

### The CTM Manual

1	The Icebreaker: To begin speaking before an audience; To discover speaking skills you already have and skills that need some attention.	4-6
2	Organise 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.	5-7
3	Get to the Point: Select a speech topic and determine its general and specific purposes; Organise the speech in a manner that best achieves those purpose; 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	5-7
4	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 emphasise ideas; Eliminate jargon and unnecessary words; Use correct grammar.	5-7
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.	5-7
6	Vocal Variety: Use voice volume, pitch, rate and quality to reflect and add meaning and interest to your message; Use pauses to enhance your message; Use vocal variety smoothly and naturally.	5-7
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.	5-7
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.	5-7
9	Persuade with Power: Persuade listeners to adopt your viewpoint or ideas or to take some action; Appeal to the audience's interest; Use logic and emotion to support your position; Avoid using notes.	5-7
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 audiences needs and emotions using stories, anecdotes and quotes to add drama; avoid using notes	6-8

### Interpersonal Communication

1	Conversing with Ease: Identify techniques to use in conversing with strangers. Recognise different levels of conversation. Initiate a conversation with a stranger. Use open ended questions to solicit information for further conversation	10-14
2	The Successful Negotiator: Employ win/win negotiating strategies to achieve your goals. Enjoy the benefits of win/win negotiating	10-14
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	10-14
4	The Coach: Determine reasons for someone's substandard performance. Coach the person to improved performance	10-14
5	Asserting Yourself Effectively: Employ 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	10-14

### Storytelling

1	The Folk Tale: Tell a folk tale that is entertaining and enjoyable for a specific age group. Use vivid imagery and voice to enhance the tale	7-9
2	Lets Get Personal: Learn the elements of a good story. Create and tell an original story based on a personal experience	6-8
3	The Moral of the Story: Understand that a story can be entertaining yet display moral values. Create a new story that offers a lesson or a moral. Tell the story using the skills developed in the previous two projects	4-6
4	The Touching Story: Understand the techniques available to arouse emotion. Become skilled at arousing emotions while telling a story	6-8
5	Bringing History to Life: Understand the purpose of stories about historical events or people. Use the storytelling skills developed in the preceding projects to tell a story about a historic event or person	7-9

### The Public Relations Manual

1	The Public Relations Speech: Prepare a talk that will build goodwill for your organization by supplying useful information of interest to the audience. Favourably influence the audience by the skilful and friendly delivery of your talk.	5-7
2	Resources for Goodwill: Research the operation and benefits of an organisation or company. Prepare a talk designed to build goodwill toward it by presenting factual information. Analyse the common interests of your audience and focus your presentation on those interests. Effectively use at least one visual aid to enhance the audience's understanding.	8-10
3	The Persuasive Approach: Direct a persuasive appeal to the audience's self-interests using a combination of fact and emotion in a speech delivered in such a manner that it appears extemporaneous. Persuade the audience to adopt your viewpoint by the use of standard persuasive techniques.	8-10
4	Speaking Under Fire: Prepare a talk to persuade a hostile audience at least to consider your position on a controversial issue. Conduct a question-and-answer period on the speech subject.	6-8 + 8-10 Q&A
5	The Media Speech: Write a speech script on behalf of a social cause. Using the script, present the speech to persuade a general television audience.	7.5-8.5

### Humorous Speaking

1	Warm up your Audience: Prepare a speech that opens with a humorous story. Personalise the story. Deliver the story smoothly and effectively.	5-7
2	Leave them with a Smile: Prepare a serious speech that opens and closes with humorous stories. Prepare a closing story that re-emphasises the speech's main point. Deliver the stories smoothly and effectively.	5-7
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.	5-7
4	Keep them laughing: Prepare a speech that opens with a self deprecating joke. String together 2 or 3 related jokes in the speech body. Close the speech with a humorous story.	5-7
5	The Humorous Speech: Use exaggeration to tell a humorous story. Entertain the audience. Effectively use body language and voice to enhance the story.	5-7

