

ADVANCED COMMUNICATION AND LEADERSHIP MANUALS

Once you have achieved your CTM, there are a number of Advanced projects that you can work through to attain higher awards (Advanced Toastmaster Bronze, then Silver, then Gold). For each of the ATM awards, you will work through two manuals, each containing five assignments. These assignments are specifically designed to hone already-acquired skills, with emphasis on particular aspects of the theme.

Here is a synopsis of each of the Advanced Communication and Leadership Manuals:

The Entertaining Speaker

This manual 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.

Speaking to Inform

The projects in this manual will help you give informative and interesting speeches. Topics covered include the demonstration talk, the fact-finding report, the abstract concept and resources for informing.

Public Relations

This complete guide to preparing and delivering the public relations speech will help you develop resources and techniques, "speak under fire", and handle the media talk.

The Discussion Leader

This manual offers guidance in presenting workshop and conference presentations. Role-playing and problem-solving sessions are also covered. This manual is a must for managers, trainers, teachers and administrators.

Specialty Speeches

Speakers must be able to speak in many situations and this manual will help. Types of speeches covered include impromptu speeches, sales presentations, introductions, inspirational speeches, oral interpretations.

Speeches by Management

This manual will help you successfully handle a variety of speaking situations managers encounter in this work environment. Subjects covered include briefings, technical speeches, motivational talks and confrontations.

The Professional Speaker

This manual is a complete guide to becoming a professional speaker. Subjects covered include speaking as company representative and speaking for pay.

Technical Presentations

The projects in this manual will help you prepare and present briefings, proposals, technical papers and technical team presentations.

Persuasive Speaking (previously The Professional Salesperson)

Everyone is a salesperson. At one time or another we must sell ideas or products to others. This manual will help you develop sales presentations, conduct sales meetings and train other salespeople.

Communicating on Television

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 a "talk" show, conduct a press conference and use television to train.

Storytelling

Everyone loves a story. Types of stories covered in this manual include the fold tale, the personal story, stories with morals, the touching story, and the historical story.

Interpretive Reading

This manual will help you develop your interpretive reading skills. The projects include presenting stories, poetry, monodramas, plays and oratorical speeches.

Interpersonal Communications

Topics covered include conversing with ease, negotiating, handling criticism, coaching someone to improved performance, and expressing dissatisfaction effectively.

Special Occasion Speeches

Provides instruction in giving toasts, speaking in praise, "roasting" someone, and presenting and accepting awards.

Humorously Speaking

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 to give an entirely humorous speech.