

Toastmasters International:

A Selection Guide to the

Advanced Communications Manuals

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The Toastmasters Advanced Communication Manuals

Introduction

Once you've earned your Competent Communication designation, you'll likely find that you want to continue developing your public speaking skills. One way to do this is to immediately begin working on advanced communication designations, such as Advanced Communicator Bronze, Advanced Communicator Silver and Advanced Communicator Gold. For each of these advanced communication designations, you must complete the five projects in each of two advanced communication manuals (there are additional criteria for the Advanced Communicator Silver and Advanced Communicator Gold designations).

The challenge is that it is very difficult to decide which advanced manuals you may want to choose, when all you have to go by is a picture of the cover of the manual and the very brief description offered on the Toastmasters International website. This document lists each advanced communication manual, each project in the manual and a brief description of what you can expect for each project. This document is not meant to be a replacement for the actual advanced communications manuals, but rather a tool to help you decide which manual(s) best suit you and your goals at this time.

You will find that the title of each manual is a hyperlink to the Toastmasters International online store and will bring up the manual being described. All you have to do is read through the projects and click on the titles of the manuals you want to purchase.

1. **Straight Talk:** Prepare, rehearse and deliver a three-minute editorial, plus or minus thirty seconds, designed for an on-camera television presentation. Your editorial should clearly present:
 - The news event or current issue evoking your editorial comment.
 - A reaction or stand to the event or issue.
 - The reasons to support the reaction or stand.

When giving your talk, be sure to do the following:

- Speak while seated at a desk or table.
 - Use a script for your presentation. You should be able to give most of your talk from memory, but use the script to help you recall the exact wording. Or you may make cue cards for yourself. Cue cards are large poster boards on which your script is printed. The cards are held near the camera within reading range. You can glance at the cards as you give your editorial while still directing your eyes at the camera. Should you use cue cards, you'll need an assistant to hold them.
 - Establish and maintain eye contact with the camera.
 - Videotape your presentation if possible. If videotaping isn't possible and cameras aren't being used, set up a chair in front of the desk or table to simulate a television camera, or mount a still camera on a tripod. Direct your talk to the camera.
 - Assign a club member to act as "floor manager" for your television presentation, giving you hand signals that indicate remaining time.
 - If your presentation is videotaped, play back the tape after the presentation so you and your evaluator can determine how effective your talk would have been were it actually broadcast.
2. **The Talk Show:** You and another member will prepare and present a five- to seven-minute interview program, designed for an on-camera television presentation. You will be the guest, and your partner will be the host, and other club members will be your studio audience. If possible, your partner should be working to complete this manual, too, and should follow the guidelines in Project Three, "When You're the Host." If possible, simulate the staging for a real talk show, with you and the host seated in comfortable chairs, with plants and other props nearby. You will be interviewed because of your expertise in a particular subject, to be determined by you and your interviewer.

If possible, videotape the presentation for later playback, so you and your evaluator can determine the success of the program had it actually been broadcast. Assign a member to act as floor manager, to give your host hand signals at appropriate times.

If videotaping isn't possible and cameras aren't being used, set up two or three chairs around the stage to simulate television cameras. Appearance on television is important. Make sure you dress appropriately, use gestures and react to the television cameras.

Although some preparation is necessary, do not rehearse the interview with your partner.

3. **When You're the Host:** You and another member will prepare and present a five- to seven-minute interview program, designed for an on-camera television presentation. You will be the host or interviewer, your partner will be the guest, and other club members will be the studio audience. If possible, your partner should be working to complete this manual, too, and should follow the guidelines in Project Two, "The Talk Show." If possible, simulate the staging for a real talk show, with you and your guest seated in comfortable chairs, with plants and other props nearby. The subject of the interview will be based on your guest's expertise in a specific area. Talk with your guest to determine the subject area.

If possible, videotape the presentation for later playback, so you and your evaluator can determine how effective the program would have been had it actually been broadcast.

Assign a member to act as floor manager to give you time cues. appearance on television is important. Make sure you dress appropriately, use gestures and react to the television camera.

Although some preparation is necessary, do not rehearse the interview with your partner.

4. **The Press Conference:** You will hold a press conference for television journalists. The conference will be broadcast "live." You will make a three- to five-minute presentation on a controversial issue or situation concerning your company or other organization you represent. Then you will field questions from your audience for two to three minutes. Your fellow club members will act as journalists. Arrange in advance to have them prepare questions.

If possible, videotape the press conference for later playback, so you and your evaluator can determine how successful the conference would have been had it actually been broadcast. Again, your appearance is important. Make sure you dress appropriately, use gestures and react to the television camera.

5. **Training on Television:** You'll present a five-to seven-minute training program. The subject is one you should know well – how to prepare and present a speech. Because of the time limits, your training program will follow the "lecture" learning strategy. Videotape your presentation and play back the tape during the meeting. You will be evaluated only on your videotaped presentation, not on the "live" one.

When giving your presentation, be sure to:

- Avoid using a lectern and notes. Speak while standing. You should be able to give most of your talk from memory. However, if you are uncomfortable with relying on your memory, make cue cards. Cue cards are large poster boards on which your script is printed in large letters. The cards are held near the camera within reading range. You can glance at the cards as you give your presentation while still directing your eyes at the camera. Should you use cue cards, you'll need an assistant to hold them.
- Establish and maintain eye contact with the camera.
- Use visual aids if necessary.
- Speak "with" your audience, not "at" them.
- Dress, gestures/body movement, voice and facial expressions are important. Know how to use them properly on television.

A panel of evaluators, under the direction of the general evaluator, will evaluate your videotaped training program. Be sure to discuss this project with your vice president education before the meeting so that the proper arrangements can be made.

