

# Advanced Communication Manuals

The list below summarizes the 15 different series for the Advance Communication Levels:

## 1. The Entertaining Speaker – 226A



Entertaining speakers are always in demand. Projects address preparing and delivering an entertaining speech, finding good stories and anecdotes to include in speeches, using humor, incorporating drama into presentations and presenting an after-dinner speech.

### THE ENTERTAINING SPEAKER

Entertain audience through use of humor or drama from personal experience

#### RESOURCES FOR ENTERTAINMENT

Draw humorous or dramatic material from sources other than your own experience

Adapt the material to suit your personality and the audience

#### MAKE THEM LAUGH

Prepare and deliver a humorous speech drawn from your own experience

#### A DRAMATIC TALK

Develop an entertaining talk about an experience or give a dramatic reading

Include vivid imagery, characters and dialogue

#### SPEAKING AFTER DINNER

Prepare an entertaining after-dinner talk on a specific theme

Deliver the talk extemporaneously, using the skills developed previously

## 2. Speaking to Inform – 226B



Informational speeches are one of the most common types, so most likely you will be asked to present one sometime. This manual contains information about organizing an informational speech, tailoring your speech to the audience, conducting a demonstration, presenting a report and delivering a speech about an abstract subject.

### THE SPEECH TO INFORM

Select, organize and present new and useful information in a way that will motivate the audience to learn

#### RESOURCES FOR INFORMING

Focus your presentation at the audience's level of knowledge

Build a supporting case for each major point through research

#### 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

#### 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 base valid conclusions or a sound decision on it

#### THE ABSTRACT CONCEPT

Research and organize the thought of experts on an abstract concept, theory, historical force, social or political issue

Present the ideas in a clear and interesting manner

## 3. Public Relations – 226C



Everyone benefits from the ability to present a good public image. Projects cover preparing a speech that will generate a favorable attitude toward you and your product, company or service, presenting a positive image of yourself and your company or organization on a radio talk show, persuading an audience to accept your viewpoint, addressing a hostile audience and communicating with the public during a crisis situation.

### PUBLIC RELATIONS SPEECH

Prepare an informative, interesting talk to build goodwill for your organization

Favorably influence the audience by the skillful and friendly delivery of your talk

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## RESOURCE FOR GOODWILL

Research the operation and benefits of an organization or company  
Prepare a talk designed to build goodwill by presenting factual information  
Analyze the common interests of your audience and focus your presentation

## PERSUASIVE APPROACH

Direct a persuasive appeal to the audience's self-interests using a combination of fact and emotion delivered in such a manner that it appears extemporaneous

## SPEAKING UNDER FIRE

Persuade a hostile audience to consider your position on a controversial issue  
Conduct a question and answer period on the speech subject

## THE MEDIA SPEECH

Write a speech script on behalf of a social cause  
Using the script, present and record the speech to a television or radio audience

## 4. Facilitating Discussion – 226 D



Group discussions are common, and this manual provides instruction in facilitating the most common types of discussions. Learn about moderating a panel discussion, facilitating a brainstorming meeting, leading a problem-solving discussion, handling challenging people during discussions, and helping a problem-solving group achieve a consensus.

### SEMINAR SOLUTION

Present an introductory talk or lecture describing a theory, model or information to be discussed by the group following the presentation  
Use a buzz-session technique to facilitate group participation to a solution

### ROUND ROBIN

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

### PILOT A PANEL

Select a problem for a three-member panel discussion  
Acting as moderator, monitor the panel discussion

### MAKE IT MAKE BELIEVE

Create a plot and characters relevant to the discussion problem and select a cast from among the group members

### WORKSHOP LEADER

Guide the workshop participants in an investigative discussion of the problem  
Follow a problem-solving pattern to arrive at a solution

## 5. Specialty Speeches – 226E



Speakers are often called upon to give different kinds of talks. This manual contains information about giving the most common ones, and it covers impromptu talks, preparing inspirational speeches, selling a product, reading out loud and introducing a speaker.

