

SPEECHES BY MANAGEMENT

THE BRIEFING

3-5 min + 2-3 min Q&A

- Organize your briefing material, tailoring it to your audience's needs
- Give a briefing according to a specific objective (explain, instruct, persuade, or report) so the audience will have an understanding of the information
- Effectively handle a question-and-answer session following the briefing

APPRAISE WITH PRAISE

5-7 minutes

- Give a speech demonstrating the importance of how you personally use feedback techniques in your daily life
- Use constructive evaluation to help someone improve their performance
- Offer support to empower them to change

PERSUADE AND INSPIRE

5-7 minutes

- Understand the concept of motivation
- Use the described strategies to align the audience's goals with your objective
- Deliver a motivational speech and influence your audience to a specific action

COMMUNICATING CHANGE

5-7 minutes

- Introduce a new idea or change to established operations or methods
- Show the audience how the change will benefit them
- Overcome any resistance to the new idea and gain the audience's support

DELIVERING BAD NEWS

5-7 minutes

- Deliver bad news with tact and sensitivity
- Organize your speech appropriately for your audience
- Conclude with a pleasant note and maintain the audience's goodwill

THE ENTERTAINING SPEAKER

THE ENTERTAINING SPEECH

5-7 minutes

- Entertain the audience by relating a personal experience
- Organize an entertaining speech for maximum impact

RESOURCES FOR ENTERTAINMENT

5-7 minutes

- Draw entertaining material from sources other than your own personal experience
- Adapt your material to suit your topic, your own personality, and the audience

MAKE THEM LAUGH

5-7 minutes

- Prepare a humorous speech drawn from your own experience
- Strengthen the speech by adopting and personalizing humorous material from outside sources
- Deliver the speech in a way that makes the humor effective

A DRAMATIC TALK

5-7 minutes

- Develop an entertaining dramatic talk about an experience or incident
- Include vivid imagery, characters and dialogue
- Deliver the talk in an entertaining manner

SPEAKING AFTER DINNER

8-10 minutes

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

HUMOROUSLY SPEAKING

WARM UP YOUR AUDIENCE

5-7 minutes

- Prepare a speech that opens with a humorous story
- Personalize the story
- Deliver the story smoothly and effectively

LEAVE THEM WITH A SMILE

5-7 minutes

- 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

5-7 minutes

- 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

5-7 minutes

- 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

5-7 minutes

- Use exaggeration to tell a humorous story
- Entertain the audience
- Effectively use body language and voice to enhance the story

FACILITATING DISCUSSION

THE PANEL MODERATOR

Recommended: 28-30 minutes

Optional: 22-26 minutes

- Select a topic for a panel discussion
- Identify differing viewpoints to be addressed by panelists
- Organize and moderate a panel discussion

THE BRAINSTORMING SESSION

Recommended: 31-33 minutes

Optional: 20-22 minutes

- Select a problem for a brainstorming session for which you serve as facilitator
- Conduct a brainstorming session
- Have participants reduce the list of ideas to the three best

THE PROBLEM-SOLVING DISCUSSION

Recommended: 26-31 minutes

Optional: 19-23 minutes

- Discuss the three ideas generated in Project 2
- Determine which one best resolves the problem

HANDLING CHALLENGING SITUATIONS

Recommended: 22-32 minutes

Optional: 12-21 minutes

- Select a problem and ask club members to discuss and resolve it by either a majority vote or by compromise
- Serve as facilitator for the discussion
- Effectively handle any member's behavioral problems that may interfere with the discussion

REACHING A CONSENSUS

Recommended: 31-37 minutes

Optional: 20-26 minutes

- Select a problem for the group to discuss and resolve
- As facilitator, help the group reach a consensus

INTERPERSONAL COMMUNICATION

CONVERSING WITH EASE

10-14 minutes

- 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

THE SUCCESSFUL NEGOTIATOR

10-14 minutes

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

DEFUSING VERBAL CRITICISM

10-14 minutes

- 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

10-14 minutes

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

ASSERTING YOURSELF

EFFECTIVELY

10-14 minutes

- 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

INTERPRETIVE READING

READ A STORY

8-10 minutes

- 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

INTERPRETING POETRY

6-8 minutes

- To understand the differences between poetry and prose
- To recognize how poets use imagery, 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

THE MONODRAMA

5-7 minutes

- 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

THE PLAY

12-15 minutes

- To adapt a play for interpretive reading
- To portray several characters in one reading, identifying them to the audience through voice changes and movement

THE ORATORICAL SPEECH

8-10 minutes

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

PERSUASIVE SPEAKING

THE EFFECTIVE SALESPERSON

8-12 minutes

- 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

10-14 minutes

- 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

THE WINNING PROPOSAL

5-7 minutes

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

ADDRESSING THE OPPOSITION

7-9 min + 2-3 min Q&A

- 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

THE PERSUASIVE LEADER

6-8 minutes

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

SPEAKING TO INFORM

THE SPEECH TO INFORM

5-7 minutes

- 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

RESOURCES FOR INFORMING

5-7 minutes

- Analyze your audience regarding your chosen subject
- Focus your presentation at the audience's level of knowledge
- Build a supporting case for each major point using information gathered through research
- Effectively use at least one visual aid to enhance the audience's understanding

THE DEMONSTRATION TALK

5-7 minutes

- 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

5-7 min + 2-3 min for Q&A

- 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 make valid conclusions or a sound decision

THE ABSTRACT CONCEPT

6-8 minutes

- Research and analyze an abstract concept, theory, historical force, or social/political issue
- Present the ideas in a clear, interesting manner

