

# The Advanced Communication Series Manuals

When a member completes their Competent Communicator Manual and attains their CC they are then ready to move on to the Advanced Communication Series.

Each of the Advanced Manuals assumes that you already know the basics of speechmaking – such as organisation, voice, gesture etc – but not necessarily that your skills are fully developed. A member should be encouraged to refer to the Competent Communication manual if they need a refresher on some of the principles of speech.

The advanced manuals are designed around four principles:

- The projects increase in difficulty within each manual, beginning with an overview of the subject and then becoming more specialised as you progress.
- Each project incorporates what you have learned from the preceding ones and it is assumed you will use these techniques whether or not they are specifically mentioned.
- The projects supply more information than you need to complete each particular assignment. This will give you ideas for future talks.
- It is the speech preparation and delivery that teaches you, not just reading the projects in the manual.

The complete list of Advanced Manuals is:

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

The following is a summary of each of the assignments in each manual.

## **The Entertaining Speaker (226-A)**

### **"The Entertaining Speech" (5-7 mins)**

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

### **"Resources for Entertainment" (5 - 7 mins)**

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

### **"Make Them Laugh" (5-7 mins)**

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

### **"A Dramatic Talk" (5 - 7 mins)**

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

### **"Speaking After Dinner" (8 - 10 mins)**

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

## ***Speaking to Inform (226-B)***

### **"The Speech to Inform" (5-7 mins)"**

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

### **"Resources for Informing" (5 - 7 mins)**

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

### **"The Demonstration Talk" (5 - 7 mins)**

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

### **"A Fact-Finding Report" (Speech 5 – 7 mins, Questions 2 – 3 mins)**

- Prepare a report on a situation, event, or problem of interest to the audience.
- Deliver sufficient factual information in your report so the audience can base valid conclusions or a sound decision on it.
- Answer questions from the audience.

### **"The Abstract Concept" (6 - 8 mins)**

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

## ***Public Relations (226-C)***

### **"The Goodwill Speech" (5-7 mins)**

- Prepare a talk that will build goodwill for your organisation by supplying useful information of interest to the audience.
- Favourably influence the audience by skilful and friendly of your talk

### **"The Radio Talk Show" (Speech 3 - 5 mins, Questions 2 – 3 mins)**

- Present a positive image of you or your company or organisation on a simulated radio talk show.
- Prepare a talk designed to build goodwill toward it by presenting factual information.
- Understand the dynamics of a successful radio talk show.
- Prepare for questions that may be asked of you during the radio interview

### **"The Persuasive Approach" (5 - 7 mins)**

- 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 once visual aid to enhance the audience's understanding

### **"Speaking Under Fire" (Speech: 3 - 5 mins, Questions: 2 - 3 mins)**

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

### **"The Crisis Management Speech" (Speech: 4 - 6 mins, Questions: 3 - 5 mins)**

- 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.

## **Facilitating Discussion (226-D)**

### **"The Panel Moderator" (28-30 mins, [Optional Time 22–26 mins])**

- Select a topic for a panel discussion.
- Identify different viewpoints to be addressed by panellists.
- Organise and moderate a panel discussion.

### **"The Brainstorming Session" (31-33 mins, [Optional Time 20 –22 mins])**

- 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.

### **"The Problem-Solving Discussion" (26-31 mins, [Optional Time 19–23 mins])**

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

### **"Handling Challenging Situations" (22-32 mins, [Optional Time 12–21 mins])**

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

### **"Reaching a Consensus" (31-37 mins, [Optional Time 20–26 mins])**

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

## **Specialty Speeches (226-E)**

### **"Speak Off the Cuff" (5-7 mins)**

- 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, future situation or before and after.

### **"Uplift the Spirit" (8-10 mins)**

- Identify and understand the basic differences and similarities between inspirational speeches and other kind 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.

### **"Sell a Product" (10-12 mins)**

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

### **"Read Out Loud" (12-15 mins)**

- 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.

### **"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 the master of ceremonies.
- Handle the introduction of other speakers at a club meeting.

## **Speeches by Management (226-F)**

### **"The Briefing" (Speech: 8-10 mins, Questions: 5 mins)**

- 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.

### **"The Technical Speech" (8-10 mins)**

- Convert a technical paper or technical material and information into a technical speech.
- Organise 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.

### **"Manage and Motivate" (10-12 mins)**

- 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.

### **"The Status Report" (10-12 mins)**

- Organise 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.

