

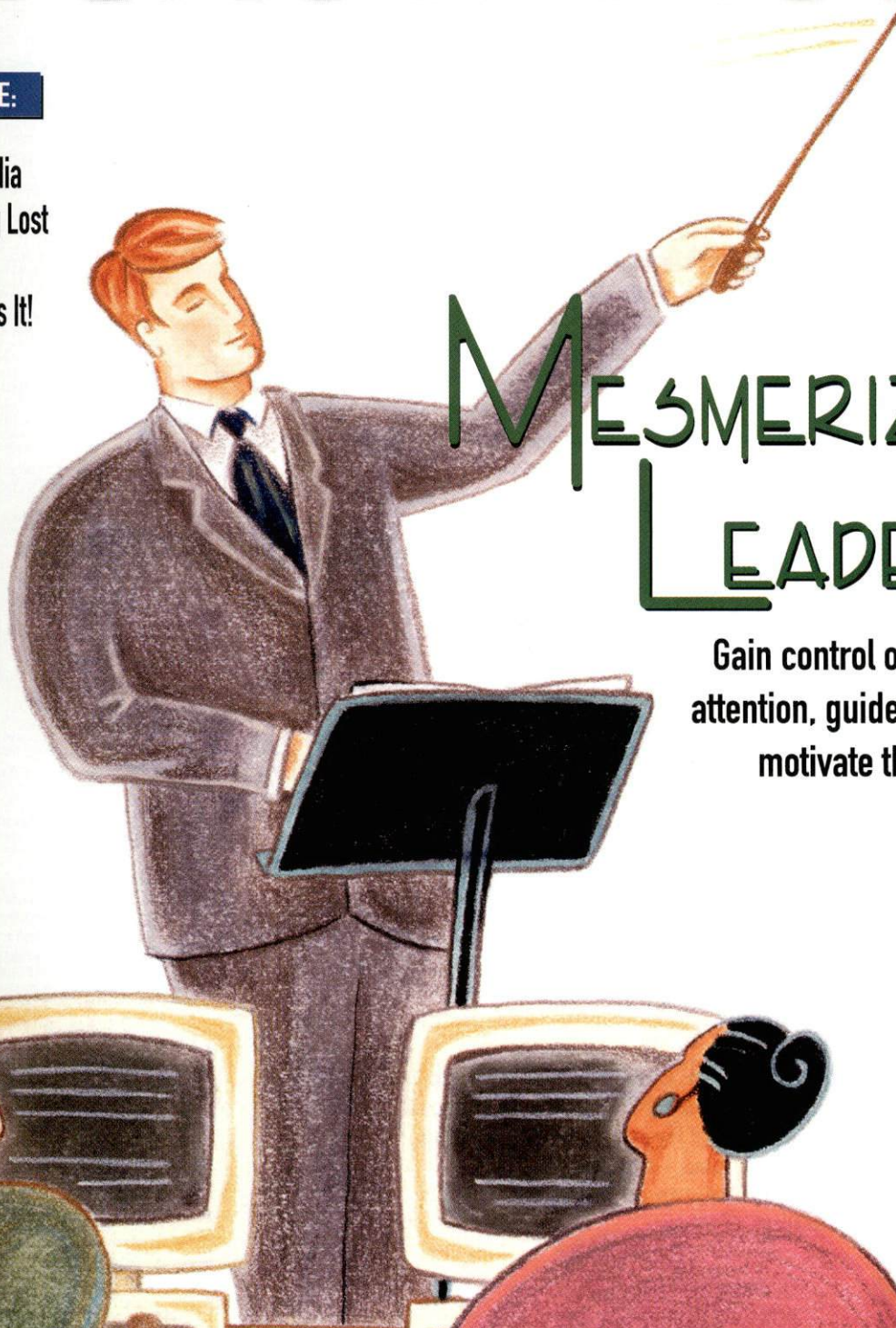
The TOASTMASTER®

FEBRUARY 2002

ALSO INSIDE:

Using Multimedia
Without Getting Lost

•
The Audience Is It!



MESMERIZING LEADERSHIP

Gain control of your audience's
attention, guide their opinions and
motivate their response.



VIEWPOINT

I Believe In You!

Our international theme this year is "Take Control Of Your Destiny." Granted, fate often interrupts our plans, but I believe that in the end, with a positive attitude and positive action, *you* control what happens.

As you take control of your destiny, you need goals to provide you with direction. A person without a goal is like a ship without a rudder. A few months ago, I asked you to set written goals. How are you doing? Are you still on track? Knowing where you stand is the first step. If you're on track, wonderful! If you're not as far along as you would like, it's time to take action. This is how you control your destiny.

When I train district officers, I always ask them to set goals. Then I ask them to repeat with me this phrase: "If it is to be, it is up to me." This is a crucial point. Don't expect someone else to do the work for you. You must own the situation. You must take action. You must make it happen. This is what "Take Control Of Your Destiny" is all about.

Destiny will throw some challenges in your path. Consider them opportunities! Every problem hungers for a solution. In business, that solution can be worth a fortune. So how will you respond? I believe in you. I believe that you will look that challenge in the face and overcome it with decisive action.

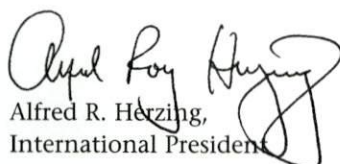
How can you take action? If you are working toward your CTM and you want to earn it by June 30, then come prepared to your club meetings with your manual and a speech. If there is a last-minute cancellation, you can step in. And let the area governor know that you want to speak at other clubs. Most clubs would love to have a guest speaker.

You can take action as an officer. Is your team achieving its goals? Expand your team, if necessary, to bring in fresh ideas and energy. Examine everything the team does and ask yourself, "Is this helping us reach our goals?" Remember, you have Select and Distinguished goals to reach by June 30, so doing something that will pay off in three years should take a back seat to something that will get results now. Area governors, have you found your new club yet? If not, put together a team *now* to find that opportunity. Hold the demonstration meeting and get it chartered.

And let's not "try" to make it happen. Our theme is not "Try to Take Control of Your Destiny." As Yoda, the Jedi Master from the *Star Wars* movies said, "Do or do not. There is no try." Don't just "try" to achieve your goals – do it! You have your goals and you have your plan – now, get started!

I believe in you. Never give up! You can do it!

Take Control Of Your Destiny!


Alfred R. Herzog,
International President

The TOASTMASTER

Publisher DONNA H. GROH
Editor SUZANNE FREY
Associate Editor KELLY ANN LA CASCIA
Editorial Assistant MADGE HAMMOND
Graphic Design SUSAN CAMPBELL

TI OFFICERS AND DIRECTORS

Founder DR. RALPH C. SMEDLEY (1878-1965)

OFFICERS

International President ALFRED R. HERZOG, DTM
20365 Via La Vieja
Yorba Linda, CA 92887

Senior Vice President GAVIN BLAKEY, DTM
46 Corona Avenue
Ashgrove, QLD 4060, Australia

Second Vice President TED CORCORAN, DTM
124 Grange Road
Baldoye, Dublin 13, Ireland

Third Vice President JON GREENER, DTM
1607 W. Cedar Hills Drive
Dunlap, IL 61525

Immediate Past President JOANNA MC WILLIAMS, DTM
5015 Addison Circle, #501
Addison, TX 75001-3308

Executive Director DONNA H. GROH
Toastmasters International
P.O. Box 9052
Mission Viejo, CA 92690

Secretary-Treasurer MARCIE POWERS
Toastmasters International
P.O. Box 9052
Mission Viejo, CA 92690

DIRECTORS

DAN BLANEY, DTM
3908 Hunters Green Drive
Florence, KY 41042-3012

CHUCK CARPENTER, DTM
1035 Arcant Drive
St. Louis, MO 63146-5001

FRANK CONNELLY, DTM
1359 Pine Creek Ridge Dr.
Powhatan, VA 23139

DOROTHY COTTINGHAM, DTM
P.O. Box 1374
Portland, OR 97207

BETTY EISENZIMMER, DTM
8932 - 240th Street S.W.
Edmonds, WA 98026-9020

CHRIS FORD, DTM
5488 Woodside Drive
Manotick, Ontario, Canada K4M 1B4

JUSTIN A. GOTTFREID, DTM
1925 West Clayton Crest Avenue
Milwaukee, WI 53221

MARY DREW HAMILTON, DTM
P.O. Box 1002
Alpharetta, GA 30009-1002

DANIE HARDIE, DTM
6419-11 Ave.
Edmonton, Alberta, Canada T6L 4A1

JENNIFER O. JOHNSON, DTM
P.O. Box 140562
Irving, Texas 75014-0562

PAM KEYZER, DTM
474 West 238th St., #61
Riverdale, NY 10463

DONNA G. LABATT, DTM
2216 Fairway Terrace
Clovis, NM 88101

AUGUSTINE LEE, DTM
Ghim Moh Estate
P.O. Box 0256
Singapore 912739

RANDY PRIER, DTM
817 Donegal Drive
Papillion, NE 68046

GEORGE SCOTT, JR., DTM
3014 Robin Ridge Court
Fairfax, VA 22031-2133

CHRISTINE TEMBLIQUE, DTM
Calvario Boundary Saluysoy
Meycauayan, Bulacan, Philippines 3020

DIANE E. VAUGHN, DTM
P.O. Box 2597
Cupertino, CA 95015

MARY JONES WILLIAMS, DTM
1174A Pittsfield Lane
Ventura, CA 93001

For information on joining or building a club, call
1-800-9WE-SPEAK • Or email: clubs@toastmasters.org
World Wide Web: <http://www.toastmasters.org>

To place advertising or submit articles, contact:

TOASTMASTERS INTERNATIONAL
PUBLICATIONS DEPARTMENT:

P.O. BOX 9052 • MISSION VIEJO, CA 92690 USA
(949) 858-8255 • FAX: (949) 858-1207

VOICEMAIL: (949) 858-2845

email: pubs@toastmasters.org

To change mailing address:
tmms2@toastmasters.org

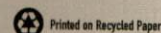
THE TOASTMASTER Magazine (ISSN 00408263) is published monthly by Toastmasters International, Inc., 23182 Arroyo Vista, Rancho Santa Margarita, CA 92688, U.S.A. Periodicals postage paid at Mission Viejo, CA and additional mailing office. POSTMASTER: Send address change to THE TOASTMASTER Magazine, P.O. Box 9052, Mission Viejo, CA 92690, U.S.A.

Published to promote the ideas and goals of Toastmasters International, a non profit educational organization of clubs throughout the world dedicated to teaching skills in public speaking and leadership. Members' subscriptions are included in the \$18 semi annual dues.

The official publication of Toastmasters International carries authorized notices and articles regarding the activities and interests of the organization, but responsibility is not assumed for the opinions of the authors of other articles.

Copyright 2002 by Toastmasters International, Inc. All rights reserved. Reproduction in whole or in part without written permission is prohibited. Not responsible for unsolicited material.

Toastmasters International, THE TOASTMASTER, and the Toastmaster International Emblem are trademarks of Toastmaster International registered in the United States, Canada, and many other countries. Marca registrada en Mexico. Printed in U.S.A.



