

Judy's List of Manuals, Descriptions, Objectives and Times

Toastmasters International provides fifteen 5-project “advanced” manuals in a variety of subjects, as well as the “basic” communications and leadership manual. The manuals are listed with their descriptions, project titles, objectives, times, and the Toastmasters catalog order number.

COMMUNICATING ON TELEVISION 226-J	Television presentations differ from other presentations, and they require special considerations. With this manual, you'll learn to present editorials, appear as a guest on an interview program, conduct a press conference and use television to train.				
	Straight Talk ✓ Present opinion ✓ Simulate giving a presentation on a TV program 3 min ± 30 sec	The Talk Show ✓ Appear as guest on simulated TV talk show ✓ Prepare for questions that may be asked ✓ Present positive image 10 min ± 30 sec	When You're The Host ✓ Conduct TV interview ✓ Prepare questions to ask ✓ Present positive, confident image 10 min ± 30 sec	The Press Conference ✓ Simulate controversial press conference ✓ Communicate organization's point of view ✓ Present positive, confident image ✓ Videotape if possible 4 – 6 for presentation 8 – 10 for Q & A Possible addition for video playback	Training On Television ✓ Present training program for TV ✓ Videotape presentation 5 – 7 for presentation 5 – 7 for video playback
Appendix: Your Appearance; You and the TV Camera; Gestures and Body Movement; Microphones; Visual Aids for TV; Cues					
DISCUSSION LEADER 226-D	Provides instruction in different methods of leading a group discussion. An ideal manual for managers, trainers, teachers and administrators.				
	The Seminar Solution ✓ Present introductory short talk describing a theory, model, or problem that will be discussed by the group following the talk ✓ Organize the information so it is easy to understand and can be remembered ✓ Orient group to think about specific goals of discussion ✓ Use a buzz session technique to promote group participation in arriving at a solution 20 – 30 minutes	The Round Robin ✓ Establish the meaning of a question ✓ Use problem-solving pattern ✓ Lead brain-storming session ✓ Screen solutions and lead a group in actions to take 20 – 30 minutes	Pilot A Panel ✓ Select a problem for a 3-member panel to solve ✓ Define goals and purpose ✓ Act as a moderator 30 – 40 minutes	Make It Make-Believe ✓ Understand how to use role playing ✓ Select a human relations problem in which role playing will illustrate the problem ✓ Create a plot and characters ✓ Select a cast ✓ Direct the role play enactment ✓ Lead group in arriving at solution 20 – 30 minutes	The Workshop Leader ✓ Build group unity ✓ Guide participants in investigative discussion of problem ✓ Follow a problem-solving pattern ✓ Bring group to an agreement 30 – 40 minutes
Appendix: Topics for Discussion; Tips for Effective Discussion Leadership; Agenda Building; Seating for Discussions					

Source: Toastmasters International Advanced Communications and Leadership Program

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ENTERTAINING SPEAKER 226-A	Includes valuable information on how to give an entertaining or dramatic speech, where to find material, how to make an audience laugh, and what to do when you're asked to speak after dinner.				
	The Entertaining Speech ✓ Use humor or drama drawn from personal experience ✓ Organize speech for maximum impact 5 – 7 minutes	Resources For Entertainment ✓ Use humor or drama drawn from material other than personal experience ✓ Adapt material to suit topic, your personality, and audience 5 – 7 minutes	Make Them Laugh ✓ Use humor drawn from personal experience ✓ Adapt and personalize humorous material from other sources ✓ Deliver speech to make humor effective 5 – 7 minutes	A Dramatic Talk ✓ Develop entertaining, dramatic talk about experience or incident ✓ Include vivid imagery, characters, and dialogue ✓ Deliver talk in an interpretive manner 5 – 7 minutes	Speaking After Dinner ✓ Prepare an entertaining talk on specific theme ✓ Deliver talk using skills developed in preceding projects 8 – 10 minutes
Appendix: The pause; When No One Laughs					
HUMOROUSLY SPEAKING 226-O	Audiences love to laugh. This manual shows you how to use humorous stories and jokes throughout your speech to grab and keep listeners' attention and illustrate your points. You also learn how to give an entirely humorous speech.				
	Warm Up Your Audience ✓ Give speech that opens with humorous story ✓ Personalize story ✓ Deliver speech smoothly and effectively 5 – 7 minutes	Leave Them With A Smile ✓ Prepare a serious speech that opens and closes with humorous stories ✓ Use closing story that reemphasizes the speech's main point ✓ Deliver stories smoothly and effectively 5 – 7 minutes	Make Them Laugh ✓ Prepare speech that opens and closes with humorous stories ✓ Include jokes in the speech body to illustrate points or maintain audience interest ✓ Deliver jokes and stories smoothly and effectively 5 – 7 minutes	Keep Them Laughing ✓ Prepare speech that opens with self-deprecating joke ✓ String together two or three related jokes in speech body ✓ Close speech with humorous story 5 – 7 minutes	The Humorous Speech ✓ Use exaggeration to tell humorous story ✓ Entertain audience ✓ Use body language and voice to enhance story 5 – 7 minutes
Appendix: What to Do When No One Laughs; Ad Libs for Unexpected Occurrences					

