

The Basic Manual

The *Communication and Leadership Program* manual (also called the "basic manual") helps you develop the basic skills you need to prepare and present an effective speech.

The manual is organized into ten separate projects, each with its own individual focus or objective. An extremely effective tool in developing your speaking skills, the *Communication and Leadership Program* manual never tells you exactly what to do or what to speak about, but rather it provides a set of guidelines for you to think about as you prepare your speech.

As an essential part of the Toastmasters program, a fellow Toastmaster will evaluate each speech you give, providing positive feedback and suggestions for improvement, as necessary.

After completing the *Communication and Leadership Program* manual, members earn Competent Toastmaster (CTM) recognition and are able to focus their efforts on the projects in the advanced speech manuals of the Toastmasters program.

The chart below lists the ten projects in the *Communication and Leadership Program* manual:

| | Project Title | Time | Objective |
|----|---------------------------|-------------|------------------------------------|
| 1 | The Icebreaker | 4-6 | Self-introduction to your club |
| 2 | Speak with Sincerity | 5-7 | Showing sincerity/earnestness |
| 3 | Organize Your Speech | 5-7 | Organization/construction |
| 4 | Show What You Mean | 5-7 | Gestures and body movements |
| 5 | Vocal Variety | 5-7 | Voice volume, pitch, rate, quality |
| 6 | Work with Words | 5-7 | Precision in word choice |
| 7 | Apply Your Skills | 5-7 | Combining all skills together |
| 8 | Add Impact to Your Speech | 5-7 | Props and visual aids |
| 9 | Persuade with Power | 5-7 | Persuasion |
| 10 | Inspire Your Audience | 8-10 | Inspiration |

1. The Icebreaker

Time: 4-6 minutes, +/-30 seconds

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

2. Speak with Sincerity

Time: 5-7 minutes, +/-30 seconds

- Objectives:
- 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. Organize Your Speech

Time: 5-7 minutes, +/-30 seconds

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

4. Show What You Mean

Time: 5-7 minutes, +/-30 seconds

- Objectives:
- 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

Time: 5-7 minutes, +/-30 seconds

- Objectives:
- 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

Time: 5-7 minutes, +/-30 seconds

- Objectives:
- To select precisely the right words required to communicate your ideas clearly, vividly, and appropriately.
 - To avoid lengthy words and

sentences and the use of jargon.

7. Apply Your Skills

Time: 5-7 minutes, +/-30 seconds

- Objectives:
- To bring together and apply the communication skills you have learned in the preceding projects.
 - To organize your speech in a logical manner, following one of the suggested outlines.
 - To research the facts needed to support your speech.
 - To make a personal evaluation of your progress.

8. Add Impact to Your Speech

Time: 5-7 minutes, +/-30 seconds

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

9. Persuade with Power

Time: 5-7 minutes, +/-30 seconds

- Objectives:
- 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

Time: 8-10 minutes, +/-30 seconds

- Objectives:
- 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.

The Entertaining Speaker

1. The Entertaining Speech

- Time: 5-7 minutes
- Objectives:
- Entertain the audience through use of humor and/or drama drawn from your personal experience.
 - Organize an entertaining speech for maximum audience impact.

2. Resources for Entertainment

- Time: 8-10 minutes
- Objectives:
- Draw humorous and/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 as a means of conveying a serious message.

3. Make Them Laugh

- Time: 8-10 minutes
- Objectives:
- 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 humor effective.

4. A Dramatic Talk

- Time: 10-12 minutes
- Objectives:
- 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 interpretative manner.

5. Speaking After Dinner

- Time: 13-15 minutes
- Objectives:
- Prepare an entertaining after-dinner talk on a specific theme.
 - Deliver the talk extemporaneously, using the skills developed in the preceding entertainment projects.

Note: For some speech projects, the presentation time may also include additional segments for such activities as question-and-answer periods, depending on the project.

Technical Presentations

1. The Technical Briefing

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

2. The Proposal

- Time: 8-10 minutes, plus 3-5 minutes (Q&A)
- Objectives:
- 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 Nontechnical Audience

- Time: 10-12 minutes
- Objectives:
- 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.

4. Presenting a Technical Paper

- Time: 10-12 minutes
- Objectives:
- 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

- Time: 20-30 minutes
- Objectives:
- 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.

