

## Toastmasters Competent Communicator & Advanced Manuals Overview

### Competent Communicator Manual

Project	Project Title	Time (Min)	Goal1	Goal2	Goal3	Goal4
1	Ice Breaker	4-6	Began speaking before an audience	Discover speaking skills you already have and skills that need some attention	Introduce yourself to your fellow club members	
2	Organize Your Speech	5-7	Select an appropriate outline which allows listeners to easily follow and understand your speech	Make your message clear, with supporting material directly contributing to that message	Use appropriate transitions when moving from one idea to another	Create a strong opening and conclusion
3	Get To The Point	5-7	Organize the speech in a manner that best achieves those purposes	Ensure the beginning, body, and conclusion reinforce the purpose	Project sincerity and conviction and control any nervousness you may feel	Strive not to use notes
4	How To Say It	5-7	Select the right words and sentence structure to communicate your ideas clearly, accurately and vividly	Use rhetorical devices to enhance and emphasize ideas	Eliminate jargon and unnecessary words. Use correct grammar	
5	Your Body Speaks	5-7	Use stance, movement, gestures, facial expressions, and eye contact to express your message and achieve your speech's purpose	Make your body language smooth and natural	Focus on methods of delivery, but do not overlook speech content	
6	Vocal Variety	5-7	Use voice volume, pitch, rate, and quality to reflect and add meaning and interest to your message	Use pauses to enhance your message	Use vocal variety smoothly and naturally	
7	Research Your Topic	5-7	Collect information about your topic from numerous sources	Carefully support your points and opinions with specific facts, examples, and illustrations gathered through research		
8	Get Comfortable With Visual Aids	5-7	Select visual aids that are appropriate for your message and the audience	Use visual aids correctly with ease and confidence		
9	Persuade With Power	5-7	Persuade listeners to adopt your viewpoint, ideas or to take action	Appealing to the audience's interests	Use logic and emotion to support your position	Avoid using notes
10	Inspire Your Audience	8-10	To inspire the audience by appealing to noble motives and challenging the audience to achieve a higher level of beliefs or achievement	Appeal to the audience's needs and emotions, using stories, anecdotes and quotes to add drama	Avoid using notes	

### Persuasive Speaking Manual

Project	Project Title	Time (Min)	Goal1	Goal2	Goal3	Goal4
1	The Effective Salesperson	8-12	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"	10-14	Learn techniques for "Cold Call" selling expensive products or services	Recognize the risks buyers assume in purchasing	Use questions to help the buyer discover problems with their current situation	Successfully handle buyer's objections and concerns
3	The Winning Proposal	5-7	Prepare a proposal advocating an idea or course of action	Organize the proposal using the 6 step method provided		
4	Addressing the Opposition	7-9 + 2-3 Q&A	Prepare a talk on a controversial subject that persuades an audience to accept or at least consider your view	Construct the speech to appeal to the audience's logic and emotions		
5	The Persuasive Leader	6-8	Communicate your vision and mission to an audience	Convince your audience to work toward achieving your vision and mission		

**Speeches By Management Manual**

Project	Project Title	Time (Min)	Goal1	Goal2	Goal3	Goal4
1	The Briefing	8-10 + 5 Q&A	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	8-10	Convert a technical paper of 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	10-12	Understand the concept and nature of the motivational method in management	Apply a 4 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	10-12	Organize & prepare a status report involving the overall condition of a plan, program, or performance of a department or company in relation to goals	Construct the report according to a 4 step pattern	Give an effective presentation of the report	
5	Confrontation: The Adversary Relationship	5 + 10 Q&A	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 communication with an adversary group as the representative of your company or corporation	

**Public Relations Manual**

Project	Project Title	Time (Min)	Goal1	Goal2	Goal3	Goal4
1	The Goodwill Speech	5-7	Prepare a talk that builds 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		
2	The Radio Talk Show	3-5 + 2-3 Q&A	Present a positive image of you and your company or organization on a simulated 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
3	The Persuasive Approach	5-7	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	
4	Speaking Under Fire	5-7	Prepare a talk to persuade a hostile audience to at least consider your position on a controversial issue	Demonstrate sincerity when presenting your viewpoint		
5	The Crisis Management Speech	4-6 + 3-5 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	