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INTERPERSONAL COMMUNICATIONS 226-M	Topics covered include conversing with ease, negotiating, handling criticism, coaching someone to improve performance, and expressing dissatisfaction effectively.				
	Conversing With Ease ✓ Identify techniques for conversing with strangers ✓ Recognize levels of conversation ✓ Initiate conversation with stranger ✓ Use open-ended questions to solicit information 10 – 14 minutes	The Successful Negotiator ✓ Use win/win negotiating strategies ✓ Enjoy benefits of win/win negotiating 10 – 14 minutes	Diffusing Verbal Criticism ✓ Respond non-defensively to verbal criticism ✓ Use five-step method to identify problem, diffuse attack and solve problem 10 – 14 minutes	The Coach ✓ Determine reasons for someone's substandard performance ✓ Coach person to improve performance 10 – 14 minutes	Asserting Yourself Effectively ✓ Enjoy the mental and physical benefits of being assertive ✓ Use four-step method for addressing problem and asking for help ✓ Overcome resistance to your requests 10 – 14 minutes
	Appendix: The Role Play				
INTERPRETIVE READING 226-L	Provides instruction in developing your interpretive reading skills. Projects include presenting stories, poetry, monodrama, plays and oratorical speeches.				
	Read A Story ✓ Understand elements of interpretive reading ✓ Learn how to analyze a narrative and plan for effective interpretation ✓ Learn and apply vocal techniques 8 – 10 minutes	Interpretive Poetry ✓ Understand differences between poetry and prose ✓ Recognized how poets use imagery, rhythm, meter, cadence and rhyme to convey meanings and emotions in their poetry ✓ Apply vocal techniques 6 – 8 minutes	The Monodrama ✓ Understand concept and nature of monodrama ✓ Assume identity of a character and portray physical and emotional aspects of this character to an audience 5 – 7 minutes	The Play ✓ Adapt a play for interpretive reading ✓ Portray several characters in one reading ✓ Identify characters through voice changes and movement 12 – 15 minutes	The Oratorical Speech ✓ Understand the structure of an effective speech ✓ Interpret and present a famous speech 10 – 12 minutes
	Appendix: Gestures/Body Movement; Punctuation and Pauses; Reading and Eye Contact; Cutting				

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PERSUASIVE SPEAKING 226-I	The ability to influence and persuade others to accept your ideas, products, or services is vital. The projects in this manual are all designed to help you develop excellent persuasive techniques and expand your presentation skills. (Replaced Professional Salesperson)				
	<p>The Effective Salesperson</p> <ul style="list-style-type: none"> ✓ Learn a technique for selling an inexpensive product in a retail store ✓ Recognize buyer's thought process ✓ Ask buyer questions to elicit information ✓ Match product to buyer <p>8 – 12 minutes</p>	<p>Conquering The Cold Call</p> <ul style="list-style-type: none"> ✓ Use cold call technique to sell an expensive product ✓ Recognize risks buyers assume in purchasing ✓ Formulate questions to help buyers discover problems with current situation ✓ Handle buyers' objections and concerns <p>10 – 14 minutes</p>	<p>The Winning Proposal</p> <ul style="list-style-type: none"> ✓ Prepare proposal advocating idea or action ✓ Use six-step method to organize proposal <p>5 – 7 minutes</p>	<p>Addressing The Opposition</p> <ul style="list-style-type: none"> ✓ Persuade audience to accept or at least consider viewpoint on controversial subject ✓ Appeal to audience's logic and emotions <p>5 – 7 minutes 2 – 3 for questions & answers</p>	<p>The Persuasive Leader</p> <ul style="list-style-type: none"> ✓ Communicate vision and mission ✓ Convince audience to work toward vision and mission <p>6 – 8 minutes</p>
	Appendix: The Role Play				
PROFESSIONAL SPEAKER 226-G	A guide to preparing and presenting the five kinds of speeches professionals give most often.				
	<p>The Keynote Address</p> <ul style="list-style-type: none"> ✓ Identify differences between keynote speeches and other speeches ✓ Evaluate audience feeling and establish rapport ✓ Use professional techniques ✓ Develop speech style and delivery that inspires and moves audience to adopt viewpoint as collective reaffirmation of its own <p>15 – 20 minutes</p>	<p>Speaking To Entertain</p> <ul style="list-style-type: none"> ✓ Use humor drawn from personal experience and other material that you've personalized ✓ Deliver speech in a way that makes humor effective ✓ Establish personal rapport with audience <p>15 – 20 minutes</p>	<p>The Sales Training Speech</p> <ul style="list-style-type: none"> ✓ Tell sales audience how to sell a product ✓ Inform sales training audience of buyer-seller relationship ✓ Use entertaining stories and dynamic examples of sales situations ✓ Inspire salespeople to want to succeed in selling <p>15 – 20 minutes</p>	<p>The Professional Seminar</p> <ul style="list-style-type: none"> ✓ Present a seminar with specific learning objectives ✓ Relate to audience ✓ Use seminar presentation style ✓ Promote group participation, learning, and personal growth through seminar presentation techniques <p>20 – 40 minutes</p>	<p>The Motivational Speech</p> <ul style="list-style-type: none"> ✓ Understand concept and nature of motivational speaking ✓ Apply four-step motivational method ✓ Delivery motivational speech to persuade audience to emotionally commit to action <p>15 – 20 minutes</p>
	Appendix: How to Market Yourself as a Professional Speaker; Your Image as a Professional Speaker; What the Audience Wants from You as a Professional Speaker; Preparing Yourself for a Successful Appearance; Connecting with the Audience; Tips for the Effective Use of Visual Aids				

