

Advanced Communication Manuals

The Entertaining Speaker (Catalog No. 226A)

People like to be entertained, and the entertaining speaker offers listeners a pleasant diversion from their demanding and busy lives. This manual presents five projects – The Entertaining Speech, Resources for Entertainment, Make Them Laugh, A Dramatic Talk and Speaking After Dinner – that will help you develop your own skills.

Speaking to Inform (Catalog No. 226B)

Do you want to tell others about a new product, an important discovery, ways to enhance the quality of one's life? You'll learn how to effectively communicate your ideas after completing the following projects: The Speech to Inform, Resources for Informing, The Demonstration Talk, A Fact-Finding Report and The Abstract Concept.

Public Relations (Catalog No. 226C)

Whether we represent a large corporation or just ourselves, all of us participate in the business of public relations. Working on such projects as The Goodwill Speech, The Radio Talk Show, The Persuasive Approach, Dispel the Hostility and The Crisis Management Speech will develop and boost your expertise in public relations.

The Discussion Leader (Catalog No. 226D)

Both your speaking abilities and leadership skills will be enhanced once you've staged The Seminar Solution, The Round Robin, Pilot A Panel, Make It Make Believe, and The Workshop Leader.

Specialty Speeches (Catalog No. 226E)

For those times when you'll be asked to Speak Off the Cuff, Uplift the Spirit, Sell a Product, Read Out Loud or Introduce the Speaker, you'll find the training from this manual invaluable!

Speeches By Management (Catalog No. 226F)

The lack of effective communication at management level is a major source of problems in business and organizations today. After completing The Briefing, The Technical Speech, Manage and Motivate, The Status Report and Confrontation: The Adversary Relationship, you'll be better equipped to encourage and influence others.

The Professional Speaker (Catalog No. 226G)

Talent, hard work and practice are key attributes of the professional speaker, and the five projects in this manual – The Keynote Address, Speaking to Entertain, The Sales Training Speech, The Professional Seminar and The Motivational Speech – offer practice as well as insight into the competitive world of professional speaking.

Technical Presentations (Catalog No. 226H)

The five highly challenging speech assignments contained within this manual are The Technical Briefing, The Proposal, The Nontechnical Audience, Presenting a Technical Paper and The Team Technical Presentation. They comprise a demanding set of assignments that will provide practical speaking experience for those geared toward technical careers.

Persuasive Speaking (Catalog No. 226I)

The ability to influence and persuade others to accept your ideas, products or services is vital. The Effective Salesperson, Conquering the Cold Call, The Winning Proposal, Addressing the Opposition and The Persuasive Leader projects are all designed to help you develop excellent persuasive techniques and expand your presentation skills.

Communicating on Television (Catalog No. 226J)

As the number of television networks continues to grow and diversify, the opportunities for communicating on television also increase. Be ready for these opportunities by mastering the following projects: Straight Talk, The Talk Show, When You're the Host, The Press Conference and Training on Television.

Storytelling (Catalog No. 226K)

Everyone loves a good story! The projects in this manual include The Folk Tale, Let's Get Personal, The Moral of the Story, The Touching Story and Bringing History to Life and are designed to help you develop storytelling skills.

Interpretive Reading (Catalog No. 226L)

Effective interpretive reading encourages your

listeners to recreate, in their own minds, the characters and situations you present during your reading. Five projects – Read a Story, Interpreting Poetry, The Monodrama, The Play and The Oratorical Speech – will help you plan presentations that will engage the imaginations of your audience members.

Interpersonal Communication (Catalog No. 226M)

Every day we interact with many different people in a variety of situations. The following five projects, *Conversing with Ease*, *The Successful Negotiator*, *Diffusing Verbal Criticism*, *The Coach and Asserting Yourself Effectively*, will help you combine new listening and thinking skills with your already established speaking skills.

Special Occasion Speeches (Catalog No. 226N)

Someday, sometime – whether attending your club, a family event or a business meeting – you will be expected to make a special speech. This manual will help you prepare for those times when you will be *Mastering the Toast*, *Speaking in Praise*, *joining in The Roast*, *Presenting an Award* or *Accepting an Award*.

Humorously Speaking (Catalog No. 226O)

Most people enjoy listening to public speakers and seminar leaders who use humor in their presentations. The five projects in this manual – *Warm Up Your Audience*, *Leave Them with a Smile*, *Make Them Laugh*, *Keep Them Laughing* and *The Humorous Speech* – offer practice in using humor in your speeches to attract and retain the audience's interest and to make points more effectively.