraft course. They give practical tips that benefit all members.

Applicable to: **Advanced Communicator Silver**  
 Group size: Club members.  
 NB These are Free to download from the TI website.

- Beginning Your Speech** 10 mins  
 Suggestions for starting off your speech right.
- Concluding Your Speech** 10 mins  
 Tips for ending your speech with power.
- Take the Terror Out of a Talk** 10 mins  
 Techniques for overcoming nervousness when speaking.
- Impromptu Speaking** 10 mins  
 Don't be caught off balance when speaking off-the-cuff!
- Selecting Your Topic** 10 mins  
 Running out of speech ideas? Here's how to develop new ones.
- Know Your Audience** 10 mins  
 If you can relate to your audience, they will relate to you.
- Organising Your Speech** 10 mins  
 Once you know what to say, consider next the when and the how.
- Creating an Introduction** 10 mins  
 Great introductions should precede great speeches.  
 This is designed to teach you how to prepare the proper introduction for your speech.
- Preparation and Practice** 10 mins  
 Techniques for preparing and rehearsing your next speech.
- Using Body Language** 10 mins  
 This module explains how to use facial expressions, gestures and body movement to enhance a speech.

## The Successful Club Series

Modules in this series address quality Club meetings and offer tips on attracting and maintaining members.

Applicable to: **Advanced Leader Bronze**  
**Advanced Communicator Silver**

Group size: Club members

NB These are Free to download from the TI website.

- The Moments of Truth** 30-40 mins  
How to recognise and deal with situations critical to Club success.  
A Club self-evaluation tool. Includes a Club evaluation chart
- Finding New Members for Your Club** 10-15 mins  
Ways to help you seek out those vital new members!
- Evaluate to Motivate** 10-15 mins  
Give an evaluation that benefits the speaker and the audience!
- Closing the Sale** 15-20 mins  
Exercise your powers of persuasion moments when a guest is deciding to join.
- Creating the Best Club Climate** 10-15 mins  
Techniques for creating and maintaining a healthy Club environment.
- Meeting Roles and Responsibilities** 10-15 mins  
Does your Club involve everyone at every meeting?
- Mentoring** 30-40 mins  
A mentor programme offers many benefits for your Club and its members.  
This programme defines mentoring, explains benefits, and discusses responsibilities of mentors. Includes a Mentor programme kit
- Keeping the Commitment** 10-15 mins  
Discusses the 10 standards that comprise "A Toastmasters Promise".  
Includes 25 promise cards
- Going Beyond Our Club** 15-20 mins  
Find out about learning and leadership opportunities available to members in addition to regular meetings and activities.
- How to be a Distinguished Club** 10 mins  
A terrific tool to use to explain and promote the Distinguished Club Programme (DCP) to the members of your Club. Includes a DCP booklet
- The Toastmasters Education Programme** 10 mins  
What does it take to receive the Competent Communicator (CC) award?  
What about the Competent Leader (CL)? This module provides a terrific education programme orientation. The information is valuable to new members and experienced members.

## C. Public Relations

Revised 5/2011

This complete guide to preparing and delivering the public relations speeches will help you develop resources and techniques, "speak under fire", and handle the media talk.

A wonderful manual for people in customer-facing situations.

- 1. The Goodwill Speech** 5 to 7 minutes  
Prepare a talk that will build goodwill for your organization (Toastmasters) by supplying useful information of interest to the audience  
Favorably influence the audience by skillful and friendly delivery of your talk
- 2. The Radio Talk Show** 3 to 5 minutes, 2 to 3 minutes Q&A  
Present a positive image of you and your company or organization on a radio talk show  
Prepare a talk designed to build goodwill toward an organization by presenting factual information  
Understand the dynamics of a successful radio talk show  
Prepare for the questions that may be asked of you during the radio interview
- 3. The Persuasive Approach** 5 to 7 minutes  
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  
Use at least one visual aid to enhance the audience's understanding
- 4. Speaking Under Fire** 3 to 5 minutes, 2 to 3 minutes Q&A  
Prepare a talk to persuade a hostile audience to at least consider your position on a controversial issue  
Demonstrate sincerity when presenting your viewpoint
- 5. Crisis Management Speech** 4 to 6 minutes, 3 to 5 minutes Q&A  
Learn strategies for communicating to the media about a company crisis  
Prepare a speech for the media about a company crisis that builds and maintains a positive image for the company  
Answer questions from the media in a manner that reflects positively on the company

This manual offers guidance in presenting workshop and conference presentations. Role-playing and problem-solving sessions are also covered.

