



Toastmasters Educational Programme

Communication and Leadership and Advanced Manuals

Speech & Assignment Objectives for:

*The Competent Communicator Manual
(formerly C&L Manual)*

The Competent Leader Manual

*The Advanced Communication and Leadership
Manuals*

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

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Communication

Competent Communicator (CC)	10 Speeches from the Competent Communicator Manual (formerly C&L Manual)
Advanced Communicator Bronze (ACB)	CC (or CTM) 2 Advanced Manuals
Advanced Communicator Silver (ACS)	ACB (or ATM-B) 2 Advanced Manuals 2 Speeches from Better Speaker OR Successful Club
Advanced Communicator Gold (ACG)	ACS (or ATM-S) 2 Advanced Manuals Success Leadership, OR Success Communication OR Youth Leadership Coach new member

Leadership

Competent Leadership (CL)	10 Assignments from the Competent Leader Manual
Advanced Leader Bronze (ALB) (prev. CL)	CC (or CTM) CL (from the new CL manual) Served as a Club Officer Attend Club Officer Training Assist with Distinguished Club Plan 2 Speeches from Successful Club &/OR Leadership Exc. Series.
Advanced Leader Silver (ALS)	ALB (or old CL) Served as a District Officer High Performance Leadership Program Sponsor or Mentor a new Club OR be a Club Specialist
Distinguished Toastmaster (DTM)	ALS (or old AL) ALG (or ATM-G)

NB: This new award structure takes effect from 1 July 2006. Awards can still be completed and submitted under the old structure until 30 June 2008.

Submit Your Awards on the Web

Your Vice President Education* can register your members' award applications directly on the World Headquarters website:
at: <http://www.toastmasters.org/awards/>
or: go to www.toastmasters.org
click on "Submit Award Apps"
then: click on the award you are applying for

This is probably the easiest way to apply for an award with World Headquarters.

* If the award is *for* the VP Education, the award can be entered by any other Club Officer (except Sergeant at Arms)

Note: **As an alternative**, you can still complete the traditional award application forms and send to World Headquarters

Communication and Leadership Manual (Previous Manual – ©1999 Version)

1 The Icebreaker 4-6 mins

- To begin speaking before an audience
- To help you understand what areas require particular emphasis in your speaking development
- To introduce yourself to your fellow club members

2 Speak with Sincerity 5-7 mins

- To convince the audience of your earnestness, sincerity and conviction on a subject you thoroughly understand
- To confront and control any nervousness you may have

3 Organise your Speech 5-7 mins

- To organise your thoughts into a logical sequence, that leads the audience to a clearly defined goal
- To build a speech outline that includes an opening, a body, and a conclusion

4 Show What you Mean 5-7 mins

- To learn the value of gestures and body movements as part of a speech
- To explore the different ways of using body language
- To develop a sense of timing and natural, smooth body movement

5 Vocal Variety 5-7 mins

- To explore the use of voice volume, pitch, rate, and quality as assets to your speaking
- To achieve a pleasing natural voice quality when speaking

6 Work with Words 5-7 mins

- To select precisely the right words required to communicate your ideas clearly and vividly
- To avoid lengthy words and sentences and jargon

7 Apply your Skills 5-7 mins

- To bring together and apply the communication skills you have learned in the preceding projects
- To organise your speech in a logical manner, using one of the suggested outlines (A.I.D.A., Borden, Past / Present / Future)
- To research the facts needed to support your speech-
- To make a personal evaluation of your progress

8 Add Impact to your Speech 5-7 mins

- To learn the value of props in speaking
- To learn how to use props effectively in your presentations

9 Persuade with power 5-7 mins

- To present a talk that persuades the audience to accept your proposal or viewpoint
- To achieve this persuasive effect by appealing to the audience's self-interest, building a logical foundation for agreement and arousing emotional commitment to your cause