1. **The Entertaining Speech:** Prepare, rehearse and deliver a five- to seven-minute speech whose purpose is simply to entertain the audience. Relate some personal experience. Build up the aspects of the experience to keep the audience entertained. If you wish, assume that your Toastmasters club audience represents some specific group, and practice your ability to relate your talk to their purpose and interests (be sure to advise the Toastmaster of the meeting of this fact).
2. **Resources for Entertainment:** Prepare, rehearse and deliver a five- to seven-minute speech containing material taken from sources other than your own personal experience. You'll need to collect material, then adapt it to your own style and speech topic. Although your primary objective is to entertain, your speech should be organized around a central theme or message, and the stories, anecdotes and quotations you use should support this message. In presenting the speech you should strive to be convincing and enthusiastic. Use appropriate body language and vocal variety to add flair to your presentation.
3. **Make Them Laugh:** Prepare, rehearse and deliver a five- to seven-minute humorous speech using original material drawn from your own experience as well as material from other sources, adapted to fit the talk. Possible topics you may use are:
 - Embarrassing experiences
 - Explaining a complex subject, making humorous mistakes as you do so
 - Trying to cope with an unusual situation
 - Making fun of yourself
4. **A Dramatic Talk:** Prepare, rehearse and deliver a five- to seven-minute dramatic speech, including narration, as you set the scene and describe what is taking place, and dialogue between characters. Use your own experience or imagination. Your speech purpose is to entertain. As you develop the story, keep these points in mind:
 - Describe the setting (time, place, circumstances) quickly and concisely, omitting unnecessary details.
 - Make clear the nature of the conflict or difficulty that has to be overcome.
 - Personalize the story to attract and maintain listeners' interest.
 - Build realistic images and characters through imagery.
 - Establish a mood of excitement and drama from the beginning.
 - Keep the story moving and building.
 - End with a powerful climax.
5. **Speaking After Dinner:** Prepare, rehearse and deliver an eight- to ten-minute after-dinner speech, using the entertainment skills you have developed in the preceding projects in this manual. Include humor, drama or a combination of both, making sure they are relevant to the theme of your speech. You may simulate a particular audience and occasion if you wish, but be sure to notify the Toastmaster of the meeting in advance.

1. **The Panel Moderator:** You will conduct a panel discussion. Choose a problem or issue to be discussed and, because of time limits, only three panelist to participate. Make sure the panelists are knowledgeable about topic and offer differing viewpoints. The panelists may be club members. Be sure the Toastmaster of the meeting explains the purpose of your project and that everyone is encouraged to participate in the question and answer session.

Well before the meeting discuss with your vice president education how much time will be available to you for this project. (Remember, because all members have the opportunity to participate in this project, the club has the option to eliminate Table Topics to provide more time for you.) Recommended time is 28 to 30 minutes with the following suggestions:

- One to one and a half minutes to introduce the topic and its relevance
- One minute for each panelist's introduction
- Four minutes for each panelist's presentation
- Ten minutes for questions and answers from the audience
- One to one and half minutes to summarize the points discussed and any conclusions that can be drawn
- One to two minutes to conclude the session and thank the panelists and the audience

Optional time is 22 to 26 minutes with the following suggestions:

- One minute to introduce the topic and its relevance
- One minute for each panelist's introduction
- Three minutes for each panelist's presentation
- Eight minutes for questions and answers from the audience
- One minute to summarize the points discussed and any conclusions that can be drawn
- One minute to conclude the session and thank the panelists and the audience

2. **The Brainstorming Session:** Select a problem for a brainstorming session for which you serve as facilitator. Be sure the subject is focused, or the ideas generated will be too diverse to be useful. Use a flip chart or white board to write down and display the ideas generated, making sure the letters are large enough for everyone to read. (You may assign another member to record the ideas.) Once the list of ideas is generated, have the group reduce it to the three best or practical ideas. Be sure the Toastmaster of the meeting explains the purpose of your project and that everyone is encouraged to contribute their ideas and thoughts.

Well before the meeting discuss with your vice president education how much time will be available to you for this project. (Remember, because all members have the opportunity to participate in this project, the club has the option to eliminate Table Topics to provide more time for you.) Recommended time is 31 to 33 minutes with the following suggestions:

- One to two minutes for introducing the problem
- Ten minutes for brainstorming ideas
- Twenty minutes to discuss each idea and select three best

Optional time is 20 to 22 minutes with the following suggestions:

- One minute for introducing the problem
- Five minutes to brainstorm ideas
- Fifteen minutes to discuss each idea and select three best

3. **The Problem-Solving Discussion:** In Project 2, the group brainstormed ideas to solve a problem and selected the three best possible solutions. You will now facilitate discussion of these three solutions and help the group select the best one. (Keep in mind it is possible that, after discussing each possible solution, the group may discover another, better solution.) Ensure each participant understands the problem and has the opportunity to contribute. Your role is neutral, serving only to draw out and focus the group's thoughts. You should bring the group to decision using one of the three voting techniques. You

may want to use a flip chart, whiteboard, or laptop computer, data projector and screen to record and display ideas. Be sure the Toastmaster of the meeting explains the purpose of your project and that everyone is encouraged to contribute their ideas and thoughts.

Well before the meeting discuss with your vice president education how much time will be available to you for this project. (Remember, because all members have the opportunity to participate in this project, the club has the option to eliminate Table Topics to provide more time for you.) Recommended time is 26 to 31 minutes with the following suggestions:

- One to one and one half minutes for introducing the problem
- Four minutes to review the list of possible solutions
- Twenty minutes to discuss each possible solution
- One to five minutes to make a decision using one of the three voting methods

Optional time is 19 to 23 minutes with the following suggestions:

- One minute for introducing the problem
- Two minutes to review the list of possible solutions
- Fifteen minutes to discuss each possible solution
- One to five minutes to make a decision using one of the three voting methods

4. **Handling Challenging Situations:** This project involves a role-play, in which some members of the discussion group assume the roles of people who disrupt the discussion for which you are serving as facilitator.

Instruct the vice president education to select four of the six disrupter roles and assign each to a club member. These members' identities and their roles will be unknown to you. Each selected member will play the assigned role.

