

TOASTMASTERS OF LA JOLLA - SPEECH OBJECTIVES

NOTE: THERE ARE TWO COMMUNICATION AND LEADERSHIP MANUALS. WHEN USING THIS DOCUMENT, BE SURE YOU ARE SELECTING OBJECTIVES FROM THE CORRECT MANUAL.

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TOASTMASTERS OF LA JOLLA - SPEECH OBJECTIVES

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COMMUNICATION AND LEADERSHIP ©2003

1) THE ICE BREAKER

- To begin speaking before an audience
- To discover speaking skills you already have and skills that need some attention.
- TIME: Four to six minutes.

2) ORGANIZE YOUR SPEECH

- Select an appropriate outline which allows listeners to easily follow and understand your speech.
- Make your message clear, with supporting material directly contributing to that message.
- Use appropriate transitions when moving from one idea to another.
- Create a strong opening and conclusion
- TIME: Five to seven minutes

3) GET TO THE POINT

- Select a speech topic and determine its general and specific purposes.
- Organize the speech in a manner that best achieves those purposes.
- Ensure the beginning, body, and conclusion reinforce the purposes.
- Project sincerity and conviction and control any nervousness you may feel.
- Strive not to use notes.
- TIME: Five to seven minutes

3) HOW TO SAY IT

- Select the right words and sentence structure to communicate your ideas clearly, accurately and vividly.
- Use rhetorical devices to enhance and emphasize ideas.
- Eliminate jargon and unnecessary words. Use correct grammar.
- TIME: Five to seven minutes

5) YOUR BODY SPEAKS

- Use stance, movement, gestures, facial expressions and eye contact to express your message and achieve your speech's purpose.
- Make your body language smooth and natural..
- TIME: Five to seven minutes

6) VOCAL VARIETY

- Use vocal volume, pitch, rate and quality to reflect and add meaning and interest to your message.
- Use pauses to enhance your message.
- Use vocal variety smoothly and naturally.
- TIME: Five to seven minutes

7) RESEARCH YOUR TOPIC

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

8) GET COMFORTABLE WITH VISUAL AIDS

- Select visual aids that are appropriate for your message and the audience.
- Use visual aids correctly with ease and confidence.
- TIME: Five to seven minutes

9) PERSUADE WITH POWER

- Persuade listeners to adopt your viewpoint or ideas or to take some action.
- Appeal to the audience's interests.
- Use logic and emotion to support your position.
- Avoid using notes.
- TIME: Five to seven minutes.

10) INSPIRE YOUR AUDIENCE

- To inspire the audience by appealing to noble motives and challenging the audience to achieve a higher level of beliefs or achievement.
- Appeal to the audience's needs and emotions, using stories, anecdotes and quotes to add drama.
- Avoid using notes.
- TIME: Eight to 10 minutes

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1) THE ICE BREAKER

- To begin speaking before an audience
- To help you understand what areas require particular emphasis in your speaking development.
- To introduce yourself to your fellow Club members.
- TIME: Four to six minutes.

2) SPEAK WITH SINCERITY

- To convince the audience of your earnestness, sincerity, and conviction on a subject you thoroughly understand.
- To confront and control any nervousness you may have
- TIME: Five to seven minutes

3) ORGANIZE YOUR SPEECH

- To organize your thoughts into a logical sequence that leads the audience to a clearly defined goal.
- To build a speech outline that includes an opening, body, and conclusion.
- TIME: Five to seven minutes

4) SHOW WHAT YOU MEAN

- To learn the value of gestures and body movements as part of a speech.
- To explore the different ways of using body language.
- To develop a sense of timing and natural, smooth body movement.
- TIME: Five to seven minutes

5) VOCAL VARIETY

- To explore the use of voice volume, pitch, rate, and quality as assets to your speaking.
- To achieve a pleasing natural voice quality when speaking.
- TIME: Five to seven minutes

6) WORK WITH WORDS

- To select precisely the right words required to communicate your ideas clearly and vividly.
- To avoid lengthy words and sentences and jargon.
- TIME: Five to seven minutes

