

Speech New Zealand

Founded in 1964 as the New Zealand Speech Board
Incorporated as a Charitable Trust

Professional Speaking Professional and Business Oral Communication Syllabus 2010

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PROFESSIONAL SPEAKING

PURPOSE

The Professional Speaking syllabus is designed specifically for use by professional and business speakers. The examinations consist of the following three levels:

- **Introductory Certificate in Professional Speaking**
Suitable for individuals who are preparing for the workplace, in the workplace, or are retraining.
- **Certificate in Professional Speaking**
Suitable for individuals who are wishing to extend their oral communication and presentation skills within the workplace.
- **Diploma in Professional Speaking**
Suitable for individuals who have had experience within a workplace and are wishing to advance their expertise in professional speaking with a suitable qualification.

Learning Outcomes

- Communicate through personal and group interaction
- Communicate through formal and informal speaking situations appropriate to occupation and/or profession
- Speak using voice and language in a range of contexts appropriate to the candidate's occupation or position.

Specific learning outcomes for each level and section are listed as a guide to candidates and trainers. This is to assist in understanding the syllabus prescriptions and to define the elements inherent within each section.

ASSESSMENT

Candidates will be assessed as:

- *Pass with Distinction OR*
- *Pass OR*
- *Not Achieved.*

To achieve a Pass in the Introductory Certificate in Professional Speaking most learning outcomes must be met at a basic level, but some may require further development.

To achieve a Pass in the Certificate in Professional Speaking most learning outcomes must be met competently.

To achieve a Pass in the Diploma in Professional Speaking all learning outcomes must be mastered.

To achieve a Pass with Distinction at any level, candidates must demonstrate outstanding achievement.

AUDIENCE

To create a realistic communicative environment all examinations are conducted with an audience present. Interaction between the candidate and audience will be encouraged.

Candidates must provide their own audience; the minimum number is four people. Any difficulties arising from this requirement should be discussed with the National Office at the time of entry.

The Examiner retains control of the examination at all times.

From time to time a trainee examiner may be in the examination room.

PROCEDURES WITHIN EXAMINATIONS

- Examinations are conducted in English, but brief introductions or phrases in other languages are acceptable
- Time limits must be strictly observed
- Use of visual aids, where appropriate, is encouraged
- It is the candidate's responsibility to provide any electronic equipment necessary for the presentation of their work.

THE EXAMINER'S DECISION IS FINAL.

EXAMINATION REPORTS AND CERTIFICATES

Examination reports will be sent to the organisation or trainer by the National Office of Speech New Zealand.

Every candidate will receive a written report indicating strengths and areas for further development.

Every successful candidate will receive a certificate.

Please direct enquiries to:

Speech New Zealand

PO Box 12-023

WELLINGTON

Tel: (04) 498 9660

Fax: (04) 498 9662

E-mail: info@speechnz.co.nz

Website: www.speechnz.co.nz

The website provides details of all Speech NZ's syllabuses as well as learning resources.

To contact your Local Secretary for Speech NZ please
phone 0800 SPEECH (0800 773324).

NOTES

Introductory Certificate in Professional Speaking

Total time: 20 minutes

NOTE: At the time of entry, submit a written statement of the communicative demands of your occupation or intended occupation (limit 250 words).

This examination will be conducted in the presence of an audience with a minimum of four people. Interaction between the candidate and the audience will be encouraged.

General communication skills will be assessed throughout the examination.

Before commencing sections 1 and 4 specify the intended audience, the circumstances and the context of each specific exercise.

SECTION:

1. Choose an audience to whom you may be called upon to speak within your current occupation or training situation.
Choose a relevant topic.
Plan the intention of the talk: Informative, Instructive or Marketing a Product or Service.
Deliver your talk as if to your chosen audience.
Time limit: 5 – 7 minutes
2. Bring a publication relevant to your work or course of study.
Give the title and author and a brief introduction to an extract you have prepared.
Read it aloud.
Time limit: 3 minutes
3. Be prepared to discuss or give explanations or further opinions related to the work presented in sections 1 and 2.
4. Give a social speech appropriate to your work or course of study. This may be a welcome, an announcement, an introduction, a vote of thanks, a presentation of a gift, or a farewell.
Time limit: 3 minutes
5. Take part in a role play, telephoning or interviewing exercise.
In setting this exercise the examiner will take into account your work or course of study as submitted in your written statement.
Time limit: 3 minutes

Learning Outcomes for the Introductory Certificate in Professional Speaking

Written Statement

The statement should:

- Identify and clarify the communicative demands related to your occupation or intended occupation.

