

表二、進階演講手冊內容 ADVANCED MANUALS

※226-A *The Entertaining Speaker*

- The Entertaining Speech
- Resources for Entertainment
- Make Them Laugh
- A Dramatic Talk
- Speaking After Dinner

226-B *Speaking to Inform*

- The Speech to Inform
- Resources for Informing
- The Demonstration Talk
- A Fact-Finding Report
- The Abstract Concept

※226-C *Public Relations*

- The Public Relations Speech
- Resources for Goodwill
- The Persuasive approach
- Speaking Under Fire
- The Media Speech

※226-D *The Discussion Leader*

- The Seminar Solution
- The Round Robin
- Pilot a Panel
- Make It Make Believe
- The Workshop Leader

※226-E *Specialty Speeches*

- Speak Off the Cuff
- Uplift the Spirit
- Sell A Product
- Read Out Loud
- Introduce the Speaker

※226-F *Speeches by Management*

- The Briefing
- The Technical Speech
- Manage and Motivate
- The Status Report
- Confrontation

226-G *The Professional Speaker*

- The Keynote Address
- Speaking to entertain
- The Sales Training Speech
- The Professional Seminar
- The Motivational Speech

趣味演講

- 趣味演講
- 趣味資源
- 令人捧腹
- 戲劇效果
- 餐後演講

報導演講

- 報導演講
- 報導資源
- 展示說明
- 真相報告
- 抽象觀念

公關演講

- 公關演講
- 善意資源
- 勸說演講
- 敵意聽眾
- 媒體演講

主持討論

- 研討尋解
- 輪流發言
- 小組討論
- 角色扮演
- 研習領導

特殊演講

- 即席演講
- 鼓舞精神
- 產品促銷
- 當眾朗讀
- 引介講者

主管演講

- 簡報技巧
- 技術報告
- 管理激勵
- 現況報告
- 衝突處理

職業演講

- 專題演講
- 趣味演講
- 行銷訓練
- 專業研討
- 激勵演講

※226-H *Technical Presentations*

- The Technical Briefing
- The Proposal
- The Nontechnical Audience
- Presenting a Technical Paper
- The Team Technical Presentation

226-I *Persuasive Speaking*

- The Winning Attitude
- Closing the Sale
- Training the Sales Force
- The Sales Meeting
- The Team Sales Presentation

226-J *Communicating on Television*

- Straight Talk
- The Talk Show
- When You're the Host
- The Press Conference
- Training on Television

※226-K *Storytelling*

- The Folk Tale
- Let's Get Personal
- The Moral of the Story
- The Touching Story
- Bringing History to Life

226-L *Interpretive Reading*

- Read a Story
- Interpreting Poetry
- The Monodrama
- The Play
- The Oratorical Speech

226-M *Interpersonal Communication*

- Conversing with Ease
- The Successful Negotiator
- Diffusing Verbal Criticism
- The Coach
- Asserting Yourself Effectively

226-N *Special Occasion Speeches*

- Mastering the Toast
- Speaking in Praise
- Joining in the Roast
- Presenting an Award
- Accepting an Award

226-O *Humorously Speaking*

- Warming Up Your Audience
- Leave Them with a Smile
- Make Them Laugh
- Keep Them Laughing
- The Humorous Speech

技術簡報

- 技術簡報
- 提案說明
- 行外聽眾
- 技術論文
- 團隊報告

勸說演講

- 志在必勝
- 促銷技巧
- 行銷訓練
- 行銷會議
- 團隊促銷

電視溝通

- 電視短論
- 電視交談
- 主持節目
- 記者訪問
- 電視教學

故事講述

- 民間故事
- 親身經歷
- 寓意故事
- 感人故事
- 歷史重現

詮釋朗讀

- 故事講述
- 詩歌誦讀
- 獨白表演
- 戲劇詮釋
- 經典演講

人際溝通

- 從容面對
- 成功談判
- 化解批評
- 指導勸說
- 當機立斷

慶典演講

- 祝酒主講
- 讚頌演講
- 謔而不虐
- 頒獎演說
- 受獎演說

幽默演講

- 開懷暖場
- 笑意猶存
- 令人捧腹
- 妙語如珠
- 幽默演講