7) APPLY YOUR SKILLS

- To bring together and apply the communication skills you have learned in the preceding projects.
- To organize your speech in a logical manner, following one of the suggested outlines.
- To research the facts needed to support your speech.
- To make a personal evaluation of your progress.
- TIME: Five to seven minutes

8) ADD IMPACT TO YOUR SPEECH

- To learn the value of props in speaking.
- To learn how to use props effectively in your presentations.
- TIME: Five to seven minutes

9) PERSUADE WITH POWER

- To present a talk that persuades the audience to accept your proposal or viewpoint.
- To achieve this persuasive effect by appealing to the audience's self-interest, building a logical foundation for agreement, and arousing emotional commitment to your cause.
- TIME: Five to seven minutes.

10) INSPIRE YOUR AUDIENCE

- To understand the mood and feelings of your audience on a particular occasion.
- To put those feelings into words and inspire the audience, using all the techniques you have learned so far.
- TIME: Eight to 10 minutes

SPEAKING TO INFORM

1) THE SPEECH TO INFORM

- Select new and useful information for presentation to the audience
- Organize the information for easy understandability and retention.
- Present the information in a way that will help motivate the audience to learn.
- TIME: Five to seven minutes.

2) RESOURCES FOR INFORMING

- Analyze the knowledge level of your audience regarding your chosen subject.
- Focus your presentation at the audience's level of knowledge
- Build a supporting case for each major point through use of explanation, examples and information gathered research.
- Effectively use at least one visual aid to enhance the audience's understanding.
- TIME: Eight to ten minutes

3) THE DEMONSTRATION TALK

- Prepare a demonstration speech to clearly explain a process, product, or activity..
- Conduct the demonstration as part of a speech delivered without notes.
- TIME: Ten to twelve minutes

4. A Fact-Finding Report

- 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 base valid conclusions or a sound decision on it.
- To develop a sense of timing and natural, smooth body movement.
- TIME: Ten to twelve minutes

4) THE ABSTRACT CONCEPT

- Research and organize the thought of experts on an abstract concept, theory, historical force, or social/political issue.
- Present the ideas in a clear and interesting manner.
- TIME: Ten to twelve minutes

TOASTMASTERS OF LA JOLLA - SPEECH OBJECTIVES

PROFESSIONAL SALESPERSON

1) THE WINNING ATTITUDE

- Understand the importance of a selling attitude that puts customer's interests ahead of your own..
- Learn to translate product features into "people" benefits.
- Utilize the five-step structural sequence for building a sales presentation.
- TIME: Eight to ten minutes

2) CLOSING THE SALE

- 5. Understand the importance of closing in successful selling.
- 6. Master several closing techniques applicable to various products and sales situations.
- 7. Prepare and deliver a sales presentation incorporating one or more closing techniques.
- 8. Effectively handle audience questions and/or objections
- 9. TIME: Ten to twelve minutes

3) TRAINING THE SALES FORCE

- Understand the role of a sales trainer in helping salespeople to function successfully.
 - Select a specific aspect of selling and prepare an educational and/or motivational presentation.
 - Present an interesting, interactive sales training speech and conduct a role play to enable the audience to practice sales techniques.
 - SPEECH TIME: Six to eight minutes
 - ROLE PLAY TIME: Eight to ten minutes
 - FINAL DISCUSSION TIME: Two to five minutes
- (Arrangements for this presentation are to be made with your VPE well in advance)

4) THE SALES MEETING

- Learn to coordinate an effective sales meeting.
 - Apply sales meeting techniques to the challenge of building membership in your Toastmasters club.
 - Plan and conduct a kickoff meeting for a Toastmasters membership campaign.
 - TIME: Fifteen to twenty minutes—more if time allows
- (Arrangements for this presentation are to be made with your VPE well in advance)