General Communication Skills

In order to achieve well at this level you need to:

- Listen, speak, explain and question at a level which will enable you to carry out your work under supervision
- Communicate with clarity and confidence
- Show initiative within the limits of the authority of the proposed occupation as identified in your written statement.

SECTION 1: Talk

- Show evidence of some research
- Use an extempore style of delivery
- Have a clear purpose
- Meet the purpose of the chosen option
- Hold the interest of your audience
- Meet the needs of the specified audience
- If appropriate, integrate visual aids to clarify points for your audience
- Keep within the specified time limit.

Informative Talk

- Use a logical structure
- Use content to extend the knowledge of your audience.

Instructive Talk

- State objective(s) clearly
- Use instructive techniques.

Marketing a Product or Service

- Define your product or service
- Use persuasive speaking techniques
- Have a positive opening line and a clear conclusion
- Clarify the benefits and demonstrate the features
- Show your knowledge of the needs of your client
- Use heightened delivery to show passion and belief.

SECTION 2: Reading

- Engage and hold the attention of your audience
- Phrase for sense
- Read fluently
- Use meaningful eye contact with your audience
- Respond to the writer's intention
- Use a flexible voice in responding to punctuation and the context of the extract.

SECTION 3: Discussion and Explanation

- Engage willingly in discussion
- Express points of view supporting these with reason or example
- Demonstrate basic conversational skills, such as inviting comment from others or building on ideas of others
- Demonstrate basic skills in dealing with and responding to questions such as listening carefully and asking for clarification if required.

SECTION 4: Social Speech

- Meet the purpose of the speech
- Connect with the audience
- Speak with sincerity avoiding clichés.

SECTION 5: Impromptu Exercise

- Listen and carry out instructions
- Clarify, if necessary, what the task requires.

NOTES

Certificate in Professional Speaking

Total time: 30 minutes

NOTE: At the time of entry, submit a written statement of the communicative demands of your occupation or professional development (250 word limit).

This examination will be conducted in the presence of an audience with a minimum of four people. Interaction between the candidate and the audience will be encouraged.

General communication skills will be assessed throughout the examination.

Before commencing sections 1, 2, and 3 specify the intended audience, the circumstances and the context of each specific exercise.

SECTION:

1. Give an informative or persuasive talk on any aspect of your occupation.

Time limit: 7 minutes

2. Give a social speech appropriate to your occupation or course of study.

This may be to welcome, farewell, congratulate, propose a toast, give a eulogy or present an award.

Time limit: 3 minutes

3. Choose a product, service or innovation related to your occupation.

Make a pitch to promote this to an internal or an external audience.

Time limit: 5 minutes

4. Take part in a conversation and discussion with the examiner and the audience which will relate to the work presented in Sections 1, 2 and 3.

5. Provide the examiner with a book, journal or news periodical related to an aspect of your occupation or professional development.

Read aloud an extract selected by the examiner.

Critically comment on the ideas expressed in the extract.

Total time limit: 5 minutes

6. Give an impromptu talk. This will be set by the examiner and relate to the communicative demands of your occupation or professional development. This may include effective use of voice, connecting with an audience or non-verbal communication.

2 minutes preparation time will be given

Time Limit: 3 minutes

Learning Outcomes for the Certificate in Professional Speaking

Written Statement

This statement should:

- Identify and clarify the communicative demands of your occupation
- Identify the challenges related to your occupation when you need to influence, persuade, or sell (products, services or ideas).

