

# A GUIDE TO DELIVERING **SPEECHCRAFT**





# INTRODUCTION

The Workforce Development Board works collaboratively with partners to develop our local workforce. With the anticipated shortage of workers expected over the coming years, we want to ensure that our residents have the skills to participate fully in the workforce, contribute to our economy and strengthen our communities. Statistics indicate that one out of every two immigrants to Canada chooses to come to Ontario. A majority of the new immigrants have a post-secondary education. While a large number of them can converse fluently in English, they often can benefit from training in self-marketing and presentation skills that are required for the Canadian workplace.

Thanks to this partnership with the New Canadians Centre and the Peterborough Toastmasters Club we are able to present Speechcraft, an 8-week program designed to teach public speaking skills. We believe that participants will build confidence and skills which will assist them in their new life in Peterborough.

**Gord Evans, Chief Executive Officer**  
Workforce Development Board

*Should you require any further information please contact the Workforce Development Board.*



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*The views expressed in this document do not necessarily reflect those of Employment Ontario.*



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## What Is Speechcraft?

Speechcraft is an 8-week program designed to teach public speaking skills. It is intended for those who have no training and little to no experience in preparing and delivering speeches. During the program the participants have the opportunity to present several speeches, introduce other speakers and serve as evaluators. They also practice impromptu speaking (speaking without preparation). Toastmasters advise and evaluate participants and provide instruction in speech preparation and speaking techniques. Each session is two hours long.

## Who Should Participate In Speechcraft?

- Those who wish to feel more comfortable speaking to strangers in social or work situations
- Individuals preparing themselves for job interviews
- Individuals who wish to participate in debates or discussions in large groups
- People who need to lead teams for any purpose
- People needing skills to present their views in an organized manner, such as making presentations to city government
- People who need speaking skills in their jobs, such as managers, executives and those who wish to advance into management

## Sample Agenda For Each Session

### SESSION 1: EXPLANATION OF THE SPEECHCRAFT PROGRAM AND FIRST IMPROMPTU SPEECHES

1. Welcome
2. Introductions
3. Distribution of Speechcraft manuals
4. Discussion on importance of good public speaking skills
5. Questionnaire on participants' current speaking skills
6. Introduction to table topics (impromptu speaking)
7. Presentation on selecting a speech topic
8. Evaluation on the presentation
9. Discussion of assignments for Session 2
10. General evaluation of the entire meeting
11. Announcements and adjournment

*"To effectively communicate, we must realize that we are all different in the way we perceive the world and use this understanding as a guide to our communication with others."*

*Anthony Robbins*



## SESSION 2: PARTICIPANTS PRESENT THEIR PREPARED SPEECHES

1. Welcome
2. Table Topics
3. Presentation on introducing speaker
4. Evaluation of the presentation
5. Ice Breaker speeches
6. Speech evaluations by advisors
7. Discussion on speaking with conviction
8. Discussion of assignments for Session 3
9. General evaluation of the entire meeting
10. Announcements and adjournment

## SESSION 3: PARTICIPANTS PRESENT SECOND SPEECHES AND INTRODUCE OTHER SPEAKERS

1. Welcome
2. Table Topics
3. "Be in Earnest" speeches
4. Speech evaluations by advisors
5. Presentation on speech organization
6. Evaluation of the presentation
7. Discussion of assignments for Session 4
8. General evaluation of the entire meeting
9. Announcements and adjournment

## SESSION 4: PARTICIPANTS DEMONSTRATE SPEECH ORGANIZATION AND INTRODUCE OTHER SPEAKERS

1. Welcome
2. Table Topics
3. "Organize Your Speech" speeches
4. Speech evaluations by advisors
5. Presentation on gestures
6. Evaluation of the presentation
7. Discussion on how to evaluate
8. Discussion of assignments for Session 5
9. General evaluation of the entire meeting
10. Announcements and adjournment

*"Proper words in proper places make the true definition of a style."*

Jonathan Swift

### **SESSION 5: PARTICIPANTS EVALUATE EACH OTHER AND INCORPORATE GESTURES INTO SPEECHES**

1. Welcome
2. "Show What You Mean" speeches
3. Speech evaluations by participants
4. Review of progress
5. Presentation on vocal variety
6. Evaluation of the presentation
7. Discussion of assignments for Session 6
8. General evaluation of the entire meeting
9. Announcements and adjournment

### **SESSION 6: PARTICIPANTS PRACTICE EVALUATION, INTRODUCTION AND BODY LANGUAGE AS PART OF A SPEECH**

1. Welcome
2. "Vocal Variety" speeches
3. Speech evaluations by participants
4. Workshop on discussion (participants' involvement is impromptu)
5. Presentation on word use
6. Evaluation of the presentation
7. Discussion on how to evaluate
8. Discussion of assignments for Session 7
9. General evaluation of the entire meeting
10. Announcements and adjournment

### **SESSION 7: PARTICIPANTS PRESENT FINAL SPEECHES AND EVALUATE OTHER SPEECHES**

1. Welcome
2. Table Topics
3. "Work with Words" speeches
4. Speech evaluations by participants
5. Discussion of plans for Session 8
6. General evaluation of the entire meeting
7. Announcements and adjournment