Contents

February 2002

Volume 68, no. 2

departments

2 **VIEWPOINT: I Believe in You!**
By International President Alfred Herzing, DTM

4 **LETTERS**

5 **MY TURN: Embracing Imperfection**
By Jo Ann Kirby, CTM

12 **LEADERSHIP: Speakers Are Leaders**
By Craig Harrison, DTM

14 **CAN WE TALK? Are You a Toastmaster?**
By Jim Carmickle, ATM

20 **TECH TALK: Bringing Technical Presentations to Life**
By Rob Sherman

22 **HOW TO: Leaving Voice Mail Messages that Get Returned**
By Karl Walinskas, ATM

30 **TOPICAL TIPS: Send It!**
By Mark Majcher, ATM

31 **HALL OF FAME**

The Toastmasters Vision:

Toastmasters International empowers people to achieve their full potential and realize their dreams. Through our member clubs, people throughout the world can improve their communication and leadership skills, and find the courage to change.

The Toastmasters Mission:

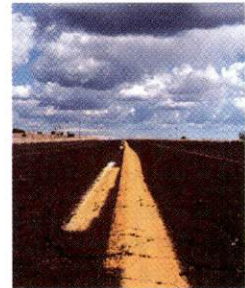
Toastmasters International is the leading movement devoted to making effective oral communication a worldwide reality.

Through its member clubs, Toastmasters International helps men and women learn the arts of speaking, listening and thinking — vital skills that promote self-actualization, enhance leadership potential, foster human understanding, and contribute to the betterment of mankind.

It is basic to this mission that Toastmasters International continually expand its worldwide network of clubs thereby offering ever-greater numbers of people the opportunity to benefit from its programs.

features

6 **ROAD WORK**
A case for practicing your speech in the car.
By Wes Andruess, CTM



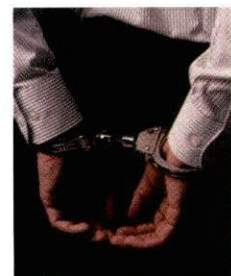
8 **MESMERIZING LEADERSHIP**
A hypnotist shares how he controls his audiences, guides their opinions and motivates their responses.
By Howard Morgan



16 **USING MULTIMEDIA WITHOUT LOSING YOURSELF**
Use technology to support, not overtake, your presentation.
By Ruby Newell-Legner

24 **THE AUDIENCE IS IT!**
Ensure that your speech and its intended listeners are a good fit.
By Caren Neile, ATM-S

28 **THE TWO INVIOLETA LAWS OF PUBLIC SPEAKING**
Character and content are what really counts.
By Paul Evans





LETTERS

'OUTSTANDING' ARTICLE

I just received the December 2001 issue of *The Toastmaster* and "Meet the Five Outstanding Speakers of 2001" is tremendous, informative, well written, interesting and thoroughly inspiring. Thanks!

Marjorie Ziskovsky, ATM-S – Tama-Toledo Club 1263-19 – Toledo, Iowa

A CHANGED LIFE

While an inmate at the Naval Consolidated Brig at Miramar (NCBM), I read the book, *Chicken Soup for the Prisoner's Soul*. Through the book, I realized how many inmates are attending Toastmasters and changing their lives. I joined the Toastmasters club here and found the mentors and members to be positive and motivated to help each other become better communicators. Through Toastmasters, I have a new excitement toward a career I am very passionate about. I want to thank not only the mentors here at NCBM, but all those who give of their time to help those of us who have made mistakes in our lives. Through Toastmasters, I have finally found something I can succeed at.

Gregory P. Banker, future CTM • Inspirationalists Gavel Club 162 • San Diego, California

RESPECT FOR A HELPING HAND

I read with keen interest the article by Jean Shipos, "Experiencing the Gavel Club" (September 2001). I agree with Jean that regardless of educational level or social status, all people have a basic need to communicate and be heard. This was Dr. Smedley's vision when he started Toastmasters. I was moved when I read the words of the inmate who hastily ran around the room, shaking as many hands as possible, saying "Don't give up on us. Please come back."

U.S. Bolan, CTM • City of Gold Club 8154-U • Dubai, United Arab Emirates

A TOASTING LEGACY

I was delighted to read the articles on toasting in the December issue. Toasts have been of interest to me ever since I joined Toastmasters 29 years ago in South Africa. In my club, a toast was part of every program. A member prepared and proposed a toast to any person or subject of his or her choice and another member was randomly asked to respond.

When I moved to California, I suggested that the practice be followed in the club I transferred to, and I am happy to say it is still being done.

In this article, Perry E. Gresham refers to the belief that clinking glasses when completing a toast is to expel evil spirits. Paul Dickson, in his book *Toasts*, cites

another legendary explanation: All five senses should come into play to get the greatest pleasure from a drink. It is tasted, touched, seen, smelled and – with the clink – heard.

I am writing this on Christmas Day, so I say to my fellow Toastmasters:

I drink to your health when I'm with you

I drink to your health when I am alone

I drink to your health so often

I'm beginning to worry about my own

Michael Levinrad, DTM • District One Showcase Club 4970-1 • Torrance, California

A CLUB TOAST

I recently served as Table Topicsmaster for the first time and wanted to make it special. Believing very strongly in the privilege and responsibility of "toasting" someone, no matter what the occasion, I thought I'd make the opportunity available to my fellow club members.

Besides being a truly impromptu speaking opportunity, toasting someone (of their own choosing) allowed the speakers to discover the joy in truly and sincerely acknowledging someone. And the smiles these kind words elicited made the experience even more magical and created a true sense of family in our club.

Stu Needel • Plantation Club 2582-47 • Plantation, Florida

A NOTE FROM MALAYSIA

I read with great interest "The Way They Said It" (November 2001). However, there is one factual inaccuracy in President Roosevelt's speech quoted in the article. It said: "Yesterday, the Japanese government also launched an attack against Malaysia..." I would like to point out that Malaysia was formed in 1963; when the Japanese attacked in 1941, it attacked Malaya and not Malaysia.

On a separate note, the article by Dr. Richard Lederer, "English is a Crazy Language" was very amusing and kept me laughing the whole time! My favorite is: "Why is the word abbreviation so long?" Thank you for that wonderful piece of literary work.

Intan Mastura Maulud – ACCA Club 3762-51 – Kuala Lumpur, Malaysia

LAUGHING AT LANGUAGE

"English is a Crazy Language" (November 2001) was fabulous. It really was high time someone put down in print the many absurdities of the English language. I really enjoyed the article – so much so that I am going to use it on our club's joke session to elicit a few laughs. Thank you, Dr. Lederer.

Chris Barret, ATM • Redstone Club 1932-48 • Huntsville, Alabama



By Jo Ann Kirby, CTM

Don't lower your standards — just learn to take chances.

Embracing Imperfection

JASON GIVES WONDERFUL SPEECHES; CAREFULLY THOUGHT OUT, with magnificent use of words. The entire club listens to him expectantly and with great enjoyment. Jason is at least an ATM-B, isn't he? No, he's only done five manual speeches in two years — Jason will give a speech only when it's perfect.

For many people, fear of public speaking isn't what brings them to Toastmasters. It's the fear of not speaking perfectly. They're fine when they've had plenty of time to write, memorize and rehearse. But doing something on short notice? Not on your life! Table Topics is dreaded. No rehearsal, no warning, just get up and speak for two minutes. What a nightmare for them.

It's time to embrace imperfection. It's OK to speak when we're not fully prepared. After all, think about how often we speak at work on short notice: The boss is out sick and someone has to lead the staff meeting or the presentation to the new client. The company president and executive staff unexpectedly flies in from Chicago and expects a full briefing on the past six months in three hours. Do you just quit so you don't have to do it? Of course not. You are, however, a mass of taut nerve endings until it's over. But it doesn't have to be that way.

I always hated going to the dentist. I found it painful and frightening. Until I began to think about how long each appointment actually took. I was surprised to realize that I was generally out of the dentist's chair in less than half an hour. "Hmm," I thought. "I just have to remember that it will all be over in 30 minutes. I can do that." And I did. I found myself applying this principle to other areas. That phone call I dreaded making? Make it now and in five minutes it will be over. A meeting in the conference room with all the windows on the 50th floor? There and back in an hour.

I've learned that I can do anything if I focus on what comes afterward. I don't mind the dentist any more. And while I'll probably never like heights, I won't let it keep me from doing what I want.

So how does this fit in with Toastmasters? Easy. Many motivational writers and speakers talk of a "comfort zone." We all have them. They're the everyday routines and habits we're comfortable with. Most people dislike change and

have been known to go to great lengths to avoid it. But for us to achieve higher performance levels, learn new skills or just tolerate a dentist's visit, we must step out of this comfort zone.

We don't always have time to practice speeches or presentations until they are perfect. And our jobs and

lives often demand that we speak on short notice. This is where the Toastmasters experience can make a difference.

Embrace Table Topics. Watch how others answer. When I first joined Toastmasters, I couldn't believe how well some people spoke "off the cuff." Then I began to realize that each member had developed a coping mechanism to get themselves through. Some members repeated the question before answering. This not only helped them to fully understand what was asked, but it also gave them time to think of an answer. Others would turn the question on its side until they found a comfortable angle to speak about. Still others wouldn't answer the question at all but used it as a jumping-off point to talk about something else.

I made it a point to study these methods and incorporate them into my own answers, and slowly but surely, I began to improve. I'm now more at ease when speaking off the cuff.

When it comes to prepared speeches, take a chance. Offer to step up and fill in that last-minute opening on the agenda, even though you're not completely satisfied with your preparation. You might be pleasantly surprised at how well it goes. If it doesn't go well, though, you've also learned something. You've learned that you can be less than perfect and survive — and the next time, you'll be more at ease.

Embrace imperfection. It doesn't mean lowering your standards. It means freeing yourself from your limitations and taking chances to achieve higher levels of success. Toastmasters allows you to practice your speaking skills. And if you think about it, Toastmasters is about improving our skills at each meeting. So why would we look for perfection? We're looking for continual improvement, and that's a different thing entirely. **T**

Jo Ann Kirby, CTM, is a member of Wayne Toastmasters Club 2099-46 in Wayne, New Jersey.



Road Work: A Case for Practicing Your Speech in the Car

By Wes Andruet, CTM

Who has time to just drive anymore?

I admit it. I'm one of those milk-every-minute types who indulge in the fine art of multi-tasking. I derive a perverse validation from doing a number of things at once, feeling somehow that by being an ultra-productive member of society, I'm destined to collect bonus points in the hereafter. Heaven forbid I should squander a second on idle pursuits. Nope, I am shoulder-to-shoulder with my industrialized brethren when it comes to maximizing the moment. Anything else would be the equivalent of switching to decaf.

