

# Advanced Communication and Leadership Program

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Last Updated Wednesday, 23 September 2009

Once you have completed the 10 speeches in the Communication and Leadership Manual the manuals below are available to complete the ATM-B, ATM-S, and ATM-G Awards.

226F

## SPEECHES BY MANAGEMENT

How to handle a variety of speaking situations managers encounter in the work environment. Topics covered include giving briefings, technical speeches...

226K

## STORYTELLING

Types of stories covered in this manual include the folk tale, the personal story, stories with morals, the touching story, and the historical story.

226H

## TECHNICAL PRESENTATIONS

A complete guide to preparing and presenting briefings, proposals, technical papers and team presentations.

\$4.00/Each

226D

#### THE DISCUSSION LEADER

Provides instruction in the four different methods of leading a group discussion. An ideal manual for managers, trainers, teachers and administrators.

226A

#### THE ENTERTAINING SPEAKER

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...

226G

#### THE PROFESSIONAL SPEAKER

A guide to preparing and presenting the five kinds of speeches professionals give most often. Covers the keynote address, the entertaining speech, the...

226J

## COMMUNICATING ON TELEVISION

Television presentations differ from other presentations, and they require special considerations. With this manual, you'll learn to present editorial...

226O

## 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's attention and ...

226M

## INTERPERSONAL COMMUNICATIONS

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

226L

### INTERPRETIVE READING

Provides instruction in developing your interpretive reading skills. Projects include presenting stories, poetry, monodrama, plays and oratorical spee...

226I

### PERSUASIVE SPEAKING

(Replaced Professional Salesperson) The ability to influence and persuade others to accept your ideas, products, or services is vital. The projects in...

226C

### PUBLIC RELATIONS

Covers building goodwill through a speech, persuading an audience, speaking to a hostile audience, and speaking to the media.

226B

### SPEAKING TO INFORM

Contains information and ideas on the demonstration talk, the fact-finding report, the abstract concept, and resources for informing.

226N

### SPECIAL OCCASION SPEECHES

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

226E

### SPECIALTY SPEECHES

Covers impromptu speeches, sales presentations, introductions, inspirational speeches, and oral interpretations.