

SECTION 3.3

Project Basics - Level Three

Skilled Communicator

SKILLED COMMUNICATOR

Level Three Projects Chart

Level Three expands communication, leadership and organizational skills beyond basics, enabling the participants to engage more effectively in their particular environment with confidence and poise. Completion of this level attests to the participant's ability to chair a meeting, evaluate a program and present an advanced standard speech or education workshop.

Date started: _____

Project	Project Title	Date Completed	Accreditations Chairman's Signature
1	Attend 80% of club meetings for one year		
2	Attend one region conference		
3	Prepare and present an oral and a written report (<i>at any level in POWERtalk International</i>)		
4	Present any <i>two</i> education features of 20-30 minutes each and a <i>third</i> education feature of 45-60 minutes duration (<i>at any level in POWERtalk International</i>)	1. 2. 3.	
5	Present one education feature on any topic of 45 to 60 minutes duration		
6	Complete two of the following: Moderator/Chairman of a panel, round table, or symposium discussion	1. 2.	
7	Review Assignment		
8	The Technical Presentation		
9	The Discussion Leader		
10	The TV Talk		

Skilled Communicator Level 3: Projects Chart continued . . .

Project	Project Title	Date Completed	Accreditations Chairman's Signature
11	Perform one assignment in #5-7 with the use of a microphone		
12	General Evaluator at two meetings, POWERtalk International club or council	1. 2.	
13	Evaluate by dialogue at one meeting		
14	Judge/adjudicator for a POWERtalk International or community function		
15	Elected Club Officer for two terms		
16	Member of two committees: club, council, region or international	1. 2	
17	Delegate to region conference or Coordinator of a leadership conference		

- For those members who wish to complete the Level Three course without specialising in management training assignments, optional assignments that can replace #6 and 7 are to be found in the Appendices section of this Master Manual.

NOTE: Specific evaluation sheets are provided for each speech assignment, #5-8. Detailed evaluation techniques are also included in the Evaluation Basics Section of this Master Manual.

Date Completed: _____
 Email: _____
 Region: _____

Name: _____
 Club: _____
 Membership No: _____



PROJECT 1

Attendance

Attend 80% of club meetings for one year. The year should be that in which the starting date for Level Three, Skilled Communicator, occurs. A member may substitute a meeting at another club or organising unit for one club meeting, or any council meeting attendance to maintain the 80%.

PROJECT 2

Attend a Region Conference

Attend one region conference. This can be a conference from a different region to the one to which the member belongs.

PROJECT 3

Present a Report

Prepare and present an oral and a written report. This may be presented at any level of *POWERtalk* International. Detailed guidelines for preparing specific reports can be found in Section 7 of the Master Manual, **Meeting Procedure Basics** - refer to the **Reports** section.

PROJECT 4

3 Education Features

Present three education features. These features must be POWER*talk* International related Features, *two* of 20 to 30 minutes each and the *third* must be 45-60 minutes duration.

PROJECT 5

Education Feature

Present one education feature on any topic, either *POWERtalk* International-related or any other topic. The timing for this session must be no less than forty-five (45) minutes and no more than sixty (60) minutes.

PROJECT 6

Moderator/Chairman

Perform the duties of Moderator or Chairman of a debate or panel, round table, or symposium discussion. Refer to the Evaluation Basics section of the Master Manual for information on panel or round-table evaluations.

PROJECT 7

Review

(Recommended time: 6-9 minutes)

Purpose: This is an exercise in constructive criticism. The scope of this assignment is intended to be wide enough to include reviews of films, books, plays, concerts, art exhibitions, etc. You must give clear and reasoned opinions as to why you liked or disliked a particular performance, book etc.

Preparation:

- Have a thorough knowledge of your subject e.g. for a book review briefly discuss the author, his/her most interesting aspects as a writer and how this book is, or is not, typical of his/her work.
- Be ruthless and prune your material e.g. for a play or film review do not relate the story in all its detail, but briefly sketch important characters and detail only those parts which demonstrate a particular fault or highlight a fine performance.
- Include such details as - where the exhibition can be seen, cost of book, etc.
- Suit your language to your audience. Do not use too much technical language that is meaningful only to music or art lovers.
- Compare your opinions with those of critics; be sure your audience knows whose opinion they are being given.
- Your speech should convey the final impression of a judgement made by you and supported by logical reasoning.
- If you choose sections of a book to read aloud keep them brief and interesting. Make sure that they are illustrations of a point you are trying to make.