**Communicating on Television Manual**

Project	Project Title	Time (Min)	Goal1	Goal2	Goal3	Goal4
1	Straight Talk	3 +/- 0:30	Effectively present an opinion or viewpoint in a short time	Simulate giving a presentation as part of a television broadcast		
2	The Talk Show	10 +/- 0:30	Understand the dynamics of a television interview or "Talk" show	Prepare for questions that you may be asked during a TV interview program	Present a positive image on the television camera	Appear as a guest on a simulated television talk show
3	When You're the Host	10 +/- 0:30	Conduct a successful television interview	Understand the dynamics of a successful television interview or "talk" show	Prepare questions to ask during the interview program	Present a positive, confident image on the television camera
4	The Press Conference	4-6 + 8-10 Q&A	Understand the nature of a television press conference	Prepare for an adversary confrontation on a controversial or sensitive issue	Employ appropriate preparation methods & strategies for communicating you organization's viewpoint	Present and maintain a positive image on television
5	Training on Television	5-7 + 5-7 Playback	Learn how to develop & present an effective training program on television	Receive personal feedback through the videotaping of your presentation		

**The Professional Speaker Manual**

Project	Project Title	Time (Min)	Goal1	Goal2	Goal3	Goal4
1	The Keynote Address	15-20 or Longer	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	15-20 or Longer	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	15-20 or Longer	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	20-40	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	15-20 or Longer	Understand the concept and nature of motivational speaking	Apply a 4 step motivational method with the purpose of persuading and inspiring	Deliver a motivational speech to persuade an audience to emotionally commit to an action	

**Specialty Speeches Manual**

Project	Project Title	Time (Min)	Goal1	Goal2	Goal3	Goal4
1	Speak Off The Cuff	5-7	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 speaking skills in the impromptu situation by using one or more patterns to approach a topic under discussion (i.e. comparing a past, present , and future situation, or before and after)	
2	Uplift The Spirit	8-10	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	
3	Sell A Product	10-12	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
4	Read Out Loud	12-15	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	Meeting duration	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	

**Special Occasion Speeches Manual**

Project	Project Title	Time (Min)	Goal1	Goal2	Goal3	Goal4
1	Mastering The Toast	2-3	Recognize the characteristics of a toast	Present a toast honoring an occasion or person		
2	Speaking In Praise	5-7	Prepare a speech praising or honoring someone either living or dead	Address 5 areas concerning the individual and their accomplishments	Include anecdotes illustrating points within the speech	
3	The Roast	3-5	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	3-4	Present an award with dignity & grace	Acknowledge the recipients contributions		
5	Accepting An Award	5-7	Accept an award with dignity, grace, and sincerity	Acknowledge the presenting organization		

**Speaking To Inform Manual**

Project	Project Title	Time (Min)	Goal1	Goal2	Goal3	Goal4
1	The Speech to Inform	5-7	Select new and useful information for presentation to the audience	Organize the information for easy understanding and retention	Present the information in a way that will help motivate the audience to learn	
2	Resources For Informing	5-7	Analyze your audience regarding your chosen subject	Focus your presentation at the audience's level of knowledge	Build a supportive case for each major point using information gathered through research	Effectively use at least one visual aid to enhance the audience's understanding
3	The Demonstration Talk	5-7	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	5-7 + 2-3 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		
5	The Abstract Concept	6-8	Research and analyze an abstract concept, theory, historical force, or social/political issue	Present the ideas in a clear, interesting manner		

**Facilitating Discussion Manual**

Project	Project Title	Time (Min)	Goal1	Goal2	Goal3	Goal4
1	The Panel Moderator	28-30 or 22-26	Select a topic for a panel discussion	Identify differing view points to be addressed by panelists	organize and moderate a panel discussion	
2	The Brainstorming Session	31-33 or 20-22	Select a problem for a brainstorming session where you serve as facilitator	Conduct a brainstorming session	Have participants reduce the list of ideas to the three best	
3	The Problem Solving Discussion	26-31 or 19-23	Discuss the 3 ideas generated in project 2	Determine which one best resolves the problem		
4	Handling Challenging Situations	22-32 or 12-21	Select a problem and ask club members to discuss and resolve it by a majority vote, or compromise	Serve as facilitator for the discussion	Effectively handle any member's behavioral problems that may interfere with the discussion	
5	Reaching a Consensus	31-37 or 20-26	Select a problem for the group to discuss and resolve	As facilitator help the group reach a consensus		