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PUBLIC RELATIONS 226-C	Covers building goodwill through a speech, persuading an audience, speaking to a hostile audience, and speaking to the media.				
	<p>The Public Relations Speech</p> <ul style="list-style-type: none"> ✓ Build goodwill for organization ✓ Influence audience <p>5 – 7 minutes</p>	<p>Resources For Goodwill</p> <ul style="list-style-type: none"> ✓ Research operation and benefits of organization ✓ Present factual information ✓ Focus on audience's interests ✓ Use visual aid to enhance audience's understanding <p>8 – 10 minutes</p>	<p>The Persuasive Approach</p> <ul style="list-style-type: none"> ✓ Appeal to audience's self interests ✓ Use fact and emotion ✓ Persuade audience to adopt viewpoint ✓ Make it appear extemporaneous <p>8 – 10 minutes</p>	<p>Speaking Under Fire</p> <ul style="list-style-type: none"> ✓ Persuade hostile audience ✓ Conduct question and answer session <p>6 – 8 for presentation 8 – 10 for questions & answers</p>	<p>The Media Speech</p> <ul style="list-style-type: none"> ✓ Simulate TV broadcast ✓ Script speech on a social cause ✓ Persuade general TV audience <p>8 min ± 30 seconds</p>
Appendix: The Written Speech					
SPEAKING TO INFORM 226-B	Contains information and ideas on the demonstration talk, the fact finding report, the abstract concept, and resources for informing				
	<p>The Speech To Inform</p> <ul style="list-style-type: none"> ✓ Select new and useful information ✓ Organize information for easy understandability ✓ Present information so as to motivate audience <p>5 – 7 minutes</p>	<p>Resources For Informing</p> <ul style="list-style-type: none"> ✓ Analyze knowledge level of audience regarding a subject ✓ Focus presentation at audience's knowledge level ✓ Build supporting case for major points ✓ Use explanation, examples and facts ✓ Use at least one visual aid <p>5 – 7 minutes</p>	<p>The Demonstration Talk</p> <ul style="list-style-type: none"> ✓ Clearly explain process, product, or activity ✓ Conduct demonstration as part of speech delivered without notes <p>5 – 7 minutes</p>	<p>A Fact-Finding Report</p> <ul style="list-style-type: none"> ✓ Prepare a report on a situation, event, or problem of interest to the audience ✓ Deliver enough factual information so the audience can base valid conclusions or make a sound decision on the problem <p>5 – 7 for speech 2 – 3 for questions & answers</p>	<p>The Abstract Concept</p> <ul style="list-style-type: none"> ✓ Research and organize the thoughts of experts on abstract concept, theory, historical force, or social/political issue ✓ Present ideas clearly and interestingly <p>6 – 8 minutes</p>
Appendix: Visual Aids					