General Communication Skills

In order to achieve well at this level you need to:

- Listen, speak, explain and question at a level which will enable you to carry out your work without supervision
- Show initiative within the limits of your authority
- Relate, at all times, to the communicative demands of your occupation or profession as set out in the written statement, together with any other demands which may reasonably be expected of the occupation or profession.

SECTION 1: Talk

- Clarify the purpose of your talk
- Specify the audience and occasion
- Show a clear choice of style – whether informative or persuasive
- Give a clear sense of knowledge and experience in the occupation
- If appropriate, use well-planned visual aids to clarify key issues for your specified audience.

Informative Talk

- Use a logical structure
- Show evidence of in-depth research.

Persuasive Talk

- Use a persuasive structure appropriate for your audience
- Use personal language appropriate for your audience
- Deliver your talk with conviction and objectivity.

SECTION 2: Social Speech

- Clarify the purpose of your talk
- Specify the audience and occasion
- Fulfill the purpose of the talk
- Speak with sincerity avoiding clichés
- Speak with confidence
- Relate the content and the language to the purpose, occasion and audience
- Use humour where appropriate.

SECTION 3: Make a Pitch

- Specify the audience and the circumstances
- Grab attention with your opening and conclude, leaving your audience wanting to know more about your offer
- Present your ideas in a logical manner
- Demonstrate features and benefits to the specified audience
- Develop the pitch to an effective closure
- Be professional and enthusiastic.

SECTION 4: Conversation and Discussion

- Demonstrate depth of knowledge and extend information
- Demonstrate use of strategies for responding to difficult or challenging questions
- Display open body language, which includes the audience, when responding to questions.

SECTION 5: Reading and Critical Comment

- Choose challenging material that relates to your occupation or professional development
- Demonstrate effective book handling skills
- Read fluently and use vocal variety
- Use eye contact to engage and maintain the attention of the audience
- Convey the intention of the writer
- Give your point of view on the passage and justify your opinions.

SECTION 6: Impromptu Talk

- Relate information to the topic given
- Demonstrate knowledge of that topic
- Use a logical structure
- Use an extempore delivery style
- Engage with your audience
- Develop the talk to a well supported conclusion.

Diploma in Professional Speaking

Total Time: 60 minutes

NOTE: At the time of entry, submit a written statement of the communicative demands of your position (300 word limit).

This examination will be conducted in the presence of an audience with a minimum of four people. Interaction between the candidate and the audience will be encouraged.

General communication skills will be assessed throughout the examination.

Before commencing sections 1, 2, 3 and 4 specify the intended audience, the circumstances and the context of each specific exercise.

SECTION:

1. Make a pitch for a service, product, innovation, new development or campaign related to your business, organisation or profession.
Time Limit: 5 - 8 minutes
2. As a leader in your organisation or profession, introduce an area of change within your organisation or profession. This may be presented as:
 - i. A team talk in which interjections from the group will be welcome
Or
 - ii. Facilitating a workshop involving the team in the decision process.
Time Limit: 10 minutes
3. Choose an area of conflict which might arise in your workplace. Identify the problem to the appropriate person or small group. Manage the situation using a process that will enable you to work towards a solution.
Time Limit: 12 minutes
4. Give a formal social speech, either:
 - i. To honour a colleague or distinguished person associated with your organisation or profession
Or
 - ii. To promote your organisation or profession at an appropriate function.
Time Limit: 5 minutes
5. Give an impromptu talk. This will be set by the examiner and relate to an aspect of leadership.
2 minutes preparation will be given
Time limit: 4 minutes
6. Respond to questions and discussion with the examiner and your audience. These will relate to any of the work presented and may be taken at any time during the examination.

Learning Outcomes for the Diploma in Professional Speaking

Written Statement

This statement should:

- Analyse the scope of the communicative demands of your occupational role or profession
- Enumerate strategies or techniques required to ensure effective communication related to your occupational role or profession.

Through all sections candidates are expected to demonstrate a high level of oral communication skills.