Of course, much of this manic activity is manifested in the car; after all, who really has the time to just drive anymore? The car has become more than transportation; it is

now a mobile activity center, a place where personal grooming and light office work are the norm. For Toastmasters like me, the car is especially valuable as a practice hall for public speaking. It is a four-wheeled cone of silence, if you will, allowing me the opportunity to modify, polish or otherwise become familiar with the impending subject matter to be delivered. If preparation is the foundation of any good speech, then what better way to spend my commute than to become intimate with the content of my presentation?

Yet for all its benefits to speakers like me, the car has one significant drawback – lack of privacy. What with window glass being standard equipment nowadays, the

sad fact is that to practice in the car is often to do so within view of others. For all purposes, practicing in the car means talking to yourself. While styling one's hair, talking on the phone or reading the paper in the car may constitute normal 21st century activities, talking to yourself is still high on the list of taboo behavior, ranking right up there with clipping your toenails at the dinner table. So what's an ambitious Toastmaster to do when confronted with this cruel reality? Practice in a quiet room before a mirror like normal people? Certainly not! Based on my vast experience with this very issue, I humbly offer six tips for speaking on the road.

PRACTICE INTO YOUR MOBILE PHONE

Finally a practical use for this technology. By joining the throngs of others who drive with one hand and communicate with the other, you'll be no more noticed than a bait salesman in Minnesota. Of course, the beauty of this tactic is that you're not actually using the phone. Onlookers will be impressed with your purposeful and unyielding conversational demeanor, and you'll be impressed with the success of this façade. You won't be burning minutes or draining the battery, and the only potential pitfall that could arise is if the phone actually rings during your presentation. Don't answer! Later, you can truthfully tell the caller you were on the phone.

If you don't own a mobile phone, you can always chance it and talk into something that closely resembles one—like the remote control to your VCR. Be cautious, however, that prying eyes don't discover this double ruse and call the authorities.

BUY A MANNEQUIN

Lucky for us there's already a market for automotive dummies. No joke, mannequins are made for everything from cheating in the carpool lane to feeling more protected in tough neighborhoods. As a Toastmaster, you will be putting the mannequin to an entirely different use. This mock passenger will be the imagined target of your imagined conversation. Practice with confidence! There's nothing wrong with you! You're simply carrying on a conversation with a piece of fiberglass. Make sure you both buckle up, however, or a sudden stop may send your passenger into the dashboard, and send your tactic up in smoke.

PRETEND TO BE SINGING

While talking to yourself may be considered a sign of maladjustment, singing to yourself is altogether accepted in today's hip society. Close your eyes (when stopped in traffic only!), feel the beat, lean your head back and prac-

"The car is a four-wheeled cone of silence, if you will, allowing me the opportunity to modify, polish or otherwise become familiar with the impending subject matter to be delivered."

tice that speech! Just try not to do that during the actual delivery.

TINT YOUR WINDOWS

I've never been a fan of tinted windows. I'm always afraid the police will suspect I'm up to something. They pull me over for nitpicky items, smelling my breath and scanning the car's interior as they size me up. They'll fabricate traffic violations, such as, "I pulled you over because your license plate wasn't perfectly rectangular. You'd better have that checked out." Of course, if the officer has an extra five-to-seven minutes to spare, it's a fantastic opportunity to try out the speech on a real person.

TAKE THE SCENIC ROUTE

If you want to be alone, then be alone. There's a big, beautiful world of backroads out there, all sparsely populated for your speaking convenience. While your boss may have a problem with your new work route (which now includes a mandatory swing through Wyoming), you can speak to your heart's content, drawing suspicion perhaps only from a few prairie dogs. You'll be logging a lot more miles, but those extra visits to the pump will be worth it come speech time.

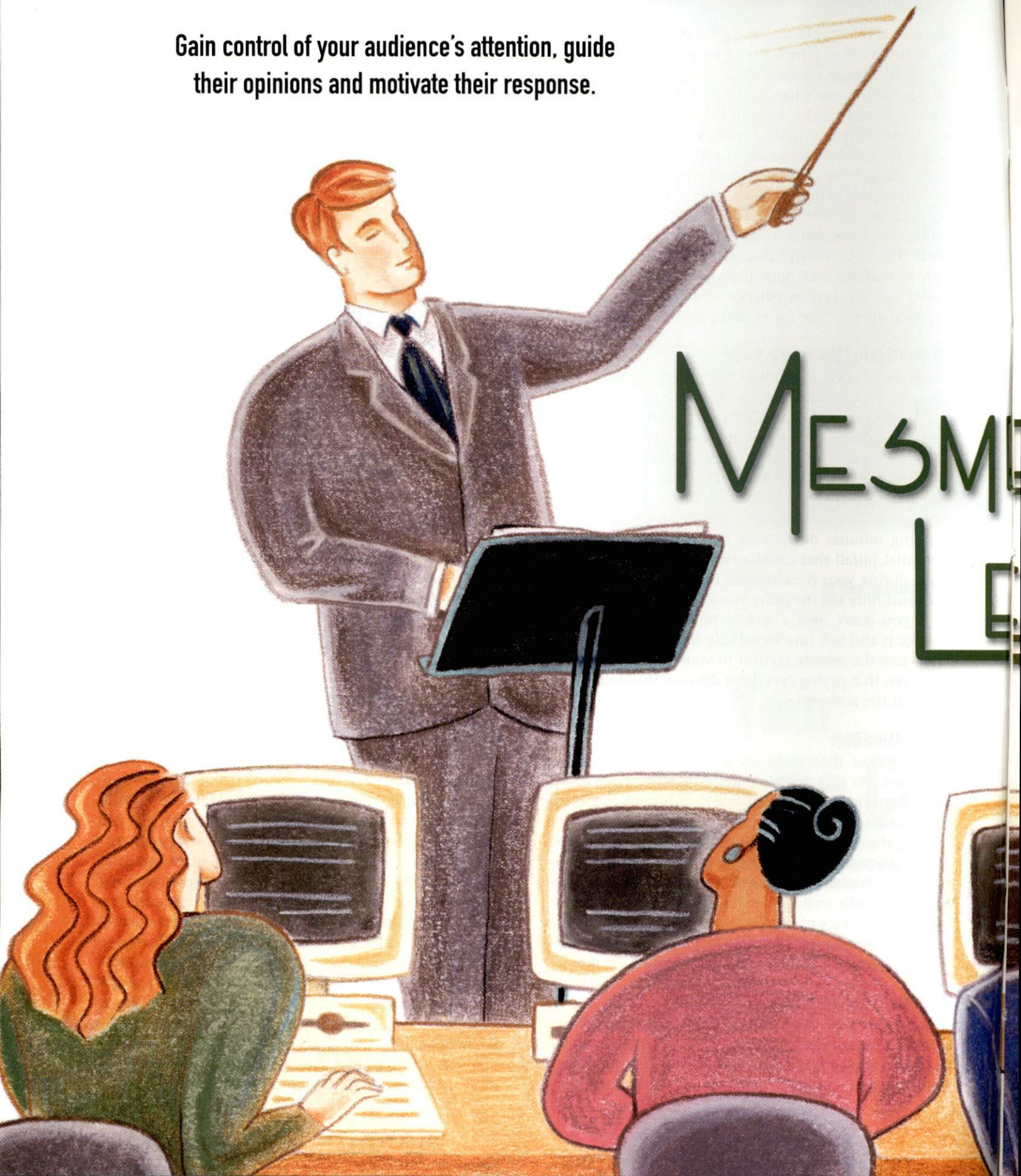
PUT UP A SIGN

In the end, honesty is the best policy. Instead of hiding your habit, tell the world! With a crayon and a sheet of bond paper, you can advertise the fact that you're not crazy, just preparing for your next speech. In fact, I believe Toastmasters International would do well to release a line of bumper stickers strictly for this purpose. There's promotional value in slogans like, "I'm not just driving, I'm delivering," or "My other car is a podium."

While there are some purists who will never put these tips to the test, it is nonetheless comforting to know there are options for Toastmasters on the go. Where practice is concerned, we should never eschew the sure-fire benefits of a quiet room, a stopwatch and a full-length mirror; however, when we find ourselves short on disposable time, nothing beats a little roadwork. **T**

.....
Wes Andruets, CTM, is a writer living in Springfield, Virginia. He wants to assure all motorists he did not write this article while driving.

Gain control of your audience's attention, guide their opinions and motivate their response.



After all is said and done, leadership and public speaking are about being in control. Not in a pushy, bullyish sort of way, but it is about gaining control of your audience's attention, guiding their opinions and motivating response.

And that's what I've done, as a professional hypnotist and stage hypnotist for the past 30 years. In fact, that's all a hypnotist ever does. Beneath all the fluff and superstitions, hypnosis is about getting 100 percent of a subject's attention, thus helping that person to get past the distractions, cop-outs and excuses. Hypnosis won't violate any moral or ethical paradigms, but it allows you to overcome obstacles and rearrange the subject's thinking process. And the good news is you, as a Toastmaster, don't have to wave a watch to get similar results from your audiences.

ERIZING LEADERSHIP

You'll recognize some of the techniques listed below from Toastmasters manuals, others may seem unfamiliar to you, having evolved from a different ancestry. The common thread here is that they work for me, both on

stage where I have five minutes or so to talk 15 people into giving me 100 percent of their attention and in private therapy settings, where I'm expected to change the way a person thinks in 50 minutes.

I'm breaking this down into categories only because it's easier to understand that way.

In practice, effective leadership is an all-or-nothing proposition. As a leader or speaker, you're ultimately responsible

for the entire experience. If the air conditioner doesn't work or you forget to comb your hair, that's all the audience is going to notice and remember, which brings me to my first point:

1 Create a Persona

If you're going to trust me with all your attention, if you're going to willingly suspend your disbelief long enough to allow me to influence your thinking, then you'll need to believe two things. First, that I know what I'm doing and second, that I have your best interest in mind.

Creating a persona is essential in any leadership endeavor. The shift manager at McDonalds and the motivational speaker at the next International Peace Summit will both be judged by the image they project. It's about coming across as competent.

This includes a lot of what you learn in Toastmasters: personal hygiene, clothing, professional props and preparation. You'll also find that credentials, endorsements by peers or superiors and the overall sense of calm you project under pressure will help establish your audience's confidence in you, whether you are talking to one person or an auditorium full of conventioners.

How much you're paid, the kind of publicity that precedes you, and the quality of the overall package all establish your perceived authority on your subject.

2 Seek To Meet Their Needs

The second point to keep in mind when requesting people's trust is that unless they believe you have their best interest in mind, they'll never lower their guard. Again, it's all a reflection of your attitude. Napoleon had sergeants tell him about troop members. Casual comments as he inspected the troops like, "Johnson, I hear your wife just had a baby, congratulations," or "Martinez, I heard about your sore leg, how's it feeling?" did far more than all the "go-get-them" speeches ever could. If you can convince people of your interest, and willingness to go out of your way to help meet their needs, they'll listen to you. Research your audience, show you care. Before you ask somebody to follow your lead, you better be sure they believe it's in their best interest.

