



**Resources for Clubs:  
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## **ADVANCED MANUALS: PROJECTS AND OBJECTIVES**

Resource Guide – 6

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**Entertaining Speaker**

**#226-A**

1. **The Entertaining Speech** 5-7 minutes  
Objectives:
  - Entertain the audience by relating a personal experience
  - Organize an entertaining speech for maximum impact
  
2. **Resources For Entertainment** 2-7 minutes  
Objectives:
  - 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 minutes  
Objectives:
  - Prepare a humorous speech drawn from your own experience
  - Strengthen the speech by adapting and personalizing humorous material from outside sources
  - Deliver the speech in a way that makes the humour effective
  
4. **A Dramatic Talk** 5-7 minutes  
Objectives:
  - 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 minutes  
Objectives:
  - Prepare an entertaining after-dinner talk on a specific theme
  - Deliver the talk using the skills developed in the preceding projects

Supplement: *The Pause: When Nobody Laughs*

**Speaking to Inform**

**#226-B**

1. **The Speech to Inform** 5-7 minutes  
Objectives:
  - 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 minutes  
Objectives:
  - 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

3. **The Demonstration Talk** 5-7 minutes  
Objectives:
- 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 minutes, plus discussion  
Objectives:
- 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
  - Answer questions from the audience
5. **The Abstract Concept** 6-8 minutes  
Objectives:
- Research and analyze an abstract concept, theory, historical force, or social/political issue
  - Present the ideas in a clear, interesting manner

Supplement: *Using Visual Aids*

**Public Relations**

**#226-C**

1. **The Goodwill Speech** 5-7 minutes  
Objectives:
- Prepare a talk that will build goodwill for your organization by supplying useful information of interest to the audience.
  - Favourably influence the audience by the skilled and friendly delivery of your talk
2. **The Radio Talk Show** 3-5 minutes, plus discussion  
Objectives:
- 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 it 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 minutes  
Objectives:
- 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** 3-5 minutes, plus discussion  
Objectives:

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

5. **The Crisis Management Speech** 4-6 minutes, plus discussion  
Objectives:

- 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

Supplement: *Answering Questions*

**Facilitating Discussion**

**#226-D**

1. **The Panel Moderator** 28-30 minutes  
Objectives:

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

2. **The Brainstorming Session** 31-33 minutes  
Objectives:

- 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

3. **The Problem-Solving Discussion** 26-31 minutes  
Objectives:

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

4. **Handling Challenging Situations** 22-32 minutes  
Objectives:

- 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 behavioural problems that may interfere with the discussion

5. **Reaching a Consensus** 31-37 minutes  
Objectives:

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

Supplement: *The Facilitator's Check List*

**Specialty Speeches**

**#226-E**

**1. Speak Off the Cuff**

5-7 minutes

Objectives:

- 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 skill as a speaker in the impromptu situation by using one or more patterns to approach a topic under discussion

**2. Uplift the Spirit**

8-10 minutes

Objectives:

- 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 minutes

Objectives:

- Understand the relationship of sales technique 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 Our Loud**

12-15 minutes

Objectives:

- 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**

(standard club meeting time)

Objectives:

- 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

Supplement: *The Written Speech*

**Speeches By Management**

**#226-F**

**1. The Briefing**

8-10 minutes, plus discussion

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**

8-10 minutes

Objectives:

- Convert 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**

10-12 minutes

Objectives:

- Understand the concept and nature of motivational method 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**

10-12 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**

five minutes, plus discussion

Objectives:

- Understand the definition and nature of the adversary relationship
- Prepare for an adversary confrontation on a controversial management issue
- Employing appropriate preparation methods, strategy, and techniques, for communicating with an adversary group as the representative of your company or corporation

Supplement: *Tips for the Effective Use of Visual Aids*

**The Professional Speaker**

**#226-G**

**1. The Keynote Address**

15-20 minutes

Objectives:

- 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 minutes  
Objectives:
- Entertain the audience through the use of humour drawn from personal experience and from other material that you have personalized
  - Deliver the speech in a way that makes the humour effective
  - Establish personal rapport with your audience for maximum impact
3. **The Sales Training Speech** 15-20 minutes  
Objectives:
- 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 minutes  
Objectives:
- 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 minutes  
Objectives:
- 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

Supplement: *How to Market Yourself as a Professional Speaker*

**Technical Presentations**

**#226-H**

1. **The Technical Briefing** 8-10 minutes  
Objectives:
- Using a systematic approach, organize technical material into a concise presentation
  - Tailor the presentation to the audience's needs, interests and knowledge levels
2. **The Proposal** 8-10 minutes, plus discussion  
Objectives:
- To prepare a technical presentation advocating a product, service, idea or course of action
  - To present your viewpoint logically and convincingly, using an inverted-pyramid approach
  - To effectively use a flipchart to illustrate your message
  - To effectively handle a question-and-answer period



