

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.