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SPECIAL OCCASION SPEECHES 226-N	Provides instruction in giving toasts, speaking in praise, roasting someone, and presenting and accepting awards.				
	Mastering The Toast ✓ Recognize characteristics of a toast ✓ Present a toast honoring an occasion or person 2 – 3 minutes	Speaking In Praise ✓ Praise or honor someone, living or dead ✓ Address five areas related to individual and accomplishments ✓ Include anecdotes to illustrate points within speech 5 – 7 minutes	The Roast ✓ Poke fun at an individual in good-natured way ✓ Adapt and personalize humorous material from other sources ✓ Deliver jokes and humorous stories 3 – 5 minutes	Presenting An Award ✓ Present award with dignity and grace ✓ Acknowledge contributions of recipient 3 – 4 minutes	Accepting An Award ✓ Accept award with dignity, grace and sincerity ✓ Acknowledge presenting organization 5 – 7 minutes
No Appendix					
SPECIALTY SPEECHES 226-E	Covers impromptu speeches, sales presentations, introductions, inspirational speeches, and oral interpretations				
	Speak Off The Cuff ✓ Develop awareness of situations in which you will be called on to deliver an impromptu speech ✓ Understand how to prepare for impromptu speaking ✓ Use one or more patterns to approach topic under discussion 5 – 7 minutes	Uplift The Spirit ✓ Identify differences and similarities between inspirational speeches and other speeches ✓ Evaluate audience feeling and establish emotional rapport ✓ Develop speech style and delivery that expresses inspirational content and moves audience to views 8 – 10 minutes	Sell A Product ✓ Understand relationship of sales technique to persuasion ✓ Use four steps in sales presentation ✓ Identify and promote a unique selling proposition ✓ Handle objections and close prospective buyer 10 – 12 minutes	Read Out Loud ✓ Understand elements that comprise oral interpretation and identify differences from preparing and giving speeches ✓ Learn how to prepare for effective interpretation ✓ Learn principles of presentation and develop skill in interpretive reading with regard to body and voice as instruments of communication 12 – 15 minutes	Introduce The Speaker ✓ Focus on special occasion talk from the standpoint of the introducer ✓ Become knowledgeable and skilled in functions associated with the master of ceremonies ✓ Handle the introduction of other speakers at a club meeting Time: duration of club meeting
Appendix: The Written Speech					

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SPEECHES BY MANAGEMENT 226-F	How to handle a variety of speaking situations managers encounter in the work environment. Topics covered include giving briefings, technical speeches, motivational speeches and status reports.				
	<p>The Briefing</p> <ul style="list-style-type: none"> ✓ Prepare and organize briefing using key steps ✓ Give briefing according to specific objective so the audience will have an understanding of the information ✓ Effectively question and answer session following the speech <p>8 – 10 minutes 5 for questions & answers</p>	<p>The Technical Speech</p> <ul style="list-style-type: none"> ✓ Convert technical paper into technical speech ✓ Use inverted-pyramid approach to organize speech ✓ Use “spoken language” ✓ Give speech by effectively reading aloud <p>8 – 10 minutes</p>	<p>Manage And Motivate</p> <ul style="list-style-type: none"> ✓ Understand nature of motivational method in management ✓ Apply four-step motivational method to persuade and inspire ✓ Deliver motivational speech to persuade an audience to agree with your proposal <p>10 – 12 minutes</p>	<p>The Status Report</p> <ul style="list-style-type: none"> ✓ Organize and prepare a status report on overall condition of plan, program, or performance in relation to goals ✓ Use four-step pattern to construct speech ✓ Present report effectively <p>10 – 12 minutes</p>	<p>Confrontation: The Adversary Relationship</p> <ul style="list-style-type: none"> ✓ Understand nature of adversary relationship ✓ Prepare for adversary confrontation on controversial management issue ✓ Use appropriate preparation methods, strategy, and techniques for communicating with an adversary group as the representative of your company <p>5 minutes 10 for questions & answers</p>
	Appendix: Tips for Effective Use of Visual Aids; Humor in Management Speeches				
STORYTELLING 226-K	Types of stories covered in this manual include the folk tale, the personal story, stories with morals, the touching story, and the historical story.				
	<p>The Folk Tale</p> <ul style="list-style-type: none"> ✓ Tell a folk tale that is enjoyable for a specific age group ✓ Use vivid imagery and voice to enhance the tale <p>7 – 9 minutes</p>	<p>Let's Get Personal</p> <ul style="list-style-type: none"> ✓ Learn elements of a good story ✓ Create and tell an original story based on personal experience <p>6 – 8 minutes</p>	<p>The Moral Of The Story</p> <ul style="list-style-type: none"> ✓ Learn how story can entertain and display moral values ✓ Create a new story that offers a lesson or moral ✓ Tell the story <p>4 – 6 minutes</p>	<p>The Touching Story</p> <ul style="list-style-type: none"> ✓ Learn the techniques available to arouse emotion ✓ Become skilled in arousing emotion while telling a story <p>6 – 8 minutes</p>	<p>Bring History To Life</p> <ul style="list-style-type: none"> ✓ Learn purpose of stories about historical events ✓ Use storytelling skills to tell a story about a historical event or person <p>7 – 9 minutes</p>
	No Appendix				