### Technical Presentations

1	The Technical Briefing: Using a systematic approach, organise technical material into a concise presentation. Tailor the presentation to the audience's needs, interests and knowledge levels	8-10
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	8-10 + 3-5 Q&A
3	The Nontechnical Audience: Understand the principles of communicating complex information to non technical 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	10-12
4	Presenting a Technical Paper: Deliver an interesting speech based on a technical paper or article. Effectively use a flipchart, overhead projector or slides to illustrate your message	10-12
5	The Team Technical Presentation: Understand the nature and process of a team technical presentation Conceptualise 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	20-30

### 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	5-7
2	Resources for Informing: Analyse your audience regarding your chosen subject. Focus your presentation at the audience's level of knowledge. Build a supporting case for each major point using information gathered through research. Effectively use at least one visual aid to enhance the audience's understanding	5-7
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	5-7
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 make valid conclusions and a sound decision. Answer questions from the audience	5-7 + 2-3 Q&A
5	The Abstract Concept: Research and analyse an abstract concept, theory, historical force, or social/political issue. Present the ideas in a clear, interesting manner	6-8

### Persuasive Speaking

1	The Effective Salesperson: Learn a technique for selling an inexpensive product in a retail store. Recognize a buyer's thought processes in making a purchase. Elicit information from a prospective buyer through questions. Match the buyer's situation with the most appropriate product.	8-12
2	Conquering the "Cold Call": Learn a technique for "cold call" selling of expensive products or services. Recognize the risks buyers assume in purchasing. Use questions to help the buyer discover problems with his or her current situation. Successfully handle buyer's objections and concerns.	10-14
3	The Winning Proposal: Prepare a proposal advocating an idea or course of action. Organise the proposal using the six-step method provided.	5-7
4	Addressing the Opposition: Prepare a talk on a controversial subject that persuades and audience to accept or at least consider your viewpoint. Construct the speech to appeal to the audience's logic and emotions.	7-9 + 2-3 Q&A
5	The Persuasive Leader: Communicate your vision and mission to an audience. Convince your audience to work towards achieving your vision and mission	6-8

### Interpretive Reading

1	Read a Story: To understand the elements of interpretive reading. To learn how to analyse a narrative and plan for effective interpretation. To learn and apply vocal techniques that will aid in the effectiveness of reading	8-10
2	Interpreting Poetry: To understand the difference between poetry and prose. To recognise how poets use imagery, rhythm, meter, cadence and rhyme to convey the meanings and emotions in their poetry. To apply vocal techniques that will aid the effectiveness of the reading	6-8
3	The Monodrama: To understand the concept and nature of the monodrama. To assume the identity of a character and to portray the physical and emotional aspects of this character to an audience	5-7

4	The Play: To adapt a play for interpretive reading. To portray several characters in one reading, identifying them to the audience through voice changes and movement	12-15
5	The Oratorical Speech: To understand the structure of an effective speech. To interpret and present a famous speech	10-12

<b>Special Occasion Speeches</b>		
1	Mastering the Toast: Recognise the characteristics of a toast. Present a toast honouring an occasion or person	2-3
2	Speaking in praise: Prepare a speech praising or honouring someone, either living or dead. Address five areas concerning the individual and his/her accomplishments. Include anecdotes illustrating points within the speech	5-7
3	The Roast: Poke fun at a particular individual in a good natured way. Adapt and personalise humorous materials from other sources Deliver jokes and humorous stories effectively	3-5
4	Presenting an award: Present an award with dignity and grace. Acknowledge the contributions of the recipient	3-4
5	Accepting an award: Accept an award with dignity, grace and sincerity. Acknowledge the presenting organisation	5-7

<b>The Entertaining Speaker</b>		
1	The Entertaining speech: Entertain the audience by relating a personal experience. Organise an entertaining speech for maximum impact	5-7
2	Resources for entertainment: Draw entertaining material from sources other than your own personal experience. Adapt your material to suit your topic, your own personality and the audience	5-7
3	Make them laugh: Prepare a humorous speech drawn from your own experience. Strengthen the speech by adapting and personalising humorous material from outside sources. Deliver the speech in a way that makes the humour effective	5-7
4	A dramatic talk: Develop an entertaining dramatic talk about an experience or incident. Include vivid imagery, characters and dialogue. Deliver the talk in an entertaining manner	5-7
5	Speaking after dinner: Prepare an entertaining after dinner talk on a specific theme. Deliver the talk using the skills developed in the preceding projects	8-10