*"Constructive evaluation is the heart of the Toastmasters program. Each time you give a prepared speech, an evaluator will point out strengths and suggest improvements"*

*Toastmaster International*



## SESSION 8: PARTICIPANTS DEMONSTRATE NEW SKILLS FOR INVITED GUESTS

1. Welcome
2. Table Topics
3. Speeches by participants
4. Speech evaluations by participants
5. Guest speaker
6. Presentation of certificates to participants
7. General evaluation of the entire meeting
8. Invitation to join Toastmasters
9. Adjournment

*“They may forget what you said, but they will never forget how you made them feel.”*

*Carl Buechner*

## Why Attend Speechcraft?

- In this workshop you learn-by-doing and everyone learns from one another.
- The Speechcraft coordinator has extensive experience facilitating Speechcraft Workshops
- The Toastmaster coordinator consults with you in order to craft the program that better suits your oral communication needs.
- Small group setting
- It's only a 2-hour commitment a week for 8 weeks!
- You will receive positive feedback on your performance.
- You have the opportunity to get a certificate at completion of the workshop
- Friendly, informal and fun environment

## Steps To Set Up A Speechcraft Program

1. **Contact the executive of a Toastmasters Club to ask if there is any member willing to run the program.** One Toastmaster must coordinate the program. That person will be your organization's contact for the program
2. **Consider discussing with the coordinator:**
  - The number of participants (8 to 10 ideal), including a few extras if some participants drop out.
  - Their skill level in English
  - Their availability over 8 weeks
  - Meeting place
  - Starting date
3. **Expenses:**
  - Speechcraft material from Toastmasters International. A sample cost per participant as of July, 2008: \$85.00 - \$100.00 (subject to change).
  - Room rent for the meeting space

### ***Roles of the Toastmaster Coordinator***

- Coordinates the program for the requesting organization
- Purchases the necessary materials from Toastmasters International
- Recruits other toastmasters to deliver instructional presentations
- Arranges the meeting schedule
- Prepares meeting agenda
- Provides initial evaluations of participants

### **Aspects to Consider When Choosing a Meeting Room**

- Which days and time is the room available?
- Is it a reliable location for the full eight weeks?
- Is it possible to use the room for 2.5 hours in order to accommodate participant questions or late changes to attendance?
- Will the tables and chairs be in place when the group arrives each week?
- Is a lectern present in the room?
- Is there a flip chart and paper or a white board and markers present in the room?
- Is there an overhead projector and screen available in the room?

## **How To Find Your Closest Toastmaster Club**

### **City of Kawartha Lakes**

**Kawartha Lakes Toastmasters** - Meeting Time: 12:00 p.m., Monday

Lindsay Public Library, 190 Kent Street West, Lindsay, ON K9V 4R6

Phone: (705) 454-1591 Email: bwlegacey@nexicom.net Website: <http://kawartha.freetoasthost.org>

**Lindsay & District Toastmasters Club** - Meeting Time: 7:30 p.m.- 9:30 p.m., Tuesday

Lindsay Inn by Hwy #7 & #35, 354 Lindsay Street South, Lindsay, ON K9V 4R4

Phone: (705) 738-3573 Email: egbjorn@nexicom.net Website: [www.lindsaytoastmasters.ca](http://www.lindsaytoastmasters.ca)

### **Northumberland**

**Northumberland Toastmasters** - Meeting Time: 6:45 p.m., Tuesday

Cobourg, ON (call to confirm location)

Phone: (905) 377-0521 Email: krb@nexicom.net Website: <http://northumberland.freetoasthost.org>

### **Peterborough**

**Good Morning Club** - Meeting Time: 7:00 a.m., 2nd & 4th Tuesday

Sysco Food Services Office of Ontario, 65 Elmdale Road, Peterborough, ON K9J 7V1

Phone: (705) 876-6769 Website: [www.netpages.ca/gmt](http://www.netpages.ca/gmt)

**Naturally Speaking Toastmasters** - Meeting Time: 12:00 p.m., Tuesday

Empress Gardens (Fireside Lounge), 131 Charlotte Street, Peterborough, ON K9J 2T6

Phone: (705) 755-1905 Email: [contact@naturallyspeaking.freetoasthost.info](mailto:contact@naturallyspeaking.freetoasthost.info) Website: <http://naturallyspeaking.freetoasthost.info>

**Peterborough Toastmasters Club** - Meeting Time: 7:00 p.m., Wednesday

Knights of Columbus Hall, 317 Hunter Street West, @ Reid & Rubidge, Peterborough, ON K9H 2M1

Phone: (705) 652 6249 Email: [susan.21@nexicom.net](mailto:susan.21@nexicom.net) Website: <http://peterborough.freetoasthost.org>

**For a Complete List of Toastmaster Clubs and Updates on Meeting Times and Locations Visit: [www.toastmaster.org](http://www.toastmaster.org)**

- Click on Find a location near you.
- Select Canada from the country list.
- Select Ontario in the Next Options list
- You can narrow down your search by selecting the community in which you prefer to find clubs in the second Next Option list.



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