

ADVANCED COMMUNICATION SERIES
SPEECHES BY MANAGEMENT

Assignment #1:
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 to 10 minutes for speech – 5 minutes for question period.

Note to the Evaluator

The purpose of this presentation was for the speaker, as a manager, to deliver an 8 to 10 minutes briefing to employees or associates to explain, instruct, persuade, or report. The goal of the briefing was the effective communication of procedures, concepts, ideas, and data to accomplish specific objectives. The speaker may use visual aids to amplify the information. A five minute question-and-answer session should follow the presentation. In addition to your oral evaluation, please write answers to the questions below.

Evaluation Guide

1. Did the speaker state the purpose of the briefing and put the audience in a receptive frame of mind?
2. During the introduction, did the speaker supply necessary background information? Was the objective clear? State the objective.
3. In the body of the speech, what methods did the speaker use to explain sources, methods, and criteria to convey main ideas?
4. In the conclusion, did the speaker capsule what the audience should remember?
5. Were the main ideas summarized? When during the briefing were they summarized? How many times were they mentioned?
6. Did the speaker review the purpose of the briefing and call for action?
7. How effectively did the speaker make use of visual aids? If they were not effective, explain why and suggest how they could have been. (It is not required that the speaker use visual aids.)
8. Did the speaker effectively handle the question-and-answer period?

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Assignment #3:
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 to 12 minutes

Note to the Evaluator

The purpose of this presentation was for the speaker, as a manager to deliver a 10 to 12 minutes motivational speech designed to persuade and inspire by making the audience understand that personal goals can be realized through the achievement of organizational goals. The delivery should have an abundance of vivid word pictures and dynamic gestures. The content of the speech may include broad issues, long-range objectives, sales goals, responsibilities, and the value of individual contribution. In addition to your oral evaluation, please write answers to the questions below.

Evaluation Guide

1. Did the speaker make his or her proposal understood?
2. Did the speaker establish mutual understanding? Did he or she appeal to the beliefs and values of the listeners?
3. Was the speaker positive? Did he or she show enthusiasm?
4. Did the speaker show the advantages of the proposal?
5. How and when did the speaker make use of gestures? Were they dynamic? Were they effective?
6. Did the speaker build an incentive into the talk? What was the incentive?
7. Did the speaker inspire the audience? Describe briefly what techniques were used. Were they effective? How could they be improved?
8. Did the speaker persuade and inspire the audience to act? Ask the audience to comment on whether or not the speaker caused them to feel an emotional commitment.

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Assignment #4:
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 : 10 to 12 minutes

Note to the Evaluator

The purpose for this presentation was for the speaker, as a manager, to deliver a 10 to 12 minutes status report including facts, marketing information, and organizational problems. He or she was to use a four-step pattern for the report : object, scope, findings, recommendations. The speaker was to use visual aids to amplify the information. In addition to your oral evaluation, please write answers to the questions below.

Evaluation Guide

1. Did the speaker construct the report according to the OSFR pattern?
2. What was the object of the report?
3. Did the speaker effectively present the findings and conclusions? If not, offer suggestions for improvement.
4. Did the speaker adequately explain the nature and scope of the study?
5. Did the speaker give his or her recommendations? What were they?
6. Did the speaker build interest into his or her presentation? List the techniques.
7. How well did the speaker make use of visual aids? If they were not effective, explain why and suggest how they could have been improved.

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Assignment #5:
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.

Note to the Evaluator

The purpose of this presentation was for the speaker, as a manager representing his or her company or organization, to confront an adversary group concerning a controversial issue related to that company or organization. This situation involves a five-minute presentation designed to establish the company philosophy and point of view and to persuade the audience as nearly as possible of the validity of that point of view. A ten-minute question-and-answer session will follow with the speaker under fire. In addition to your oral evaluation, please write answers to the questions below.

Evaluation Guide

1. What was the controversy?
2. Did the speaker's five-minute presentation provide an open disclosure of the issue? What kinds of information were given?
3. How effectively did the speaker handle the ten-minute question-and-answer session? Did he or she make a skillful transition from the opening presentation to the Q&A period?
4. Describe how the speaker related to the audience? Was he or she effective? If not, why not? Suggest how the speaker could improve.
5. Did the speaker keep things moving? Describe how?
6. Did the speaker quit while he or she was ahead?
7. Did the speaker offer appropriate closing remarks?
8. What kind of impression did the speaker leave on the audience? Did he or she accomplish his objective? Ask members of the audience to comment.
9. Did the speaker persuade the audience that his or her side has merit? Ask the audience to comment.