This manual is a must for managers, trainers, teachers and administrators, but watch out, the speeches are very long, you may want to join an advanced club to deliver them.

**1. The Panel Moderator** 28 to 30 minutes  
(Or 22 to 26 minutes)

Select a topic for a panel discussion  
Identify different viewpoints to be addressed by panelists  
Organize and moderate a panel discussion

**2. The Brainstorming Session** 31-33 minutes  
(Or 20 to 22 minutes)

Select a problem for a brainstorming session for which you serve as facilitator  
Conduct a brainstorming session  
Have participants reduce the list of ideas to the three best

**3. The Problem-Solving Discussion** 26 to 31 minutes  
(Or 19 to 23 minutes)

Discuss the three ideas generated in Project 2  
Determine which one best resolves the problem

**4. Handling Challenging Situations** 22 to 32 minutes  
(Or 12 to 21 minutes)

Select a problem and ask club members to discuss and resolve it by either majority vote or by compromise  
Serve as facilitator for the discussion  
Effectively handle any member's behavioral problems that may interfere with the discussion

**5. Reaching a Consensus** 31 to 37 minutes  
(Or 20 to 26 minutes)

To select a problem for the group to discuss and resolve  
As facilitator, help the group reach a consensus

## 6 Organising & Delegating

Membership & PR Campaigns, Club Newsletter & Website Leaders ensure their team is organised and capable of meeting objectives. Delegation plays a major role. A leader should accomplish functions that only he or she has the knowledge and authority to do and delegate other tasks to team members.

- Determine your current skills in organising and delegating
- Identify steps in the organising and delegating process
- Practice skills in organising and delegating during various club roles

## 7 Developing Your Facilitation Skills

A facilitator establishes the structure of the team needs to function effectively, ensures the structure is working and removes obstacles that may be impeding progress. A facilitator also resolves conflicts which are inevitable any time two or more people are required to work together. Good facilitation skills can help the group reach a resolution.

- Determine your current facilitation abilities
- Identify facilitation strategies
- Practice facilitation skills in various meeting roles

## 8 Motivating People

A leader creates and maintains an environment where team members are likely to become motivated. Leaders find out what motivates team members, then develops reward systems that match what team members value. They also look for ways to reward team members for doing the right things.

- Determine your current motivational skills
- Identify conditions that motivate people
- Practice motivational skills while serving in club roles

## 9 Mentoring

A mentor recognises an individual who has less experience and cultivates that person's potential and talents and helps him or her succeed. You can be a mentor by offering someone opportunities for skill development, helping them recognise areas needing work, providing helpful advice, being a role model, and encouraging them to think for themselves.

- Determine your current mentoring skills
- Identify the steps in being a good mentor
- Practice mentoring skills in various club roles

## 10 Team Building

Team members have a variety of knowledge and skills, resulting in greater creativity and productivity. With a good team, a leader has more time for leadership issues. Team members must be carefully chosen and trained and encouraged to openly discuss issues with you and among themselves.

- Determine your current team-building skills
- Identify steps in building a team
- Practice team-building skills, serving in various club roles



## 1 Listening & Leadership

Listening is an important leadership skill. Good listening helps you to identify and clarify issues, make decisions, resolve conflict, and be creative. Listening skills also play a major role in team-building.

- Determine your current listening skills
- Identify the seven steps to better listening
- Practice listening skills in various club meeting roles

## 2 Critical Thinking

A leader gathers information, then analyses, interprets and understands it before acting. Critical thinkers question what they read and hear, then determine the quality of a piece of information and use logical reasoning to reach conclusions.

- Critical thinkers make better decisions.
- Determine your current thinking skills
- Practice critical thinking skills in various meeting roles

## 3 Giving Feedback

Team members need to know that they are doing well, what they are not doing well and how they can improve. Giving performance feedback is a necessary leadership function. When done properly, feedback can relieve stress, improve interpersonal relationships and promote trust and respect for leaders and team members.