<b>The Professional Speaker</b>		
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 the 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	15-20
2	Speaking to Entertain: Entertain the audience through the use of humour drawn from personal experience and from other material that you have personalized; Deliver the speech in a way that makes the humour effective; Establish personal rapport with your audience for maximum impact	15-20
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	15-20
4	The Professional Seminar - 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	20-40
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	15-20

<b>Specialty Speeches</b>		
1	Speak off the cuff - Develop an awareness of situations in which you might be called upon to deliver an inpromtu speech. Understand how to prepare for impromptu speaking. Develop skill as a speaker in the impromptu situation by using one or more patters to approach a topic under discussion, for example comparing a past, present, future situation or before and after	5-7
2	Uplift the spirit - Identify and understand the basic differences and similarities between inspirational speeches and other kind of speeches; Learn how to evaluate audience feeling and establish emotional rapport; Develop a speech style and delivery that effectively expresses inspirational content by moving the audience to adopt your views.	8-10
3	Sell a Product - Understand the relationship of sales technique to persuasion; Skilfully 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.	10-12
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.	12-15
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.	Whole meeting

### The Discussion Leader

1	The Seminar Solution - Present an introductory short talk or brief lecture describing a theory, model, or information about a topic that will be discussed by a group following the presentation; Organize the information so that it is easy to understand and can be remembered; Orient the group to think about the specific goal of the discussion that follows; Use a buzz session discussion technique to promote group participation in deriving information leading to solution to the problem.	20-30
2	The Round Robin - Establish the meaning of a question with a discussion group; Using a problem solving pattern, lead the participants in a brainstorming session; Screen the possible solutions and lead the group in deciding what action to take.	20-30
3	Pilot a Panel - Select a problem for panel discussion; Select not less than three members in advance to speak on the panel; Define the common goals and the purpose of the panel; Acting as moderator, monitor the panel discussion to inform the audience.	30-40
4	Make It Make Believe (Role Play)" - Understand what role-playing is and how to use it effectively in group communication; Select a problem involving human relations in which you may use the role-playing method to illustrate and explore the problem; Create a plot and characters relevant to the discussion problem and select a cast from among the group members; Direct the role-play enactment, relate it to the discussion problem, and lead the group in arriving at a solution.	20-30
5	The Workshop Leader - Building group unity, guide the workshop participants in an investigative discussion of the problem; Follow a problem solving pattern to arrive at a solution; Bring the group to an agreement before the discussion ends.	30-40

### Speeches by Management

1	The Briefing - Apply the key steps in the preparation of a briefing and the organization of material; Give a briefing according to a specific objective so the audience will have an understanding of the information; Effectively handle a question-and-answer session following the briefing.	8-10 + 5 Q&A
2	The Technical Speech - Convert a technical paper or technical material and information into a technical speech; Organize a technical speech according to the inverted-pyramid approach; Write a technical speech as "spoken language," not as an article; Give the speech by effectively reading out loud.	8-10
3	Manage and Motivate - Understand the concept and nature of motivational method in management; Apply a four step motivational method with the objectives to persuade and inspire; Deliver a motivational speech to persuade an audience to agree with your management proposal.	10-12
4	The Status Report - Organize and prepare a status report involving the overall condition of a plan or program, or performance of a department or company in relation to goals; Construct the report according to a four-step pattern; Give an effective presentation of the report.	12-15
5	Confrontation: The Adversary Relationship - Understand the definition and nature of the adversary relationship; Prepare for an adversary confrontation on a controversial management issue; Employing appropriate preparation methods, strategy, and techniques, for communicating with an adversary group as the representative of your company or corporation.	5 + 10 Q&A

### 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.	3 (+/- 30 secs)
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.	10 (+/- 30 secs)
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.	10 (+/- 30 secs)
4	The Press Conference - To understand the nature of a television press conference; To prepare for an adversary confrontation on a controversial or sensitive issue; To employ appropriate preparation methods and strategies for communicating your organization's viewpoint; To present and maintain a positive image on television.	4-6 + 8-10 Q&A
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.	(Present: 5-7 mins, Playback: 5-7 mins)