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 5-7 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 a 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
THE CRISIS MANAGEMENT
presenting your viewpoint on a controversial issue
3
persuasive techniques
your viewpoint by the use of standard
that it appears extemporaneous
speech
combination of fact and emotion
influencing the audience's self
THE
be asked of you during
successful radio talk show
presenting factual information
for your organization
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
Tell a folk tale that is entertaining and enjoyable for a specific age group
Use vivid imagery and voice to enhance the tale

LET'S GET PERSONAL
6-8 minutes
Learn the elements of a good story
Create and tell an original story based on a personal experience

THE MORAL OF THE STORY
5-7 minutes
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 previous two projects

THE TOUCHING STORY
6-8 minutes
Understand the techniques available to arouse emotion
Become skilled in arousing emotions while telling a story

BRINGING HISTORY TO LIFE
7-9 minutes
Understand the purpose of stories about historical events or people
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