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| <p>3. <b>The Non-Technical Audience</b></p> <p>Objectives:</p> <ul style="list-style-type: none"> <li>• Understand the principles of communicating complex information to nontechnical listeners</li> <li>• Build and deliver an interesting talk based on these principles</li> <li>• Answer audience questions that arise during the presentation</li> <li>• Use Microsoft PowerPoint™ slideshow to illustrate your message</li> </ul>   | <p>10-12 minutes</p> |
| <p>4. <b>Presenting a Technical Paper</b></p> <p>Objectives:</p> <ul style="list-style-type: none"> <li>• Deliver an interesting speech based on a technical paper or article</li> <li>• Effectively use Microsoft PowerPoint™ slideshow to illustrate your message</li> </ul>   | <p>10-12 minutes</p> |
| <p>5. <b>Enhancing a Technical Talk with the Internet</b></p> <p>Objectives:</p> <ul style="list-style-type: none"> <li>• Understand the nature and process of a team technical presentation supported with professional-level visual aids</li> <li>• Arrange pre-meeting communications via e-mail</li> <li>• Find or create a post-meeting Web site for further dissemination of information supporting or enhancing your verbal presentation. You may create a Web page and add it to your club’s Web site, making use of podcasting, webcasting or a basic Internet template</li> <li>• Use a desktop computer, Microsoft Word™, a Web browser, a simple graphics program for photos and other images, Microsoft PowerPoint™ as well as the venerable flip-chart to support your presentation</li> </ul> | <p>12-15 minutes</p> |

*Supplement: Using Visual Aids*

**Persuasive Speaking**

**#226-I**

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|---|----------------------|
| <p>1. <b>The Effective Salesperson</b></p> <p>Objectives:</p> <ul style="list-style-type: none"> <li>• Learn a technique for selling an inexpensive product in a retail store</li> <li>• Recognize a buyer’s thought processes in making a purchase</li> <li>• Elicit information from a prospective buyer through questions</li> <li>• Match the buyer’s situation with the most appropriate product</li> </ul>        | <p>8-12 minutes</p>  |
| <p>2. <b>Conquering the “Cold Call”</b></p> <p>Objectives:</p> <ul style="list-style-type: none"> <li>• Learn a technique for “cold call” selling of expensive products or services</li> <li>• Recognize the risks buyers assume in purchasing</li> <li>• Use questions to help the buyer discover problems with his or her current situation</li> <li>• Successfully handle buyer’s objections and concerns</li> </ul> | <p>10-14 minutes</p> |
| <p>3. <b>The Winning Proposal</b></p> <p>Objectives:</p> <ul style="list-style-type: none"> <li>• Prepare a proposal advocating an idea or course of action</li> <li>• Organize the proposal using the six-step method provided</li> </ul>  | <p>5-7 minutes</p>   |

4. **Addressing the Opposition** 7-9 minutes, plus discussion

Objectives:

- 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

5. **The Persuasive Leader** 6-8 minutes

Objectives:

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

Supplement: *The Role Play*

**Communicating on Television**

#226-J

1. **Straight Talk** three minutes plus/minus 30 seconds

Objectives:

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

2. **The Talk Show** 10 minutes plus/minus 30 seconds

Objectives:

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

3. **When You're the Host** 10 minutes plus/minus 30 seconds

Objectives:

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

4. **The Press Conference** 4-6 minutes, plus discussion

Objectives:

- To understand the nature of a television 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 on television

5. **Training on Television** 5-7 minutes, plus discussion

Objectives:

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

Supplements:

- *Your Appearance*
- *You and the Television Camera*
- *Gestures/Body Movement*
- *Microphones*
- *Visual Aids*

**Storytelling**

**#226-K**

- 1. The Folk Tale** 7-9 minutes  
Objectives:
  - To tell a talk tale that is entertaining and enjoyable for a specific age group
  - To use vivid imagery and voice to enhance the tale
- 2. Let's Get Personal** 6-8 minutes  
Objectives:
  - To learn the elements of a good story
  - To create and tell an original story based on a personal experience
- 3. The Moral of the Story** 4-6 minutes  
Objectives:
  - 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
- 4. The Touching Story** 6-8 minutes  
Objectives:
  - To understand the techniques available to arouse emotion
  - To become skilled in arousing emotion while telling a story
- 5. Bringing History to Life** 7-9 minutes  
Objectives:
  - 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