This principle can be used in virtually any situation. A manager who tells an employee, "Tom, you get with it or you're fired," at best will scare Tom into putting on a good show, and ultimately do nothing but make Tom angry and resentful. Explaining, "Tom, I know you can do this. Please let me know how I can help, because, to be honest, if something doesn't change here fast, I'm not sure I can afford to keep you around" is still a threat, but it shows concern for his needs, a desire to help, and motivates Tom's loyalty and willingness to put 110 percent into earning your friendship and respect. It tells him you're on his side.

Basically, I can't hypnotize you, motivate you, influence you or even keep your attention as long as I have an adversarial relationship with you. Once you trust my ability to produce, you'll find that the more you feel my motivation is meeting your needs, the more willing you'll be to trust me to think for you.

3

Regulate Availability

Another way to disarm contradiction is to regulate your availability. My comparative success rate as a hypnoterapist is quite outstanding. But truth be told, it's not because I'm any better than most, it's because I'm expensive and I refuse to take on anybody I'm not sure I'll be successful with. My persona and rehearsed empathy allow this. When potential clients seek my help, I regularly tell them I don't think they're ready for my brand of therapy. I often use comments like, "I'd love to help you, but to be honest with you, I really don't think you want to change." The impulsive reaction is to get defensive. Once they start begging me to help, I usually warn them that my way takes work. We're going to face the problems head-on and not slow down. If they're still willing to pay for the session, then we get started.

Managers can apply this principle with comments like, "Bob, you have what it takes to be a great shift leader, but to be honest with you, I don't think you're willing to make the sacrifices it would take to get you there." Public speakers can force attention and suspend disbelief by making comments like, "There isn't a one of you here who can't make this work. Unfortunately many of you probably won't even try." The basic formula here is simple: I've just told you I believe in you more than you do, and I'll be available to prove you can do it as soon as you'll quit trying to do it your way and trust me to guide you.

4

Practice Stacking

Now we start getting into the exotic. Once you've established your credentials and desire to meet their needs, and you've made your help a commodity they must be willing to pay for, you need to convince them into letting you do the thinking for them. One way to do that is called stacking.

If you ask people to do something, it's an invitation for them to figure out why you're asking. If you give them a list of things to do, they have to decide whether to make fools of themselves while thinking it all through, or trust you must have worked it all out ahead of time.

When corporate management offers "training manuals" or "company policies," it uses this technique. The

fact that someone with more authority and skill has put this master plan together usually intimidates employees into just following instructions without question or thought. Speakers who offer a "5-step plan" will be far more successful than those with a single suggestion.

5

Create a Mob

Another very powerful motivator is the "wisdom" of the crowd. Surveys of demonstrators in the '60s showed that large percentages of the crowd didn't even know why they were there. They just wanted to do what everybody else was doing, because if the mob thinks it's okay, then it must be.

When I do my seminars I begin by doing safe "mob-creating" exercises – anything that'll force everybody in the room to participate in a communal activity. Stand up and stretch, jump up and down, rub the shoulders of the person next to you. The wilder the behavior I can talk everybody into doing, the more willing they'll be to continue doing "the incredible" for me, provided I can convince them everybody else in the room will. I make entire rooms full of people walk on fire by establishing "a mob" and then guiding them through the process of accepting "communal" self-confidence.

If you can get your entire sales crew to wear crazy hats for a day at work or talk your entire audience into closing their eyes and imagining something with you, you'll soon find most, if not all, of your crowd blindly "following the mob."

6

Create Metaphors

Once you have their attention, let them see themselves doing what you want them to do. Remember "selling the sizzle?" It works much better once an audience trusts you and your intentions. Comments like "Karen, I can see you running your own store some day" will start Karen daydreaming. Audiences will react quicker to, "Running doesn't start getting you in shape until it becomes work" than they would to "you need to get all your paperwork done if you want to get good at it."

If you ask someone to do something, it invites them to look for your selfish motives. If you create images in their minds, they rarely come back down to earth long enough to think it through.

7

Do The Unexpected

I remember once, during a speech, pulling out a \$100 bill. While discussing the value of working as a team I spoke a bit about the spending power of a \$100. Then I casually tore the bill in half and explained how each half

"If you can convince people of your interest and willingness to go out of your way to help meet their needs, they'll listen to you."

wasn't worth \$50. I then wadded up the two halves and tossed them into the trash can at the end of the stage. It definitely got the audience's attention; they're probably still talking about it. It forced them to temporarily live in a world without preset rules, a world where \$100 was a mere stage prop. I didn't tell them that I actually switched "roles of paper" in my hand as I wadded the bill and I stuck the two halves (which I later taped back together) in my pocket. And I got a kick out of the number of participants who sheepishly worked their way over to the trash can during the next break.

That's a dramatic example of a stage demonstration. When working one-on-one in therapy settings I go out of my way to react in unconventional ways to things people tell me. Again it shocks them, destroys their conventional security blankets, gets their attention and forces them to live in my world. People who come in and start listing problems regularly get an excited "Great!" Most of them are so used to getting sympathy that it means nothing to them. My excitement is a real shocker, and anything I say after that they're sure to remember. I usually follow with an enthusiastic, "That's so much better than when people walk in not knowing what's bothering them." Or maybe, "Every one of those 'problems'

is an opportunity to prove you can grow. Which one do you want to start with?"

Obviously, this works only if you've taken the time to carefully think through the entire sequence ahead of time, but my guess is there are very few "new" issues you deal with in your daily management or speaking environment. Milton Erickson, a pioneer in innovative hypnotherapy, used to work miracles using this technique.

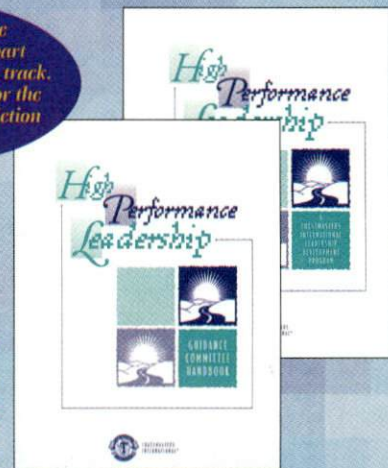
If the world really is a stage, it's up to you to decide if you want to work with an audience that's giving you a small percentage of their attention, or if you'd rather do a hypnotic show. As in most truly wise advice about living, these techniques will work everywhere, from individual encounters to corporate leadership. But don't take my word for it, just put on a crazy hat for a day or two while looking for ways to meet the needs of your listeners, and you'll soon find that creating a separate reality has its own inherent rewards. **1**

Howard Morgan is a freelance writer and former Toastmaster living in Oklahoma City, Oklahoma. A practicing hypnotherapist and stage hypnotist for 30 years, he runs the Focused Life Institute in Oklahoma City.

High Performance Leadership

The High Performance Leadership Program is part of Toastmasters' leadership track. One of the requirements for the Advanced Leader is completion of the program.

Learn to lead by completing Toastmasters' High Performance Leadership Program. This exciting hands-on program follows Toastmasters proven three-part learning process of study, action and feedback.



With this hands-on, skill-building program you conduct a project of your choice in which you serve as a leader. Reflecting your own goals, the project may be affiliated with your participation at Club, Area, Division, District, business or community level. The High Performance Leadership manual walks you through the project's different phases, providing study material and activities to complete.

Providing help through each phase is a Guidance Committee—people you select to counsel you and evaluate your work.

THE LEADERSHIP EXCELLENCE AWARD

Your efforts will be recognized! After you complete the manual and submit an application, Toastmasters International will send you a handsome, numbered certificate that secures your place as a recognized participant in this innovative program.

Catalog No. 262, \$10.95 plus shipping



To Order Contact: TOASTMASTERS INTERNATIONAL, P. O. Box 9052 • Mission Viejo, CA 92690
(949) 858-8255 • (949) 858-1207 • www.toastmasters.org/store



TOASTMASTERS INTERNATIONAL®



Do you know the power you possess from the platform?

Speakers Are Leaders

I often hear Toastmasters bifurcate between our two tracks: "Are you on the Communication or Leadership track?" They presume it's an either/or situation: You're either a speaker or a leader. And then it hit me – speakers *are* leaders. Speakers lead their audiences to new points of view, new understanding and many times to action, just like leaders do.

Yet I wonder, how many speakers view themselves as leaders? Do they know the power they possess from the platform? Do they see how they articulate their visions, enlist the support of others, walk their talk and transform an assortment of individuals in an audience into a cohesive corps of followers of their point of view?

Once we as speakers realize we're acting as leaders, we can actually apply leadership lessons to help us become more effective speakers. Leaders start with a **vision**. So do speakers! What is the vision for your speech? Can you answer this question for yourself? With your vision in place, work backward from your vision to decide how to advance it. How will you share your speech's vision with your audience? When the vision is clear in your own mind, you can begin to share it with others.

For example, suppose you want to give a speech on the importance of parks in your city's downtown areas. Work backward from your vision and figure out how best to advance it. See yourself convincing your audience of all the reasons having downtown parks benefits them.

My vision for this article: To help readers identify that speakers are leaders, and show them how to use leadership tenets to help them be more impactful speakers!

■ **Leaders enlist the support of others.** So do speakers. When you give a speech and articulate your vision, you are recruiting followers. You do it in different ways: through eye contact, direct and rhetorical questions,

inclusive language and an inviting message. You don't yell at your listeners, but you do pique their curiosity, appeal to their interests, and let them find where they fit into your speech. As a result, your audience "buys into" your message. As Toastmasters, we don't enlist them through sign-up sheets, pledge cards and oaths. We do it more subtly: through our persuasiveness, our style and our genuine delivery. Thus we turn listeners into followers and supporters of our cause. We build understanding and agreement with our audiences through our speeches.

■ **Leaders walk their talk.** Speakers do too. Those speakers who are most successful are those who "live" their messages. They embody the ideals they espouse. There's a consistency between the message they articulate and their own belief system. When you ask your audience to care, are you caring for them? When you implore your listeners to action, are you leading the way? Audiences look for congruency and notice inconsistencies, so make sure your actions, behavior and demeanor match that which you are trying to encourage. This is how integrity is derived and credibility is earned. Remember, people will "do as you do" far more than they will "do as you say." As a speaker/leader, you must model the way.

■ **Leaders put their people first.** Speakers should too. Leaders and speakers are there to represent the needs, desires and ambitions of their audiences. By putting their followers first, leaders are responsible for and gain the allegiance of their people. Speakers should do the same with their audiences. Speaking is about serving the needs of one's audience. By knowing your audience you show them respect for their time and interests, and you also can best serve their needs. True leaders know their cause isn't about them, but about those they represent. Are you

audience-centered? If not, why not? Without your audience you are just talking to yourself. By putting your audience first and striving to serve their needs, yours will naturally be taken care of as well. The opposite cannot be said. Put yourself in your audience's shoes as you create and prepare your next speech.

■ **Leaders leverage their resources.** Speakers should too. As a speaker at the club, contest or professional level, you have resources to apply as well. Coordinate with your Toastmaster or emcee prior to your presentation to gather information to help you succeed. Learn as much as you can about the day's program, the environment you will be speaking in, and who precedes and proceeds you. Who will introduce you? Use the introducer to establish your credibility and prepare listeners for your message.

