

# COMPETENT COMMUNICATION MANUAL (NEW)

## Project #1: **THE ICE BREAKER**

### **Executive Summary:**

For your first speech project, you will introduce yourself to your fellow club members and give them some information about your background, interests and ambitions. Practice giving your speech to friends or family members, and strive to make eye contact with some of your audience. You may use notes during your speech if you wish. Read the entire project before preparing your talk.

### **Objectives:**

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

### **Note To The Evaluator:**

In this speech the new member is to introduce himself/herself to the club and begin speaking before an audience. The speech should have a clear beginning, body and ending. The speaker has been advised to use notes if necessary and not to be concerned with body language. Be encouraging and point out the speaker's strong points while gently and kindly mentioning areas that could be improved. Strive to have the speaker look forward to giving another speech. Your evaluation should help the speaker feel glad about joining Toastmasters and presenting this speech. In addition to your oral evaluation, please write answers to the questions below.

# COMPETENT COMMUNICATION MANUAL (NEW)

## PROJECT 1 Evaluation Guide for “THE ICE BREAKER”:

Title: \_\_\_\_\_

Evaluator: \_\_\_\_\_ Date: \_\_\_\_\_

1. What strong points does the speaker already have?
2. How well did the audience get to know the speaker?
3. Did the speech reflect adequate preparation?
4. Did the speaker talk clearly and audibly?
5. Did the speech have a definite opening, body and conclusion?
6. Please comment on the speaker's use of notes.
7. What could the speaker have done differently that would have improved the speech
8. What did you like about the presentation?

# COMPETENT COMMUNICATION MANUAL (NEW)

## Project #2: **ORGANIZE YOUR SPEECH**

### **Executive Summary:**

Good speech organization is essential if your audience is to follow and understand your presentation. You must take the time to put your ideas together in an orderly manner. You can organize your speech in several different ways; choose the outline that best suits your topic. The opening should catch the audience's attention, the body must support the idea you want to convey, and the conclusion should reinforce your ideas and be memorable. Transitions between thoughts should be smooth.

### **Objectives:**

- Select and 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.

### **Note To The Evaluator:**

The speaker is to present a talk that is organized in a manner that leads the audience to a clearly defined goal. The speech includes a beginning, a body and a conclusion; major facts or ideas; and appropriate support material, with smooth transitions between the facts and ideas. In addition to your verbal evaluation, please complete this evaluation form by rating the speech in each category and offering comments or specific recommended action where warranted.

5 = Excellent

4 = Above average for the speaker's experience level

3 = Satisfactory

2 = Could improve

1 = Needs attention

# COMPETENT COMMUNICATION MANUAL (NEW)

## PROJECT 2 Evaluation Guide for "ORGANIZE YOUR SPEECH"

Title: \_\_\_\_\_

Evaluator: \_\_\_\_\_ Date: \_\_\_\_\_

| CATEGORY  | RATING |   |   |   |   | COMMENTS/<br>SUGGESTIONS |
|---|--------|---|---|---|---|--------------------------|
| Speech Value<br>(Interesting, meaningful to audience)   | 5      | 4 | 3 | 2 | 1 |                          |
| Preparation (Research, rehearsal)                       | 5      | 4 | 3 | 2 | 1 |                          |
| Organization (Logical, clear)                           | 5      | 4 | 3 | 2 | 1 |                          |
| Opening (Attention-getting, led into topic)             | 5      | 4 | 3 | 2 | 1 |                          |
| Body (Flowed smoothly, appropriate support<br>Material) | 5      | 4 | 3 | 2 | 1 |                          |
| Conclusion (Effective)                                  | 5      | 4 | 3 | 2 | 1 |                          |
| Transitions (Appropriate, helpful)                      | 5      | 4 | 3 | 2 | 1 |                          |

What could the speaker have done differently to make the speech more effective?

What did you like about the presentation?

# COMPETENT COMMUNICATION MANUAL (NEW)

## Project #3: GET TO THE POINT

### Executive Summary:

Every speech must have a general and a specific purpose. A general purpose is to inform, to persuade, to entertain or to inspire. A specific purpose is what you want the audience to do after listening to your speech. Once you have established your general and specific purposes, you'll find it easy to organize your speech. You'll also have more confidence, which makes you more convincing, enthusiastic and sincere. Of course, the better organized the speech is, the more likely it is to achieve your purpose.

### Objectives:

- 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.

### Note To The Evaluator:

The speaker is to prepare a speech that has a clear general purpose (to inform, persuade, entertain or inspire) and a specific purpose. The speech is to be organized in a manner that best achieves these purposes. The beginning, body and conclusion should all tie into and reinforce the purposes. The speaker is to project sincerity and conviction and strive not to use notes. Any nervousness displayed should be minimal. In addition to your verbal evaluation, please complete the evaluation form below by rating the speech in each category.