**Technical Presentations Manual**

Project	Project Title	Time (Min)	Goal1	Goal2	Goal3	Goal4
1	The technical briefing	8-10	Systematically organize technical material into a concise presentation	Tailor the presentation to the audience's needs, interests and knowledge levels		
2	The proposal	8-10 + 3-5 Q&A	Prepare a technical presentation advocating a product, service, idea or course of action	Present your viewpoint logically and convincingly, using an inverted pyramid approach	Effectively use a flipchart to illustrate your message	To effectively handle a question and answer period
3	The nontechnical Audience	10-12	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	10-12	Deliver an interesting speech based on a technical paper or article	Effectively use a flipchart, overhead projector, or slides to illustrate your messages		
5	The Team Technical Presentation	20-30	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

**Interpersonal Communication Manual**

Project	Project Title	Time (Min)	Goal1	Goal2	Goal3	Goal4
1	Conversing with Ease	10-14	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	10-14	Employ win/win negotiating strategies to achieve you goals	Enjoy the benefits of win/win negotiating	Apply vocal techniques that will aid in the effectiveness of the reading	
3	Diffusing Verbal Criticism	10-14	Respond non-defensively t verbal criticism	Use a 5 step method to I.D. the problem, diffuse the attack, and arrive at a solution		
4	The Coach	10-14	Determine reasons for someone's substandard performance	Coach the person to improved performance		
5	Asserting Yourself Effectively	10-14	Enjoy the material and physical benefits of being assertive	Employ the 4 step method for addressing a problem and asking for help	Overcome resistance to your requests	

**The Entertaining Speaker Manual**

Project	Project Title	Time (Min)	Goal1	Goal2	Goal3	Goal4
1	The Entertaining Speech	5-7	Entertain the audience by relating a personal experience	Organize an entertaining speech for maximum impact		
2	Resources For Entertainment	5-7	Draw entertaining material from sources other than your own personal experience	Adapt your material to suit your topic, your own personality, and the audience		
3	Make Them Laugh	5-7	Prepare a humorous speech drawn from your own experience	Strengthen the speech by adopting and personalizing material from outside sources	Deliver the speech in a way the makes the humor effective	
4	A Dramatic Talk	5-7	Develop an entertaining dramatic talk about an experience or incident	Include vivid imagery, characters and dialogue	Deliver the talk in an entertaining manner	
5	Speaking After Dinner	8-10	Prepare an entertaining after dinner talk on a specific theme	Deliver the talk using the skills developed in the preceding projects		

**Humorously Speaking Manual**

Project	Project Title	Time (Min)	Goal1	Goal2	Goal3	Goal4
1	Warm Up Your Audience	5-7	Prepare a speech that opens with a humorous story	Personalize the story	Deliver the story smoothly and effectively	
2	Leave Them With A Smile	5-7	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	
3	Make Them Laugh	5-7	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	
4	Keep Them Laughing	5-7	Prepare a speech that opens with a self-deprecating joke	String together 2 or 3 related jokes in the speech body	Close the speech with a humorous story	
5	The Humorous Speech	5-7	Use exaggeration to tell a humorous story	Entertain the audience	Effectively use body language and voice to enhance the story	

**Storytelling Manual**

Project	Project Title	Time (Min)	Goal1	Goal2	Goal3	Goal4
1	The Folk Tale	7-9	Tell a folk tale that is entertaining and enjoyable for a specific age group	Use vivid imagery and voice to enhance the tale		
2	Let's Get Personal	6-8	Learn the elements of a good story	Create and tell an original story based on a personal experience		
3	The Moral of the Story	4-6	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 skills developed in the previous 2 projects	
4	The Touching Story	6-8	Understand the techniques available to arouse emotion	To become skilled in arousing emotions while telling a story		
5	Bringing History to Life	7-9	Understand the purpose of stories about historical events or people	Use the storytelling skills developed in the preceding projects. Tell a story about a historical event or person		

**Interpretive Reading Manual**

Project	Project Title	Time (Min)	Goal1	Goal2	Goal3	Goal4
1	Read a Story	8-10	Understand the elements of Interpretive reading	Learn how to analyze a narrative and plan for effective interpretation	Learn & apply vocal techniques that will aid in the effectiveness of the reading	
2	Interpretive Poetry	6-8	Understand the differences between poetry and prose	Recognize how poets use imagery, rhythm, meter, cadence, and rhyme to convey the meanings and emotions of their poetry	Apply vocal techniques that will aid in the effectiveness of the reading	
3	The Monodrama	5-7	Understand the concept and nature of the monodrama	Assume the identity of a character and portray the physical and emotional aspect of the character to an audience		
4	The Play	12-15	Adapt a play for interpretive reading	Portray several characters in one reading, identifying them to the audience through voice changes and movement		
5	The Oratorical Speech	8-10	Understand the structure of an effective speech	Interpret and present a famous speech		