### **"Confrontation: The Adversary Relationship" (Speech: 5 mins, Questions: 10 mins)**

- Understand the definition and nature of the adversary relationship.
- Prepare for an adversary confrontation on a controversial management issue.
- Employing appropriate preparation methods, strategy, and techniques, for communicating with an adversary group as the representative of your company or corporation.

## **The Professional Speaker (226-G)**

### **"The Keynote Address" (15-20 mins) (Longer if club program allows)**

- Identify the basic differences between keynotes 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.

### **"Speaking to Entertain" (15-20 mins) (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.

### **"The Sales Training Speech" (15-20 mins (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.

### **"The Professional Seminar" (20-40 mins) (Longer if club program allows)**

- 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.

### **"The Motivational Speech" (15-20 mins) (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.

### **Technical Presentations (226-H)**

#### **"The Technical Briefing" (8-10 mins)**

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

#### **"The Proposal" (Speech: 8-10 mins, Questions: 3-5 mins)**

- 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.

#### **"The Non-Technical Audience" (10-12 mins)**

- 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.

#### **"Presenting a Technical Paper" (10-12 mins)**

- 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 flipchart.

### **"Enhancing a technical Talk with the Internet" (12-15 mins)**

- Understand the nature and process of a team technical presentation supported with professional-level visual aids\*.
- Arrange a 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 to your club's Web site, making use of podcasting, webcasting or a basic Internet template
- Using a desktop computer, Microsoft Word, a Web browser, simple graphics program for photos and other images, Microsoft PowerPoint as well as the venerable flip-chart to support your presentation.

\*Arrangements for this presentation should be made with your club's vice president education well in advance, taking into consideration the requirements for high-tech visual aids. Also, you should arrange to have printouts of your pre- and post- communications for your evaluator to see at the lecture. Time mentioned does not include these other forms of sharing information.

### **Persuasive Speaking (226-I)**

#### **"The Effective Salesperson" (8-12 mins)**

- Learn a technique for selling an inexpensive product in a retail store.
- Recognise 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.

#### **"Conquering the "Cold Call" (10-14 mins)**

- Learn a technique for "cold call" selling of expensive product or services.
- Recognise 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.

#### **"The Winning Proposal" (5-7 mins)**

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

### **"Addressing the Opposition" (7-9 min speech; 2-3 min Q&A)**

- 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.

### **"The Persuasive Leader" (6-8 mins)**

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

## **Communicating On Television (226-J)**

### **"Straight Talk" (3 mins ±30 secs)**

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

### **"The Talk Show" (10 mins ±30 secs)**

- 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.

### **"When You're the Host" (10 mins ±30 secs)**

- 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.

### **"The Press Conference" (Present: 4-6 mins, Questions: 8-10 mins)**

- 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.

### **"Training on Television" (Present: 5-7 mins, Playback: 5-7 mins)**

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

## **Storytelling (226-K)**

### **"The Folk Tale" (7-9 mins)**

- 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.

### **"Let's Get Personal" (6-8 mins)**

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

### **"The Moral of the Story" (4-6 mins)**

- 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.

### **"The Touching Story" (6-8 mins)**

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

### **"Bringing History to Life" (7-9 mins)**

- 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.

## **Interpretive Reading (226-L)**

### **"Read a Story" (8-10 mins)**

- 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.

### **"Interpreting Poetry" (6-8 mins)**

- To understand the differences between poetry and prose.
- To recognise 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.

### **"The Monodrama" (5-7 mins)**

- 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.

### **"The Play" (12-15 mins )**

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

### **"The Oratorical Speech" (8-10 mins)**

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

## **Interpersonal Communication (226-M)**

### **"Conversing with Ease" (10-14 mins)**

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

### **"The Successful Negotiator" (10-14 mins)**

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

### **"Diffusing Verbal Criticism" (10-14 mins)**

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

### **"The Coach" (10-14 mins)**

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

### **"Asserting Yourself Effectively" (10-14 mins)**

- 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.

## **Special Occasion Speeches (226-N)**

### **"Mastering the Toast" (2-3 mins)**

- Recognise the characteristics of a toast.
- Present a toast honouring an occasion or person.

### **"Speaking in Praise" (5-7 mins)**

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

### **"The Roast" (3-5 mins)**

- 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.

### **"Presenting an Award" (3-4 mins)**

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

### **"Accepting an Award" (5-7 mins)**

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

## **Humorous Speeches (226-0)**

### **"Warm Up Your Audience" (5-7 mins)**

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

### **"Leave Them with a Smile" (5-7 mins)**

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

### **"Make Them Laugh" (5-7 mins)**

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

### **"Keep Them Laughing" (5-7 mins)**

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

### **"The Humorous Speech" (5-7 mins)**

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