NB: In addition to this information on the Review assignment there are several specific different review assignments and a member may wish to try each of these and be evaluated for each individual assignment. They include the: Art Exhibition Review; Concert Review; Film Review and Play Review. (see Appendices Section 3).

EVALUATION OF REVIEW ASSIGNMENT

DATE:
TIME STATED:

SUBJECT:
TIME TAKEN:

To the evaluator: As well as considering the points outlined in the evaluation guide, you must look for the following items in this speech: knowledge of the subject, organization of material, amount of detail used, use of critics' opinions, language used, clarity in assessment of subject and delivery of review.

Comment on the above: _____

Suggestions for improvement: _____

Evaluator's signature: _____

General evaluator's comment and signature:

Accreditation Certification:

Accredited: Yes/No

Accreditation chairman's signature:

PROJECT 8

Technical Presentation

(Recommended time 20-30 minutes)

Purpose: To be able to: organise and present technical facts, ideas and recommendations to other technical professionals or a non-technical audience in a clear, convincing, and understandable way; to translate technical jargon into non-technical language and to use anecdotes and analogies to make technical information familiar and relevant; and to personalise the presentation and connect with your audience without losing grasp of the facts.

Preparation:

- Choose a subject that has plenty of technical facts and also try to present some new information or a new theory on the subject.
- Analyse the audience. How much knowledge do they have of the subject? This will dictate the level of information that you present.
- How will you present statistics and facts – overheads or PowerPoint?
- Make sure that the material will not exceed the time limit and will not be too short. Allow time for questions at the end - about 5 minutes of a 30 minute presentation is a good guideline.
- Do not have a word-for-word manuscript. If you are using overheads or PowerPoint use the slides as a jumping off point for your words - expand on the slide don't just read it.
- If you can't read the content of a slide in 20 seconds then redo it
- Watch for errors in grammar, for repetitious words and for awkward construction. Look out for jargon. If the audience is very familiar with the subject then a modicum of jargon is fine, if not translate it. Test out your translation on someone who does not know anything about the subject
- Practise and practise and practise the presentation **ALOUD**.
- You must be so familiar with the material that you can move from point to point with ease.

The Manuscript:

- Always have a paper copy of the slides with extra notes for yourself, as you may not be in a position to see either the screen or the laptop. You must face your audience, not the screen.
- If you do not have visual aids make sure the manuscript is easy to handle.
- Prepare your own script, typing it out on to conveniently sized stiff paper - A4 for example. Double space the typing and use one side of the paper only. Mark the phrasing with colored pencil/highlighter pen. **USE CAPITAL OR BOLD LETTERS** for emphasis. Make it easy to see and hard to lose the place.

Project 8: Technical Presentation continued . . .

Presentation:

- If you are speaking in front of a group, they are there to listen to you because of your expertise on a subject. Don't make them read the slides on your visuals or worse yet, read them word for word yourself.
- Show a picture that illustrates a concept rather than writing the concept in a sentence. You should be prepared enough to talk about a presentation slide without reading from it.
- You are going to be MUCH more effective quoting statistics from memory rather than relying on a slide to do it for you. Personalise the statistics not 2,563,987 people but “enough people to form a line from here to (a local monument) – over 2 and a half million people”.
- Learn how to present a positive, yet assertive image.
- Practise body language and voice techniques to help you convey your message.

EVALUATION OF THE TECHNICAL PRESENTATION

DATE:

SUBJECT:

TIME STATED:

TIME TAKEN:

To the evaluator: This project should be well prepared and read competently from a written script. The speaker should maintain excellent eye contact with the audience. Note how technical facts are presented and explained, how visuals are used and for the ease of manner and apparent freedom from the appearance of reading. Ask yourself what you learned from the presentation.