Select a problem that can be solved in the allotted time. Define the problem for the club and ask club members to discuss and resolve it. Serve as a facilitator for the discussion, keeping the group focused and ensuring everyone participates. Should any group member disrupt the discussion or seem unwilling to participate, use appropriate methods to keep the discussion on track. You may want to use a flip chart, whiteboard, or laptop computer, data projector and screen to display ideas during the discussion.

To give you more experience in leading the group to a decision, have the group make a final decision by one of the two voting techniques you did not use in Project 3. Be sure the Toastmaster of the meeting explains the purpose of your project and that everyone is encouraged to contribute ideas and thoughts.

Well before the meeting discuss with your vice president education how much time will be available to you for this project. (Remember, because all members have the opportunity to participate in this project, the club has the option to eliminate Table Topics to provide more time for you.) Recommended time is 22 to 32 minutes with the following suggestions:

- One to one and one half minutes for introducing the problem
- Twenty to twenty-five minutes to discuss the problem and generate three or four possible solutions
- One to five minutes to make a decision using one of the two voting methods you did not use in Project 3

Optional time is 12 to 21 minutes with the following suggestions:

- One minute for introducing the problem
- Ten to fifteen minutes to discuss the problem and generate three or four possible solutions
- One to five minutes to make a decision using one of the two voting methods you did not use in Project 3

5. **Reaching a Consensus:** Select a problem for your club to discuss and resolve by consensus in the time allotted. You will serve as facilitator for the discussion. Be sure the Toastmaster of the meeting explains the purpose of your project and that everyone is encouraged to contribute ideas and thoughts. You may

want to use a flip chart, whiteboard, or laptop computer, data projector and screen to display ideas during the discussion.

Well before the meeting discuss with your vice president education how much time will be available to you for this project. (Remember, because all members have the opportunity to participate in this project, the club has the option to eliminate Table Topics to provide more time for you.) Recommended time is 31 to 37 minutes with the following suggestions:

- One to one and one half minutes for introducing the problem
- Fifteen to twenty minutes to discuss the proposal, problem or issue, identifying priorities and concerns
- Fifteen minutes to discuss the possible solution and arrive at a consensus

Optional time is 20 to 26 minutes with the following suggestions:

- One minute for introducing the problem
- Ten minutes to discuss the problem and generate three or four possible solutions
- Nine to fifteen minutes to make a decision using one of the two voting methods you did not use in Project 3

1. **Warm Up Your Audience:** Prepare and present a five- to seven-minute speech that begins with a humorous story. You may choose any speech topic you wish; however, your opening humorous story should tie into the subject. Although you may base your story on an actual personal experience, you may wish instead to use one from your "Humor File." Be sure to "personalize" the story. Rehearse until you can deliver the story smoothly and effortlessly, paying careful attention to pauses, the punch line, and the punch word.
2. **Leave Them with a Smile:** Prepare and present a five- to seven-minute speech that begins and ends with a humorous story. Choose any speech topic you wish, but your speech should contain a serious message. The opening humorous story should tie into the subject and the closing humorous story should reemphasize the main point of your speech. Although you may base your stories on actual personal experiences, you also have the option to use stories from other sources. Be sure to "personalize" the stories. Rehearse until you can deliver the stories smoothly and effortlessly, paying careful attention to the set-up, the pause before the punch line, the punch line, the punch word, and the ending pause.
3. **Make Them Laugh:** Prepare and present a five- to seven-minute speech that begins and ends with humorous stories and has several jokes throughout the speech body. You may choose any speech topic you wish. Your opening humorous story should tie into the subject. The jokes should emphasize points and/or break up tedious or complex parts of the speech. The closing humorous story should reemphasize the main point of your speech. You may base your stories and jokes on actual personal experiences or use stories and jokes from other sources. Rehearse until you can deliver the stories and jokes smoothly and effortlessly, paying careful attention to the set-ups, the pauses before the punch lines, the punch lines, the punch words, and the ending pauses.
4. **Keep Them Laughing:** Prepare and present a five- to seven-minute speech that:
 - Begins with a self-deprecating joke,
 - Has at least two sets of jokes in the speech body, with each set composed of several jokes, and
 - Ends with a humorous story

You may choose any speech topic you wish. Each set of jokes should emphasize points and/or break up tedious or complex parts of the speech. The closing humorous story should reemphasize the main point of your speech. You may base your stories and jokes on actual personal experiences or use stories and jokes from other sources. Rehearse until you can deliver the stories and jokes smoothly and effortlessly, paying careful attention to the set-ups, the pauses before the punch lines, the punch lines, the punch words, and the ending pauses.

5. **The Humorous Speech:** Prepare and present a five- to seven-minute humorous speech. The speech's primary purpose is to entertain the audience. The speech should have one theme or subject, with humor about that subject. The speech should have a point, but the point is not the speech's main purpose. The humor should come from exaggeration of events. Use body language and voice to enhance and dramatize the speech.

1. **Conversing with Ease:** This project involves five parts. First, before the club meeting, select a partner from your club – preferably someone whom you do not know very well – and together choose a scenario to role play for three to five minutes. You will enact a situation in which you both meet for the first time at a location such as a party, convention or bus stop, and you start to carry on a conversation with your partner. You alone must initiate the conversation and establish a common interest. Do not rehearse the conversation with your partner.

Next, for your presentation, you will present a four- to five-minute speech explaining the importance of good conversation skills, the conversational process and techniques. This will help your audience to better understand the presentation's objectives and to evaluate the presentation. Next, you will briefly introduce the scenario you have chosen to role play and your partner. Then you will enact the three- to five-minute scene with your partner.

You will conclude with a short (two to three minutes), informal discussion with your partner and your audience about the conversation. You may want to ask what you could have said or done differently that would have been more effective, if the impression you made with your conversational partner and the audience was favorable, and similar questions.