5) THE TEAM SALES PRESENTATION

- Understand the nature and process of a team sales presentation.
 - Develop a concept and plan for a sales presentation involving three or more speakers, including yourself.
 - Assemble a team of speakers who can work together effectively.
 - Coordinate the planning, preparation, and delivery of a team sales presentation.
 - TIME: Fifteen to twenty-minutes (Five to seven minutes per person for manual credit)
- (Arrangements for this presentation are to be made with your VPE well in advance)*

TOASTMASTERS OF LA JOLLA - SPEECH OBJECTIVES

SPECIALTY SPEECHES

1) SPEAK OFF THE CUFF

- ❑ 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; for example, comparing a past, present, future situation or before and after.
- ❑ TIME: Five to seven minutes

2) UPLIFT THE SPIRIT

4. Identify and understand the basic differences and similarities between inspirational speeches and other kinds of speeches..
5. Learn how to evaluate audience feeling and establish emotional rapport.
6. Develop a speech style and delivery that effectively expresses inspirational content by moving the audience to adopt your views..
7. TIME: Eight to ten minutes

3) SELL A PRODUCT

- ❑ 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.
- ❑ TIME: Ten to twelve minutes

4) READ OUT LOUD

- ❑ 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..
- ❑ TIME: Twelve to fifteen minutes

5) INTRODUCE THE SPEAKER

- ❑ 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.
- ❑ TIME: The duration of a club meeting (To be arranged with the VPE in advance)

COMMUNICATING ON TELEVISION

1) STRAIGHT TALK

- To effectively present an opinion or viewpoint in a short time.
- To simulate giving a presentation as part of a television broadcast.
- TIME: Three minutes, plus or minus 30 seconds.

2) THE TALK SHOW

- To understand the dynamics of a television interview or “talk” show.
- To prepare for the questions that may be 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.
- TIME: Ten minutes, plus or minus 30 seconds.

3) WHEN YOU’RE THE HOST

- To conduct a successful television interview.
- To understand the dynamics of a successful television interview or “talk” show.
- To prepare questions to ask during the interview program.
- To present a positive, confident image on the television camera.
- TIME: Ten minutes, plus or minus 30 seconds

4) THE PRESS CONFERENCE

- To understand the nature of a television press conference.
- To prepare for an adversary confrontation upon 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.
- TIME: Four to six minutes for presentation, eight to ten minutes for question period.

5) TRAINING ON TELEVISION

- To learn how to develop and present an effective training program on television.
- To receive personal feedback through the videotaping of your presentation.
- TIME: Five to seven minutes for the presentation, plus five to seven minutes for playback of the videotape.

HUMOROUSLY SPEAKING

1) WARM UP YOUR AUDIENCE

- Prepare a speech that opens with a humorous story.
- Personalize the story.
- Deliver the story smoothly and effectively.
- TIME: Five to seven minutes

2) LEAVE THEM WITH A SMILE

- Prepare a serious speech that opens and closes with humorous stories.
- Prepare a closing story that reemphasizes the speech's main point.
- Deliver the stories smoothly and effectively.
- TIME: Five to seven minutes

3) MAKE THEM LAUGH

- Prepare a speech that opens and closes with humorous stories.
- Include jokes in the speech body to illustrate points or maintain audience interest.
- Deliver the jokes and stories smoothly and effectively.
- TIME: Five to seven minutes

4) KEEP THEM LAUGHING

- 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.
- TIME: Five to seven minutes

5) THE HUMOROUS SPEECH

- Use exaggeration to tell a humorous story.
- Entertain the audience.
- Effectively use body language and voice to enhance the story.
- TIME: Five to seven minutes

INTERPERSONAL COMMUNICATION

1) CONVERSING WITH EASE

- Identify techniques to use in conversing with strangers.
- Recognize different levels of conversation.
- Initiate a conversation with a stranger.
- TIME: Ten to 14 minutes

2) THE SUCCESSFUL NEGOTIATOR

Employ win/win negotiating strategies to achieve your goals.

Enjoy the benefits of win/win negotiating.

