

Advanced Manual – Speeches By Management

The Briefing

Objectives: 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.

Time: 8-10 minutes for speech
5 minutes for question period

The Technical Speech

Objectives: 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.

Time: 8-10 minutes

Manage and Motivate

Objectives: 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.

Time: 10-12 minutes

The Status Report

Objectives: 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.

Time: 12-15 minutes

Confrontation: The Adversary Relationship

Objectives: 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.

Time: 5 minutes for speech
10 minutes for question period