### SPEAK OFF THE CUFF

Understand how to prepare for impromptu speaking  
Develop skill in the impromptu situation by using one or more patterns

### UPLIFT THE SPIRIT

Identify and understand the basic difference and similarities between inspirational speeches and other kinds of speeches  
Develop a speech style and delivery that effectively expresses inspirational content by moving the audience to adopt your views

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## SELL A PRODUCT

Skillfully use four steps in a sales presentation: attention, interest, desire and action  
Identify and promote a unique selling proposition in a sales presentation

## READ OUT LOUD

Learn the principles of presentation and development skill in interpretive reading with regard to voice and body as instruments of communication

## INTRODUCE THE SPEAKER

Become more knowledgeable and skilled as a master of ceremonies  
Handle the introduction of other speakers at a club meeting

## 6. Speeches By Management – 226F



Managers encounter a variety of speaking situations in the work environment. This manual offers instruction in giving briefings, preparing and presenting technical speeches, motivating a team, giving a status report and speaking to a hostile group.

### THE BRIEFING

Apply the key steps in the preparation and organization of material for a briefing  
Give a briefing to meet a specific objective and to gain audience understanding  
Effectively handle a question and answer session following the briefing

### THE TECHNICAL SPEECH

Convert a technical paper or other technical information into a technical speech  
Organize a technical speech according to the inverted-pyramid approach  
Give the speech by effectively reading out loud

### MANAGE AND MOTIVATE

Apply a four-step motivational method designed to persuade and inspire  
Deliver the speech to gain audience agreement with your management proposal

### THE STATUS REPORT

Organize and prepare a status report relative to goals involving the overall condition of a plan or program, or the performance of a department or company  
Construct and present the report according to a four-step program

### CONFRONTATION: THE ADVERSARY RELATIONSHIP

Prepare for an adversary confrontation on a controversial management issue  
Prepare and use appropriate methods, strategy and techniques to communicate with an adversary group as the representative on your company or corporation

## 7. The Professional Speaker – 226G



Professional speakers can give a variety of presentations to a variety of audiences. This manual offers guidance in preparing and presenting a keynote address, an entertaining speech, a sales training speech, a seminar and a motivational speech. Includes information about marketing yourself as a professional speaker.

### THE KEYNOTE ADDRESS

Learn how to evaluate audience feeling and establish emotional rapport  
Learn the professional techniques for a successful keynote presentation

### SPEAKING TO ENTERTAIN

Entertain the audience through the use of humor drawn from personal experience and from other material that you have personalized

### THE SALES TRAINING SPEECH

Tell a sales audience how to sell a product by using a planned presentation  
Inspire salespeople to want to succeed in selling

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## THE PROFESSIONAL SEMINAR

Plan and present a seminar with specific learning objectives  
Use seminar techniques to promote group participation and personal growth

## THE MOTIVATIONAL SPEECH

Apply a four-step motivational method to persuade and inspire  
Deliver a speech to persuade an audience to emotionally commit to an action

## 8. Technical Presentations - 226H



Presenting technical information in a way that doesn't bore the audience is challenging. Learn how to prepare technical briefings, design and present a proposal, talk about a technical subject to a nontechnical audience, present a technical paper and enhance a technical talk with the internet.

### THE TECHNICAL BRIEFING

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

### THE PROPOSAL

Prepare a technical presentation advocating a product, idea or course of action  
Give the speech logically and convincingly, using an inverted-pyramid approach  
Effectively handle a question and answer period

### THE NON-TECHNICAL AUDIENCE

Build and deliver an interesting talk based on an understanding of the principles of communication complex information to non-technical listeners

### 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

### THE TEAM TECHNICAL PRESENTATION

Orchestrate the planning, preparation and delivery of a team presentation

## 9. Persuasive Speaking – 226I



Successful people know how to influence and persuade others to accept their ideas, products or services. Projects cover selling a product, making "cold calls," preparing a winning proposal, convincing an audience to at least consider your side of a controversial issue or subject and persuading listeners to help bring a vision and mission to reality.

### 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.

### CONQUERING THE "COLD CALL"

Learn a technique for "cold call" selling of expensive product 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.

### THE WINNING PROPOSAL

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

### 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.

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## THE PERSUASIVE LEADER

Communicate your vision and mission to an audience.

Convince your audience to work toward achieving your vision and mission.

## 10. Communicating On Video – 226J



Video presentations require special preparation and attention to details. Learn how to present an editorial, appear as a guest on an interview program, be the host of an interview program, conduct a press conference and use video to train.

