

The Competent Communicator Manual

Speech 1: The Ice Breaker

For your first speech project, you will introduce yourself to your fellow club members and give them some information about your background, interests, and ambitions. Practice giving your speech to friends or family members, and strive to make eye contact with some of your audience. You may use notes during your speech if you wish. Read the entire project before preparing your talk.

Objectives

- “Break the ice” – To begin speaking before an audience by introducing yourself to fellow Club members.

Begin to understand what strengths you already have, and areas that require particular emphasis in your speaking development.

Time: Four to six minutes

Speech 2: Organize Your Speech

Good speech organization is essential if your audience is to understand your presentation. You must take the time to put your ideas together in an orderly manner. You can organize your speech in several different ways; choose the outline that best suits your topic. The opening should catch the audience’s attention, the body must support the idea you want to convey, and the conclusion should reinforce your ideas and be memorable. Transitions between thoughts should be smooth.

Objectives

- Select an appropriate outline that 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.

Time: Five to seven minutes

Speech 3: Get to the Point

Every speech must have a general and a specific purpose. A general purpose is to inform, to persuade, to entertain, or to inspire. A specific purpose is what you want the audience to do after listening to your speech. Once you have established your general and specific purposes, you’ll find it easy to organize your speech. You’ll also have more confidence, which makes you more convincing, enthusiastic, and sincere. Of course, the better organized the speech is, the more likely it is to achieve your purpose.

Objectives

- Select a speech topic and determine its general and specific purposes.
- Organize the speech in a manner that best achieves those purposes.
- Ensure the beginning, body and conclusion reinforces the purposes.

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- Project sincerity and conviction and control any nervousness you may feel.
- Strive not to use notes.

Time: Five to seven minutes

Speech 4: How to Say It

Words are powerful. They convey your message and influence the audience and its perception of you. Word choice and arrangement need just as much attention as speech organization and purpose. Select clear, accurate, descriptive and short words that best communicate your ideas and arrange them effectively and correctly. Every word should add value, meaning, and punch to the speech.

Objectives

- 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.

Time: Five to seven minutes

Speech 5: Your Body Speaks

Body language is an important part of speaking because it enhances your message and gives you more credibility. It also helps release any nervousness you may feel. Stance, movement, gestures, facial expressions, and eye contact help communicate your message and achieve your speech's purpose. Body language should be smooth, natural, and convey the same message that your listeners hear. Read: Gestures: Your Body Speaks (Catalog # 201), which you received in your New Member Kit.

Objectives

- 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.

Time: Five to seven minutes

Speech 6: Vocal Variety

Your voice has a major effect on your audience. A lively, excited voice attracts and keeps listeners' attention. A speaking voice should be pleasant, natural, forceful, expressive, and easily heard. Use volume, pitch, rate, and quality as well as appropriate pauses to reflect and add meaning and interest to your message. Your voice should reflect the thoughts you are presenting. Review Your Speaking Voice (Catalog # 199), which you received in your New Member Kit.

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Objectives

- 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.

Time: Five to seven minutes

Speech 7: Research Your Topic

Your speech will be more effective if you can support your main points with statistics, testimony, stories, anecdotes, examples, visual aids and facts. You can find this material on the Internet, at a library, and in other places. Use information collected from numerous sources and carefully support points with specific facts, examples, and illustrations, rather than with just your own opinions.

Objectives

- Collect information about your topic from numerous sources.
- Carefully support your points and opinions with specific facts, examples, and illustrations gathered through research.

Time: Five to seven minutes

Speech 8: Get Comfortable with Visual Aids

Visual aids help an audience understand and remember what they hear; they are a valuable tool for speakers. The most popular visual aid are computer-based visuals, overhead transparencies, flip charts, whiteboards, and props. The type of visual aid you choose depends on several factors, including the information you wish to display and the size of the audience. Visuals must be appropriate for your message and the audience, and be displayed correctly with ease and confidence.

Objectives

- Select visual aids that are appropriate for your message and the audience.
- Use visual aids correctly with ease and confidence.

Time: Five to seven minutes

Speech 9: Persuade with Power

The ability to persuade – to get other people to understand, accept, and act upon your ideas – is a valuable skill. Your listeners will be more likely to be persuaded if they perceive you as credible, if you use logic and emotion in your appeal, if you carefully structure your speech and if you appeal to their interests. Avoid using notes because they may cause listeners to doubt your sincerity, knowledge, and conviction.

Objectives

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- Persuade listeners to adopt your viewpoint or ideas or to take some action.
- Appealing to the audience's interests.
- Use logic and emotion to support your position.
- Avoid using notes.

Time: Five to seven minutes

Speech 10: Inspire Your Audience

An inspirational speech motivates an audience to improve personally, emotionally, professionally, or spiritually and relies heavily on emotional appeal. It brings the audience together in a mood of fellowship and shared desire, builds the audience's enthusiasm, then proposes a change or plan and appeals to the audience to adopt this change or plan. This speech will last longer than your previous talks, so make arrangements in advance with your VP Education and meeting Toastmaster for extra time.

Objectives

- 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.

Time: Eight to ten minutes

The Competent Leader Manual

Project 1: Listening and Leadership

Listening is an important leadership skill. Good listening helps you to identify and clarify issues, make decisions, resolve conflict and be creative. Listening skills also play a major role in team building. You can learn to be a leader by following a few simple suggestions.

Objectives

- Determine your current listening skills
- Identify the seven steps to better listening
- Practice listening skills in various club meeting roles

Project 2: Critical Thinking

A leader gathers information, then analyzes, interprets and understands it before acting. Critical thinkers question what they read and hear, then determine the quality of a piece of information and use logical reasoning to reach conclusions. Critical thinkers make better decisions. You can learn to think more critically by following a few suggestions.