- Determine your current skills in giving feedback
- Identify the steps in giving feedback effectively
- Practice giving feedback as you serve in various club meeting roles

## 4 Time Management

Time management helps leaders make the most of the time available to them. You can budget your time and accomplish projects and tasks efficiently by identifying long-term and short-term goals, make a daily to-do list, prioritise the list, make a schedule, delegate when possible, leave time for unexpected tasks, and manage interruptions.

- Determine your current time management skills
- Identify the steps to effectively manage time
- Practice time management skills in various club roles

## 5 Planning & Implementation

A plan provides direction for the leader and the team. The planning process involves setting goals and objectives and preparing plans and schedules to accomplish them. The process forces leaders to look beyond their everyday activities and think about what they want to happen in the future. Involving team members in the process will encourage their commitment.

- Determine your current planning and implementation skills
- Identify steps in planning and implementation process
- Practice planning and implementation skills in various club roles

Speakers must be able to speak in many situations and this challenging manual will help you. Types of speeches covered include impromptu speeches, sales presentations, introductions, inspirational speeches, and oral interpretations.

A good introduction for the different types of advanced manuals.

### 1. Impromptu Speaking

5 to 7 minutes

Develop an awareness of situations in which you might be called upon to deliver an impromptu speech

Understand how to prepare for impromptu speaking

Use one or more patterns to approach a topic under discussion; for example, comparing a past, present, and future situation or before and after

### 2. Uplift the Spirit

8 to 10 minutes

Identify and understand the basic differences and similarities between inspirational speeches and other kinds of speeches

Learn how to evaluate audience feeling and establish emotional rapport

Develop a speech style and delivery that effectively expresses inspirational content by moving the audience to adopt your views

### 3. Sell a Product

10 to 12 minutes

Understand the relationship of sales techniques 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

Be able to handle objections and close a prospective buyer

### 4. Read Out Loud

12 to 15 minutes

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

### 5. Introduce the Speaker

duration of a club meeting

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 master of ceremonies

Handle the introduction of other speakers at a club meeting

This practical manual is ideal for those people in a management situation in the workplace, helping you successfully handle a variety of speaking situations. Subjects covered include briefings, technical speeches, motivational talks and confrontations.

A good manual to help you with work presentations.

- 1. The Briefing** 3 to 5 minutes, 2 to 3 minutes Q&A  
Organize your briefing material, tailoring it to your audience's needs.  
Give a briefing according to a specific objective (explain, instruct, persuade or report) so the audience will have an understanding of the information  
Effectively handle a question and answer session following the briefing
- 2. Appraise with Praise** 5 to 7 minutes  
Give a speech demonstrating the importance of how you personally use feedback techniques in your daily life.  
Use constructive evaluation to help someone improve their performance?  
Offer support to empower them to change.
- 3. Persuade and Inspire** 5 to 7 minutes  
Understand the concept of motivation.  
Use the described strategies to align the audience's goals with your objectives.  
Deliver a motivational speech and influence your audience to a specific action.
- 4. Communicating Change** 5 to 7 minutes  
Introduce a new idea or change to established operations or methods.  
Show the audience how the change will benefit them.  
Overcome any resistance to the new idea and gain the audience's support.
- 5. Delivering Bad News** 5 to 7 minutes  
Deliver bad news with tact and sensitivity.  
Organize your speech appropriately for your audience.  
Conclude with a pleasant note and maintain the audience's goodwill.

Audiences love to laugh! This manual shows you how to use humorous stories and jokes throughout your speech to grab and keep listeners' attention and illustrate your points. You also learn how to give an entirely humorous speech.

An excellent manual to try out ideas and practice for the Humorous Speech Contests.

- 1. Warm Up Your Audience** 5 to 7 minutes  
Prepare a speech that opens with a humorous story  
Personalize the story  
Deliver the story smoothly and effectively
- 2. Leave Them With a Smile** 5 to 7 minutes  
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
- 3. Make Them Laugh** 5 to 7 minutes  
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
- 4. Keep Them Laughing** 5 to 7 minutes  
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
- 5. The Humorous Speech** 5 to 7 minutes  
Use exaggeration to tell a humorous story  
Entertain the audience  
Effectively use body language and voice to enhance the story

This manual is for those people who have to give a wedding speech, make a presentation, or a farewell speech. It provides instruction in giving toasts, speaking in praise, "roasting" someone, and presenting and accepting awards. This manual allows you to personalise your speeches and use life stories.