5 = Excellent

4 = Above average for the speaker's experience level

3 = Satisfactory

2 = Could improve

1 = Needs attention

# COMPETENT COMMUNICATION MANUAL (NEW)

## **PROJECT 3** **Evaluation Guide for “GET TO THE POINT”**

Title: \_\_\_\_\_

Evaluator: \_\_\_\_\_ Date: \_\_\_\_\_

| CATEGORY  | RATING |   |   |   |   | COMMENTS/<br>SUGGESTIONS |
|---|--------|---|---|---|---|--------------------------|
| The general purpose of the speech was clear   | 5      | 4 | 3 | 2 | 1 |                          |
| The specific purpose of the speech was clear  | 5      | 4 | 3 | 2 | 1 |                          |
| The speech organization supported the speech's specific purpose.                      | 5      | 4 | 3 | 2 | 1 |                          |
| The main points and supporting material contributed to the speech's specific purpose. | 5      | 4 | 3 | 2 | 1 |                          |
| The beginning, body and conclusion reinforced the specific purpose.                   | 5      | 4 | 3 | 2 | 1 |                          |
| The speaker achieved the specific purpose.  | 5      | 4 | 3 | 2 | 1 |                          |
| The speaker appeared confident and sincere, with minimal nervousness.                 | 5      | 4 | 3 | 2 | 1 |                          |
| The speaker did not rely on notes throughout the speech.                              | 5      | 4 | 3 | 2 | 1 |                          |

What could the speaker have done differently to make the speech more effective?

What did you like about the presentation?

# COMPETENT COMMUNICATION MANUAL (NEW)

## Project #4: HOW TO SAY IT

### Executive Summary:

Words are powerful. They convey your message and influence the audience and its perception of you. Word choice and arrangement need just as much attention as speech organization and purpose. Select clear, accurate, descriptive and short words that best communicate your ideas and arrange them effectively and correctly. Every word should add value, meaning and punch to the speech.

### Objectives:

- 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.

### Note To The Evaluator:

The speaker is to use words and arrangements of words that effectively communicate his or her message to the audience. The speaker should select clear, accurate, descriptive and short words and choose verbs that convey action. Sentence and paragraph construction should be simple and short. The speaker needs to include rhetorical devices, avoid jargon and unnecessary words and use correct grammar. The speech must have a clear purpose and be appropriately organized. Please complete the evaluation form below by checking the appropriate column for each item.

# COMPETENT COMMUNICATION MANUAL (NEW)

## **PROJECT 4** **Evaluation Guide for “HOW TO SAY IT”**

Title: \_\_\_\_\_

Evaluator: \_\_\_\_\_ Date: \_\_\_\_\_

|  | Excellent | Satisfactory | Could Improve | Comments/<br>Suggestions |
|--|-----------|--------------|---------------|--------------------------|
| Was the speech topic appropriate for this particular assignment?             | _____     | _____        | _____         |                          |
| Did the speaker use simple, short and clear words?                           | _____     | _____        | _____         |                          |
| Did the speaker use vivid, descriptive words that created mental images?     | _____     | _____        | _____         |                          |
| Did the speaker use words that had more than one meaning or were inaccurate? | _____     | _____        | _____         |                          |
| Were the speaker's sentences short, simple and understandable?               | _____     | _____        | _____         |                          |
| Did the speaker use rhetorical devices to enhance his or her ideas?          | _____     | _____        | _____         |                          |
| Did the speaker avoid jargon and unnecessary words?                          | _____     | _____        | _____         |                          |
| Did the speaker use proper grammar and pronunciation?                        | _____     | _____        | _____         |                          |
| Was the speech purpose clear?  | _____     | _____        | _____         |                          |
| Was the speech effectively organized?  | _____     | _____        | _____         |                          |

What could the speaker have done differently to make the speech more effective?

What did you like about the speech?



# COMPETENT COMMUNICATION MANUAL (NEW)

## Project #5: **YOUR BODY SPEAKS**

### **Executive Summary:**

Body language is an important part of speaking because it enhances your message and gives you more credibility. It also helps release any nervousness you may feel. Stance, movement, gestures, facial expressions and eye contact help communicate your message and achieve your speech's purpose. Body language should be smooth, natural and convey the same message that your listeners hear. Read **Gestures: Your Body Speaks** (Catalog No. 201), which you received in Your New Member Kit.

### **Objectives:**

- 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.