Objectives

- Determine your current thinking skills
- Practice critical thinking skills in various club meeting roles

Project 3: Giving Feedback

Team members need to know that they are doing well, what they are not doing well and how they can improve. Giving performance feedback is a necessary leadership function. When done properly, feedback can relieve stress, improve interpersonal relationships and promote trust and respect for leaders and team members.

Objectives

- Determine your current skills in giving feedback
- Identify the steps in giving feedback effectively
- Practice giving feedback as you serve in various club meeting roles

Project 4: Time Management

Time management helps leaders make the most of the time available to them. You can budget your time and accomplish projects and tasks efficiently by identifying long-term and short-term goals, make a daily to-do list, prioritize the list, make a schedule, delegate when possible, leave time for unexpected tasks, and manage interruptions.

Objectives

- Determine your current time management skills
- Identify the steps to effectively manage time
- Practice time management skills in various club roles

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Project 5: Planning and Implementation

A plan provides direction for the leader and the team. The planning process involves setting goals and objectives and preparing plans and schedules to accomplish them. The process forces leaders to look beyond their everyday activities and think about what they want to happen in the future. Involving team members in the process will encourage their commitment.

Objectives

- Determine your current planning and implementation skills
- Identify steps in planning and implementation process
- Practice planning and implementation skills in various club roles

Project 6: Organizing and Delegating

Leaders must ensure the team is organized and capable of accomplishing goals and objectives, and they must provide the structure in which the team will operate. Delegation also plays a major role. A leader should accomplish functions that only he or she has the knowledge and authority to do and delegate all other tasks to team members.

Objectives

- Determine your current skills in organizing and delegating
- Identify steps in the organizing and delegating process
- Practice skills in organizing and delegating during various club roles

Project 7: Developing Your Facilitation Skills

A facilitator establishes the structure of the team needs to function effectively, ensures the structure is working and removes obstacles that may be impeding progress. A facilitator also resolves conflicts that are inevitable any time two or more people are required to work together. Good facilitation skills can help the group reach a resolution.

Objectives

- Determine your current facilitation abilities
- Identify facilitation strategies
- Practice facilitation skills in various meeting roles

Project 8: Motivating People

A motivated team can overcome obstacles of all types to achieve its goals. A leader creates and maintains an environment where team members are likely to become motivated. Leaders find out what motivates team members, then develop reward systems that match what team members value. They also look for ways to reward team members for doing the right things.

Objectives

- Determine your current motivational skills
- Identify conditions that motivate people
- Practice motivational skills while serving in club roles

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Project 9: Mentoring

A mentor recognizes an individual who has less experience and cultivates that person's potential and talents and helps him or her succeed. Leaders are also mentors. You can be a mentor by offering someone opportunities for skill development, helping the person recognize areas needing work, providing helpful advice, being a role model, and encouraging the person to think for himself or herself.

Objectives

- Determine your current mentoring skills
- Identify the steps in being a good mentor
- Practice mentoring skills in various club roles

Project 10 Team Building

Teams offer great benefits. Team members have a variety of knowledge and skills, which results in more creativity and greater productivity. When a good team is in place, a leader has more time to devote to leadership issues. Team members must be carefully chosen and trained and encouraged to openly discuss issues with you and among themselves.

Objectives

- Determine your current team-building skills
- Identify steps in building a team
- Practice team-building skills while serving in various club roles

Advanced Communication Manuals

The Entertaining Speaker

- The Entertaining Speaker
- Resources for Entertainment
- Make Them Laugh
- A Dramatic Talk
- Speaking After Dinner

Speaking to Inform

- The Speech to Inform
- Resources for Informing
- The Demonstration Talk
- A Fact-Finding Report
- The Abstract Concept

Public Relations

- The Public Relations Speech
- Resources for Goodwill
- The Persuasive Approach
- Speaking Under Fire
- The Media Speech

The Discussion Leader

- The Seminar Solution
- The Round Robin
- Pilot a Panel
- Make it Make Believe (Role-Playing)
- The Workshop Leader

Specialty Speeches

- Speak off the Cuff
- Uplift the Spirit
- Sell a Product
- Read Out Loud
- Introduce the Speaker

Speeches by Management

- The Briefing
- The Technical Speech
- Manage and Motivate
- The Status Report
- Confrontation: The Adversary Relationship

The Professional Speaker

- The Keynote Address
- Speaking to Entertain
- The Sales Training Speech
- The Professional Seminar
- The Motivational Speech

Technical Presentations

- The Technical Briefing
- The Proposal
- The Nontechnical Audience
- Presenting a Technical Paper
- The Team Technical Presentation

Persuasive Speaking

- The Effective Salesperson
- Conquering the “Cold Call”
- The Winning Proposal
- Addressing the Opposition
- The Persuasive Leader

Communicating on Television

- Straight Talk
- The Talk Show
- When You’re the Host
- The Press Conference
- Training on Television

Storytelling

- The Folk Tale
- Let’s Get Personal
- The Moral of the Story
- The Touching Story
- Bringing History to Life

Interpretive Reading

- Read a Story
- Interpreting Poetry
- The Monodrama
- The Play
- The Oratorical Speech

Interpersonal Communication

- Conversing with Ease
- The Successful Negotiator
- Diffusing Verbal Criticism
- The Coach
- Asserting Yourself Effectively

Special Occasion Speeches

- Mastering the Toast
- Speaking in Praise
- The Roast
- Presenting an Award
- Accepting an Award

Humorously Speaking

- Warm up Your Audience
- Leave them with a Smile
- Make them Laugh
- Keep them Laughing
- The Humorous Speech