■ **Leaders know their followers.** Speakers should too. Who is in your audience? Are they subject-matter experts? How do they best like to learn? Are they visual learners, kinesthetic or predominantly aural in learning style? Can you marshal their support? How will you do it? Will you appeal to their intellect or politics? Will you demonstrate an understanding of their preferences? Plan to include your audience members in your speech either through your remarks, planned interactivity, or questions and answers. They will naturally ask themselves "what's in it for me?" Help them answer that question for themselves!

■ **Leaders lead.** As a speaker, you should too! I can't tell you how many speeches I've heard where the speaker was well-prepared, well-groomed and well-spoken. The only problem: The speaker forgot to lead. It's funny, we go to all the trouble of stating our case, presenting our audience with a well-reasoned piece of thought, and then politely sit down. *Don't forget to lead.*

What is the purpose of your speech? Remember the vision? Having laid the groundwork for a successful speech, don't forget to leverage your leadership by the speech's end. Now that you've demonstrated your knowledge, educated your audience and presented compelling documentation for your thesis, what should your audience do with all that information? Let them know! They are awaiting your lead. Is there a call to action? If so, state it, in no uncertain terms. Audiences want to be led – they also need to be led. Don't assume your eloquence alone will carry the day. Leaders close strongly. They remove ambiguity and uncertainty. They state in unmistakable



terms what they think and what they expect. You, as a speaker and leader, should do likewise.

Presidents and politicians aren't the only ones who can combine being a leader and a speaker. As Toastmasters, we too are both speakers and leaders. The first step is to recognize our dual natures and embrace the leadership mantle. Speakers, it's your lead! **T**

Craig Harrison, DTM, is a professional speaker and a member of Pro-Toasties Club 7146-4 in Redwood Shores, California. Craig mentors speakers at all levels of Toastmasters to embrace their leadership potential. Contact him by visiting www.craigspeaks.com.



CAN WE TALK?

By Jim Carmickle, ATM

Find out if you are a TM, a Tm or a tm.

Are You a TOASTMASTER?

Of course you're a Toastmaster! After all, you've paid your dues, you read this magazine, you're on the club's schedule making speeches and working toward one level of achievement or another, and you attend (most of) the meetings. That makes you a Toastmaster, right? Well, yes. But...the question I pose is, are you a TOASTMASTER (TM), a Toastmaster (Tm) or a toastmaster (tm)?

■ Do you arrive several minutes early to choose your seat, get socializing out of the way before the meeting starts, enthusiastically welcome guests, and provide the appropriate people with the information they need? **TM**.

Do you arrive just in time for the start of the meeting, do a little socializing as the meeting starts and nod at the new guest? **Tm**.

Do you sometimes come late, interrupt the business meeting or cause concern for the General Evaluator when you are scheduled to be an evaluator, for example, and ignore the guest? **tm**.

■ Are you wearing your Toastmasters badge? Do you have a pen, paper (in case you need it), and a copy of the schedule? **TM** or **Tm**.

No badge, have to borrow a pen or pencil, don't have a clue about the schedule? **tm**.

■ If you're an evaluator, have you reviewed the instructions for presenting a good evaluation in the last week? Do you try to give supportive, truthful, helpful evaluations? **TM**.

Do you consider yourself knowledgeable in the area of evaluations and concentrate on your opinion of the speech you are to evaluate? **Tm**.

Do you "wing it" every time you have to evaluate a speech, letting the chips fall as they may? **tm**.

■ If you are the General Evaluator, have you prepared ahead of time? Do you know the names of the evaluators and who they are evaluating? Do your notes include your duties, who is assigned as Grammarian, and instructions for the Timer? If so, **TM**.

If not, but you manage to handle it smoothly, based on your past experiences in your club: **Tm**.

If you fumble, neglect to give the proper instructions or have to ask the audience who is evaluating whom, consider yourself a **tm**.

■ As Table Topicsmaster, have you prepared your Table Topics in advance, made the appropriate notes and explained the purpose of Table Topics to guests? Do you give the proper instructions and conduct Table Topics in a professional manner? **TM**.

Did you come up with your Table Topics theme on the way to the meeting and manage to preside over Table Topics with only a few omissions or errors? **Tm**.

Did you have to rely on the Table Topics card file at the meeting, call on a scheduled speaker to participate, forget to instruct the Timer, or run over your time allotment? **tm**.

■ As a speaker, did you thoughtfully prepare your speech, write it out, practice it numerous times, and experiment with various techniques such as gestures, voice variety and eye contact? Do you always give manual speeches, check your visual aids ahead of time, provide the Toastmaster of the Day with pertinent data about the number, timing, title and objectives of the speech? **TM**.

Did you just make an outline, run through the speech a couple of times in your head, opt not to use any visual aids, and forget to notify the Toastmaster about the title and time of your speech until asked? **Tm**.

Do you make up your speeches at the last second, stick with your own speaking style without attempting to expand your abilities, give non-manual speeches, disregard time restrictions, and notify the Toastmaster of your speech title at the last minute? **tm**.

■ As Toastmaster of the Day, do you contact all meeting participants a few days ahead of time? Do you try to develop a program theme, prepare your notes and use them during the meeting? Do you try to head off problems (such as a missing participant) ahead of time, arrive earlier than usual to coordinate the participants within the meeting, and explain the purpose of Toastmasters to guests? Do you keep things moving according to the meeting schedule and do your best to make the program successful? **TM**.

Do you call participants the night before the meeting, arrive on time, and simply try to keep things going smoothly? **Tm**.

Do you consider the participants responsible for their own parts of the program and fill in around any problems

that arise? Do you arrive late for the meeting and come unprepared? **tm**.

■ There is more to being a Toastmaster than giving speeches, evaluations or Table Topics. It's called leadership. All officers should attend all meetings. The president should arrive early, have an agenda and be prepared to conduct the business portion of the meeting. The secretary must be at every meeting, taking proper notes and reporting on the conduct of the club. The treasurer must collect and disburse monies, etc. If the officers take these responsibilities seriously, they are **TMs**.

If they do their jobs as well as they can, but don't put forth that extra effort required to make a significant contribution to the club: **Tms**.

If a member never accepts the responsibilities of being an officer: **tm**.

Here are some other distinctions:

ATTRIBUTES	TOASTMASTER	Toastmaster	toastmaster
Attendance	Always	Most of the time	Sometimes
Attentive	Pays attention	Sometimes talking	Usually talking
Dues	Pays early	Pays on time	Late paying
Contribution	Working for club	Working for self	Doing no more than necessary
Progress	Working on next level	Taking it one at a time	Not interested in progress
Name Tags	Always worn	Sometimes worn	Doesn't have one
Improvement	Actively seeks ways to improve the club	Offers suggestions if requested	Satisfied with the way things are

As this analysis shows, some drastic and some subtle qualities make the difference between a TM, Tm and tm. The early part of a new year is a good time for all of us to examine ourselves and determine whether we're TOASTMASTERS, Toastmasters or toastmasters. It's time to resolve to try a little harder, stretch our comfort zones a little farther and accept the leadership challenge to

give the necessary time and effort to improve our clubs – and ourselves.

Sure, we all belong to Toastmasters, but let's all aim to become TOASTMASTERS! **T**

Jim Carmickle, ATM, is a writer living in Red Bluff, California.

Using Multimedia Without Losing Yourself

It all started five years ago, when I was looking for a way to enhance an orientation for the Recreation Facility Design and Management School. Recreation is my niche market, and every summer more than 100 decision-makers would come to Colorado from around the world to visit our state-of-the-art recreation facilities. We would tour 16 sites in four days, and I was in charge of the orientation.

We had a lot to cover and not much time, so I decided to design a multimedia presentation using Microsoft PowerPoint. This was my big chance to demonstrate my expertise in the market, while exhibiting my skills as a presenter. It was the first time I had used multimedia when speaking. I had never used PowerPoint. I borrowed a laptop, persuaded a local company to let me “showcase” its LCD (liquid crystal display) projector, and created my presentation – all in seven days.

Since then I’ve presented more than 750 programs using PowerPoint, and I’d like to share some tips to help you incorporate multimedia in your presentations. One note before we start: I always use Microsoft PowerPoint, because I am familiar with it. But many other programs work well, such as Harvard Graphics, Astound and Macromedia Flash. Choose the technology you are comfortable with and make it work for you.

Learn from experience. Give yourself time to learn to use the software and hardware you choose. Take a class in PowerPoint, or the software of your choice, so you won’t have to learn every lesson by trial and error. Taking time to learn and practice is essential to success. Although I learned many valuable lessons that first week, the learning curve doesn’t have to be that painful.

USE TECHNOLOGY TO SUPPORT, NOT OVERTAKE, YOUR PRESENTATIONS.

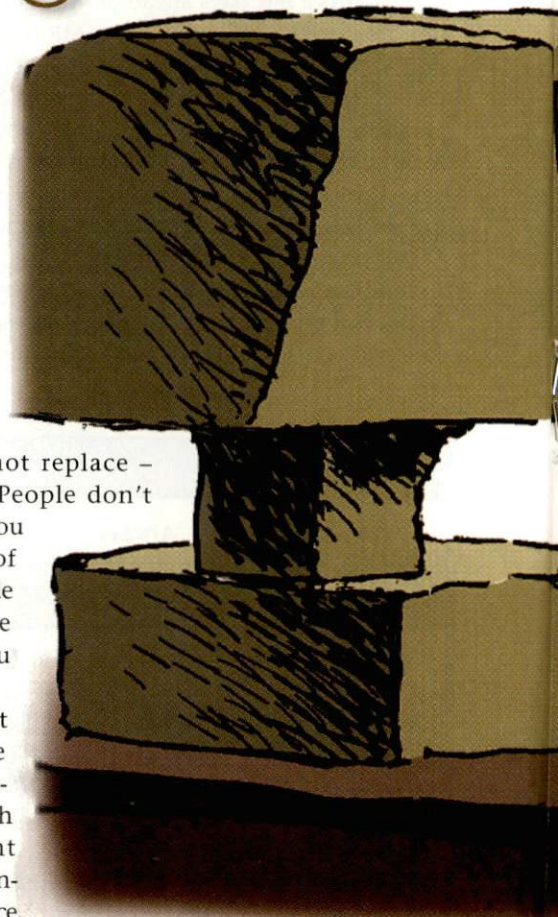
In the beginning, I thought it was all about making my slide show “the thing.” Now I know that PowerPoint is

valuable as a tool to enhance – not replace – presentations. People don’t come to hear you speak because of a multimedia slide show; they come to hear what you have to say.

It is important to touch all the participants’ senses, appeal to each of the different learning styles, entertain the audience, present a clear message in a unique format, and maintain a fast pace. Using PowerPoint as a support tool, you can do all those things. You can also change delivery methods every 20 minutes to keep your audience’s attention. For example, you can tell stories, emphasize a specific point, display a list, show a graph, or use movie clips, sound clips or music files. All these modalities enhance learning. Keep it lively and support your message.

BE INNOVATIVE WITHOUT CREATING DISTRACTIONS.