**Interpersonal Communication**

**#226-L**

- 1. Converse With Ease** 10-14 minutes  
Objectives:
  - 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 minutes  
Objectives:
  - Employ win/win negotiating strategies to achieve your goals
  - Enjoy the benefits of win/win negotiating
  - To apply vocal techniques that will aid in the effectiveness of the reading
- 3. Diffusing Verbal Criticism** 10-14 minutes  
Objectives:
  - Respond non-defensively to verbal criticism

- Employ a five-step method to identify the problem, diffuse the attack, and arrive at a solution

4. **The Coach** 10-14 minutes  
Objectives:
- Determine reasons for someone's substandard performance
  - Coach the person to improve performance

5. **Asserting Yourself Effectively** 10-14 minutes  
Objectives:
- 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

Supplement: *The Role Play*

**Interpretive Reading**

**#226-M**

1. **Read a Story** 8-10 minutes  
Objectives:
- 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

2. **Interpreting Poetry** 6-8 minutes  
Objectives:
- 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

3. **The Monodrama** 5-7 minutes  
Objectives:
- 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

4. **The Play** 12-15 minutes  
Objectives:
- To adapt a play for interpretive reading
  - To portray several characters in one reading, identifying them to the audience through voice changes and movement

5. **The Oratorical Speech** 8-10 minutes  
Objectives:
- To understand the structure of an effective speech
  - To interpret and present a famous speech

Supplements:

- *Gestures/Body Movements*
- *Punctuation and Pauses*
- *Reading and Eye Contact*
- *Cutting*

**Special Occasion Speeches**

**#226-N**

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|--|--------------------|
| <p>1. <b>Mastering the Toast</b><br/>Objectives:</p> <ul style="list-style-type: none"> <li>• Recognize the characteristics of a toast</li> <li>• Present a toast honouring an occasion or a person</li> </ul>   | <p>2-3 minutes</p> |
| <p>2. <b>Speaking in Praise</b><br/>Objectives:</p> <ul style="list-style-type: none"> <li>• Prepare a speech praising or honouring someone, either living or dead</li> <li>• Address five areas concerning the individual and his/her accomplishments</li> <li>• Include anecdotes illustrating points within the speech</li> </ul> | <p>5-7 minutes</p> |
| <p>3. <b>The Roast</b><br/>Objectives:</p> <ul style="list-style-type: none"> <li>• Poke fun at a particular individual in a good-natured way</li> <li>• Adapt and personalize humorous material from other sources</li> <li>• Deliver jokes and humorous stories effectively</li> </ul>   | <p>3-5 minutes</p> |
| <p>4. <b>Presenting an Award</b><br/>Objectives:</p> <ul style="list-style-type: none"> <li>• Present an award with dignity and grace</li> <li>• Acknowledge the contributions of the recipient</li> </ul>   | <p>3-4 minutes</p> |
| <p>5. <b>Accepting an Award</b><br/>Objectives:</p> <ul style="list-style-type: none"> <li>• Accept an award with dignity, grace and sincerity</li> <li>• Acknowledge the presenting organization</li> </ul>   | <p>5-7 minutes</p> |

**Humorously Speaking**

**#226-O**

- |   |                    |
|---|--------------------|
| <p>1. <b>Warm Up Your Audience</b><br/>Objectives:</p> <ul style="list-style-type: none"> <li>• Prepare a speech that opens with a humorous story</li> <li>• Personalize the story</li> <li>• Deliver the story smoothly and effectively</li> </ul>   | <p>5-7 minutes</p> |
| <p>2. <b>Leave Them With a Smile</b><br/>Objectives:</p> <ul style="list-style-type: none"> <li>• Prepare a serious speech that opens and closes with humorous stories</li> <li>• Prepare a closing story that reemphasized the speech's main point</li> <li>• Deliver the stories smoothly and effectively</li> </ul>              | <p>5-7 minutes</p> |
| <p>3. <b>Make Them Laugh</b><br/>Objectives:</p> <ul style="list-style-type: none"> <li>• Prepare a speech that opens and closes with humorous stories</li> <li>• Includes jokes in the speech body to illustrate points or maintain audience interest</li> <li>• Deliver the jokes and stories smoothly and effectively</li> </ul> | <p>5-7 minutes</p> |

4. **Keep Them Laughing** 5-7 minutes

Objectives:

- 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

5. **The Humorous Speech** 5-7 minutes

Objectives:

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

Supplement: *What do you do when nobody laughs? Ad-Libs for Unexpected Occurrences*

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*“Helping others helps ourselves grow and succeed!”*