



Advanced Communicator Manuals

Once you have completed the ten speeches in the Competent Communicator programme and received your Competent Communicator (CC) award, you can begin refining and enhancing your speaking skills by working through the Advanced Communicator Manuals.

Each manual consists of five projects ; two different manuals (ten speeches in total) need to be completed for each Advanced Communicator award (Bronze, Silver and Gold).

Details of the various Advanced Communicator manuals are listed below.

The Entertaining Speaker (226-A)

This manual includes valuable information on how to give an entertaining or dramatic speech, where to find material, how to make an audience laugh and what to do when you're asked to speak after dinner.

(1) The Entertaining Speech

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

Time 5-7 minutes

(2) Resources for Entertainment

- Draw humorous or dramatic material from sources other than your own personal experience.
- Adapt your material to suit your topic, your own personality and the audience.
- Use entertaining material to convey a serious message.

Time 8-10 minutes

(3) Make Them Laugh

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

Time 8-10 minutes

(4) A Dramatic Talk

- 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.

Time 5-7 minutes

(5) Speaking After Dinner

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

Time 13-15 minutes

Speaking to Inform (226-B)

The projects in this manual will help you give informative and interesting speeches. Topics covered include the demonstration talk, the fact-finding report, the abstract concept and resources for informing.

(1) The Speech to Inform

- Select new, 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.

Time 5-7 minutes

(2) Resources for Informing

- 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 from research.
- Effectively use at least one visual aid to enhance the audience's understanding.

Time 8-10 minutes

(3) The Demonstration Talk

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

Time 10-12 minutes

(4) A Fact-Finding Report

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

Time 10-12 minutes

(5) The Abstract Concept

- 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.

Time 10-12 minutes

Public Relations (226-C)

This complete guide to preparing and delivering public relations speeches will help you develop resources and techniques, "speak under fire" and handle the media talk.

(1) The Public Relations Speech

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

Time 5-7 minutes

(2) Resources for Goodwill

- Research the operation and benefits of an organisation or company.
- 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.

Time 8-10 minutes

(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.

Time 8-10 minutes

(4) Speaking Under Fire

- 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.

Time 6-8 minutes (speech), 8-10 minutes (questions)

(5) The Media Speech

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

Time 7-8 minutes

The Discussion Leader (226-D)

This manual offers guidance in presenting workshop and conference presentations. Role-playing and problem-solving sessions are also covered. "The Discussion Leader" is a must for managers, trainers, teachers and administrators.

(1) The Seminar Solution

- Present an introductory short talk or brief lecture describing a theory, a model, or information about a topic to be discussed by a group following the presentation.
- Organise the information so that it is easy to understand and remember.
- Orient the group to think about the specific goal of the discussion that follows.
- Use the "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 (choose at least three members of the panel in advance).
- Define the common goals and 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 can 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 agreement before the discussion ends.

Time 30-40 minutes

Speciality Speeches (226-E)

Speakers must be able to talk in many different situations. Types of speeches covered in this manual include impromptu speeches, sales presentations, introductions, inspirational speeches and oral interpretations.

(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 an impromptu speaker by using one or more patterns to approach a topic under discussion. For example, comparing a past, present, future situation 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 technique to persuasion.
- Skillfully use these four steps in a sales presentation:
 - (a) Attention
 - (b) Interest
 - (c) Desire
 - (d) Action
- Identify and promote a unique selling proposition in a sales presentation.
- Be able to handle objections.

Time 10-12 minutes

(4) Read Out Loud

- Understand the elements of 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 interpretative 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 (Chairperson, 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 Duration of the meeting

Speeches by Management (226-F)

This manual will help you to handle a variety of speaking situations managers encounter in their work environment. Subjects covered include briefings, technical speeches, motivational talks and confrontations.

(1) The Briefing

- Apply the key steps in the preparation of a briefing and the organisation of material.
- Give a briefing with a specific objective so the audience will understand the information.
- Effectively handle a question-and-answer session following the briefing.

Time 8-10 minutes

(2) The Technical Speech

- Convert a technical paper or technical information into a technical speech.
- Organise a technical speech using the inverted-pyramid approach.
- Write a technical speech as 'spoken language', not as an article.
- Give the speech by effectively reading it aloud.

Time 8-10 minutes

(3) Manage and Motivate

- Understand the concept and nature of motivational method in management.
- Apply a 4-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

- Organise and prepare a status report involving the overall condition of a plan or programme, or performance of a department or company in relation to goals.
- Construct the report according to a 4-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.
- Use appropriate preparation methods, strategy and techniques for communicating with an adversary group as the representative of your company or organisation.

Time 4-6 minutes (speech), 9-11 minutes (questions)

The Professional Speaker (226-G)

This manual is a complete guide to becoming a professional speaker. Subjects covered include speaking as a company representative and speaking for pay.

(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 experiences and from other material that you have personalised.
- Deliver the speech in a way that makes the humour effective.
- Establish 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)

Technical Presentations (226-H)

The projects in this manual will help you prepare and present briefings, proposals, technical papers and technical team presentations.