Early on, I used every bell and whistle available with the software. The audience was impressed with the multimedia



"People don't come to hear you speak because of a multimedia slide show; they come to hear what you have to say."



but didn't hear what I had to say. "Mesmerizing" transitions – the effect between slides – and builds – the way in which the words appear on the slide – can distract the audience. So choose one style of build and one style of transition so your audience will pay attention to what you say, not the coolness of your presentation.

Once you've mastered your software program's basics, you can incorporate multimedia features to further enhance your presentation. For example, when partici-

pants are given an assignment or a writing task, play what I call "thinking music." The music is imbedded into a PowerPoint slide, like a piece of clip art, so when you're ready to continue, you can just move to the next slide.

Adding a game is another idea that works. With the increased popularity of "Who Wants to Be a Millionaire?" game shows are back in the limelight. You can use a computer and an LCD projector to create a game to review information. A great resource for this is www.learningware.com. On that Web site, you will find "Jeopardy"-style games like Gameshow Pro 3, and "Is that your Final Answer?" game shows, which engage students in the material and promote a fun learning environment. Games can provide a powerful and successful method to reinforce learning.

My latest multimedia addition kicks off my programs. I designed a movie that shows digital pictures of all the places I've visited around the world. This production was inspired by David Zach, prominent speaker and futurist, whom I had read about. He believes one of the secrets to his success on the platform is a QuickTime movie created especially for him by students at a local design school. It plays before he speaks to reinforce his message.

The U.S. military unveiled a phenomenal on-screen energizer last year at a big training program for the Morale, Welfare and Recreation Division. Before the program, event organizers took digital pictures of the 200 individuals who attended the training. As participants entered the auditorium, a multimedia show featuring each of the attendees was running. Everyone watched to see his or her picture as it came up! The slideshow was created using PhotoParade Maker by the Callisto Corporation (www.photoparade.com). This creative software provides us with an effortless way to turn digital photos into entertaining slideshows.

As a caution, whatever presentation software you choose, don't overdo the enhancements. Sound effects, movies and graphics must support the message, not distract from it. Speaking of distractions, a remote mouse makes it easy to advance slides without having to go to your laptop. After using an infrared mouse for five years, I am now experimenting with a radio-frequency mouse that allows me to move freely around the room.

BE UNIQUE.

Most PowerPoint presenters choose the stock backgrounds. But what many speakers don't know is that you can have a design firm create backgrounds that are unique to you. Or you can personalize your slide show by, for instance, adding the client's logo to the master slide and using it throughout the presentation – in the client's colors. Make sure the words are easy for the audience to read against the background.

Another great resource for backgrounds is www.digitaljuice.com. Its premier software, Digital Juice, includes a collection of 50,000 high-quality color graphics and animated moving backgrounds along with pho-

tographs, video clips and textures. This tool will help you spend more time delivering powerful presentations rather than creating them.

ADD VALUE TO WHAT YOU OFFER YOUR CLIENTS.

When asked to present at a conference, offer to do other pieces in addition to keynote or breakout session responsibilities. You can design a template for an awards slide show, for example, and simply copy the award names and the winners' names from an e-mail into the slide show template. Your extra effort will give you one more opportunity to help the meeting planner shine, and clients will appreciate your having added to their awards night.

ADD A FINISHING TOUCH TO YOUR PRESENTATION.

At the end of the presentation, you can display a "finisher" slide with a request to visit your Web site or an invitation to attend your next session at a conference. You've all probably seen presenters accidentally advance beyond the final slide and display their desktops to the audience. This is like seeing how a magic trick is done. It's takes all the fun out of it! The "finisher" slide is a visual cue to keep this from happening.

Here are additional resources that are both PC and Mac friendly:

For Training:

www.learn2.com
www.WindowsAcademy.com
www.MacAcademy.com

To Select a Projector:

www.ProjectorCentral.com

For Software:

www.photoparade.com
www.quicktime.com
www.learningware.com

For Presentation Tools:

www.presentations.com

For Sound Libraries

www.dailywav.com
www.soundamerica.com

For Royalty-Free Music:

www.musicbakery.com
www.freshmusic.com
www.uniquetracks.com
www.iamusic.com
www.Music2Hues.com

For Unique Backgrounds, Graphic Images, Video and Animation:

www.DigitalJuice.com
www.animfactory.com
www.eyewire.com

For 3D Animation:

www.rab-byte.com
www.presentationpro.com

For Slide Backgrounds:

www.powerbacks.com
www.presentationpro.com

For Royalty-Free Video Clips:

www.fourpalms.com
www.videometry.com
www.dgusa.com
www.thepfectshot.com
www.cybereyes.com
www.quickfootage.com
www.stockmotion.com
www.artbeats.com
www.triangleimages.com
www.flixdisc.com
AOL Keyword – Multimedia

10 Hot Tips

on Presenting with Computer Projection

By George Torok, CTM

1 Stand on the left side as the audience sees you. Because people read from left to right, your standing left of the screen will enable the audience to look at you, follow your gestures to the screen, and then return their eyes to you. If you stood on the right side, their eyes would have to make too many movements to read your slides and watch you.

2 You are the show. Be heard and be seen. Stand away from the computer and in the light. Use a remote mouse to get away from the computer. Too many people hide in the dark behind the laptop. Arrange the lighting in the room so you are in the light while the screen is dark. You may need to unscrew some of the light bulbs.

3 Turn off all screen savers on your computer – any that are part of the Windows software – plus the one that comes with the laptop. It is embarrassing for you to be talking about important points on the screen while your audience is staring at flying toasters. It is even worse when your energy saver kicks in and shuts it all down.

4 Learn how to use the switch that turns on both screens. Often this is a function key. This toggle controls whether your laptop or projector – or both – are on. You want both on so you can look at the laptop while the audience watches the same image behind you on the screen.

5 Colors appear differently on the screen, the laptop and the desktop where you designed it. If the

exact color is important (i.e. for a logo), test and adjust it ahead of time.

6 Keep it simple. Use no more than six colors on a slide. Use *slide transitions* and *builds* to entertain without detracting from your message. Effects like *partial build* reveal one point at a time, allowing your audience to stay right with you.

7 Motion attracts their eyes. Gesture to the screen when you want them to look there. Use moving text to grab attention. Stand still while you want them to look at the screen. Move to capture their attention again.

8 Test your slides for size and readability by standing six feet away from your desktop computer monitor. If you can read the monitor, your audience will likely be able to read the slides on the screen.

9 Arrive early and test everything. Reread this line – again!

10 Murphy loves technology. Be prepared with backup files, a power source for the laptop and projector, and batteries for your remote mouse. One little thing might go wrong – be ready to give your presentation without the hardware. If it is really important, have a backup system. **T**

George Torok, CTM, is a member of Skyway Club 3301-60 in Burlington, Ontario, Canada.

MAKE YOUR SLIDE SHOW FLEXIBLE BY CREATING A CHEAT SHEET.

Speakers sometimes complain that PowerPoint is inflexible. Here's how you can overcome that obstacle: Create a one-page cheat sheet that lists the slide number and a one- or two-word description of what is on each slide. To change the order of your slides, glance at your cheat sheet, type in the slide number of where you want to go, and press "return." That command changes the slide on the screen to the one you typed in, allowing you to move easily in your presentation. It is especially helpful when at the last minute the time allotted for your presentation is cut.

Cheat sheets also allow you to add information to a program. It is not uncommon for me to prepare a slide show of 150-200 slides for a three- to four-hour program.

Don't get excited; I don't use them all. As I read the audience and see that some additional information would be useful, I can go immediately to the appropriate slide. Likewise, if the audience is really into a particular topic, I can add another activity to bring home the message I need. The flexibility is at my fingertips. **T**

Ruby Newell-Legner is a speaker, trainer and author specializing in team-building and customer satisfaction living in Littleton, Colorado. She can be reached at www.RubySpeaks.com. This article appeared in the October 2001 issue of *Professional Speaker* magazine and was reprinted with permission from the National Speakers Association.



How to stand out from
the competition.

Bringing Technical Presentations to Life

An actuary representing one of the world's largest companies once began a presentation to key decision-makers with an apology: "I've been up most of the night trying to get out of airports. I'm sorry if I seem a little tired."

It is no small wonder that it was downhill from there. He had no enthusiasm and a monotone voice. His already defeated eyes were glued to his paper and his PowerPoint presentation.

After the presentation, I decided to see if the presenter would welcome some unsolicited suggestions. To my surprise, not only did he welcome the review, but he came alive when we talked one-on-one. This seemingly boring presenter had a wonderfully dry sense of humor. In fact, he knew all along that his presentation would be dry and uninspiring. So where was this wry personality on the platform? "I'm an actuary," he said when I asked him about this obvious divergence. "That's what they expect of me."

For once, I was speechless. How could someone with such an inviting personality make a conscious choice to hide that warmth from his audience? How could someone honestly believe that the audience expected him to bury his head in his notes and slides?

The fact is that many technical speakers believe that the uninspiring presentation model is the only "correct" model for a technical presentation. I know one major company that perpetuates this myth by requiring all speakers to stand behind the lectern and not stray from the written word.

There are enormous opportunities for those who disregard this model and choose to use simple speaking tools to make their presentations enjoyable *and* a positive learning experience for their audience. If you too want to stand out from the rest of the technical presenters, here are a few ideas to get you started:

■ **START STRONG.** Many speakers begin with a polite, "Thank you very much for that kind introduction."

Rather trite, don't you think? Instead, start with a bang not a whimper. Give them a startling statistic, an "in-your-face" statement, an interesting quote, a news headline – something powerful that will get their attention immediately.

Never apologize. If you are tired, unhappy, depressed, worried or upset, your audience probably won't know it unless you draw attention to it.

■ **BE YOURSELF.** Many technical presenters are introverts and attempt to avoid public speaking because they think they need to alter their "normal" speaking voice. While it is true that a quiet person must raise his or her voice when speaking to an audience, you do not have to greatly alter your normal speaking voice on the platform.

In fact, to attempt a wholesale conversion of your persona while speaking is a serious mistake. You cannot connect with an audience without authenticity. Authenticity is lost when you aren't yourself on the platform. So speak conversationally. Allow your dry wit to come through if that is truly who you are. Be yourself.

■ **NETWORK WITH YOUR AUDIENCE BEFORE THE PROGRAM.** Take advantage of the time before your presentation to mingle with your audience. Make it a point to "work the room" – don't arrive two minutes before your speech and leave immediately after it. Your audience wants to meet you. Give them this opportunity.

■ **USE RELAXATION TECHNIQUES BEFORE SAYING A WORD.** Every speaker experiences some anxiety before speaking. Use the time before your presentation to relax. Breathe deeply from your diaphragm for two minutes. Simple exercises such as shrugging your shoulders or tens-



ing/relaxing your muscles are helpful. Listening to music in the car helps relieve pressure. Do whatever it takes to relieve some of the anxiety that accompanies every speech.

■ **USE A “KEYWORD” OUTLINE TO MAKE YOUR PRESENTATION.** It has been said that the last time someone read to you it was your mother and she was trying to get you to sleep. Instead of reading, use a “keyword” outline. These keywords will prompt complete thoughts as you speak. Look down at the keyword, look into the eyes of the audience – and then speak.