TIME: Ten to 14 minutes

3) DIFFUSING VERBAL CRITICISM

- Respond non-defensively to verbal criticism..
- Employ a five-step method to identify the problem, diffuse the attack, and arrive at a solution.
- TIME: Ten to 14 minutes

4) THE COACH

- Determine reasons for someone's substandard performance.
- Coach the person to improved performance.
- TIME: Ten to 14 minutes

5) ASSERTING YOURSELF EFFECTIVELY

- 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
- TIME: Ten to 14 minutes

TECHNICAL PRESENTATIONS

1) THE TECHNICAL BRIEFING

- ❑ Using a systematic approach, organize technical material into a concise presentation.
- ❑ Tailor the presentation to the audience's needs, interests and knowledge levels.
- ❑ TIME: Eight to ten minutes

2) THE PROPOSAL

- ❑ 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.
- ❑ TIME: Eight to ten minutes for speech; three to five minutes for Q & A period

2) THE NONTECHNICAL AUDIENCE

- ❑ Understand the principles of communicating complex information to nontechnical listeners.
- ❑ Build and deliver an interesting talk based on these principles.
- ❑ Answer audience questions that arise during the presentation.
- ❑ Use overhead transparencies to illustrate your message.
- ❑ TIME: Ten to twelve minutes

3) PRESENTING A TECHNICAL PAPER

- ❑ Deliver an interesting speech based on a technical paper or article.
- ❑ Effectively use a flipchart, over-head projector or slides to illustrate your message.
- ❑ TIME: Ten to twelve minutes

4) THE TEAM TECHNICAL PRESENTATION

- ❑ Understand the nature and process of a team technical presentation.
- ❑ Conceptualize a briefing or proposal involving three or more speakers, including yourself.
- ❑ Assemble a team of club members capable of getting the job done.
- ❑ Orchestrate the planning, preparation and delivery of a team technical presentation.
- ❑ TIME: 20 to 30 minutes

*(Arrangements for this presentation should be made with the club's VPE well in advance.
Also the presenter should arrange for an evaluator for each speaker.)*

THE ENTERTAINING SPEAKER

1) THE ENTERTAINING SPEECH

- Entertain the audience through use of humor and/or drama drawn from your personal experience.
- Organize an entertaining speech for maximum audience impact.
- TIME: Five to seven minutes

2) RESOURCES FOR ENTERTAINMENT

4. Draw humorous and/or dramatic material from sources other than your own personal experience.
5. Adapt your material to suit your topic, your own personality and the audience.
6. Use entertaining material as a means of conveying a serious message.
7. TIME: Eight to ten minutes

3 MAKE THEM LAUGH

- 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 humor effective.
- TIME: Eight to ten minutes

4) A DRAMATIC TALK

- Develop an entertaining dramatic talk about an experience or incident, or give a dramatic reading.
- Include vivid imagery, characters and dialogue.
- Deliver the talk in an interpretative manner.
- TIME: Ten to twelve minutes

5) SPEAKING AFTER DINNER

- Prepare an entertaining after-dinner talk on a specific theme.
- Deliver the talk extemporaneously, using the skills developed in the preceding entertainment projects.
- TIME: Thirteen to fifteen minutes

THE PROFESSIONAL SPEAKER

1) THE KEYNOTE ADDRESS

- 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.
- TIME: Fifteen to twenty minutes—longer if club program allows

2) SPEAKING TO ENTERTAIN

- Entertain the audience through the use of humor drawn from personal experience and from other material that you have personalized.
- Deliver the speech in a way that makes the humor effective.
- Establish personal rapport with your audience for maximum impact.
- TIME: Fifteen to twenty minutes—longer if club program allows

3) THE SALES TRAINING SPEECH

- 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
- TIME: Fifteen to twenty minutes—longer if club program allows

4) THE PROFESSIONAL SPEAKER

- 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.
- TIME: Twenty to forty minutes

5) THE MOTIVATIONAL SPEECH

- 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.
- TIME: Fifteen to twenty minutes—longer if club program allows