

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