An ideal manual to work through early in your advanced speaking career.

**1. Mastering the Toast** 2 to 3 minutes

Recognize the characteristics of a toast

Present a toast honoring an occasion or a person

**2. Speaking in Praise** 5 to 7 minutes

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

**3. The Roast** 3 to 5 minutes

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

**4. Presenting an Award** 3 to 4 minutes

Present an award with dignity and grace

Acknowledge the contributions of the recipient

**5. Accepting an Award** 5 to 7 minutes

Accept an award with dignity, grace, and sincerity

Acknowledge the presenting organization

The Professional Speaker manual is a complete guide to becoming a professional speaker. Subjects covered include speaking as a company representative and speaking for money, something we would all like to do!

A good introduction to the skills you need to be a professional speaker, and as the speeches are very long, you may want to join an advanced club to deliver them.

**1. The Keynote Address** 15 to 20 minutes, longer if club program allows

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

**2. Speaking to Entertain** 15 to 20 minutes, longer if club program allows

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

**3. The Sales Training Speech** 15 to 20 minutes, longer if club program allows

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

**4. The Professional Seminar** 20 to 40 minutes

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

**5. The Motivational Speech** 15 to 20 minutes, longer if club program allows

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

The projects in this manual will help you prepare and present briefings, proposals, technical papers and technical team presentations.

An ideal manual for people in technical roles in the workplace.

- 1. The Technical Briefing** 8 to 10 minutes  
Using a systematic approach, organize technical/specialized material into a concise presentation  
Tailor the presentation to the audience's needs, interests, and knowledge levels
- 2. The Proposal** 8 to 10 minutes,  
3 to 5 minutes Q&A  
To prepare a technical presentation advocating a product, service, idea, or action  
To present your viewpoint logically and convincingly, using an inverted pyramid approach  
To effectively use Microsoft Powerpoint with a laptop computer to illustrate your message  
To effectively handle a question and answer period
- 3. The Nontechnical Audience** 10 to 12 minutes  
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 a Microsoft Powerpoint slideshow to illustrate your message
- 4. Presenting a Technical Paper** 10 to 12 minutes  
Deliver an interesting speech based on a technical paper or article  
Effectively use a Microsoft Powerpoint slideshow to illustrate your message  
Provide additional Information, such as answers to questions, using a flip-chart.
- 5. Enhancing a Technical Talk with the Internet** 12 to 15 minutes  
Understand the nature and process of a technical presentation supported with professional level visual aids  
Arrange pre-meeting communications via email  
Find or create a post-meeting website for further dissemination of information supporting or enhancing your verbal presentation. You may create a web page and add it to your club's website, use podcasting, webcasting, or a basic internet template  
Use a desktop computer, Microsoft Word, a web browser, a simple graphics program for photos and other images, Microsoft PowerPoint as well as a flipchart

Topics covered include conversing with ease, negotiating, handling criticism, coaching someone to improved performance, and expressing dissatisfaction effectively. Another ideal manual for people in the workplace or community. You'll need to involve other people when completing some of the projects in this manual.

Helps you to deal with staff and customers.

- 1. Conversing With Ease** 10 to 14 minutes  
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
- 2. The Successful Negotiator** 10 to 14 minutes  
Employ win/win negotiating strategies to achieve your goals  
Enjoy the benefits of win/win negotiating
- 3. Diffusing Verbal Criticism** 10 to 14 minutes  
Respond non-defensively to verbal criticism  
Employ a five-step method to identify the problem, diffuse the attack, and arrive at a solution
- 4. The Coach** 10 to 14 minutes  
Determine reasons for someone's substandard performance  
Coach the person to improved performance
- 5. Asserting Yourself Effectively** 10 to 14 minutes  
Enjoy the physical and mental benefits of being assertive  
Employ the four-step method for addressing a problem and asking for help  
Overcome resistance to your requests

This manual will help you develop your interpretive reading skills, not something you would do every day! The projects include presenting stories, poetry, monodramas, plays and oratorical speeches.