### **Note To The Evaluator:**

The speaker is to use stance, body movement, gestures, facial expressions and eye contact that illustrate and enhance his or her verbal message. Movement, gestures, facial expressions and eye contact should be smooth and natural. Body language should enhance and clarify the speaker's words and help the audience visualize the speaker's point and overall message. The message you see should be the same one you hear. The speech must have a clear purpose and appropriate organization. Also, the speaker must use words and arrangements of words that effectively communicate his or her message to the audience. In addition to your verbal evaluation, please complete this evaluation form by checking the appropriate space for each item. Add your comments for those items deserving praise or specific suggestions for improvement.

# COMPETENT COMMUNICATION MANUAL (NEW)

## **PROJECT 5** **Evaluation Guide for "YOUR BODY SPEAKS"**

Title: \_\_\_\_\_

Evaluator: \_\_\_\_\_ Date: \_\_\_\_\_

|                    |       | Comments/<br>Suggustions    |
|--------------------|-------|-----------------------------|
| Topic Selection:   | _____ | Facilitated body language   |
|                    | _____ | Satisfactory                |
|                    | _____ | Could improve               |
| Preparation:       | _____ | Excellent                   |
|                    | _____ | Satisfactory                |
|                    | _____ | Could improve               |
| Manner:            | _____ | Confident, enthusiastic     |
|                    | _____ | Satisfactory                |
|                    | _____ | Nervous, tense              |
| Posture:           | _____ | Poised, balanced            |
|                    | _____ | Satisfactory                |
|                    | _____ | Could improve               |
| Gestures:          | _____ | Natural, evocative          |
|                    | _____ | Satisfactory                |
|                    | _____ | Could improve               |
| Body movement:     | _____ | Purposeful, smooth          |
|                    | _____ | Satisfactory                |
|                    | _____ | Awkward, distracting        |
| Eye contact:       | _____ | Established visual bonds    |
|                    | _____ | Satisfactory                |
|                    | _____ | Could improve               |
| Facial expression: | _____ | Animated, friendly, genuine |
|                    | _____ | Satisfactory                |
|                    | _____ | Could improve               |
| Speech Purpose:    | _____ | Clear                       |
|                    | _____ | Satisfactory                |
|                    | _____ | Could improve               |

## COMPETENT COMMUNICATION MANUAL (NEW)

Speech organization: \_\_\_\_\_ Logical, clear  
\_\_\_\_\_ Satisfactory  
\_\_\_\_\_ Could improve

What could the speaker have done differently to make the speech more effective?

What did you like about the speech?

# COMPETENT COMMUNICATION MANUAL (NEW)

## Project #6: **VOCAL VARIETY**

### **Executive Summary:**

Your voice has a major effect on your audience. A lively, exciting voice attracts and keeps listeners' attention. A speaking voice should be pleasant, natural, forceful, expressive and easily heard. Use volume, pitch, rate and quality as well as appropriate pauses to reflect and add meaning and interest to your message. Your voice should reflect the thoughts you are presenting. Review **Your Speaking Voice** (Catalog No. 199), which you received in your New Member Kit.

### **Objectives:**

- 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.
- Time: Five to seven minutes.

### **Note To The Evaluator:**

The speaker is to use a voice that is pleasing to listen to, with proper balance of volume, pitch and rate, and use pauses to enhance his or her message. The speaker's voice should reflect and add meaning to the thoughts he or she is presenting. The speaker is to incorporate lessons learned in previous projects about purpose, organization, word usage and body language. In addition to your verbal evaluation, please complete this evaluation form by checking the appropriate space for each category. Add comments where praise is warranted or where you can offer specific suggestions for improvement.

# COMPETENT COMMUNICATION MANUAL (NEW)

## **PROJECT 6** **Evaluation Guide for “VOCAL VARIETY”**

Title: \_\_\_\_\_

Evaluator: \_\_\_\_\_ Date: \_\_\_\_\_

|                  |                                   |                   |                             |
|------------------|-----------------------------------|-------------------|-----------------------------|
| Topic Selection: | ____ Facilitated vocal variety    | ____ Satisfactory | ____ Could Improve          |
| Volume:          | ____ Excellent                    | ____ Satisfactory | ____ Too loud or soft       |
| Rate:            | ____ Excellent, varied            | ____ Satisfactory | ____ Too fast or too slow   |
| Pitch:           | ____ Varied, conversational       | ____ Satisfactory | ____ Monotonous, artificial |
| Quality:         | ____ Pleasant, friendly           | ____ Satisfactory | ____ Harsh, monotonous      |
| Pauses:          | ____ Appropriate, effective       | ____ Satisfactory | ____ Could improve          |
| Expressiveness:  | ____ Conveyed emotion, meaning    | ____ Satisfactory | ____ Could improve          |
| Vocal variety:   | ____ Enhanced speech              | ____ Satisfactory | ____ Could improve          |
| Organization:    | ____ Logical flow of ideas        | ____ Satisfactory | ____ Should improve         |
| Word Usage:      | ____ Vivid, descriptive, accurate | ____ Satisfactory | ____ Could improve          |
| Body language:   | ____ Natural, expressive          | ____ Satisfactory | ____ Unnatural, distracting |

What could the speaker have done differently to make the speech more effective?