### THE STRAIGHT TALK

Effectively present an opinion or viewpoint in a short time

To simulate giving a presentation as part of a television broadcast

### THE TALK SHOW

Understand the dynamics of a television interview or talk show

Prepare for questions that may be asked during a television interview program

Present a positive image on the television camera

### WHEN YOU'RE THE HOST

Understand the dynamics of and conduct a successful television interview

Prepare questions to ask during the interview program

Present a positive, confident image on the television camera

### THE PRESS CONFERENCE

Understand the nature of a television press conference

Prepare for an adversary confrontation on a controversial or sensitive issue

Use appropriate methods and strategies to present your organization's viewpoint

### TRAINING ON TELEVISION

Learn how to develop and present an effective training program on television

Receive personal feedback through the videotaping of your presentations

## 11. Storytelling – 226K



A good story enhances your speech and makes it memorable. This manual offers instruction in telling folk tales, personal stories, stories with morals, emotional stories and stories about historical events or people.

### THE FOLK TALE

Tell a folk tale that is entertaining and enjoyable for a specific age group

Use vivid imagery and voice to enhance the tale

### LET'S GET PERSONAL

Learn the elements of a good story

Create and tell an original story based on a personal experience

### THE MORAL OF THE STORY

Create and tell a new, entertaining story that offers a lesson or moral

### THE TOUCHING STORY

Understand and use techniques to arouse emotions while telling a story

### BRING HISTORY TO LIFE

Understand the purpose of stories about historical events or people and use the storytelling skills developed in the preceding projects to tell a story

## 12. Interpretive Reading – 226L



Reading words written by someone else requires a special set of skills. Projects include reading stories, poetry, monodramas, plays and famous speeches.

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## READ A STORY

Learn and understand the effective interpretation of elements of a narrative  
Learn and apply vocal techniques that will aid in the effectiveness of the reading

## INTERPRETING POETRY

Recognize how poets use imagery, rhythm, meter, cadence and rhyme to convey the meanings and emotions of their poetry

## THE MONODRAMA

Understand the concept and nature of the monodrama  
Assume the identity of a character and portray the physical/emotional aspects

## THE PLAY

Adapt a play for interpretive reading  
Portray several characters in one reading using voice changes and movement

## ORATORICAL SPEECH

Understand the structure of a effective speech  
Interpret and present a famous speech

## 13. Interpersonal Communication - 226M



Everyday life presents challenging communication situations. Topics in this manual include conversing with ease, negotiating, handling criticism, coaching someone to improve performance and expressing dissatisfaction effectively.

### CONVERSING WITH EASE

Identify techniques to use in conversing with strangers  
Recognize different levels of conversation & initiate conversation with a stranger

### THE SUCCESSFUL NEGOTIATOR

Employ win / win negotiating strategies to achieve your goals

### 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

### THE COACH

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

### ASSERTING YOURSELF EFFECTIVELY

Learn 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

## 14. Special Occasion Speeches – 226N



Special events present special speaking opportunities. This manual provides instruction in giving toasts, speaking in praise/giving a eulogy, "roasting" someone and presenting and accepting awards.

### MASTERING THE TOAST

To recognize characteristics of a toast and present a toast

### SPEAKING IN PRAISE

To prepare a speech praising someone; to address five areas concerning the individual and to include anecdotes to illustrate points

### THE ROAST

To poke fun at a particular individual; to adapt and personalize humorous material; and to deliver jokes and humorous stories effectively

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The list below summarizes the 15 different series for the Advance Communication Levels:

## PRESENTING AN AWARD

To present an award with dignity and acknowledge contributions of the recipient

## ACCEPTING AN AWARD

To accept an award with dignity and acknowledge the presenting organization

## 15. Humorously Speaking – 226O



Every speaker benefits from using humor. Learn how to begin a speech with a humorous story to get listeners' attention, end a speech with a humorous story, use humorous stories and anecdotes throughout the body of your speech to emphasize points, incorporate jokes into presentations and prepare and present an entirely humorous speech.

### WARM UP YOUR AUDIENCE

Prepare a speech that opens with a humorous story

Personalize the story

Deliver the story smoothly and effectively

### LEAVE THEM WITH A SMILE

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

### 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

### 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

### THE HUMOROUS SPEECH

Use exaggeration to tell a humorous story

Entertain the audience

Effectively use body language and voice to enhance the story