

ADVANCED COMMUNICATION AND LEADERSHIP PROGRAM SPEECH OBJECTIVES

COMMUNICATING ON TELEVISION

#1 Straight Talk

- To effectively present an opinion or viewpoint in a short time.
- To simulate giving a presentation as part of a television broadcast.
- Time: 3 minutes, plus or minus 30 seconds.

#2 The Talk Show

- To understand the dynamics of a television interview or “talk” show.
- To prepare for the questions that may be asked of you during a television interview program.
- To present a positive image on the television camera.
- To appear as a guest on a simulated television talk show.
- Time: 10 minutes, plus or minus 30 seconds.

#3 When You’re The Host

- To conduct a successful television interview.
- To understand the dynamics of a successful television interview or “talk” show.
- To prepare questions to ask during the interview program.
- To present a positive, confident image on the television camera.
- Time: 10 minutes, plus or minus 30 seconds.

#4 The Press Conference

- To understand the nature of a television press conference.
- To prepare for an adversary confrontation on a controversial or sensitive issue.
- To employ appropriate preparation methods and strategies for communicating your organization’s viewpoint.
- To present and maintain a positive image on television.
- Time: 4-6 minutes for presentation, 8-10 minutes for question period.

#5 Training on Television

- To learn how to develop and present an effective training program on television.
- To receive personal feedback through the videotaping of your presentation.
- Time: 5-7 minutes for the presentation, plus 5-7 minutes for playback of the videotape.

THE DISCUSSION LEADER

#1 The Seminar Solution

- Present an introductory short talk or brief lecture describing a theory, model, or information about a topic that will be discussed by the group following the presentation.
- Organize the information so that it is easy to understand and can be remembered.
- Orient the group to think about the specific goal of the discussion that follows.
- Use a buzz session discussion technique to promote group participation in deriving information leading to a solution to the problem.
- Time: 20-30 minutes

#2 The Round Robin

- Establish the meaning of a question with a discussion group.
- Using a problem-solving pattern, lead the participants in a brainstorming session.
- Screen the possible solutions and lead the group in deciding what action to take.
- Time: 20-30 minutes

#3 Pilot A Panel

- Select a problem for panel discussion. Select not less than 3 members in advance to speak on the panel.
- Define the common goals and the purpose of the panel.
- Acting as moderator, monitor the panel discussion to inform the audience.
- Time: 30-40 minutes

#4 Make It Make-Believe (Role-Playing)

- Understand what role-playing is and how to use it effectively in group communication.
- Select a problem involving human relations in which you may use the role-playing method to illustrate and explore the problem.
- Create a plot and characters relevant to the discussion problem and select a cast from among the group members.
- Direct the role-play enactment, relate it to the discussion problem, and lead the group in arriving at a solution.
- Time: 20-30 minutes

#5 The Workshop Leader

- Building group unity, guide the workshop participants in an investigative discussion of the problem.
- Follow a problem-solving pattern to arrive at a solution.
- Bring the group to an agreement before the discussion ends.
- Time: 30-40 minutes

THE ENTERTAINING SPEAKER

#1 The Entertaining Speech

- Entertain the audience by relating a personal experience
- Organize an entertaining speech for maximum impact
- Time: 5-7 minutes

#2 Resources For Entertainment

- 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: 5-7 minutes

#3 Make Them Laugh

- Prepare a humorous speech drawn from your own experience
- Strengthen the speech by adapting and personalizing humorous material from outside sources
- Deliver the speech in a way that makes the humour effective
- Time: 5-7 minutes

#4 A Dramatic Talk

- Develop an entertaining dramatic talk about an experience or incident.=
- Include vivid imagery, characters, and dialogue
- Deliver the talk in an entertaining manner
- Time: 5-7 minutes

#5 Speaking After Dinner

- Prepare an entertaining after-dinner talk on a specific theme
- Deliver the talk using the skills developed in the preceding projects
- Time: 8-10 minutes