2. **The Successful Negotiator:** This project consists of five parts. First, before the club meeting, you will select a partner with whom you will together choose a scenario to role play. You will play the part of a person who wants or needs something from the other person and is negotiating to get it. Your partner will play the role of the person who is reluctant to fulfill your request. Again, you and your partner may choose the scenario. Perhaps you want a raise from your boss, or a better price on a new car. But do not rehearse.

For your presentation, you will present a four- to five-minute speech about the negotiation process. This will help your audience to better understand the presentation's objectives and to evaluate the presentation. Next, you will briefly introduce the scenario you have chosen to role play and your partner. Then you will enact the three- to five-minute scene with your partner.

You will conclude with a short (two to three minutes), informal discussion with your partner and your audience about the negotiating process which took place. You may want to ask what you could have said or done differently that would have been more effective and other, similar questions.

3. **Diffusing Verbal Criticism:** This project involves five parts. First, before the club meeting, you will select a partner from your club and together choose a scenario to role play for three to five minutes. Your partner will verbally criticize you, and you must determine the reason for the criticism and diffuse it. For example, you recently received a promotion. Your co-worker is angry because she thinks you took credit for one of her ideas and received the promotion as a result, although she hasn't said so directly. Or you could be a salesclerk dealing with an unhappy customer. Using the appropriate technique, you will determine the underlying reason for the criticism, then diffuse it. Do not rehearse the role play with your partner.

Next, for your presentation, you will give a four- to five-minute speech about the process of diffusing criticism. This will help your audience to better understand the role play's objectives and to evaluate it. You will briefly introduce the scenario you have chosen and your partner. Then you will enact the three- to five-minute scene with your partner.

You will conclude with a short (two to three minutes), informal discussion with your partner and your audience about the conversation that took place. You may ask what you could have said or done differently that would have been more effective and other, similar questions.

4. **The Coach:** This project has five parts. First, before the club meeting, you will select a partner from your club and together choose a scenario to role play for three to five minutes. You will play the role of the coach, and the other person will be the person whose performance is unsatisfactory. You may select the scenario of your choice. For example, you could play a sales manager whose star salesman's per-

formance has faltered. Your partner could play the star salesman. Using appropriate methods, conduct a coaching session. Do not rehearse the scenario.

Next, for your presentation, you will present a four- to five-minute speech about the coaching process (this will help your audience better understand the presentation's objectives and to evaluate the presentation). You will briefly (one minute) introduce the scenario you have chosen to role play and your partner. Then you will enact the three- to five-minute scene with your partner.

Finally, you will conclude with a short (two to three minutes), informal discussion with your partner and your audience about the coaching process and what took place. You may want to ask what you could have done or said differently that would have been more effective and other, similar questions.

5. **Asserting Yourself Effectively:** This project has five parts. First, before the club meeting, you will select a partner from your club and together choose a scenario to role play for three to five minutes. You will assume the part of a person asserting yourself regarding some service received or event experienced. The other person will play the part of the person responsible for your dissatisfaction. Emphasize to your partner to resist your initial request; to get what you want, your challenge will be to break down the other person's resistance.

For example, your partner could play the part of a person in a movie theater who continually talks during the show, whereas you will take on the role of the person seated in front, annoyed because you cannot hear the movie. Or perhaps, your partner could play a waiter or waitress at an expensive restaurant, and you are experiencing poor service. Do not rehearse the scenario.

Next, for your presentation, you will present a four- to five-minute speech about the assertiveness process (this will help your audience better understand the presentation's objectives and to evaluate the presentation). You will briefly (one minute) introduce the scenario you have chosen to role play and your partner. Then you will enact the three- to five-minute scene with your partner.

Finally, you will conclude with a short (two to three minutes), informal discussion with your partner and your audience about the assertiveness session and what took place. You may want to ask what you could have done or said differently that would have been more effective and other, similar questions.

1. **Read a Story:** Select, analyze, plan, rehearse, and present a narrative eight to ten minutes in length that you believe will appeal to your audience. If your selection is too long, edit as appropriate following the guidelines in the appendix of this manual. Prepare an introduction to your story, too. Use your voice to convey the meaning of the story and the emotions portrayed in it. Since many people are not familiar with interpretive reading and its purpose, you may want to have the Toastmaster of the meeting briefly explain the nature of interpretive reading before introducing you.
2. **Interpreting Poetry:** Select, analyze, plan, rehearse, and present a poem six to eight minutes in length that you feel would be of interest to your audience. (You may find the poems of Emily Dickinson, Willa Cather, Rudyard Kipling, and Robert Frost appealing.) Prepare an appropriate introduction of no more than 45 seconds. Use your voice to convey the mood, meaning, and emotions of the poem. Since many people are not familiar with interpretive reading and its purpose, you may want to have the Toastmaster of the meeting briefly explain the nature of interpretive reading before introducing you.
3. **The Monodrama:** Select, analyze and present a five- to seven-minute monodrama. The monodrama may be in prose or poetry. Use your voice and body to convey the mental, emotional, and physical characteristics of the person who is speaking. Prepare an introduction (of no more than 45 seconds) to your selection. If possible, memorize your selection. If you can't do this, at least try to refer to the book as little as possible as you speak. You may use props if you feel they will add to the impression you want to make on your audience. Since many people are not familiar with interpretive reading and its purpose, you may want to have the Toastmaster of the meeting briefly explain the nature of interpretive reading before introducing you.
4. **The Play:** Select, rehearse, and present a play or portion of a play lasting 12 to 15 minutes. (You may find the plays of James M. Barrie and Eugene O'Neill of interest.) Edit the material as necessary to fall into the given time frame, following the guidelines in the appendix at the back of this manual. Your play should have no more than three different characters. Use your voice and gestures/body movement to suggest each character to your audience. Be sure to review the tips on gestures/body movement and reading in the appendix. Prepare an appropriate introduction of no more than 60 seconds. Since many people are not familiar with interpretive reading and its purpose, you may want to have the Toastmaster of the meeting briefly explain the nature of interpretive reading before introducing you.
5. **The Oratorical Speech:** Select, rehearse, and present a famous speech lasting eight to ten minutes. Employ all your interpretive reading skills to bring the speech to life. You are encouraged to use gestures/body movement to enhance your presentation. If possible, dress in costume. Prepare a brief introduction of no more than 45 seconds for your presentation. Be sure to read the appendix in this manual for tips on eye contact with the audience and reading material. Since many people are not familiar with interpretive reading and its purpose, you may want to have the Toastmaster of the meeting briefly explain the nature of interpretive reading before introducing you.