Note: For some speech projects, the presentation time may also include additional segments for such activities as question-and-answer periods, depending on the project.

The Discussion Leader

1. The Seminar Solution

- Time: 20-30 minutes
- Objectives:
- 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.
 - 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.

2. The Round Robin

- Time: 20-30 minutes
- Objectives:
- 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.

3. Pilot a Panel

- Time: 30-40 minutes
- Objectives:
- 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.

4. Make Believe (Role Playing)

- Time: 20-30 minutes
- Objectives:
- 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.

5. The Workshop Leader

Time: 30-40 minutes

- Objectives:
- 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.

Note: For some speech projects, the presentation time may also include additional segments for such activities as question-and-answer periods, depending on the project.

Storytelling

1. The Folk Tale

Time: 7-9 minutes

- Objectives:
- 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

Time: 6-8 minutes

- Objectives:
- To learn the elements of a good story.
 - To create and tell an original story based on a personal experience.

3. The Moral of the Story

Time: 4-6 minutes

- Objectives:
- 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

Time: 6-8 minutes

- Objectives:
- To understand the techniques available to arouse emotion.
 - To become skilled in arousing emotions while telling a story.

5. Bringing History to Life

Time: 7-9 minutes

- Objectives:
- 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.

Note: For some speech projects, the presentation time may also include additional segments for such activities as question-and-answer periods, depending on the project.

The Professional Speaker

1. The Keynote Address

- Time: 15-20 minutes
- Objectives:
- 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

- Time: 15-20 minutes
- Objectives:
- Entertain the audience through the use of humor drawn from personal experience and from other material that you have personalized.
 - Deliver the speech in a way that makes the humor effective.
 - Establish personal rapport with your audience for maximum impact.

3. The Sales Training Speech

- Time: 15-20 minutes
- Objectives:
- 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

- Time: 20-40 minutes
- Objectives:
- 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.

5. The Motivational Speech

Time: 15-20 minutes

- Objectives:
- 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.

Note: For some speech projects, the presentation time may also include additional segments for such activities as question-and-answer periods, depending on the project.

Public Relations

1. The Public Relations Speech

- Time: 5-7 minutes
- Objectives:
- Prepare a talk that will build goodwill for your organization by supplying useful information of interest to the audience.

2. Resources for Goodwill

- Time: 8-10 minutes
- Objectives:
- Research the operation and benefits of an organization or company.
 - Prepare a talk designed to build goodwill toward it by presenting factual information.
 - Analyze 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

- Time: 8-10 minutes
- Objectives:
- 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

- Time: 6-8 minutes, plus 8-10 minutes (Q&A)
- Objectives:
- 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

- Time: 8-10 minutes, plus 30 seconds
- Objectives:
- Write a speech script behalf of a social cause.
 - Using the script, present the speech to persuade a general

television audience.

Note: For some speech projects, the presentation time may also include additional segments for such activities as question-and-answer periods, depending on the project.

Communicating on Television**1. Straight Talk**

- Time: 3 minutes +/- 30 seconds
- Objectives:
- To effectively present an opinion or viewpoint in a short time.
 - To stimulate giving a presentation as part of a television broadcast.

2. The Talk Show

- Time: 10 minutes +/- 30 seconds
- Objectives:
- 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

- Time: 10 minutes +/- 30 seconds
- Objectives:
- 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

- Time: 4-6 minutes, plus 8-10 minutes (Q&A)
- Objectives:
- 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

- Time: 5-7 minutes,
plus 5-7 minutes for video

playback

- Objectives:
- To learn how to develop and present an effective training program on television.
 - To receive personal feedback through the videotaping of your presentation.

Note: For some speech projects, the presentation time may also include additional segments for such activities as question-and-answer periods, depending on the project.

Speeches By Management

1. The Briefing

- Time: 8-10 minutes, plus 5 minutes (Q&A)
- Objectives:
- 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

- Time: 8-10 minutes
- Objectives:
- Convey 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.

3. Manage and Motivate

- Time: 10-12 minutes
- Objectives:
- Understand the concept and nature of motivational methods 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

- Time: 12-15 minutes
- Objectives:
- 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.