What did you like about the speech?

# COMPETENT COMMUNICATION MANUAL (NEW)

## Project #7: **RESEARCH YOUR TOPIC**

### **Executive Summary:**

Your speech will be more effective if you can support your main points with statistics, testimony, stories, anecdotes, examples, visual aids and facts. You can find this material on the Internet, at a library and in other places. Use information collected from numerous sources and carefully support points with specific facts, examples and illustrations, rather than with just your own opinions.

### **Objectives:**

- 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.

### **Note To The Evaluator:**

The speaker is to select a subject of importance to the audience that requires a large amount of research. The speaker is to collect information from numerous sources and carefully support points with specific facts, examples, and illustrations, rather than with just the speaker's own opinions. The speaker is to incorporate what he or she has learned in previous projects about purpose, organization, word usage, body language and vocal variety, as well as use appropriate suggestions from the evaluations received. In addition to your verbal evaluation, please write answers to the questions below.

# COMPETENT COMMUNICATION MANUAL (NEW)

## PROJECT 7 Evaluation Guide for “RESEARCH YOUR TOPIC”

Title: \_\_\_\_\_

Evaluator: \_\_\_\_\_ Date: \_\_\_\_\_

1. How well did the speaker’s topic apply to the audience?
2. Was the topic well researched?
3. How well did the speaker support his or her main points?
4. Was the support material appropriate for the point made?
5. Did the speaker vary the types of support material?
6. How clear was the speaker’s purpose?
7. Was the speech effectively organized?
8. Did the speaker take advantage of body language and vocal variety?
9. What could the speaker have done differently to improve the speech?
10. What did you like about the speech?

# COMPETENT COMMUNICATION MANUAL (NEW)

## Project #8: GET COMFORTABLE WITH VISUAL AIDS

### Executive Summary:

Visual aids help an audience understand and remember what they hear; they are a valuable tool for speakers. The most popular visual aids are computer-based visuals, overhead transparencies, flip charts, whiteboards and props. The type of visual aid you choose depends on several factors, including the information you wish to display and the size of the audience. Visuals must be appropriate for your message and the audience, and be displayed correctly with ease and confidence.

### Objectives:

- 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.

### Note To The Evaluator:

The speaker is to present a speech that uses two or more visual aids. The visual aids selected must be appropriate for the message and audience, and be displayed correctly with ease and confidence. The speaker is to incorporate what he or she has learned in previous projects about purpose, organization, word usage, body language and vocal variety. The speaker also is to use appropriate suggestions from the evaluations received and thoroughly research the subject. Please complete this evaluation form by checking the appropriate column for each item. Add comments for items where special praise is warranted or where you can offer specific suggestions for improvement.



# COMPETENT COMMUNICATION MANUAL (NEW)

## PROJECT 8

### Evaluation Guide for “GET COMFORTABLE WITH VISUAL AIDS”

Title: \_\_\_\_\_

Evaluator: \_\_\_\_\_ Date: \_\_\_\_\_

|  | Excellent | Satisfactory | Could Improve | Comments/<br>Suggestions |
|--|-----------|--------------|---------------|--------------------------|
| Were the visual aids appropriate for the speech and message?   | _____     | _____        | _____         |                          |
| Did each visual aid help you to understand and remember the speaker's point?   | _____     | _____        | _____         |                          |
| Was each visual aid clearly visible?   | _____     | _____        | _____         |                          |
| If the speaker used computer-based visuals or overhead transparencies, was each visual easy to read and well-designed? | _____     | _____        | _____         |                          |
| Did the speaker use the visual aids smoothly and with confidence?  | _____     | _____        | _____         |                          |
| How clear was the speaker's purpose?   | _____     | _____        | _____         |                          |
| Did the speaker use body language to reinforce the message?  | _____     | _____        | _____         |                          |
| Was the speaker's word choice effective and appropriate?   | _____     | _____        | _____         |                          |
| Was the speech well-researched?  | _____     | _____        | _____         |                          |

What could the speaker have done differently to make the speech more effective?