HUMOROUSLY SPEAKING

#1 Warm Up Your Audience

- Prepare a speech that opens with a humorous story
- Personalize the story
- Deliver the story smoothly and effectively
- Time: 5-7 minutes

#2 Leave Them With A Smile

- Prepare a serious speech that opens and closes with humorous stories
- Prepare a closing story that re-emphasizes the speech's main point
- Deliver the stories smoothly and effectively
- Time: 5-7 minutes

#3 Make Them Laugh

- Prepare a speech that opens and closes with humorous stories
- Include jokes in the speech body to illustrate points or maintain audience interest
- Deliver the jokes and stories smoothly and effectively
- Time: 5-7 minutes

#4 Keep Them Laughing

- Prepare a speech that opens with a self-deprecating joke
- String together two or three related jokes in the speech body
- Close the speech with a humorous story
- Time: 5-7 minutes

#5 The Humorous Speech

- Use exaggeration to tell a humorous story
- Entertain the audience
- Effectively use body language and voice to enhance the story
- Time: 5-7 minutes

INTERPERSONAL COMMUNICATION

#1 Conversing With Ease

- Identify techniques to use in conversing with strangers
- Recognize different levels of conversation
- Initiate a conversation with a stranger
- Use open-ended questions to solicit information for further conversation
- Time: 10-14 minutes

#2 The Successful Negotiator

- Employ win/win negotiating strategies to achieve your goals
- Enjoy the benefits of win/win negotiating
- Time: 10-14 minutes

#3 Diffusing Verbal Criticism

- Respond non-defensively to verbal criticism
- Employ a five-step method to identify the problem, diffuse the attack, and arrive at a solution
- Time: 10-14 minutes

#4 The Coach

- Determine reasons for someone's substandard performance
- Coach the person to improved performance
- Time: 10-14 minutes

#5 Asserting Yourself Effectively

- Enjoy the mental and physical benefits of being assertive
- Employ the four-step method for addressing a problem and asking for help
- Overcome resistance to your requests
- Time 10-14 minutes

INTERPRETIVE READING

#1 Read A Story

- To understand the elements of interpretive reading
- To learn how to analyze a narrative and plan for effective interpretation
- To learn and apply vocal techniques that will aid in the effectiveness of the reading
- Time: 8-10 minutes

#2 Interpreting Poetry

- 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: 6-8 minutes

#3 The Monodrama

- To understand the concept and nature of the monodrama
- To assume the identity of a character and to portray the physical and emotional aspects of this character to an audience.
- Time: 5-7 minutes

#4 The Play

- To adapt a play for interpretive reading
- To portray several characters in one reading, identifying them to the audience through voice changes and movement
- Time: 12-15 minutes

#5 The Oratorical Speech

- To understand the structure of an effective speech
- To interpret and present a famous speech
- Time: 8-10 minutes

PERSUASIVE SPEAKING

#1 The Effective Salesperson

- Learn a technique for selling an inexpensive product in a retail store
- Recognize a buyer's thought processes in making a purchase
- Elicit information from a prospective buyer through questions
- Match the buyer's situation with the most appropriate product
- Time: 8-12 minutes

#2 Conquering the "Cold Call"

- 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
- Time: 10-14 minutes

#3 The Winning Proposal

- Prepare a proposal advocating an idea or course of action
- Organize the proposal using the six-step method provided
- Time: 5-7 minutes

#4 Addressing The Opposition

- Prepare a talk on a controversial subject that persuades an audience to accept or at least consider your viewpoint
- Construct the speech to appeal to the audience's logic and emotions
- Time: 7-9 minute for the speech and 2-3 minutes for the question-and-answer period

#5 The Persuasive Leader

- Communicate your vision and mission to an audience
- Convince your audience to work toward achieving your vision and mission
- Time: 6-8 minutes

THE PROFESSIONAL SPEAKER

#1 The Keynote Address

- Identify the basic differences between keynote speeches and other kinds of speeches
- Learn how to evaluate audience feeling and establish emotional rapport
- Learn and use the professional techniques necessary for a successful keynote presentation
- Develop a speech style and delivery that effectively inspires and moves the audience to adopt your views as a collective reaffirmation of its own
- Time: 15-20 minutes – longer if club program allows