THE PROFESSIONAL SPEAKER

THE KEYNOTE ADDRESS

15-20 minutes – longer if club program allows

- 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 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

SPEAKING TO ENTERTAIN

15-20 minutes – longer if club program allows

- 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

THE SALES TRAINING SPEECH

15-20 minutes – longer if club program allows

- 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

THE PROFESSIONAL SEMINAR

20-40 minutes

- 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

THE MOTIVATIONAL SPEECH

15-20 minutes – longer if club program allows

- 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

TECHNICAL PRESENTATIONS

THE TECHNICAL BRIEFING

8-10 minutes

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

THE PROPOSAL

8-10 min + 3-5 min Q&A

- Prepare a technical presentation advocating a product, service, idea, or action
- Present your viewpoint logically and convincingly, using an inverted-pyramid approach
- Effectively use Microsoft PowerPoint with a laptop computer to illustrate your message
- Effectively handle a question-and-answer period

THE NONTECHNICAL AUDIENCE

10-12 minutes

- 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 a Microsoft PowerPoint slideshow to illustrate your message

PRESENTING A TECHNICAL PAPER

10-12 minutes

- Deliver an interesting speech based on a technical paper or article
- Effectively use a Microsoft PowerPoint slideshow to illustrate your theme
- Provide additional information, such as answers to questions, using a flipchart

ENHANCING A TECHNICAL TALK WITH THE INTERNET

12-15 minutes – longer if club program allows

- Understand the nature and process of a technical presentation supported with professional-level visual aids
- Arrange pre-meeting communications via email
- Find or create a post-meeting website for further dissemination of information supporting or enhancing your verbal presentation. You may create a Web page and add it to your club's website, making use of podcasting, webcasting, or a basic Internet template
- Use a desktop computer, Microsoft Word, a Web browser, a simple graphics program for photos and other images, Microsoft PowerPoint, as well as a flipchart

COMMUNICATING ON VIDEO

STRAIGHT TALK

3 min +/- 30 seconds

- To effectively present an opinion or viewpoint in a short time
- To simulate giving a presentation as part of a video broadcast

THE INTERVIEW SHOW

5-7 minutes

- To understand the dynamics of an interview or "talk" show
- To prepare for the questions that may be asked of you during an interview program
- To present a positive image on camera
- To appear as a guest on a simulated video talk show

WHEN YOU'RE THE HOST

5-7 minutes

- To conduct a successful interview
- To understand the dynamics of a successful interview or talk show
- To prepare questions to ask during the interview program
- To present a positive, confident image on camera

THE PRESS CONFERENCE

3-5 min + 2-3 min Q&A

- To understand the nature of a video broadcast 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

INSTRUCTING ON THE INTERNET

5-7 min + 5-7 min for playback of video

- To learn how to develop and present an effective training program on the Web
- To receive personal feedback through the video recording of your presentation

PUBLIC RELATIONS

THE GOODWILL SPEECH

5-7 minutes

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

THE RADIO TALK SHOW

3-5 min + 2-3 min for Q&A

- Present a positive image of you and your company or organization on a simulated radio talk show
- Prepare a talk designed to build goodwill toward an organization by presenting factual information
- Understand the dynamics of a successful radio talk show
- Prepare for the questions that may be asked of you during the radio interview

THE PERSUASIVE APPROACH

5 -7 minutes

- 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
- Use at least one visual aid to enhance the audience's understanding

SPEAKING UNDER FIRE

3-5 min + 2-3 min for Q&A

- Prepare a talk to persuade a hostile audience to at least consider your position on a controversial issue
- Demonstrate sincerity when presenting your viewpoint

THE CRISIS MANAGEMENT SPEECH

4-6 min + 3-5 min for Q&A

- Learn strategies for communicating to the media about a company crisis
- Prepare a speech for the media about a company crisis that builds and

maintains a positive image for the company

- Answer questions from the media in a manner that reflects positively on the company

SPECIAL OCCASION SPEECHES

MASTERING THE TOAST

2-3 minutes

- Recognize the characteristics of a toast
- Present a toast honoring an occasion or a person

SPEAKING IN PRAISE

5-7 minutes

- 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

THE ROAST

3-5 minutes

- 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

PRESENTING AN AWARD

3-4 minutes

- Present an award with dignity and grace
- Acknowledge the contributions of the recipient

ACCEPTING AN AWARD

5-7 minutes

- Accept an award with dignity, grace, and sincerity
- Acknowledge the presenting organization

STORYTELLING

THE FOLK TALE

7-9 minutes

- 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

LET'S GET PERSONAL

6-8 minutes

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

THE MORAL OF THE STORY

5-7 minutes

- 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

THE TOUCHING STORY

6-8 minutes

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

BRINGING HISTORY TO LIFE

7-9 minutes

- 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

SPECIALTY SPEECHES

IMPROMPTU SPEAKING

5-7 minutes

- Develop an awareness of situations in which you might be called upon to deliver an impromptu speech
- Understand how to prepare for impromptu speaking
- Use one or more patterns to approach a topic under discussion; for

example, comparing a past, present, and future situation or before and after

UPLIFT THE SPIRIT

8-10 minutes

- 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

SELL A PRODUCT

10-12 minutes

- Understand the relationship of sales techniques 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
- Be able to handle objections and close a prospective buyer

READ OUT LOUD

12-15 minutes

- 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

INTRODUCE THE SPEAKER

Time: The duration of a club meeting

- Focus on the special occasion talk from the standpoint of the introducer (function chair, 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