General Communication Skills

- Listen, speak, explain and question at a level to enable others to carry out work or to grasp complex topics
- Demonstrate leadership skills
- Show problem solving strategies such as creative thinking, diagnosis and analysis, proposing and championing solutions, relevant to your occupation or profession
- Relate, at all times, to the communicative demands of the occupation as set out in the written statement, together with any other demands which may reasonably be expected of your occupation or profession
- Take appropriate responsibility for audience management within each section of the examination.

SECTION 1: Make a Pitch

- Fulfill the requirements of the proposition; specifically relate your offer to your intended audience within a strong supporting structure
- Use time to your advantage
- Grab attention with your opening, provide convincing support for your arguments, and conclude with a clear and persuasive call to action
- Demonstrate confident, authoritative and persuasive delivery.

SECTION 2: Team Talk

- Clarify the circumstances and context for the examiner and for the group with whom you are working
- Clarify which option you have chosen: team talk or workshop
- Use space effectively in setting up grouping of audience and setting appropriate visual aids
- Demonstrate knowledge of appropriate processes relating to change management
- Use your time to advantage
- Structure your talk/workshop to include:
 - i. clarifying the change required
 - ii. eliciting opinions from the group
 - iii. developing the talk/workshop to a conclusion that either clarifies how change may happen or sums up ideas and sets up the next stage.

Assessment of this exercise will focus on the **processes** used in reaching a consensus.

SECTION 3: Conflict Resolution

- Set the context, the situation, who is involved and your role
- Create a constructive environment that encourages a win-win negotiation
- Demonstrate creative problem solving
- Use interpersonal communication to facilitate the discussion, encourage dialogue and open up possible solutions
- State the problem using neutral language, listen actively and encourage everyone in the group to participate
- Coach the group in finding an agreed solution
- Manage time effectively.

SECTION 4: Formal Social Speech

Honour a colleague or distinguished person:

- Specify the audience, occasion and circumstances
- Suit the content to the audience and occasion
- Focus on the achievements of the recipient
- Use anecdotes and humour appropriately
- Lead the applause (or propose a toast).

Promote your organisation or profession

- Specify the audience, occasion and function
- Relate your information appropriately to any other speakers and to your audience
- Use high impact presentation techniques to convey a positive and credible message
- Manage time to your advantage.

SECTION 5: Impromptu Exercise

- Relate information to the topic given and to the audience
- Demonstrate knowledge of that topic
- Structure the talk, appropriately reinforcing the main points with examples and develop remarks to a well supported conclusion
- Use an extempore delivery with confidence, fluency and strong audience connection
- Manage time effectively.

SECTION 6: Discussion

- Demonstrate leadership skills and extensive knowledge of your own topics
- Demonstrate ability to respond well to complex and challenging questions
- Structure clear, convincing and credible responses.

Administrative Information

ENTRIES

Individual entries for the Introductory Certificate in Professional Speaking and the Certificate in Professional Speaking may be made through the Speech New Zealand Local Secretary in your area to coincide with local examination tours.

Telephone: 0800 SPEECH

Entries for the Diploma in Professional Speaking must be directed through the National Office. These should be received at least 6 weeks before the examination date.

TRAINING PROGRAMMES

As an option Speech New Zealand can offer to tailor training programmes to meet the specific needs of business and corporate clients. For further information contact Speech New Zealand National Office.

Speech New Zealand:

Telephone: (04) 498 9660

Email: info@speechnz.co.nz

APPEALS

These must be received within 14 days of the receipt of results of the examination.

All appeals must be set out in writing, and sent with a copy of the report, to:
The Manager, Speech New Zealand, P O Box 12-023, Wellington 6144.

RESOURCES

Some resource material is included on the website: www.speechnz.co.nz

Specific requests for information regarding the examination content and management of the examinations are welcome and should be addressed to the National Office.