1. **The Effective Salesperson:** This project consists of five parts. First, before the club meeting, select a partner and together choose a scenario to role play for three to five minutes. You will play the part of a salesperson, selling a low-cost product of your choice in a store. Your partner will play the role of a prospective buyer. Perhaps you are selling coffee makers, tools or toys. Do not rehearse.

Next, for your presentation, you will present a three- to four-minute speech about the persuasive process used in sales. This will help your audience to better understand the presentation's objectives and to evaluate the presentation. Then, briefly introduce the scenario you have chosen to role play and your partner. Finally, enact the three- to five-minute scene with your partner.

You will conclude with a short (two to three minutes), informal discussion with your partner and your audience about the persuasive process. You may want to ask what you could do or say differently to be more effective and other, similar questions.

2. **Conquering the "Cold Call":** This project consists of five parts. First, before the club meeting, select a partner and together choose a scenario to role play for five to seven minutes. You will play the part of a salesperson making a "cold call", selling an expensive product of your choice. Your partner will play the role of a prospective buyer. Perhaps you are selling office equipment or a maintenance service, exercise equipment, or security systems. If possible, you may want to have brochures or other literature to refer to and give to the prospective buyer. Do not rehearse.

Then, for your presentation, you will present a three- to four-minute speech about the persuasive process used in "cold call" sales of expensive products. This will help your audience to better understand the presentation's objectives and to evaluate the presentation. Then, briefly introduce the scenario you have chosen to role play and your partner. Finally, you will enact the five- to seven-minute scene with your partner.

You will conclude with a short (two to three minutes), informal discussion with your partner and your audience about the persuasive process, which took place. You may want to ask what you could say or do differently to be more effective and other, similar questions.

3. **The Winning Proposal:** Using material drawn from your profession or other interests, design and present a five- to seven-minute proposal that advocates an idea or course of action, which you would like a group of people to accept. If you wish your fellow Toastmasters to assume a role, have the Toastmaster of the meeting explain the role in advance.
4. **Addressing the Opposition:** Prepare, rehearse and deliver a seven- to nine-minute speech to persuade an audience to accept or at least consider your side of a controversial issue or subject. Select a generally unpopular point of view to ensure your audience will be opposed to it. After your speech, field questions for two to three minutes.
5. **The Persuasive Leader:** Select a vision and mission of your choice. Then prepare, rehearse and deliver a six- to eight-minute speech designed to communicate the vision and mission to your audience and persuade them to join you in making the vision and mission a reality. Use all the skills you have learned to make your presentation powerful. If you wish your audience to assume a role, have the Toastmaster of the meeting explain the role in advance.

1. **The Keynote Address:** Prepare, rehearse and deliver a fifteen- to twenty-minute keynote address. Arrange with the Toastmaster of the meeting to announce to the club members what audience group or organization they represent. Your speech should reflect the audience feeling and emotional rapport associated with that specific audience. Use professional techniques in your presentation. Your style and delivery should be dynamic and should inspire the audience. Shower your listeners with your enthusiasm and move them to adopt your views as a collective reaffirmation of their own.
2. **Speaking to Entertain:** Prepare, rehearse and deliver a fifteen- to twenty-minute entertaining speech. Your purpose is to help the audience have fun. The talk should have a theme and illustrate your concern with sequence, simplicity, vividness and unexpected twists, and its organization should be readily apparent.

Relate personal experiences that you recall vividly, and use quotes, illustrations, stories, poems and examples from sources other than your personal experience that are redesigned to fit your topic and personality. Make effective use of body language and vocal variety. If you wish, assume that your Toastmasters club members represent some specific group, and practice your ability to relate your talk to their purpose and interests (be sure to advise the Toastmaster of the meeting of this fact).

3. **The Sales Training Speech:** Prepare and deliver a fifteen- to twenty-minute sales training presentation. Your goal is to teach your audience about sales concepts and techniques that will inspire its members to success. Use visual aids, humor and dramatic success stories to help illustrate your points. Put showmanship and entertainment into your presentation. Give your listeners guidelines they can apply in developing their own planned sales presentation.
4. **The Professional Seminar:** Plan, rehearse and present a twenty- to forty-minute seminar in your field of expertise. Warm up your audience and orient the members as to the nature and learning objectives of the seminar. Your presentation style should provide a role model reflecting skills and knowledge of what you're teaching. Use one or more seminar techniques to enhance the learning process. You may wish to conduct one of Toastmasters International's Success/Leadership seminars for this project.
5. **The Motivational Speech:** Prepare, rehearse and deliver a fifteen- to twenty-minute motivational speech designed to persuade and inspire your listeners to achieve personal success. Create vivid word pictures, use dynamic gestures and dramatize your speech.

1. **The Goodwill Speech:** Prepare, rehearse and deliver a five- to seven-minute speech of goodwill for Toastmasters International. Your speech should consist of information on the subject of public speaking, such as tips on how to prepare, conquer jittery nerves, a discussion of a history-making speech, or showing how good communication is important in business and in the community. Limit direct references to Toastmasters to the introduction given by the Toastmaster of the meeting, your opening, conclusion and casual comments during the speech. By supplying useful information and demonstrating good speaking skills yourself, you will build your audience's goodwill toward Toastmasters. Since you are representing Toastmasters to your audience, use your best speaking skills and have full mastery of your subject. Later you may want to develop this speech into a talk to be delivered to other organizations on behalf of your Toastmasters club.
2. **The Radio Talk Show:** This project consists of several parts. First, prepare a three- to five-minute public relations speech for a radio talk show. The speech should create goodwill toward an organization by giving the audience information about it and its role in your community. The organization need not be one with which you are associated. You may mention the organization's name more frequently than in Project 1.

