

# **Toastmasters International's Advanced Communication Manuals**

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## **Communicating on Television:**

### **Project 1: Straight Talk**

Objectives:

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

Time: Three minutes, plus or minus 30 seconds

### **Project 2: The Talk Show**

Objectives:

- 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, plus or minus 30 seconds

### **Project 3: When You’re the Host**

Objectives:

- 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, plus or minus 30 seconds

### **Project 4: The Press Conference**

Objectives:

- 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: Four to six minutes for presentation, eight to 10 minutes for question period

### **Project 5: Training on Television**

Objectives:

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

Time: Five to seven minutes for the presentation, plus five to seven minutes for playback of the videotape

## **The Entertaining Speaker:**

### **Project 1: The Entertaining Speech**

Objectives:

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

Time: Five to seven minutes

### **Project 2: Resources for Entertainment**

Objectives:

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

Time: Five to seven minutes

### **Project 3: Make Them Laugh**

Objectives:

- 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

Time: Five to seven minutes

### **Project 4: A Dramatic Talk**

Objectives:

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

Time: Five to seven minutes

### **Project 5: Speaking After Dinner**

Objectives:

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

Time: Eight to ten minutes

## **Facilitating Discussion:**

### **Project 1: The Panel Moderator**

Objectives:

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

Time:

- Recommended: 28 to 30 minutes
- Optional: 22 to 26 minutes

### **Project 2: The Brainstorming Session**

Objectives:

- 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

Time:

- Recommended: 31 to 33 minutes
- Optional: 20 to 22 minutes

### **Project 3: The Problem-Solving Discussion**

Objectives:

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

Time:

- Recommended: 26 to 31 minutes
- Optional: 19 to 23 minutes

### **Project 4: Handling Challenging Situations**

Objectives:

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

Time:

- Recommended: 22 to 32 minutes
- Optional: 12 to 21 minutes

### **Project 5: Reaching a Consensus**

Objectives:

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

Time:

- Recommended: 31 to 37 minutes
- Optional: 20 to 26 minutes

## **Humorously Speaking:**

### **Project 1: Warm Up Your Audience**

Objectives:

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

Time: Five to seven minutes

### **Project 2: Leave Them With a Smile**

Objectives:

- 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: Five to seven minutes

### **Project 3: Make Them Laugh**

Objectives:

- 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: Five to seven minutes

### **Project 4: Keep Them Laughing**

Objectives:

- 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: Five to seven minutes

### **Project 5: The Humorous Speech**

Objectives:

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

Time: Five to seven minutes

## **Interpersonal Communication:**

### **Project 1: Conversing with Ease**

Objectives:

- Identify techniques to use in conversing with strangers
- Recognize different levels of conversation (small talk, fact disclosure, viewpoints and opinions, and personal feelings)
- Initiate a conversation with a stranger
- Use open-ended questions to solicit information for further conversation

Time: 10 to 14 minutes

### **Project 2: The Successful Negotiator**

Objectives:

- Employ win/win negotiating strategies to achieve your goals
- Enjoy the benefits of win/win negotiating
- To apply vocal techniques that will aid in the effectiveness of the reading

Time: 10 to 14 minutes

### **Project 3: Diffusing Verbal Criticism**

Objectives:

- 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 to 14 minutes

### **Project 4: The Coach**

Objectives:

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

Time: 10 to 14 minutes

### **Project 5: Asserting Yourself Effectively**

Objectives:

- 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 to 14 minutes

## **Interpretive Reading:**

### **Project 1: Read a Story**

Objectives:

- 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: Eight to 10 minutes

### **Project 2: Interpreting Poetry**

Objectives:

- 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 in the effectiveness of the reading

Time: Six to eight minutes

### **Project 3: The Monodrama**

Objectives:

- 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: Five to seven minutes

### **Project 4: The Play**

Objectives:

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

Time: 12 to 15 minutes

### **Project 5: The Oratorical Speech**

Objectives:

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

Time: Eight to 10 minutes

## **Persuasive Speaking:**

### **Project 1: The Effective Salesperson**

Objectives:

- 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: 8 to 12 minutes

### **Project 2: Conquering the "Cold Call"**

Objectives:

- Learn a technique to "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

Time: 10 to 14 minutes

### **Project 3: The Winning Proposal**

Objectives:

- Prepare a proposal advocating an idea or course of action
- Organize the proposal using the six-step method provided (What is my objective? Who is my audience? What does my audience want or need? What do you want the audience to do? What is the plan? What would the results be?)