■ **USE YOUR OWN STORIES TO ILLUSTRATE A POINT.** You have many stories you could use from your experiences to illustrate points. Most technical speakers fail to relate personal stories. You may not realize it, but your audience wants to connect with you. They can connect more easily if you tell your own stories – real life experiences that illustrate points. And if you don’t think you have any interesting personal stories to tell, you aren’t looking hard enough. They are there for the telling.

■ **FIND PASSION IN YOUR TOPIC.** This may seem difficult for a technical presentation, but when I’ve talked with technical presenters privately, I could feel their passion for their topics – off the platform.

You want your audience to do something as a result of your presentation. Whatever you want them to do, there is a better chance they will do it if you show that you are passionate about your subject. An added benefit is that your fears will dissipate when you are truly excited about

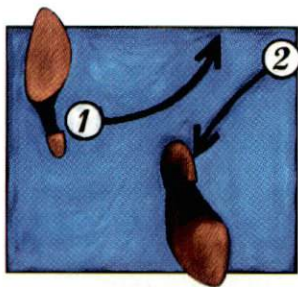
your subject matter. Speak with passion and you will inspire others.

■ **DON’T END WITH QUESTIONS AND ANSWERS.** Most technical presentations end with a question and answer session. Instead, tell the audience that you will take questions and then say, “We will move to our closing point.” After the Q&A, tell a story that ties in to your main theme. Or summarize the points made during the presentation. Conclude with a quote or call to action. Whatever you end with, make it memorable.

Many technical presenters believe that speaking before groups does not take any special training or skill development. Nothing could be further from the truth. Effective speakers learn how to present in the same way they learn the tools needed to develop their own technical skills. Speaking is like any learned skill: It takes time and practice.

Every speaking opportunity is an opportunity to move others to action. You can accomplish more in a 60-minute presentation to the right group of decision-makers than you can sitting behind your desk for a year. Take advantage of this opportunity by learning the skills needed to make exciting technical presentations. You’ll see the difference on the faces of your audience – and on your bottom line. **T**

Rob Sherman, an attorney and speaker, is the author of *Sherman’s 21 Laws of Speaking: How to Inspire Others to Action* (Cedar Creek Press). You can reach him via e-mail at RobSherman@ShermanLeadership.com



HOW TO

By Karl Walinskas, ATM

The more technology we introduce
to help us communicate, the
less we actually communicate.

Leaving Voice Mail Messages that Get Returned

I recently picked up a wireless communicator, or is it a cellular phone? Maybe the better term is mobile phone these days. It's the first one I've owned. Stop laughing! Just because I tell you about communications doesn't mean I have to use all the accoutrements of the trade. Einstein never used a Palm Pilot!

So as I'm sitting in a four-hour delay at the Pittsburgh Airport, gate A-4, I look up and see a weird sight. About 70 percent of the people in my field of vision have a similar device stuck to the side of their heads, talking into it, listening, nodding. It's surreal. One dude sits next to me and is listening intently without speaking. Every now and then he reaches up and touches a button on the phone, then listens some more. After five minutes, he finishes and my curiosity takes over. "So, who were you talking to?" I inquire.

Politely, although looking at me as if I were a nine-headed Hydra who had just fallen off the turnip truck, he replies, "I wasn't talking to anyone - just checking my voice mail."

"Lots of messages, huh," comes my witty retort.

"About 10. I'll probably return two of them."

One of those cartoon dialogue balloons - that means I was thinking - appears over my head with "A-HA!" in all caps: A communications challenge on the horizon.

You see, folks, the more technology we introduce to help us communicate, the less we actually communicate. The businessman at the airline terminal will return only 20 percent of his messages. Have you ever felt like part of the 80 percent sent to digital purgatory? Voice mail has taken over auditory communications technology, so if we want to avoid endless frustration and productivity loss,

we need to learn to leave messages that get returned. Here are my top seven tips on how to leave a message that demands a response:

■ **Be brief and to the point.** Don't begin your voice mail with small talk, jokes or other needless words. Remember the fellow at the airport? Your message may be one of many, so he may be tired of listening when he gets to yours. Get right down to business. Identify yourself and the purpose of your call.

Bad: "Hey, Charlie! It's me. Got a great one for you. Did you hear the one about..."

Better: "Hi Charlie. This is Karl Walinskas, calling about our meeting in Tuscaloosa."

■ **Put the call into context.** Say something immediately after your greeting that puts you and your importance in the listener's mind. She may not remember you if you met just once or twice, so give her a reference. The listener is always thinking, "Who the heck are you and why should I return your call?" If they asked for the call, say so.

Bad: "Hello Ms. Watson. I'm calling today to let you know of our great new line of..."

Better: "Hi Ms. Watson. This is Karl Walinskas. We met last Tuesday at the Internet trade show in Chicago at my company's booth, The Speaking Connection. I'm following up on your request..."

■ **Give the listener a reason to reply.** What does the call recipient get if he gets back to you? Pleasant conversation or a compelling offer that makes him want to call you back? Provide the listener with an answer to that question.

Bad: "I'd like you to call me back so we can discuss..."

Better: "I'm holding the cruise dates for 24 hours until I hear from you. Call me by tomorrow to book your vacation, or to plan something else."

■ **Time stamp the message.** Most voice mail systems have automatic time stamps, but don't rely on them. I never listen to them because the electronic voice is annoying and many answering machines don't have a time stamp. Let the person know the day and time you called, and more important, when she can call you back. Provide a window for the return call that is accurate but not too restrictive.

Bad: "We need to talk about the medical account. Call me anytime to discuss."

Better: "I'm calling on Thursday around 3 p.m. I can be reached in my office tomorrow from 10 to 1 in the afternoon at 555-1212. Please call to discuss."

■ **Let the listener know how to reach you.** Simple, right? Give the listener a phone number for a return call and an alternate like an e-mail address or mobile phone number where you can always be reached.

Bad: "Call me back so we can get to it."

Better: "I can be reached at 555-1212 from 3-5 today, or at my mobile number of 555-2121 anytime. You can also get me through e-mail at karl@speakingconnection.com. I check my e-mail regularly."

■ **Provide Instructions.** Tell the listener exactly what you want – and need – him to do. For business calls, discussion isn't good enough. The "I need" phrase is one of the most powerful in the English language, so use it.

Bad: "Call me back so we can discuss the Warren account."

Better: "I need your approval on the final contract to propose to Mr. Warren for the half-million dollar widget order."

■ **Explain the consequences of not calling back.** This is a great call-return-getter that most people don't use. Think of the cruise example earlier, with the implied consequence of losing the trip reservation unless a return call is made. If you can, be explicit.

Bad: "Honey, call me back about the groceries you wanted me to pick up."

Better: "Honey, call me back to let me know if you wanted skim milk or whole milk. If I don't hear from you, I'll assume you found other nourishment and no longer wish me to pick up groceries. Bye-bye!"

You can use these seven techniques immediately to dramatically improve your rate of callbacks when you leave voice mail. You're enabling the recipient with enough detail and reasons so that calling you back just makes good sense. If you choose not to use these methods, I'll assume that you do not wish to have your messages returned. **1**

Karl Walinskas, ATM, a member of Greater Wyoming Club 9700-38 in Wilkes-Barre, Pennsylvania, is a professional speaker and freelance writer. Karl can be reached at karl@speakingconnection.com.

World
Headquarters
now has

Voice Mail

(949) 858-2865



This new number directs callers to an "automated attendant," with a list of options – including a department directory and a dial-by-name directory. (Or if you know your party's extension, you can dial it and contact the person directly.)

**The voice mail system is available
24 hours a day, 7 days a week.**

The original number, (949) 858-TALK (8255), is still functional and answered by the a receptionist during normal business hours, Monday-Friday, 8 a.m. through 5 p.m. PST.

During off hours, the voicemail system will forward calls to the "automated attendant." Callers then have the option to leave a message for a specific individual or department, or they can leave a message in a general voice mailbox that will be forwarded to the appropriate person the following business day.

So you've outlined your speech with a beginning, middle and end. You've planned your delivery down to the last little gesture. You're ready to knock their socks off! Or are you?

Sadly, many people who put tremendous effort into their speeches and personal image overlook what is often referred to as the third point of the communications triangle: the audience. Yet from Aristotle to Oprah, great speakers have known that audience dynamics can be the key to success on the podium.

Think about it: An audience member is a lot like the person you're speaking to in a one-on-one conversation. How would your friend feel if you were so intent on what you had to say and how you said it that you overlooked her needs and interests? Chances are you wouldn't have many more opportunities to find out!

Shakespeare's Hamlet said, "The play's the thing!" But in fact, it was the play's effect on his audience that most concerned him. Here are some easy, useful ways to help ensure that your speech and your listeners are a good fit:

1 Research your group. The Toastmasters manuals tell us that knowing the audience is crucial to the success of a speech. Speakers are encouraged to greet audience members on their arrival, because it's "easier to speak to a group of friends than to a group of strangers."

Knowing your audience is important for many reasons. The more information you have about your listeners, the more you know about their interests and ideas. That means you can tailor your presentation accordingly, making you a more persuasive and effective speaker.

In his work on rhetoric, the Greek philosopher Aristotle emphasized the value of audience demographics. These may include the age, cultural and professional background, gender, education and lifestyle choices of the people in the room.

Expecting a group of soccer moms? They may not be particularly interested in your story about barhopping in

New Orleans. But you may want to use their hectic lifestyle as a jumping-off point for your speech. I once heard a speaker who was so clueless about his audience that he spent two hours telling us what we already knew. One question – "Do you live in this neighborhood?" – would have caused him to completely revamp his talk. Instead, we were bored and angry, and many of us did not return to the follow-up session.