Before the club meeting, select a partner who will act as the talk show host. Prepare an introduction for yourself and give it to your partner to rehearse. Also ask your partner to prepare three questions to ask you about your organization, whose answers are not covered in your talk. You may want to give your partner some suggestions for these questions, although your partner is not obligated to use them. Allow two to three minutes at the end of your presentation for the questions and your answers.

If possible, simulate the staging for a real radio talk show, with you and your partner seated at a table with microphones (real or imagined) placed in front of each of you.

For the presentation itself, have the host introduce you, then give your presentation. When you have finished, the host will ask you three questions about your organization, and you must answer each in a manner that will reflect favorably on your organization. Because most talk shows are not rehearsed, do not rehearse the presentation or interview with your partner.

3. **The Persuasive Approach:** Prepare, rehearse and deliver a five- to seven-minute persuasive speech on a subject of your choice. Secure the goodwill of the audience and convince them through the use of facts, logic, emotion and appeals to their self-interest. Use at least one visual aid to convey information or enhance your presentation. Conclude the speech with an effective call to action.
4. **Speaking Under Fire:** Prepare, rehearse and deliver a three- to five-minute public relations speech to persuade a hostile audience that your side of a controversial subject at least has merit and should be seriously considered. Follow the recommendations outlined for reducing hostility to your viewpoint. Select a generally unpopular point of view – perhaps one that you also oppose – in order to assure opposition. Use visual aids to support your points, if appropriate. Following the speech, conduct a two- to three-minute question-and-answer period. Your fellow club members will ask you questions about your position. Ask the Toastmaster of the meeting to advise members of their roles and to encourage them to prepare hostile questions. In your answers strive to appeal to their self-interests.
5. **The Crisis Management Speech:** You will assume you are a spokesperson for a company or organization that is experiencing a crisis. You may choose the situation, perhaps taking an incident from the news or creating an imaginary situation. You'll prepare and present a four- to six-minute "crisis management" speech about the situation, striving to build and maintain a positive image of the company or organization. Following the speech, conduct a three- to five-minute question-and-answer period. Your fellow club members will assume the roles of media reporters, asking you questions about the crisis and your company's handling of it. Ask the Toastmaster of the meeting to advise members of their roles in your introduction and to encourage them to prepare questions as you talk. In your answers, continue to build and maintain the company's positive image.

1. **The Speech to Inform:** Prepare, rehearse and deliver a five- to seven-minute informative speech. Your topic may be anything containing information of interest to you and your audience. Help the audience learn by making the talk interesting and using a simple, clear pattern of organization. Limit the number of main points or facts to two or three and support them.
2. **Resources for Informing:** Prepare, rehearse and deliver a five- to seven-minute informative speech on a subject of your choice that is directed to the interests of your audience. Learn as much about your audience as you can. Every point should be strongly supported and explained. Use at least one visual aid to enhance understanding.
3. **The Demonstration Talk:** Prepare, rehearse and deliver a five- to seven-minute talk which demonstrates a process, product or activity of your choice. You may use your body for the demonstration (such as skiing techniques), a physical object (such as casting with a fishing pole), or a model (such as an airplane). Because your attention will be devoted to the demonstration, you should not use notes for this project.
4. **A Fact-Finding Report:** Prepare, rehearse and deliver a five- to seven-minute fact-finding report on a situation, event, or problem. You may assume your audience to be any specific group you wish (advise the Toastmaster of the meeting). Your challenge is to make the report understandable and interesting. If possible, use visual aids to help convey the information quickly and clearly. After your speech, field questions from the audience for two to three minutes. Ask the Toastmaster of the meeting to tell the audience in the introduction that there will be a two- to three-minute question-and-answer session at the end of your speech.
5. **The Abstract Concept:** Prepare, rehearse and deliver a six-to eight-minute talk about an abstract subject such as a concept, idea, theory, historical force, or social issue. Your purpose is to clearly explain the meaning of the subject to the audience and use definitions, examples, anecdotes, illustrations, quotes from experts, and visual aids to explain concepts.

1. **Mastering the Toast:** Prepare, rehearse and deliver an original two- to three-minute toast in honor of the occasion or person of your choice. For example, you could toast the winner of your club's membership building contest, or the anniversary of your club's formation. Or you could role play the toast. In a role play, you imagine a specific situation involving you and your audience, then then you act out the given situation. For example, you could pretend to toast your friend at his retirement party; for this situation, you would designate one member of your audience to act as your friend and the others to act as guests. If you prefer, you could simply toast someone, living or dead, whom you admire. For example, you could toast William Shakespeare. You could also toast an historical occasion, such as the signing of the Declaration of Independence. Your toast should clearly state the occasion or person being honored and be personalized with a relevant story. Remember to consider the guests in attendance as you compose and deliver your toast. If you are role playing a situation, be sure to explain this to your listeners and instruct them in their roles beforehand.
2. **Speaking in Praise:** Prepare and present a five- to seven-minute speech that is in praise of someone. The occasion could be a funeral, retirement banquet, anniversary or farewell party. The individual being praised may be a friend, relative or co-worker. You may also role play. You could also speak in praise of a famous person or someone whom you admire, living or dead. For example, you could speak in praise of Elvis Presley at the opening of a museum dedicated to him, or in praise of Dr. martin Luther King on the anniversary of his birth or death. Be sure the Toastmaster introducing you mentions the occasion for which your speech has been prepared to the audience.
3. **The Roast:** Create and present a three- to five-minute "roast." The occasion – e.g. retirement banquet, anniversary or farewell party – will be selected by you. The speech is to be humorous, including jokes and anecdotes about the honored guest that may be adapted from other sources. The presentation should be good-natured and not offend the individual or the audience.
4. **Presenting an Award:** This project will involve the presentation of an award to someone and should be three to four minutes long. Assign the award's presentation on behalf of a company or organization of your choice. If possible, ask another members working in this manual to accept the award as described in project Five. Otherwise, you may ask the Toastmasters introducing you to mention the occasion for which you are presenting the award. Be sure to have some type of "award" on hand to use as a prop during your presentation.
5. **Accepting an Award:** Give a five- to seven-minute award acceptance speech. The award can be from the company or organization of your choice for an accomplishment of your choice. If possible, ask another member working in this manual to present the award to you, as described in Project Four. Otherwise, ask the Toastmaster introducing you to mention the occasion upon which your acceptance speech is being made. Be sure to have an "award" on hand to use as a prop. Do not use notes.