10 Inspire your audience 8-10 mins

- To understand the mood and feelings of your audience on a particular occasion
- To put those feelings into words and inspire the audience, using all the techniques you have learned so far

Communication and Leadership Manual (New Manual – ©2003 Version)

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 (was #3) 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 (was Speak with Sincerity) 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 (was Work with Words) 5-7 mins

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

5 Your Body Speaks (Show What You Mean) 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 and natural

6 Vocal Variety (was #5) 5-7 mins

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

7 Research Your Topic (was Apply your Skills) 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 (was Add Impact to your Speech)

- Select visual aids that are appropriate for your message and 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, using stories, anecdotes and quotes to add drama
- Avoid using notes

Competent Leadership Manual

1 Listening & Leadership (3 of) *Ah-Counter, Evaluator, Grammarian, Table Topics Speaker*

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.

Objectives:

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

2 Critical Thinking (2 of) *Evaluator, Grammarian, General Evaluator*

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.

Objectives:

- Determine your current thinking skills
- Practice critical thinking skills in various meeting roles

3 Giving Feedback *Evaluator, Grammarian, General Evaluator (all roles)*

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.

Objectives:

- 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 *Timer + (1 of) Toastmaster, Speaker, Table Topics Master, Grammarian, Timer*

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.

Objectives:

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

5 Planning & Implementation (3 of) *Speaker, General Evaluator, Toastmaster, Table Topics Master*

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.

Objectives:

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

6 Organising & Delegating (1 of) *Organising & Helping with Club Speech Contests, Special Events, 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.

Objectives:

- 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 (2 of) *Toastmaster, General Evaluator, Table Topics Master, Befriending a Guest*

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.

Objectives:

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

8 Motivating People (3 of) *Membership Campaign or Contest Chair, a PR Campaign Chair, Toastmaster, Speech Evaluator, General Evaluator*

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.

Objectives:

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

9 Mentoring (1 of) *Mentor a New Member, Existing Member, HPL Guidance Committee Member*

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.

Objectives:

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

10 Team Building *Toastmaster & General Evaluator, or (1 of) Membership Campaign or Contest Chairperson, PR Campaign Chair, Club Speech Contest Chair, Club Special Event Chair, Club Newsletter Editor, Club Webmaster*

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.

Objectives:

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

Competent Leader Project Matrix

The table below shows what meeting or club roles fulfil project requirements in the Competent Leadership manual

* Compulsory roles		PROJ	PROJ	PROJ	PROJ	PROJ	PROJ	PROJ	PROJ	PROJ	
		1	2	3	4	5	6	7	8	9	10
		Listening & Leadership	Critical Thinking	Giving Feedback	Time Management	Planning & Implementation	Organising & Delegating	Developing Facilitation Skills	Motivating People	Mentoring	Team Building
Member Name: _____											
ROLE		3 of	2 of	All 3	Timer + 1 other	3 of	1 of	2 of	3 of	1 of	TM+GE or 1 other
MEETING ROLES	Speaker										
	Speech Evaluator			*							
	Timer				*						
	Grammarian			*							
	Ah-Counter										
	Table Topics Speaker										
	Table Topics Master										
	General Evaluator			*							
	Toastmaster (Chairman)										
NON-MEETING (CLUB) ROLES	Help to organise a Club Contest										
	Chair a Club Speech Contest										
	Help organise a Club special event										
	Chair a Club special event										
	Help organise a Public Relations campaign										
	Chair a Public Relations campaign										
	Help organise a Club membership campaign or contest										
	Chair a Club membership campaign or contest										
	Help produce the Club newsletter										
	Assist the Club webmaster										
	Serve as Club Newsletter Editor or Club Webmaster										
	Befriend a guest at a Club meeting										
	Mentor for a new member										
	Mentor for an existing member										
Guidance Committee member (HPL)											

18-20 Meeting Roles

2-3 Non-Meeting (Club) Roles

The Advanced Communication and Leadership Manuals

A Entertaining Speaker

1 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.