#2 Speaking to Entertain

- Entertain the audience through the use of humour drawn from personal experience and from other material that you have personalized
- Deliver the speech in a way that makes the humour effective
- Establish personal rapport with your audience for maximum impact
- Time: 15-20 minutes – longer if club program allows

#3 The Sales Training Speech

- Tell a sales audience how to sell a product by using a planned presentation
- Inform a sales training audience about the human experience of the buyer-seller relationship
- Use entertaining stories and dynamic examples of sales situations
- Inspire salespeople to want to succeed in selling
- Time: 15-20 minutes – longer if club program allows

#4 The Professional Seminar

- Plan and present a seminar with specific learning objectives
- Relate to the audience by using a seminar presentation style
- Use seminar presentation techniques to promote group participation, learning and personal growth
- Time: 20-40 minutes

#5 The Motivational Speech

- Understand the concept and nature of motivational speaking
- Apply a four-step motivational method with the purpose of persuading and inspiring
- Deliver a motivational speech to persuade an audience to emotionally commit to an action
- Time: 15-20 minutes – longer if club program allows

PUBLIC RELATIONS

#1 The Goodwill Speech

- Prepare a talk that will build goodwill for your organization by supplying useful information of interest to the audience
- Favourably influence the audience by skilful and friendly delivery of your talk
- Time: 5-7 minutes

#2 The Radio Talk Show

- 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: 3-5 minutes for the presentation, plus 2-3 minutes for questions and answers

#3 The Persuasive Approach

- Direct a persuasive appeal to the audience's self-interests using a combination of fact and emotion in a speech delivered in such a manner that it appears extemporaneous
- Persuade the audience to adopt your viewpoint by the use of standard persuasive techniques
- Use at least one visual aid to enhance the audience's understanding
- Time: 5-7 minutes

#4 Speaking Under Fire

- 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: 3-5 minutes for the presentation and 2-3 minutes for questions and answers

#5 The Crisis Management Speech

- 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: 4-6 minutes for the presentation and 3-5 minutes for the question-and-answer period

SPEAKING TO INFORM

#1 The Speech To Inform

- Select new and useful information for presentation to the audience
- Organize the information for easy understand ability and retention
- Present the information in a way that will help motivate the audience to learn
- Time: 5-7 minutes

#2 Resources For Informing

- 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: 5-7 minutes

#3 The Demonstration Talk

- Prepare a demonstration speech to clearly explain a process, product or activity
- Conduct the demonstration as part of a speech delivered without notes
- Time: 5-7 minutes

#4 A Fact-Finding Report

- Prepare a report on a situation, event, or problem of interest to the audience
- Deliver sufficient factual information in your report so the audience can make valid conclusions or a sound decision
- Answer questions from the audience
- Time: 5-7 minutes for the speech and 2-3 minutes for the question-and-answer period

#5 The Abstract Concept

- Research and analyze an abstract concept, theory, historical force, or social/political issue
- Present the ideas in a clear, interesting manner
- Time: 6-8 minutes

SPECIAL OCCASION SPEECHES

#1 Mastering The Toast

- Recognize the characteristics of a toast
- Present a toast honouring an occasion or a person
- Time: 2-3 minutes

#2 Speaking In Praise

- 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
- Time: 5-7 minutes

#3 The Roast

- Poke fun at a particular individual in a good-natured way
- Adapt and personalize humorous material from other sources
- Deliver jokes and humorous stories effectively
- Time: 3-5 minutes

#4 Presenting An Award

- Present an award with dignity and grace
- Acknowledge the contributions of the recipient
- Time: 3-4 minutes

#5 Accepting An Award

- Accept an award with dignity, grace and sincerity
- Acknowledge the presenting organization
- Time: 5-7 minutes

SPECIALTY SPEECHES

#1 Speak Off The Cuff

- Develop an awareness of situations in which you might be called upon to deliver an impromptu speech
- Understand how to prepare for impromptu speaking
- Develop skill as a speaker in the impromptu situation by using one or more patterns to approach a topic under discussion; for example, comparing a past, present, and future situation or before and after
- Time: 5-7 minutes