Subject chosen and its development: _____

Handling of any visual aids (including eye contact with the audience): Suitability of visual aids and their size and clarity: _____

Use of technical jargon and statistics: _____

Construction and development of the speech. Were the transitions from one point to the next easy and logical? Was the use of transitional words like “so” too repetitious?

Delivery of assignment

Comment on -

Audibility: _____ Voice variation: _____

Pronunciation: _____ Enunciation: _____

Suggestions for improvement: _____

Additional comment: _____

Evaluator’s signature: _____

General evaluator’s comment and signature: _____

Accreditation Certification:

Accredited: Yes/No

Accreditation chairman’s signature:

PROJECT 9

The Discussion Leader

(Recommended time 20-30 minutes)

Purpose: To be able to guide a discussion, to involve all the group members and to summarise the ideas presented. The purpose of the group is to discover and explore various points of view, not to change one another's thinking.

Preparation:

- The goal of a discussion group is that all members should feel they have had a real opportunity to express their views and for the group to make an honest attempt to understand each contribution and to relate it to the topic being discussed. The discussion leader should be constantly monitoring the group and asking whether or not the discussion is progressing well and meeting the group's needs.
- Choose a subject that has scope for opposing views and potential for controversy. It should be one that generates interest and is able to be sustained for the entire time allocated.
- The leader's role is not based on his/her authority but is based on his/her skill and ability to listen constructively, to question skilfully and to co-ordinate the contributions of each individual.
- Watch some discussion groups on TV - what is the leader doing that works/doesn't work?

Presentation:

- One technique to begin the discussion is to use a thought-provoking question.
- Encourage all members of the group to participate. Differences in views should be regarded positively as they provide a meaningful way of exploring issues.
- As leader you need to keep the discussion on track. Going off track can occur through one member monopolising the discussion or through the group moving off the topic. The leader must be able to cut off a person who is monopolising the group and bring others into the discussion. Watch the time.
- The topic needs to be explored fully – sometimes the leader has to be contentious and act as a devil's advocate by asking provocative questions to force the consideration of points that might otherwise be avoided.
- Although difference and disagreement can be healthy, one critical role of the leader is to stop when the confrontation becomes threatening.

When more than one person tries to speak at once the leader must:

- remain neutral but still control who is talking and for how long;
- rescue comments that were made earlier but have been lost in the rapid flow of the discussion; and
- summarise the conclusions or views of the group.

EVALUATION OF DISCUSSION LEADER

DATE:
TIME STATED:

SUBJECT:
TIME TAKEN:

To the evaluator: Did the leader create a feeling of trust and openness that allowed participants to contribute their views and discuss them freely?

Subject chosen and its appropriateness for a group discussion: _____

How did the leader introduce the subject and get the discussion started? _____

Did any individual members monopolise the discussion? _____

Were participants able to complete sentences without being cut off by the leader or an other participant? _____

How did the leader control/direct the discussion? Look out for and comment on where applicable: _____

Poor listening habits: _____

Emotional conflict: _____

Discussion moving too quickly without frequent summarising: _____

Suggestions for improvement: _____

Additional comment: _____

Evaluator's signature: _____

General evaluator's comment and signature: _____

Accreditation Certification:

Accredited: Yes/No

Accreditation Chairman's signature:

PROJECT 10

The TV Talk

(Recommended time 7-10 minutes)

- Purpose:**
- To put into practice proficiency in interpreting a passage of prose, drama or poetry.
 - To learn to read a speech well. It can only be done with practice.

- Preparation:**
- Imagine that you are to talk from a prepared script on television.
 - Make sure that the material will not exceed the time limit.
 - Choose your subject carefully, one that is worth studying and writing about. It may be informative, argumentative, inspirational, humorous or a combination of these.
 - This written speech needs careful preparation and exactness and care in expression.
 - It gives a chance to improve use of words and construction of sentences.
 - Prepare your manuscript.
 - Watch for errors in grammar, for repetitious words and awkward construction.
 - Familiarise yourself with every shade of mood and meaning – both construction and delivery of the speech must be exact.
 - Practise and practise and practise your prepared material ALOUD.
 - You must be so familiar with the material that you can read the script without appearing to read it and can keep your eyes off the page for some time without losing your line of thought.