5. Confrontation: The Adversary Relationship

- Time: 5 minutes, plus 10 minutes (Q&A)
- Objectives:
- Understand the definition and nature of the adversary relationship.
 - Prepare for an adversary confrontation on a controversial management issue.
 - Employ appropriate preparation methods, strategy, and techniques, for communicating with an adversary group as the representative of your company or corporation.

Note: For some speech projects, the presentation time may also include additional segments for such activities as question-and-answer periods, depending on the project.

Interpersonal Communication**1. Conversing with Ease**

- Time: 10-14 minutes
- Objectives:
- 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.

2. The Successful Negotiator

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

3. Diffusing Verbal Criticism

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

4. The Coach

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

5. Asserting Yourself Effectively

- Time: 10-14 minutes
- Objectives:
- 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.

Note: For some speech projects, the presentation time may also include additional segments for such activities as question-and-answer periods, depending on the project.

Persuasive Speaking

1. The Effective Salesperson

- Time: 8 to 12 minutes => 3-4 min speech, short scenario intro, 3-5 min role play
- Objectives:
- 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.

2. Conquering the "Cold Call"

- Time: 10 to 14 minutes => 3-4 min speech, short scenario intro, 5-7 min role play, 2-3 min discussion
- Objectives:
- 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.

3. The Winning Proposal

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

4. Addressing the Opposition

- Time: 7 to 9 minutes speech; 2-3 minutes Q&A
- Objectives:
- 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.

5. The Persuasive Leader

Time: 6 to 8 minutes

- Objectives:
- Communicate your vision and mission to an audience.
 - Convince your audience to work toward achieving your vision and mission.

Note: For some speech projects, the presentation time may also include additional segments for such activities as question-and-answer periods, depending on the project.

Speaking to Inform

1. The Speech to Inform

- Time: 5-7 minutes
- Objectives:
- Select new and useful information for presentation to the audience.
 - Organize 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

- Time: 8-10 minutes
- Objectives:
- Analyze 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 in research.
 - Effectively use at least one visual aid to enhance the audience's understanding.

3. The Demonstration Talk

- Time: 10-12 minutes
- Objectives:
- 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

- Time: 10-12 minutes
- Objectives:
- 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.

5. The Abstract Concept

- Time: 10-12 minutes
- Objectives:
- Research and organize the thought of experts on an abstract concept, theory, historical force,

- or social/political issue.
- Present the ideas in a clear and interesting manner.

Note: For some speech projects, the presentation time may also include additional segments for such activities as question-and-answer periods, depending on the project.

Interpretive Reading**1. Read A Story**

Time: 8-10 minutes

- Objectives:
- 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.

2. Interpreting Poetry

Time: 6-8 minutes

- Objectives:
- To understand the differences between poetry and prose.
 - To recognize how poets use imaginary, 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

Time: 5-7 minutes

- Objectives:
- 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

Time: 12-15 minutes

- Objectives:
- To adapt 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

Time: 10-12 minutes

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

Note: For some speech projects, the presentation time may also include additional segments for such activities as question-and-answer periods, depending on the project.

Speciality Speeches

1. Speak Off The Cuff

- Time: 5-7 minutes
- Objectives:
- 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.

2. Uplift the Spirit

- Time: 8-10 minutes
- Objectives:
- Identify and understand the basic differences between inspirational speeches and other kinds of speeches.
 - Learn how to evaluate audience feeling and develop emotional rapport.
 - Develop a speech style and delivery that effectively expresses inspirational content by moving the audience to adopt your views.

3. Sell a Product

- Time: 10-12 minutes
- Objectives:
- Understand the relationship of sales technique to persuasion.
 - Skillfully use the four steps in a sales presentation: attention, interest, desire, action.
 - Identify and promote a unique selling proposition in a sales presentation.

4. Read Out Loud

- Time: 12-15 minutes
- Objectives:
- 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

Time: duration of meeting

- Objectives:
- 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.

Note: For some speech projects, the presentation time may also include additional segments for such activities as question-and-answer periods, depending on the project.

Special Occasion Speeches**1. Mastering the Toast**

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

2. Speaking in Praise

- Time: 5-7 minutes
- Objectives:
- Prepare a speech praising or honoring 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

- Time: 3-5 minutes
- Objectives:
- 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.

4. Presenting an Award

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

5. Accepting an Award

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

Note: For some speech projects, the presentation time may also include additional segments for such activities as question-and-answer periods, depending on the project.