Time: Five to seven minutes

### **Project 4: Addressing the Opposition**

Objectives:

- 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: Seven to nine minutes for the speech, and two to three minutes for the question-and-answer period

### **Project 5: The Persuasive Leader**

Objectives:

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

Time: Six to eight minutes



## **The Professional Speaker:**

### **Project 1: The Keynote Address**

Objectives:

- 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 to 20 minutes – longer if club program allows

### **Project 2: Speaking to Entertain**

Objectives:

- 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 to 20 minutes – longer if club program allows

### **Project 3: The Sales Training Speech**

Objectives:

- 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 to 20 minutes – longer if club program allows

### **Project 4: The Professional Seminar**

Objectives:

- 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 to 40 minutes

### **Project 5: The Motivational Speech**

Objectives:

- 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 to 20 minutes – longer if club program allows

## **Public Relations:**

### **Project 1: The Goodwill Speech**

Objectives:

- Prepare a talk that will build goodwill for your organization by supplying useful information of interest to the audience
- Favorably influence the audience by skillful and friendly delivery of your talk

Time: Five to seven minutes

### **Project 2: The Radio Talk Show**

Objectives:

- Present a positive image of you and your company or organization on a simulated 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

Time: Three to five minutes for the presentation, plus two to three minutes for questions and answers

### **Project 3: The Persuasive Approach**

Objectives:

- 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

Time: Five to seven minutes

### **Project 4: Speaking Under Fire**

Objectives:

- Prepare a talk to persuade a hostile audience to at least consider your position on a controversial issue
- Demonstrate sincerity when presenting your viewpoint

Time: Three to five minutes for the presentation, plus two to three minutes for questions and answers

### **Project 5: The Crisis Management Speech**

Objectives:

- 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

Time: Four to six minutes for the presentation, and three to five minutes for the question-and-answer period

## **Speaking to Inform:**

### **Project 1: The Speech to Inform**

Objectives:

- 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: Five to seven minutes

### **Project 2: Resources for Informing**

Objectives:

- 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

Time: Five to seven minutes

### **Project 3: The Demonstration Talk**

Objectives:

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

Time: Five to seven minutes

### **Project 4: A Fact-Finding Report**

Objectives:

- 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

Time: Five to seven minutes

### **Project 5: The Abstract Concept**

Objectives:

- Research and analyze an abstract concept, theory, historical force, or social/political issue
- Present the ideas in a clear, interesting manner

Time: Five to seven minutes

## **Special Occasion Speeches:**

### **Project 1: Mastering the Toast**

Objectives:

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

Time: Two to three minutes

### **Project 2: Speaking in Praise**

Objectives:

- 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: Five to seven minutes

### **Project 3: The Roast**

Objectives:

- 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: Three to five minutes

### **Project 4: Presenting an Award**

Objectives:

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

Time: Three to four minutes

### **Project 5: Accepting An Award**

Objectives:

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

Time: Five to seven minutes

## **Specialty Speeches:**

### **Project 1: Speak Off the Cuff**

Objectives:

- 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: Five to seven minutes

### **Project 2: Uplift the Spirit**

Objectives:

- 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

Time: Eight to ten minutes

### **Project 3: Sell a Product**

Objectives:

- 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

Time: 10 to 12 minutes

### **Project 4: Read Out Loud**

Objectives:

- 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 to 15 minutes

### **Project 5: Introduce the Speaker**

Objectives:

- 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: The duration of a club meeting (To be arranged with the vice president education)

## **Speeches by Management:**

### **Project 1: The Briefing**

Objectives:

- 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: Eight to 10 minutes for speech – five minutes for question period

### **Project 2: The Technical Speech**

Objectives:

- Convert 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: Eight to 10 minutes

### **Project 3: Manage and Motivate**

Objectives:

- Understand the concept and nature of motivational method 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 to 12 minutes

### **Project 4: The Status Report**

Objectives:

- 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: 10 to 12 minutes

### **Project 5: Confrontation: The Adversary Relationship**

Objectives:

- Understand the definition and nature of the adversary relationship
- Prepare for an adversary confrontation or 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: Five minutes for speech, 10 minutes for question period

## **Storytelling:**

### **Project 1: The Folk Tale**

Objectives:

- 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: Seven to nine minutes

### **Project 2: Let's Get Personal**

Objectives:

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

Time: Six to eight minutes

### **Project 3: The Moral of the Story**

Objectives:

- 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: Four to six minutes

### **Project 4: The Touching Story**

Objectives:

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

Time: Six to eight minutes

### **Project 5: Bringing History to Life**

Objectives:

- 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: Seven to nine minutes

## **Technical Presentations:**

### **Project 1: The Technical Briefing**

Objectives:

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

Time: Eight to 10 minutes

### **Project 2: The Proposal**

Objectives:

- 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 Microsoft PowerPoint with a laptop computer to illustrate your message
- To effectively handle a question-and-answer period

Time: Eight to 10 minutes for speech, three to five minutes for question period

### **Project 3: The Nontechnical Audience**

Objectives:

- Understand the principles of communicating complex information to nontechnical 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

Time: 10 to 12 minutes

### **Project 4: Presenting a Technical Paper**

Objectives:

- Deliver an interesting speech based on a technical paper or article
- Effectively use a Microsoft PowerPoint slideshow to illustrate your theme
- Provide additional information, such as answers to questions, using a flip-chart

Time: 10 to 12 minutes

### **Project 5: Enhancing a Technical Talk with the Internet**

Objectives:

- 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 Web site for further dissemination of information supporting or enhancing your verbal presentation. You may create a Web page and add it to your club's Web site, making use of 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 the venerable flip-char to support your presentation

Time: 12 to 15 minutes