The Manuscript: The manuscript must be easy to handle. Prepare your own script typing it out on to convenient sized stiff paper - A4 for example. Double space the typing and use one side of the paper only. Mark the phrasing with colored pencil/highlighter pen. **USE CAPITAL OR BOLD LETTERS** for emphasis. Make it easy to see and therefore hard to lose the place.

- Presentation:**
- Begin as for any other speech.
 - When reading the speech imagine you are delivering it to a TV camera. You do not take in the entire audience with your look but only the camera directly ahead of you. Try to deliver this article as if you were just “talking”.
 - Use a lectern if there is one and handle script as little as possible. Try to keep one hand free for gestures. Don’t wave the manuscript around. Have your conclusion well memorised so that you can finish your speech with your eyes on the audience. Remember that you are on view. The speech, which is read, is important and can be most rewarding if done well.
 - This speech is very effective in delivery if the speaker is seated at a desk just as a TV announcer would be seated.

Project 10: The TV Talk continued . . .

Goals:

- To be as good a reader as you can be. This project gives you an opportunity for selfappraisal.
- To further develop the ability to deliver excerpts from literature and stories for special occasions.
- To improve voice projection, enunciation and tonal expression.
- To read so well that the audience is unaware that you are reading.

EVALUATION OF THE TV TALK

DATE:
TIME STATED:

SUBJECT:
TIME TAKEN:

To the evaluator: This project should be well prepared and read competently from a written script. The speaker should maintain excellent eye contact with the center of the audience - as though with a TV camera. Note how the script is handled and the ease of manner and apparent freedom from the appearance of reading.

Comment on:

Subject chosen and its development: _____

Handling of the script: _____

Eye contact: _____

Delivery of assignment: _____

Audibility: _____

Voice variation: _____

Phrasing: _____

Breath control: _____

Interpretation: _____

Facial Expression: _____

Pronunciation: _____

Enunciation: _____

To what degree would you say the reader had prepared for this assignment? _____

Suggestions for improvement: _____

Evaluator's signature: _____

General evaluator's comment and signature: _____

Accreditation Certification:

Accredited: Yes/No

Accreditation Chairman's signature:

PROJECT 11

Using a Microphone

Deliver one assignment from #5-7, Projects Level 3, with the use of a microphone. In the area for “Additional comment” on the evaluation sheet, the assignment evaluator should comment on how well the microphone was used.

PROJECT 12

General Evaluator

Act as general evaluator at two *POWERtalk* International meetings. These can be either club or council meetings. The evaluations may be either oral or written. Refer to Master Manual Evaluation Basics, General Evaluator, for guidelines in carrying out this assignment.

PROJECT 13

Evaluation by Dialogue

Deliver an evaluation by dialogue at one meeting. This can be at either club or council level. Refer to Master Manual Evaluation Basics, Evaluation by Dialogue, for guidelines in carrying out this assignment.

PROJECT 14

Judge/Adjudicator

Perform the duties of judge or adjudicator for a *POWERTalk* International or a community function. The most common areas where this is likely to occur are in speech contests, evaluation contests and debates.

PROJECT 15

Club Officer

Serve as an elected club officer for two terms. This may be awarded at Level Three with the member having been an elected officer while still working on Levels One and Two of accreditation.

PROJECT 16

Committee Member

Serve as a committee member on at least two committees. These committee positions may be at any level of *POWERtalk* International - club, council, region or international. The chairman of each committee is responsible for evaluating the contribution the committee member has made and for recommending whether the member be accredited.

PROJECT 17

Conference Delegate

Serve as your club's delegate to a region conference. To gain accreditation for this assignment the member must present a full oral and/or written report of the conference back to the club covering the business sessions, the workshop sessions and the social events. This needs to be a comprehensive report.

or

Coordinate a leadership conference. To gain accreditation for this assignment the member must chair a team that organises a leadership conference that offers training sessions, and/or a keynote speaker, relating to leadership skills. The members attending plus members of the relevant accreditation committee should evaluate this conference. This is an assignment for council, region or international level participation.