What did you like about the speech?

# COMPETENT COMMUNICATION MANUAL (NEW)

## Project #9: **PERSUADE WITH POWER**

### **Executive Summary:**

The ability to persuade people – getting them to understand, accept and act upon your ideas – is a valuable skill. Your listeners will more likely be persuaded if they perceive you as credible, if you use logic and emotion in your appeal, if you carefully structure your speech and if you appeal to their interests. Avoid using notes because they may cause listeners to doubt your sincerity, knowledge and conviction.

### **Objectives:**

- 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.

### **Note To The Evaluator:**

The speaker is to present a persuasive speech that combines logical support for his/her viewpoint with a strong emotional appeal. The speech should focus on the self-interest of the audience. The speaker also has been asked to avoid using notes, if possible. In addition to your oral evaluation, please complete this evaluation form by checking the appropriate column for each item. Add your comments only for those items where special praise is warranted, or where you can offer specific suggestions for improvement.

# COMPETENT COMMUNICATION MANUAL (NEW)

## **PROJECT 9** **Evaluation Guide for “PERSUADE WITH POWER”**

Title: \_\_\_\_\_

Evaluator: \_\_\_\_\_ Date: \_\_\_\_\_

|  | Excellent | Satisfactory | Could Improve | Comments/<br>Suggestions |
|--|-----------|--------------|---------------|--------------------------|
| Did the speaker project sincerity and conviction?  | _____     | _____        | _____         |                          |
| Was the speaker a credible source of information about this topic?                         | _____     | _____        | _____         |                          |
| Did the speaker phrase his/her appeal in terms of the audience’s self-interest?            | _____     | _____        | _____         |                          |
| Did the speech opening capture the audience’s interest?                                    | _____     | _____        | _____         |                          |
| Did the speaker use facts and logical reasoning to support his or her views?               | _____     | _____        | _____         |                          |
| Did the speaker properly use emotion to persuade the audience to support his or her views? | _____     | _____        | _____         |                          |
| Was the speech organization effective?   | _____     | _____        | _____         |                          |
| Did the speaker’s body language and vocal variety contribute to the message?               | _____     | _____        | _____         |                          |
| Were you persuaded to accept the speaker’s views?  | _____     | _____        | _____         |                          |

What could the speaker have done differently to make the speech more effective?

What did you like about the speech?

# COMPETENT COMMUNICATION MANUAL (NEW)

## Project #10: **INSPIRE YOUR AUDIENCE**

### **Executive Summary:**

An inspirational speech motivates an audience to improve personally, emotionally professionally or spiritually and relies heavily on emotional appeal. It brings the audience together in a mood of fellowship and shared desire, builds the audience's enthusiasm, then proposes a change or plan and appeals to the audience to adopt this change or plan. This speech will last longer than your previous talks, so make arrangements in advance with your Vice President Education for extra time.

### **Objectives:**

- 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.

### **Note To The Evaluator:**

The speaker is to inspire the audience to improve personally, emotionally, professionally or spiritually, relying heavily on emotional appeal. The speech should appeal to noble motives and challenge the audience to achieve a higher level of beliefs or achievement. The speaker is to use the skills learned in previous projects and not use notes. In addition to your verbal evaluation, please complete this evaluation form by checking the appropriate column for each item. Add comments for those items where special praise is warranted, or where you can offer specific suggestions for improvement.

# COMPETENT COMMUNICATION MANUAL (NEW)

## PROJECT 10 Evaluation Guide for “INSPIRE YOUR AUDIENCE”

Title: \_\_\_\_\_

Evaluator: \_\_\_\_\_ Date: \_\_\_\_\_

|  | Excellent | Satisfactory | Could Improve | Comments/<br>Suggestions |
|--|-----------|--------------|---------------|--------------------------|
| Was the speech topic relevant to the occasion selected?  | _____     | _____        | _____         |                          |
| Did the speaker understand and express the feelings and needs of the audience?                       | _____     | _____        | _____         |                          |
| Was the speaker forceful, confident and positive?  | _____     | _____        | _____         |                          |
| Did the speaker effectively use stories, anecdotes and/ or quotes to help convey his or her message? | _____     | _____        | _____         |                          |
| Did the speaker's words convey strong, vivid mental images?  | _____     | _____        | _____         |                          |
| Did the speaker's use of body language enhance his or her message?                                   | _____     | _____        | _____         |                          |
| Did the speech uplift the audience and motivate them as the speaker intended?                        | _____     | _____        | _____         |                          |
| What could the speaker have done differently to make the speech more effective?                      |           |              |               |                          |

What did you like about the speech?