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TECHNICAL PRESENTATIONS 226-H	A complete guide to preparing and presenting briefings, proposals, technical papers and team presentations.				
	<p>The Technical Briefing</p> <ul style="list-style-type: none"> ✓ Organize technical material ✓ Make presentation concise ✓ Tailor to audience needs, interests and knowledge levels <p>8 – 10 minutes</p>	<p>The Proposal</p> <ul style="list-style-type: none"> ✓ Advocate product, service, idea, or course of action ✓ Present viewpoint logically and convincingly ✓ Use inverted-pyramid approach ✓ Use flip chart ✓ Conduct question and answer period <p>8 – 10 minutes 3 – 5 for questions & answers</p>	<p>The Non-Technical Audience</p> <ul style="list-style-type: none"> ✓ Deliver talk based on principles of communicating complex information to non-technical audiences ✓ Conduct question and answer session ✓ Use overhead transparencies <p>10 – 12 minutes</p>	<p>Presenting A Technical Paper</p> <ul style="list-style-type: none"> ✓ Deliver speech based on technical paper or article ✓ Use flip chart, overhead projector or slides <p>10 – 12 minutes</p>	<p>The Team Technical Presentation</p> <ul style="list-style-type: none"> ✓ Orchestrate planning, preparation and delivery of team technical presentation ✓ Involve three or more speakers <p>20 – 30 minutes</p>
Supplement: Using Visual Aids					
COMMUNICATION AND LEADERSHIP PROGRAM 225	Toastmasters International's basic Communication and Leadership Manual. Covers the basics of public speaking.				
	<p>The Icebreaker</p> <ul style="list-style-type: none"> ✓ Begin speaking before an audience ✓ Understand what areas require emphasis in your speaking development ✓ Introduce yourself <p>4 – 6 minutes</p>	<p>Speak with Sincerity</p> <ul style="list-style-type: none"> ✓ Convince the audience of your earnestness, sincerity, and conviction on a subject you thoroughly understand ✓ Confront and control nervousness you may have <p>5 – 7 minutes</p>	<p>Organize Your Speech</p> <ul style="list-style-type: none"> ✓ Organize your thoughts into a logical sequence that leads to a clearly defined goal ✓ Build a speech outline that includes an opening, body, and conclusion <p>5 – 7 minutes</p>	<p>Show What You Mean</p> <ul style="list-style-type: none"> ✓ Learn the value of gestures and body movements as part of a speech ✓ Explore different ways of using body language ✓ Develop timing and natural, smooth movement <p>5 – 7 minutes</p>	<p>Vocal Variety</p> <ul style="list-style-type: none"> ✓ Explore the use of volume, pitch, rate, and quality in speaking ✓ Achieve a pleasing natural voice quality when speaking <p>5 – 7 minutes</p>
	<p>Work with Words</p> <ul style="list-style-type: none"> ✓ Select precisely the right words required to communicate your ideas clearly and vividly ✓ Avoid lengthy words and sentences and jargon <p>5 – 7 minutes</p>	<p>Apply Your Skills</p> <ul style="list-style-type: none"> ✓ Bring together and apply the communication skills you learned in preceding projects ✓ Organize your speech in a logical manner ✓ Research facts needed to support speech ✓ Make a personal evaluation of your progress <p>5 – 7 minutes</p>	<p>Add Impact to Your Speech</p> <ul style="list-style-type: none"> ✓ Learn the value of props in speaking ✓ Learn how to use props effectively in your presentation <p>5 – 7 minutes</p>	<p>Persuade with Power</p> <ul style="list-style-type: none"> ✓ Persuade the audience to accept your proposal or viewpoint ✓ Achieve this persuasive effect by appealing to the audience's self-interest, building a logical foundation for agreement, and arousing emotional commitment <p>5 – 7 minutes</p>	<p>Inspire Your Audience</p> <ul style="list-style-type: none"> ✓ Understand the mood and feelings of your audience on a particular occasion ✓ Put those feelings into words and inspire the audience, using the techniques you have learned so far <p>8 – 10 minutes</p>
Additional Information: Communication and Leadership Tracks; Your Club: meeting roles and responsibilities, leadership; Speaking Tips: sample outline, making 'butterflies' fly in formation; table topics; how to introduce a speaker; visual aids.					