1. **Speak Off the Cuff:** Training and practice in impromptu speaking build your confidence and expand your abilities as an effective communicator. Look for opportunities to get experience in this area so you will be better able to express your ideas in the various meetings, sessions, classes, clubs and conferences in which you participate. On slips of paper, write down five general topic areas with which you are familiar. Give them to your speech evaluator before the meeting. He or she will select one at random and you will deliver a five- to seven-minute impromptu speech on that subject.
2. **Uplift the Spirit:** Prepare, rehearse and deliver an eight- to ten-minute inspirational speech. Your topic may be selected from among the following categories: keynote address, political presentation, stockholders meeting, trade association or union meeting, sales convention rally, testimonial dinner or organization banquet, sports rally, sales rally, religious service. Use language and style appropriate to the occasion and remember your goal is to uplift the spirit of your audience.
3. **Sell a Product:** Prepare and deliver a ten- to twelve-minute sales presentation that involves the sale of a service, a product or both. This might include a talk for fund raising or support of a community activity. Remember to be sincere and to speak convincingly and knowledgeably about the value of your service or product, highlighting the benefits.
4. **Read out Loud:** Select a literary work that appeals to you and that you believe will appeal to an audience. Analyze the material to determine if it is appropriate and clearly understandable for oral presentation. Edit and rehearse the material to a polished performance level. Prepare an introduction and transition as necessary.

In preparation you may find it helpful to tape record your reading to hear your voice, or stand before a mirror to see the effect of your appearance. Practice reading to several different audiences (family, friends) before giving this presentation for your club. The time for this presentation is twelve to fifteen minutes.

5. **Introduce the Speaker:** Your project is to be Toastmaster of the meeting, fulfilling the function of that position for the club meeting. Remember to keep your introductions brief, within one to three minutes, and to adhere to the following guidelines:
 - a. The Opening: Capture the audience's attention and emphasize the importance of the speaker.
 - b. The Body: Why this speaker? Why this subject? Why this audience? Why this time?
 - c. The Conclusion: It should lead to your actual presentation of the speaker.

At the end of the program, briefly thank all the speakers, then introduce the president, who will conclude the meeting.

Remember that you are the intermediary between the speaker and the audience. When you have completed your introduction, welcome the speaker with applause. Wait until the speaker arrives at the lectern and greet him or her before returning to your seat.

While seated on the platform, you are providing the cues that tell the audience how to respond to the speaker. Listen attentively and with appreciation. At the conclusion of the speech, stand, begin the applause, walk to the lectern, and publicly thank the speaker on behalf of the audience.

1. **The Briefing:** Prepare, rehearse and deliver an eight- to ten-minute briefing that you, as a manager, might give to your employees or associates. If yours is a community club, explain in advance or have the Toastmaster of the meeting explain the situation and the kind of business involved so the audience will know what part it is to play and whom you represent. Draw on actual situations, information, and material from your occupation or from a career field in which you have a strong interest and have thoroughly researched.

Follow the five-step method for giving a briefing:

- a. State your objective
- b. Plan the briefing
- c. Select your material
- d. Organize your material
- e. Make the presentation

You may wish to use visual aids to amplify the information clearly and concisely and to provide the most effective results. Concentrate on clear organization and purposeful transitions to keep your audience with you. Be sure to have a strong opening and a strong conclusion. Your opening should arouse interest, orient the audience to what will be covered, and direct their attention to your chief purpose. Some effective methods are to present an incident, story, or parable or to open with a rhetorical question (one you don't want the audience to answer).

Before your eight- to ten-minute presentation, arrange with the Toastmaster of the meeting to state that a five-minute question-and-answer period will follow your talk.

2. **The Technical Speech:** Organize, write, rehearse, and deliver an eight- to ten-minute technical speech using the inverted pyramid approach. Write the speech as an oral, not a written, presentation. In reading your speech out loud, maintain eye contact with the audience, and use vocal variety and gestures. If yours is a community club, explain in advance or have the Toastmaster of the meeting explain the situation and the kind of technical field involved in so the audience will know what part they are to play and whom you represent.
3. **Manage and Motivate:** Prepare, rehearse, and deliver a ten- to twelve-minute motivational management speech designed to persuade and inspire by making your listeners understand that their career goals can be reached by achieving their organization's goals. Use the four-step AIDA pattern. Create vivid word pictures and use dynamic gestures. Dramatize your speech. If yours is a community club, explain in advance or have the Toastmaster of the meeting explain the situation and the kind of business involved so the audience will know what part it is to play and whom you represent.
4. **The Status Report:** Prepare, rehearse, and deliver a ten- to twelve-minute status report drawing on your own business or career background or from a career field you have researched. If yours is a community club, explain in advance or have the Toastmaster of the meeting explain the situation and the kind of business so the audience will know the part it is to play and whom you represent. Your status report should include facts, marketing considerations, and organizational problems. Use the four-step OSFR pattern in constructing your report: Object, Scope, Findings, and Recommendations. Use visual aids to convey data and charted information. Be brief, factual, and discriminate.
5. **Confrontation: The Adversary Relationship:** With the assistance of your club's vice president education, arrange in advance to have the club members prepare probing, hostile questions attacking you and trying to make you and the company or organization you represent look bad. You will confront them as adversaries concerning a controversial issue related to your company or organization. Plan for and anticipate the kinds of questions you will be asked following your five-minute presentation. Your objective is open disclosure and persuading the audience of the validity of your company's stand. Presentation time is five minutes. Question-and-answer period is ten minutes.