Glossary

Anecdote	A story that illustrates a point within a speech or talk.
Coaching	Informal step-by-step instruction to assist an individual or group to achieve a task or learn a skill.
Delivery	In general this refers to voice and speaking within a presentation. It may also be broadened to cover gesture and manner.
Elements	The essential components of the stated section.
Evaluate	Judge the value of a topic or opinion against specific criteria.
Extempore	All talks are expected to be in this mode: prepared, planned, practised and delivered in the candidate's own words in a conversational manner and with appropriate formality. They are not memorised.
Genre	Kind or type of speech e.g informative, instructive, persuasive, entertaining, social speech etc. Aristotle, (384-322BC) defined three specific genres of rhetoric: Deliberative which deals with exhortation or dissuasion. Judicial which deals with accusation or defence. Epidictic which deals with praise or blame.
Impromptu Talks	While the topic may be familiar or researched, impromptu talks have little or no preparation time. They should be broadly planned, but are not practised. They are delivered in the candidate's own words and in a conversational manner.
Interviewing	Demonstrating, in a range of formal or informal situations, listening and questioning techniques as an interviewer; or, as an interviewee, demonstrating listening skills, offering information, clarifying or expanding questions posed by the interviewer. In appropriate situations, such as a job interview, the interviewee may also ask questions.
Modes of Persuasion	Aristotle identified three artistic modes of persuasion: Ethos: presenting character of the speaker in a favourable light. Pathos: awakes emotions in the audience to induce them to make the judgment desired. Logos: showing probability of what is said by logical argument.
Non-verbal	This relates to all aspects of body language including posture, gesture, use of space, and visual aids.
Performance	Performance, in this syllabus, should be interpreted to mean practical presentation for an audience.
Pitch	A planned, organised appeal using persuasive techniques. It may be a sales talk, persuasive talk to promote the sale of goods or services, or the acceptance of an idea. It requires confident, authoritative, persuasive delivery.
Presentation	All aspects of a talk, formal or informal, delivered to an audience. A presentation can be given for several reasons eg to entertain, to inspire, to justify, to explain, to inform or to sell. A presentation has its foundation in content and credibility. Presentation is the practice of showing and explaining the content of a topic to an audience or learner. A presentation gives you time to use ethos and logos.

Research

The line of investigation followed on a specified topic. The scope of any research will be relevant to the maturity and level of the candidate.

Role-play

A 'real life' situation that seeks to solve a conflict or problem.

Social Speeches

These are brief speeches with particular functions within the community. The degree of formality or non-formality, will depend on the specific occasion.

Announcement: To give important information for a specified reason to a specific group.

Eulogy: To express praise of a person, such as that given as a tribute to a colleague at a dinner or at a funeral service.

Farewell: To honour a specific person, or group, who is leaving a specific community for a specific reason.

Introduction: To introduce a speaker, guest, or colleague to a specific audience on a specific occasion or for a specific reason.

Presentation: To honour a specific person with an award or gift on a specific occasion.

Propose a Toast: To pay tribute to the health or success of a specific person which includes the raising of glasses and drinking together.

Vote of thanks: To thank a speaker on behalf of a specific audience on a specific occasion.

Welcome: To greet a visitor or group on a specific occasion on behalf of a specified group.

Style

1. Style is a matter of linguistic contrast in contexts: one word set against another, one utterance against another, one author's work set against another, or period against another.
2. The speaker's own personal style.

Summarise

To rephrase the main points of an extract or discussion without adding any personal comment.

Talk/Speech

The terms 'talk' and 'speech' are interchangeable and should be planned for a specific purpose, for a specific audience on a specific occasion. It should be delivered in an **extempore** mode.

To Entertain: This must engage and hold the audience's attention. It may not necessarily be humorous, but should be designed for audience enjoyment.

To Inform: This should extend the audience's understanding of the chosen topic.

To Instruct: This should be clearly structured and planned to enable the audience to carry out a specific objective.

To Persuade: This should be clearly structured and planned to persuade the audience to take a specific action or consider a specific way of thinking.

Telephoning

Demonstrating a range of telephone skills. This may be achieved through a telephone role play.

Visual aids

Objects, pictures and charts which aid and enhance the spoken word. The use of these is encouraged throughout the syllabus. Electronic aids (provided and arranged by the candidate) may be used. All visual aids should be clearly visible and created for the benefit of the audience to highlight or clarify key points within a talk.