A challenging manual which requires you to source interesting and unusual material.

Helps you read from a script, and make it sound interesting.

- 1. Read a Story** 8 to 10 minutes
  - 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
- 2. Interpreting Poetry** 6 to 8 minutes
  - To understand the differences between poetry and prose
  - To recognize how poets use imagery, rhythm, meter, cadence, and rhyme to convey the meanings and emotions of their poetry
  - To apply vocal techniques that will aid the effectiveness of the reading
- 3. The Monodrama** 5 to 7 minutes
  - 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
- 4. The Play** 12 to 15 minutes
  - To adapt a play for interpretive reading
  - To portray several characters in one reading, identifying them to the audience through voice changes and movement
- 5. The Oratorical Speech** 8 to 10 minutes
  - To understand the structure of an effective speech
  - To interpret and present a famous speech

The ability to influence and persuade others to accept your ideas, products, or services is vital in today's fast-paced world. The projects in this manual are all designed to help you develop excellent persuasive techniques and expand your presentation skills.

Ideal for community leaders, managers and salespeople.

- 1. The Effective Salesperson** 8 to 12 minutes
  - 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
- 2. Conquering the "Cold Call"** 10 to 14 minutes
  - Learn a technique for "cold call" selling of expensive products 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
- 3. The Winning Proposal** 5 to 7 minutes
  - Prepare a proposal advocating an idea or course of action
  - Organize the proposal using the six-step method provided
- 4. Addressing the Opposition** 7 to 9 minutes, 2 to 3 minutes Q&A
  - Prepare a talk on a controversial subject that persuades an audience to accept or at least consider your viewpoint
  - Construct a speech to appeal to the audience's logic and emotions
- 5. The Persuasive Leader** 6 to 8 minutes
  - Communicate your vision and mission to an audience
  - Convince your audience to work toward achieving your vision and mission

Video presentations differ from other presentations, and they require special considerations. With this manual you'll learn to present editorials, appear as a guest on a "talk show", conduct a press conference, and use television to train. A fun manual to work through in the club environment. Using a video camera is an ideal way to simulate the television situation. You can then review your performance in privacy, or use the video for club evaluations and training.

A great way to practice – before you go on TV.

- 1. Straight Talk** 3 minutes ± 30 seconds
  - To effectively present an opinion or viewpoint in a short time
  - To simulate giving a presentation as part of a television broadcast
- 2. The Talk Show** 5 to 7 seconds
  - To understand the dynamics of a television interview or “talk” show
  - To prepare for the questions that may be asked of you during a interview program
  - To present a positive image on camera
  - To appear as a guest on a simulated video talk show
- 3. When You're the Host** 5-7 seconds
  - To conduct a successful interview
  - To understand the dynamics of a successful interview or “talk” show
  - To prepare questions to ask during the interview program
  - To present a positive, confident image on the television camera
- 4. The Press Conference** 4 to 5 minutes, 2 to 3 minutes Q&A
  - To understand the nature of a video broadcast 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
- 5. Instructing on the Internet** 5 to 7 minutes. 5 to 7 minutes to view
  - To learn how to develop and present an effective training program on the web
  - To receive personal feedback through the videotaping of your presentation

This is an enjoyable manual for the advanced speaker, because everyone loves a story. Types of stories covered in this manual include the folk tale, the personal story, stories with morals, the touching story, and the historical story. You'll need to research your material carefully, but the scope is endless!

A fun manual, to improve your vocal variety, and how to craft a speech that arouses emotion.

- 1. The Folk Tale** 7 to 9 minutes
  - To tell a folk tale that is entertaining and enjoyable for a specific age group
  - To use vivid imagery and voice to enhance a tale
- 2. Let's Get Personal** 6 to 8 minutes
  - To learn the elements of a good story
  - To create and tell an original story based on a personal experience
- 3. The Moral of the Story** 5 to 7 minutes
  - To understand the 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
- 4. The Touching Story** 6 to 8 minutes
  - To understand the techniques available to arouse emotion
  - To become skilled in arousing emotions while telling a story
- 5. Bringing History to Life** 7 to 9 minutes
  - 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