1. **The Folk Tale:** Select and tell a folk tale from seven to nine minutes long. Use your voice and imagery to project the meaning, emotion and action of the story. If necessary, ask your audience in advance to pretend to be the age that you designate if the story you select is for another age group.
2. **Let's Get Personal:** Create, rehearse and tell a six- to eight-minute story based on your own personal experience. Use vivid descriptions and dialogue to bring life to the story. You should tell the story without a script or notes. Some suggestions for story topics are:
 - a. The day your daughter or son left for college
 - b. Buying your first car, house, etc.
 - c. Your fishing vacation
 - d. The day you met the person whom you later married

The setting for your storytelling should be informal and the atmosphere relaxed and intimate. Ask your listeners to sit in a semicircle facing you. Don't stand behind a lectern or other obstacle. You don't want any barriers between your listeners and you.

3. **The Moral of the Story:** For this project, you have several options, each lasting from four to six minutes:
 - a. Create and tell a new story with a moral or lesson. The story and lesson should be original.
 - b. Take a lesson or moral from another story or quote, then create and deliver an original story to go with it. For example, you could take the lesson from "The Hare and the Tortoise" and create a new story that has that lesson.

Whichever option you choose, be sure to follow the story elements of plot, setting, conflict, action, and character development, and do not use a script or notes when telling the tale. The story should be entertaining and may be humorous. Use natural gestures/body movement. The setting for your storytelling should be informal and the atmosphere intimate. Ask your listeners to sit in a semicircle facing you. Don't stand behind a lectern or other obstacle. You don't want any barriers between your listeners and you.

4. **The Touching Story:** Prepare, rehearse and present a six- to eight-minute story designed to arouse emotion in your listeners. Be sure to include all of the elements of a story – plot, setting, characters, conflict, action – keeping it moving and building to a climax. Do not use a script or notes when telling the tale. Maintain direct eye contact with your audience. Use natural gestures/body movement. The setting for your storytelling should be informal and the atmosphere relaxed and intimate. Ask your listeners to sit in a semicircle facing you. Don't stand behind a lectern or other obstacle. You don't want any barriers between your listeners and you.
5. **Bringing History to Life:** Select, prepare, rehearse, and tell a seven- to nine-minute story about a historical event or person. The event or person may be mythical (for example, a story about Zeus), imaginative, fictional or real. You could tell a story about George Washington Carver, Eleanor Roosevelt, Winston Churchill, or Mahatma Gandhi. Be sure your story has a plot, setting, conflict, characters, and action and builds to a climax. Use description and dialogue to add feeling to your story. If necessary, cut the story to fit the project requirements. If needed, prepare a brief introduction that will provide your listeners with a synopsis of the action up to the point where your story begins. The setting for your storytelling should be informal and the atmosphere relaxed and intimate. Ask your listeners to sit in a semicircle facing you. Don't stand behind a lectern or other obstacle. You don't want any barriers between your listeners and you.

1. **The Technical Briefing:** Prepare and deliver an eight- to ten-minute briefing. It should contain technical information drawn from your career, profession or hobby that is aimed at the interests and knowledge levels of your audience. Follow the outline presented in the project. Don't neglect effective delivery – employ body language, vocal variety and enthusiasm to make your speech meaningful and interesting. Your opening should capture attention, stimulate audience interest and state your main message. Include a few primary points that support this message and illustrate them with appropriate examples and data. Your goal in presenting this technical briefing is to create understanding among your listeners and every aspect of your speech should reflect this.
2. **The Proposal:** Using technical material drawn from your hobby or profession, design a proposal that advocates a product, service, idea or course of action. If you wish your fellow members to play a role, have the Toastmaster of the meeting explain the situation in advance.

Develop a main message expressed in terms of benefits to the audience. Present your recommendation at the beginning of the speech, then support it with key points, examples and data. Following your eight- to ten-minute proposal, spend three to five minutes answering questions, then present a brief but strong summary of your message. Use visual aids; your visuals may include key points, simple charts or graphs, or a combination of these.

3. **The Nontechnical Audience:** Plan, prepare and deliver a ten- to twelve-minute speech in which you convey technical information drawn from your career or profession to a non-technical audience. If yours is a company Toastmasters club or one in which your fellow members share your technical expertise, this project may require them to "role play." Be sure they are notified of this in advance.

For this project, use a laptop or desktop computer, a data projector and a Microsoft PowerPoint slideshow to illustrate your message. Also, notify the audience beforehand that you will accept questions at any time during your presentation. To avoid running over your time limit, you'll have to make your answers brief and direct.

4. **Presenting a Technical Paper:** Prepare or select a technical paper drawn from your professional field, then verbally present its highlights in a ten- to twelve-minute speech. In most cases, the members of a Toastmasters club have far different levels than the members of your technical association. As a result, you should carefully tailor your presentation to their interests and needs. Use Microsoft PowerPoint, a data projector and possibly a flipchart to illustrate your presentation, making visuals bold, simple and colorful. Strive to make your speech interesting, using vocal variety, body language, and the other delivery skills you have learned.
5. **Enhancing a Technical Talk with the Internet:** Preparation for a technical talk has always included finding or creating additional materials for your audience to absorb beyond the meat of the lecture, itself. A speaker might recommend a book or journal article to supplement material presented in the actual lecture. Today's speaker continues this practice, but you have the advantage of new tools that are widely available. In particular, the Internet can simplify how you offer supplemental information: via email, web sites and other hi-tech means of communication. Now, you can provide a venue for virtual discussions before and after the actual presentation. Each of these methods asks your audience members to do something – they must now actively navigate through the material and respond publicly. Interactivity is an important key to today's supplemental materials. Be prepared for this increased activity by mapping out exactly what it is you will be focusing on before, during and after your twelve- to fifteen-minute speech.