

# ADVANCED COMMUNICATION MANUALS

---

The Advanced Manuals focus on specialized aspects of public speaking. There are 15 Advanced Manuals and each Manual has five assignments. Since Educational awards only require you to complete two manuals, it's easy to understand why Toastmasters quickly finish their second, third or more AC awards.

The following is a list and brief description of the different speeches in each of the Advanced Manuals:

## 1. THE ENTERTAINING SPEAKER

The purpose of an entertaining speaker is simply to offer listeners a pleasant diversion. This manual will help you learn to give different types of entertaining speeches. The assignments are challenging, but they will provide you with valuable experience in entertaining an audience and you will learn skills you can use in other types of presentations as well.

1. The Entertaining Speech
2. Resources for Entertainment
3. Make Them Laugh
4. A Dramatic Talk
5. Speaking After Dinner

## 2. SPEAKING TO INFORM

Today the average person ingests more than 20,000 words of information daily, from the far reaches of the Internet to the simplicity of a cereal box... information is everywhere. Often as a speaker, your task is to organize and communicate information you already have. To do this effectively, you must be able to relate information to your listeners, who make mental connections and fill in their own knowledge gaps. In this manual you'll learn techniques you can use when presenting any type of informational talk.

1. The Speech to Inform
2. Resources for Information
3. The Demonstration Talk
4. A Fact-Finding Report
5. The Abstract Concept

### **3. PUBLIC RELATIONS**

How a business presents itself is critical to its success. That is why many businesses depend on public relations techniques to convey their message and influence public opinion. Publicity is a big part of public relations and includes news stories, feature articles, product reviews, radio and television interviews and public appearances. This manual will help you to learn several types of public relations-related speeches that will benefit you in business in many positive ways.

1. The Goodwill Speech
2. The Radio Talk Show
3. The Persuasive Approach
4. Speaking Under Fire
5. The Crisis Management Speech

### **4. THE DISCUSSION LEADER**

In all of your other advanced manual projects you have stood up alone and delivered various varieties of single speeches. The presentations you will give from this manual focus on your skill in dealing with group dynamics. Additionally in this manual, you will find application for any discussion situation.

1. The Seminar Solution
2. The Round Robin
3. Pilot a Panel
4. Make it Make-Believe (Role Playing)
5. The Workshop Leader

### **5. SPECIALTY SPEECHES**

With an emphasis on speaking versatility, this manual challenges the speaker to cover a diverse array of topics. From impromptu speaking all the way through the art of introducing the speaker.

1. Speak Off the Cuff
2. Uplift the Spirit
3. Sell a Product
4. Read Out Loud
5. Introduce the Speaker

### **6. SPEECHES BY MANAGEMENT**

Success as a manager depends largely on your ability to communicate

effectively in a variety of speaking situations. The effective manager recognizes that his or her major responsibilities include the promotion of fluid communication at all levels of the organization. The projects in this manual are designed to help you learn and incorporate the five major areas of spoken communication.

1. The Briefing
2. The Technical Speech
3. Manage & Motivate
4. The Status Report
5. Confrontation: The Adversary Relationship

## **7. THE PROFESSIONAL SPEAKER**

This manual is designed to take you through the learning experiences involving the five speeches that professionals give. These speaking exercises are a considerable step upward from the brief presentations that are the basis of other manual speeches – they require considerably more material and preparation than you may have experienced. The good news is with dedication, hard work and passion... the return on your investment can be great!

1. The Keynote Address
2. Speaking to Entertain
3. The Sales Training Speech
4. The Professional Seminar
5. The Motivational Speech

## **8. TECHNICAL PRESENTATIONS**

The manual has been designed for individuals who work in technical careers – however, every profession has its complexities and these assignments can be adapted to any job-related speaking situation. Your success in these work-related speaking situations will bring you visibility, high regard and possible career growth.

1. The Technical Briefing
2. The Proposal
3. The Nontechnical Audience
4. Presenting a Technical Paper
5. The Team Technical Paper

## **9. PERSUASIVE SPEAKING**

Consider the successful people you know – if you could identify one commonly

shared personality characteristic it would most likely be their ability to persuade. The assignments are challenging, but they will provide you with valuable experience in persuading people in a variety of situations.

1. The Effective Salesperson
2. Conquering the “Cold Call”
3. The Winning Proposal
4. Addressing the Opposition
5. The Persuasive Leader

## **10. COMMUNICATING ON TELEVISION**

Television presentations are different from other presentations and they require special considerations. These speaking assignments are challenging, yet they will provide you with valuable experience in communicating effectively on television.

1. Straight Talk
2. The Talk Show
3. When You're the Host
4. The Press Conference
5. Training on Television

## **11. STORYTELLING**

Many public speakers tell stories as part of their presentations; they find that a well-told story will attract listeners' attention and can emphasize or illustrate a point. This manual enables you to develop a new set of speaking skills – most importantly it allows you to have fun as you learn the art of storytelling... so enjoy!

1. The Folk Tale
2. Let's Get Personal
3. The Moral of the Story
4. The Touching Story
5. Bringing History to Life

## **12. INTERPRETIVE READING**

As a speaker, you most likely have been concerned with communicating your own ideas to an audience. You research and write your speeches yourself. When you present them, you can easily express the ideas and emotions you feel because they are yours. As an interpretive reader, however, you communicate the ideas and emotions of someone else. You read from a work of literature, using your

voice and body to convey the ideas, emotions, attitudes and intentions of the author. This manual will help you develop your interpretive reading skills.

1. Read a Story
2. Interpreting Poetry
3. The Monodrama
4. The Play
5. The Oratorical Speech

### **13. INTERPERSONAL COMMUNICATION**

This manual contains five speaking assignments that require different interpersonal communication skills. All of the projects require you to work with a partner, enacting role playing. You will be conversing with your partner, practicing the skills outlined in each project. These assignments are challenging, but they will provide you with valuable experience in communicating with others.

1. Conversing with Ease
2. The Successful Negotiator
3. Diffusing Verbal Criticism
4. The Coach
5. Asserting Yourself Effectively

### **14. SPECIAL OCCASION SPEECHES**

Occasionally you may be called upon to give a speech to honor a friend, relative or coworker. Speeches like these can be challenging because they often involve sentiment or special decorum. When you apply the skills acquired you will be sure to expand your presentation skills and become a proficient special occasion speaker!

1. Mastering the Toast
2. Speaking in Praise
3. The Roast
4. Presenting an Award
5. Accepting an Award

### **15. HUMOROUSLY SPEAKING**

As the old saying goes, "Laughter is the best medicine." People love to laugh and it's been shown that laughter releases stress and tension and relaxes us. Yet many novice speakers are afraid of using humor in their own presentations because they fear their humor will fall flat and they will risk appearing foolish in

front of their peers. The purpose of this manual is not to make you a comedian, it's purpose is to help you use humor to attract and and retain the audience's interest and make points more effectively.

1. Warm Up Your Audience
2. Leave Them with a Smile
3. Make Them Laugh
4. Keep Them Laughing
5. The Humorous Speech