#2 Uplift The Spirit

- 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: 8-10 minutes

#3 Sell A Product

- Understand the relationship of sales techniques to persuasion
- Skillfully use the four steps in a sales presentation: attention, interest, desire, and action
- Identify and promote a unique selling proposition in a sales presentation
- Be able to handle objections and close a prospective buyer
- Time: 10-12 minutes

#4 Read Out Loud

- Arrive at an understanding of the elements that comprise oral interpretation and how it differs from preparing and giving a speech
- Learn the preparation or planning techniques of effective interpretation
- Learn the principles of presentation and develop skill in interpretive reading with regard to voice and body as instruments of communication
- Time: 12-15 minutes

#5 Introduce The Speaker

- Focus on the special occasion talk from the standpoint of the introducer (function chairman, toastmaster, master of ceremonies)
- Become knowledgeable and skilled in the functions associated with the master of ceremonies
- Handle the introduction of other speakers at a club meeting
- Time: The duration of a club meeting (To be arranged with the VP ED)

SPEECHES BY MANAGEMENT

#1 The Briefing

- Apply the key steps in the preparation of a briefing and the organization of material
- Give a briefing according to a specific objective so the audience will have an understanding of the information
- Effectively handle a question-and-answer session following the briefing
- Time: 8-10 minutes for the speech and 5 minutes for the question period.

#2 The Technical Speech

- 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: 8-10 minutes

#3 Manage and Motivate

- 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: 10-12 minutes

#4 The Status Report

- Organize and prepare a status report involving the overall condition of a plan or program, or performance of a department or company in relation to goals
- Construct the report according to a four step pattern
- Give an effective presentation of the report
- Time: 10-12 minutes

#5 Confrontation: The Adversary Relationship

- 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
- Time: 5 minutes for the speech and 10 minutes for question period

STORYTELLING

#1 The Folk Tale

- To tell a folk tale that is entertaining and enjoyable for a specific age group
- To use vivid imagery and voice to enhance the tale
- Time: 7-9 minutes

#2 Let's Get Personal

- To learn the elements of a good story
- To create and tell an original story based on a personal experience
- Time: 6-8 minutes

#3 The Moral Of The Story

- To understand that a story can be entertaining yet display moral values
- To create a new story that offers a lesson or moral
- To tell the story, using the skills developed in the previous two projects
- Time: 4-6 minutes

#4 The Touching Story

- To understand the techniques available to arouse emotion
- To become skilled in arousing emotions while telling a story
- Time: 6-8 minutes

#5 Bringing History To Life

- To understand the purpose of stories about historical events or people
- To use the storytelling skills developed in the preceding projects to tell a story about an historical event or person
- Time: 7-9 minutes

TECHNICAL PRESENTATIONS

#1 The Technical Briefing

- Using a systematic approach, organize technical material into a concise presentation
- Tailor the presentation to the audience's needs, interests and knowledge levels
- Time: 8-10 minutes

#2 The Proposal

- To prepare a technical presentation advocating a product, service, idea or course of action
- To present your viewpoint logically and convincingly, using an inverted-pyramid approach
- To effectively use a flipchart to illustrate your message
- To effectively handle a question-and-answer period
- Time: 8-10 minutes for the speech and 3-5 minutes for the question period

#3 The Nontechnical Audience

- 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 overhead transparencies to illustrate your message
- Time: 10-12 minutes

#4 Presenting A Technical Paper

- Deliver an interesting speech based on a technical paper or article
- Effectively use a flipchart, overhead projector or slides to illustrate your message
- Time: 10-12 minutes

#5 The Team Technical Presentation

- Understand the nature and process of a team technical presentation
- Conceptualize a briefing or proposal involving three or more speakers, including yourself
- Assemble a team of club members capable of getting the job done
- Orchestrate the planning, preparation and delivery of a team technical presentation
- Time: 20-30 minutes