2 Resources for Entertaining 5-7 mins

- Draw humorous and / or dramatic material from sources other than your own personal experience.
- Adopt your material to suit your topic, your own personality and the audience.
- Use entertaining material as a means of conveying a serious message.

3 Make them Laugh 8-10 mins

- 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 humour effective.

4 The Dramatic Talk 10-12 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 Interpretive manner.

5 Speaking after Dinner 13-15 mins

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

B Speaking to inform

1 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.

2 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.

3 The Demonstration Talk 10-12 mins

- 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 10-12 mins

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

5 The Abstract Concept 10-12 mins

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

C Public Relations

1 The Public Relations Speech 5-7 mins

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

2 Resources for Goodwill 8-10 mins

- Research the operation and benefits of an organization or company.
- Prepare a talk designed to build goodwill towards it by presenting factual information.
- Analyse the common interests of your audience and focus your presentation on those interests.
- Effectively use at least one visual aid to enhance the audience's understanding.

3 The Persuasive Approach 8-10 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.

4 Speaking under Fire 6-8 mins speech 8-10 mins questions

- Prepare a talk to persuade a hostile audience at least to consider your position on a controversial issue.
- Conduct a question and answer period on the speech subject.

5 The Media Speech 8 mins +/- 30 secs

- Write a speech script on behalf of a social cause.
- Using the script, present the speech to persuade a general television audience.

D The Discussion Leader

1 The Seminar Solution 20-30 mins

- Present an introductory short talk or brief lecture describing a theory, model, or information about a topic that will be discussed by a group following the presentation.
- Organise 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
Group size: Club members.
Materials: Flip chart, Grease pencil, 6 notepads and pencils.

2 The Round Robin 20-30 mins

- 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.
Group size: Club members.
Materials: Flip chart, Grease pencil, notepads and pencil.

3 Pilot a Panel 30-40 mins

- Select a problem for Panel discussion. Select not less than three 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.
Group size: One discussion leader & three panellists selected in advance from among the club members.

4 Make it Make Believe (Role Playing) 20-30 mins

- 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.
Group size: One group leader and participants selected in advance from among the club members.
Materials: Flip chart, Grease pencil.

5 The Workshop Leader 30-40 mins

- 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 agreement before the discussion ends.
Group size: One discussion leader and club members.
Materials: Flip chart, Grease pencil.

E Specialty Speeches

1 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.

2 Uplift the Spirit 8-10 mins

- 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 your audience to adopt your views.

3 Sell a Product 10-12 mins

- Understand the relationship of sales technique to persuasion.
- Skilfully 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 12-15 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.

5 Introduce the Speaker - the duration of the 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.

F Speeches by Management

1 The Briefing 8-10 mins speech 5 mins questions

- 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.

2 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.

3 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.

4 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.

5 Confrontation: The Adversary Relationship 5 mins speech 10 mins questions

- 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

G The Professional Speaker

1 The Keynote Address 15-20 mins, could be longer

- 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 15-20 mins, could be longer

- Entertain the audience through the use of humour drawn from personal experience and from other material that you have personalised.
- Deliver the speech in a way that makes the humour effective
- Establish personal rapport with your audience for maximum impact

3 The Sales Training Speech 15-20 mins, could be longer

- 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 20-40 mins

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

5 The Motivational Speech 15-20 mins, could be longer

- 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.

H Technical Presentations

1 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.

2 The Proposal 8-10 mins 3-5 mins questions

- 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.

3 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 overhead transparencies to illustrate your message.

4 Presenting a Technical Paper 10-12 mins

- Deliver an interesting speech based on a technical paper or article.
- Effectively use a flipchart, overhead projector or slides to illustrate your message.

5 The Team Technical Presentation 20-30 mins

- Understand the nature and process of a team technical presentation.
- Conceptualise a briefing or proposal involving 3 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.

Note: You should organise an evaluator for each speaker.

