Logical Speaking

Students can learn how to express complex opinions and ideas in a logical manner, and present them concisely and convincingly.

Set Content

- Textbook
- 24-time course
- 90-minute lessons
- Can also be taught as a short course or one-time seminar

Improve your logical speaking skills by performing tasks using case studies that reflect common business situations.

Learn

- Learn framework for Logical Speaking
- Learn organizational patterns
- Learn brainstorming tools
- Learn phrases for analyzing data, giving proposals and debating

Do

- Analyze & present data
- Present convincing proposals
- Evaluate & compare solutions
- Debate

Full 24-time course

Short course & one-time seminar
Textbook Development

We had numerous clients ask for Logical Speaking courses or components of a course.

What is “Logical Speaking”?

- Speaking convincingly
- Structuring speech like a native English speaker
- Making a clear point
- Connecting complex ideas naturally
- Communicating visual data
- Making a strong proposal with supporting ideas
- Critical thinking

Overview

The course is divided into 6 sets. Each set consists of 4 lessons.

Basics
Retail (Set 1)
HR (Set 2)
Marketing (Set 3)
Production (Set 4)
Technology (Set 5)
Sets 1-5 follow a fixed format and consist of 4 different types of lessons. The types of lessons within a set always follow the same order. The Basics set is unique and doesn’t follow a fixed format.

Lesson Flow (Example)

1. Students preview target phrases at home.
2. Students have a discussion about a problem or proposal presented in a case study.
3. Students brainstorm ideas to solve the problem or agree/disagree with a proposal using various brainstorming tools.
4. Students build a proposal/counter proposal using logical frameworks.
5. Students give proposal/counter proposal while applying feedback from teacher and from their own self evaluation taken from the audio recordings of their proposal/counter proposal.
Who should take this course?

Companies that...
- have overseas branches
- have English-speaking clients
- partner with English-speaking companies
- have a large number of foreign employees

Employees who...
- need to negotiate with foreign partners
- manage foreign staff
- are going to be transferred overseas
- often give English presentations
- often have meetings in English
- need to communicate complex ideas

Students that have difficulty with the following would benefit from taking Logical Speaking:
- speaking concisely
- speaking fluently
- speaking coherently
- organizing their thoughts in a business setting
- communicating complex ideas
- having confidence to debate ideas

Benefits of the Textbook

- Logical Speaking is explained in a step-by-step easy-to-understand manner.
- Students can learn by doing. Lessons are designed to maximize speaking time so that students are able to practice speaking logically.
- Students will learn how to speak clearly and convincingly.
- Students will learn various frameworks and organizational patterns for communicating effectively.
- Students will be able to learn useful phrases for debate and be able to apply the phrases in a roleplay debate with their classmates.
- Students will apply the knowledge learned from the textbook to case studies that reflect common business situations.
- Students can learn how to debate in a polite yet effective manner.
- Students will have the chance to record the audio of their speech so that they can both perform a self evaluation, and also pinpoint the teacher's feedback and more effectively apply it in subsequent rounds of practice.