(1) The Technical Briefing

- Using a systematic approach, organise 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

- Prepare a technical presentation advocating a product, service, idea, or course of action.
- Present your viewpoint logically and convincingly, using an inverted-pyramid approach.
- Effectively use a flipchart to illustrate your message.
- Effectively handle a question-and-answer period.

Time 8-10 minutes (speech), 3-5 minutes (questions)

(3) The Non-Technical Audience

- 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.

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 Paper

- Understand the nature and process of a team technical presentation.
- Conceptualise 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

Persuasive Speaking (226-I)

The ability to influence and persuade others to accept your ideas, products, or services is vital. The projects in this manual are all designed to help you develop excellent persuasive techniques and expand your presentation skills.

(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 10-12 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.
- Organise 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 minutes (speech), 2-3 minutes (questions)

(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

Communicating on Television (226-J)

Television presentations differ from other presentations and they require special considerations. With this manual you'll learn to present editorials, appear as a guest on a talk show, conduct a press conference and use television to train.

(1) The Straight Talk

- Effectively present an opinion or viewpoint in a short time.
- Simulate giving a presentation as part of a television broadcast.

Time 2.5-3.5 minutes

(2) The Talk Show

- Understand the dynamics of a television interview or talk show.
- Prepare for the questions that might be asked of you during a television interview programme.
- Present a positive image on the television camera.
- Appear as a guest on a simulated television talk show.

Time 9.5-10.5 minutes

(3) When You're the Host

- Conduct a successful television interview.
- Understand the dynamics of a successful television interview or talk show.
- Prepare questions to ask during the interview program.
- Present a positive, confident image on the television camera.

Time 9.5-10.5 minutes

(4) The Press Conference

- Understand the nature of a television press conference.
- Prepare for an adversary confrontation on a controversial or sensitive issue.
- Use appropriate presentation methods and strategies for communicating your organization's viewpoint.
- Present and maintain a positive image on television.

Time 4-6 minutes (presentation), 8-10 minutes (questions)

(5) Training on Television

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

Time 5-7 minutes (presentation), 5-7 minutes (playback of videotape)

Storytelling (226-K)

Everyone loves a story. Types of stories covered in this manual include the folk tale, the personal story, stories with morals, the touching story and the historical story.

(1) 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.

Time 7-9 minutes

(2) Let's Get Personal

- Learn the elements of a good story.
- Create and tell an original story based on personal experience.

Time 6-8 minutes

(3) The Moral of the Story

- Understand that a story can be entertaining, yet display moral values.
- Create a new story that offers a lesson or moral.
- Tell the story, using the skills developed in the preceding projects.

Time 4-6 minutes

(4) The Touching Story

- Understand the techniques available to arouse emotion.
- Become skilled at arousing emotions while telling a story.

Time 6-8 minutes

(5) Bringing History to Life

- Understand the purpose of stories about historical events or people.
- Use the storytelling skills developed in the preceding projects to tell a story about an historical event or person.

Time 7-9 minutes

Interpretive Reading (226-L)

This manual will help you develop your interpretive reading skills. The projects include presenting stories, poetry, monodramas, plays and oratorical speeches.

(1) Read a Story

- Understand the elements of interpretive reading.
- Learn how to analyse a narrative and plan for effective interpretation.
- Learn and apply vocal techniques that will aid in the effectiveness of the reading.

Time 8-10 minutes

(2) Interpreting Poetry

- Understand the differences between poetry and prose.
- Recognize how poets use imagery, rhythm, meter, cadence, and rhyme to convey the meaning and emotions of their poetry.
- Apply vocal techniques that will aid in the effectiveness of the reading.

Time 6-8 minutes

(3) The Monodrama

- Understand the concept and nature of the monodrama.
- Assume the identity of a character and portray the physical and emotional aspects of this character to an audience.

Time 5-7 minutes

(4) The Play

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

Time 12-15 minutes

(5) The Oratorical Speech

- Understand the structure of an effective speech.
- Interpret and present a famous speech.

Time 10-12 minutes

Interpersonal Communications (226-M)

Topics covered include conversing with ease, negotiating, handling criticism, coaching someone to improved performance and expressing dissatisfaction effectively.

(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

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

Time 10-14 minutes

(3) Diffusing Verbal Criticism

- Respond nondefensively to verbal criticism.
- Use 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.
- Use the four-step method for addressing a problem and asking for help.
- Overcome resistance to your requests.

Time 10-14 minutes

Special Occasion Speeches (226-N)

This manual provides instruction in giving toasts, speaking in praise, 'roasting' someone and presenting and accepting awards.

(1) Mastering the Toast

- Recognize the characteristics of a toast.
- Present a toast honouring an occasion or 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 or 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 personalise 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 organisation.

Time 5-7 minutes

Humourously Speaking (226-O)

Audiences love to laugh. This manual shows you how to use humorous stories and jokes throughout your speech to grab and keep listeners' attention and illustrate your points. You also learn how to give an entirely humorous speech.

(1) Warm up your Audience

- Prepare a speech that opens with a humorous story.
- Personalise 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-emphasises 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