I The Professional Salesperson (Also see "Persuasive Speaking")

1 The Winning Attitude 8-10 mins

- Understand the importance of a selling attitude that puts customer's interests ahead of your own.
- Learn to translate product features into "people" benefits.
- Utilise the five-step structural sequence for building a sales presentation.
- Prepare and deliver a sales presentation that focuses on meeting audience needs.

2 Closing the Sale 10-12 mins

- Understand the importance of closing in successful selling.
- Master several closing techniques applicable to various products and sales situations.
- Prepare and deliver a sales presentation incorporating one or more closing techniques.
- Effectively handle audience questions and / or objections.

3 Training the Sales Force 6-8 mins speech, 8-10 mins role play, 2-5 mins final discussion

- Understand the role of a sales trainer in helping salespeople to function successfully.
- Select a specific aspect of selling and prepare an educational and / or motivational presentation.
- Present an interesting, interactive sales training speech and conduct a role play to enable the audience to practice sales techniques.

4 The Sales Meeting 15-20 mins, more if time allows

- Learn to coordinate an effective sales meeting.
- Apply sales meeting techniques to the challenge of building membership in your Toastmasters club.
- Plan and conduct a kick-off meeting for a Toastmasters membership campaign.

5 The Team Sales Presentation 15-20 mins

- Understand the nature and process of a team sales presentation.
- Develop a concept and plan for a sales presentation involving three or more speakers, including yourself.
- Assemble a team of speakers who can work together effectively.
- Coordinate the planning, presentation and delivery of a team sales presentation.

I Persuasive Speaking (Replaces "The Professional Salesperson")

1 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.

2 Conquering the "Cold Call" 10-14 mins

- Learn a technique for "cold call" selling of expensive products 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.

3 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.

4 Addressing the Opposition 5-7 mins speech 2-3 mins questions

- Prepare a talk on a controversial subject that persuades your audience to accept or at least consider your viewpoint.
- Construct the speech to appeal to the audience's logic and emotions

5 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.

J Communicating on Television

1 Straight Talk	3 mins +/- 30 sec
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- 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	10 mins +/- 30 sec
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- 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.

3 When You're the Host	10 mins +/- 30 sec
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- 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.

4 The Press Conference	4-6 mins speech 8-10 mins questions
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- 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.

5 Training on Television	5-7 mins speech 5-7 mins playback
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- To learn how to develop and present an effective training program on television.
- To receive personal feedback through the videotaping of your presentation

K Storytelling

1 The Folk Tale	7-9 mins
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- 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.

2 Let's get Personal	6-8 mins
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- To learn the elements of a good story.
- To create and tell an original story based on personal experience.

3 The Moral of the Story	4-6 mins
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- 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.

4 The Touching Story	6-8 mins
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- To understand the techniques available to arouse emotion.
- To become skilled in arousing emotions while telling a story

5 Bringing History to Life	7-9 mins
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- 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.

L Interpretive Reading

1 Read a Story 8-10 mins

- To understand the elements of interpretive reading.
- To learn how to analyse 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 6-8 mins

- To understand the difference 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.

3 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.

4 The Play 12-15 mins

- To adopt 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 10-12 mins

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

M Interpersonal Communication

1 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.

2 The Successful Negotiator 10-14 mins

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

3 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 the solution.

4 The Coach 10-14 mins

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

5 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.

N Special Occasion Speeches

1 Mastering the Toast 2-3 mins

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

2 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.

3 The Roast 3-5 mins

- Poke fun at a particular individual in a good-natured way.
- Adapt and personalise humorous material from other sources.
- Deliver jokes and humorous stories effectively.

4 Presenting an Award 3-4 mins

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

5 Accepting an Award 5-7 mins

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

O Humorously Speaking

1 Warm up your Audience 5-7 mins

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

2 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 story smoothly and effectively.

3 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 story smoothly and effectively.

4 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 story with a humorous story.

5 The Humorous Story 5-7 mins

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