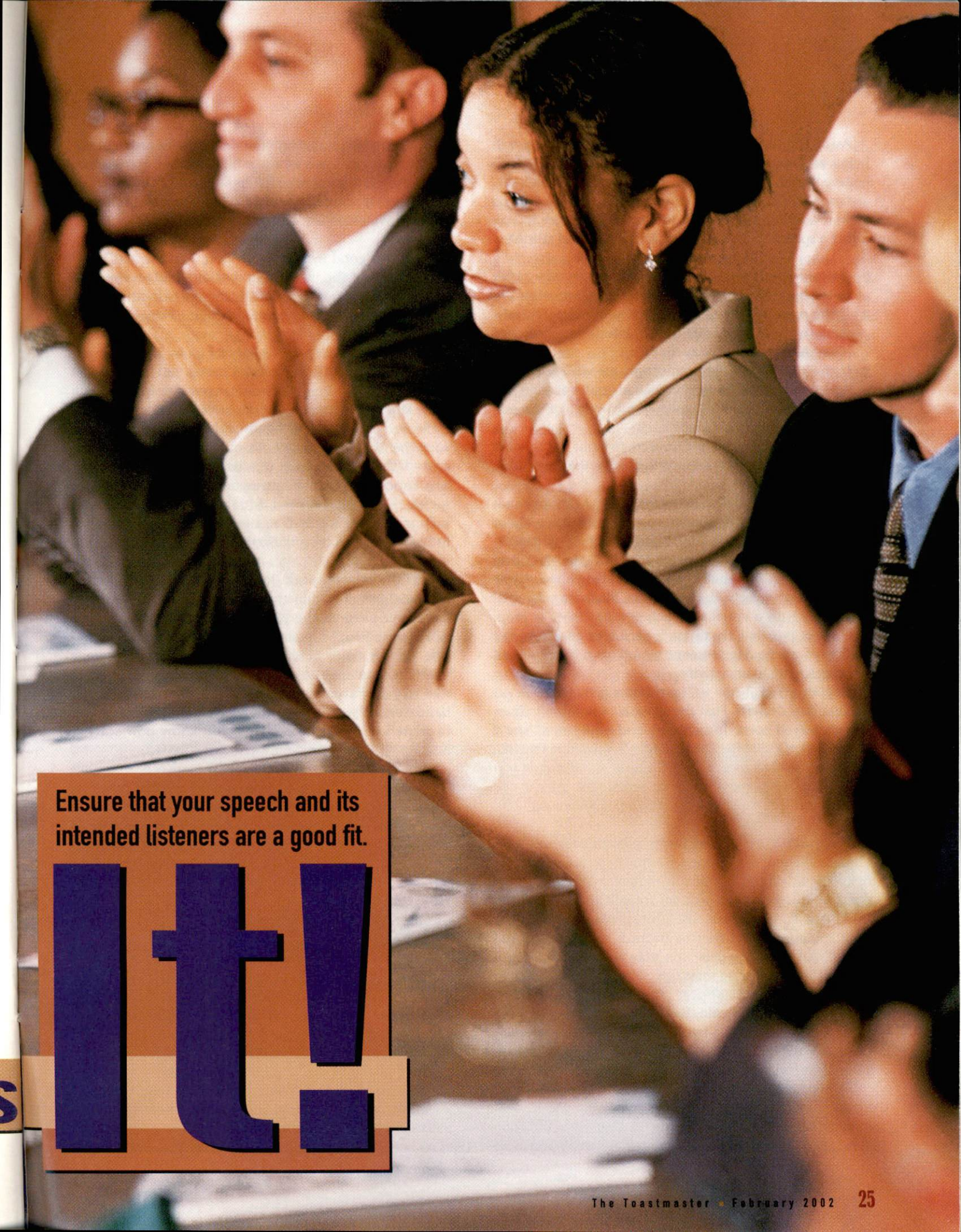
In case you don't know in advance exactly what sort of a group you're speaking to, the person who invited you should be able to help. But if you can't learn much about your audience before your speech, you can always ask a few questions at the outset to orient yourself. Depending on the responses, you may find yourself doing some spur-of-the-moment revisions. One note of caution, however: Don't be surprised if people don't live up to stereotypes.

2 Discover audience attitudes. According to *A Speaker's Guidebook* by O'Hair, Stewart and Rubinstein (Bedford/St. Martin's 2001): "With any speech, it's important to try to uncover the audience's attitudes, beliefs and values – or, for brevity's sake, feelings – toward (1) the topic of your speech; (2) you as the speaker; and (3) the speech occasion."

Even if you know your listeners' background, you may not know how it affects their thinking. Or your audience may be too diverse for you to form any overall conclusions. But you can always gather invaluable information about public opinion in general. *Harper's* magazine, for example, regularly runs "Harper's Index," which contains interesting statistics. *USA Today* prints poll results daily. Web sites that provide useful audience analysis include:

- American Demographics: www.demographics.com
- Gallup Organization: www.gallup.com
- Maritz Ameripoll: www.maritz.com
- The Polling Report: www.pollingreport.com
- Roper Center for Public Opinion Research: www.lib.uconn.edu/RoperCenter

The Audience is



Ensure that your speech and its intended listeners are a good fit.

It!

As in the first example, data from these sources will help you determine only what your audience is *likely* to believe. But that's a lot more helpful than no data at all.

Once you have the information you need, O'Hair, Stewart and Rubinstein offer the following advice for tailoring a speech to an audience's knowledge and attitudes:

- If listeners know relatively little about the topic, stick to the basics and include background information.
- If the topic is new to them, first show how it's relevant to their lives, and then relate it to issues and ideas they are already familiar with.
- If their attitudes about the topic are different from yours, relate your points to their attitudes and beliefs. Seek common ground based on universal values and an appreciation for diversity.
- If they are negatively disposed to your topic, give them plenty of good reasons to change their attitudes.

3 Communicate in three ways, part I. Educational psychology tells us that people learn in three major ways: through hearing, sight and hands-on participation. You may wish to appeal to the varied learning styles of your audience by incorporating these three styles in your speech. If appropriate, illustrate your spoken words with a visual aid, such as a flip chart or prop. And when possible, try to ask a person or two from the audience – preferably someone who looks a little puzzled – to participate in an activity.

Not long ago, I saw a Toastmaster give a speech on making easy desserts. First she spoke on the subject. Then she displayed some ingredients and equipment she'd brought along. Finally, she asked for a volunteer to make a cherry pie. The speech was not only successful, it was delicious. And guess who got to eat the pie after it was made? Now that's what I call audience participation!

4 Communicate in three ways, part II. Because we all are different, we respond not only to different styles of communication, but also to different kinds of information. This brings us back to Aristotle, who noted the three proofs, or appeals, used by speakers. Some audience members react best to **pathos**, or an emotional appeal. For these listeners, you may want to impart stories and heartwarming messages. Others respond best to **logos**, the rational appeal. For them, you want to include statistics and cold, hard facts. Finally, some people will be most moved by your credibility as a speaker, including the values you share with them. In that case, you might focus on **ethos** and appeal to their values.

Of course, most of us respond to a combination of all three of these appeals, which is why Aristotle recommended that they all be present in a speech. Audience demographics will help you determine what you may

wish to emphasize, however. For example, a group of scientists may be swayed more by rational arguments, while ethical arguments may appeal more to members of the clergy. If you're not sure which proof to emphasize, visit the Web sites listed in example number 2.

5 Practice good eye contact. Most Toastmasters know that one of the most basic speaking skills is eye contact. But do we take it seriously enough? Good eye contact means that we are relating to an individual, not simply to our material.

How do you react when a speaker looks directly at you for a few seconds? Chances are, it makes you feel that you matter to him or her, which in turn may help make you more kindly disposed toward the presenter's message.

Some speakers make figure eights around the room with their eyes, focusing on each person for several seconds. Others follow each row with their eyes. However you choose to do it, be sure you get to everyone. The secret of great eye contact is to really stop and look at each person, rather than to simply scan faces. It takes a little practice, but it's amazingly effective.

6 Let the people speak. Many speakers ask an opening question to the audience, such as, "How many of you have ever been to the circus?" That's a good starting place for audience interaction, but it's not the whole picture. First, it's nice to acknowledge the responses to your question. Again, as in one-on-one conversation, people like to feel listened to. You might count the raised hands, or reply with something like, "Then you're going to relate to this story," or "Then you know how scary it is to watch the acrobats on the trapeze."

What's more, in the course of your speech, you may wish to call on one or two people, by name if possible, either to ask them a specific question (preferably one that doesn't put them on the spot!) or to inquire if they're following you. Or, you might ask the audience, verbally or with hand gestures, to join in on a word or phrase you repeat throughout your speech. Ed Tate, the 2000 International Speech Contest winner, encouraged the audience to join him periodically in saying the words "one of those days."

Of course, speakers also use rhetorical questions – which by definition don't require an answer. Although useful, the rhetorical question doesn't engage the audience in the same way. On the plus side, however, it's fast. If you plan to ask questions that require answers, be sure to allow for the extra time in your speech.

7 Use the royal "we." How many times have we heard speakers tell us what we should do, without including themselves in the equation? Take, for instance, the line "You need to live your life the best way you know how."

Think how much more inspirational that statement would be if it were rewritten, "We need to live our lives the best way we know how." This second version doesn't create a distinction between speaker and audience, as if the speaker were superior. And isn't it easier to take direction from someone we can relate to?

8 Be sensitive to clues. Ever notice people glancing around the room while you're speaking, fishing through papers or tapping their feet? Or is the crowd riveted in certain spots, laughing at the right places and murmuring assent when you make a strong point?

With practice, we all can become comfortable enough at the lectern to respond to these signs. Here are a few examples of how that's done:

Lisa was telling an intricate folk tale about a hunter who encountered many different animals in his travels. Partway through, she realized that several people in the audience were checking their watches and coughing – tell-tale signs of boredom. Had she miscalculated by making the story too long? No problem! When it didn't affect the meaning of the story, she cut out an animal or two. In other places, she summarized rather than telling the story in full scenic detail. She also added a couple of questions to stimulate group involvement. This way, the story was tighter, and Lisa regained her audience's attention.

Ben, meanwhile, was delivering a technical speech that required complex description. Noticing the lost looks in the crowd, he asked for questions in the middle of the speech rather than at the end. He also added several concrete examples to clarify his abstract points.

Finally, in the midst of a talk on cross-cultural understanding, Elisa saw that her audience came alive when she told a story about her native Mexico. On the spot, she decided to add another short anecdote later in her speech.

9 Catch the vibes. Groups transmit energy, either positive or negative. Some of us are naturally tuned into the psychic energy of a room; others can learn how to read it. Experienced speakers can train themselves to be sensitive to these vibrations and respond to them. These speakers still read clues, as in example number 8, but they catch even the subtle ones. Interestingly, one of the marks of powerful speechcraft is a lowering of defenses between speaker and audience – putting aside the ego and remaining open to the audience's messages.

The playwright Oscar Wilde once wrote, "My dear fellow, you have got it wrong. The play is a success. The only question is whether the audience will be one."

An audience is comprised of individuals. As speakers, we will never have complete knowledge or control of each individual's thoughts and feelings, nor would we wish to. But we do have many tools at our disposal to help our audience be the best that it can be. **1**

Caren S. Neile, ATM-S. is a member of Boca Raton Club 3299-47 and West Boca Raton Club 1978-47 in Boca Raton, Florida. She has taught public speaking and writing at Florida Atlantic University, where she now teaches storytelling.

Whatchathink?! We want your opinion. For the next few months we're going to ask you about major (and not so major) issues. To answer, visit our Web site at www.toastmasters.org and take our online poll. The results will be posted in a future issue of *The Toastmaster*. This month's question is:

How has Sept. 11th changed the content of your speeches?

On the home page of the TI Web site, you'll find a button labeled: "Online Poll." Click on that button to get to a page of questions.

We look forward to hearing from you!

The Two Inviolable Laws of Speaking

By Paul Evans

Character and content are what really counts.

Two years ago I sat captivated in an audience listening to a man considered one of the best speakers on the circuit. He almost hypnotized us with his cadence of style and charisma. Leaning toward the stage, I began to study his methods, hoping to learn and apply some of his techniques. He seemed to possess every tool of a top presenter.

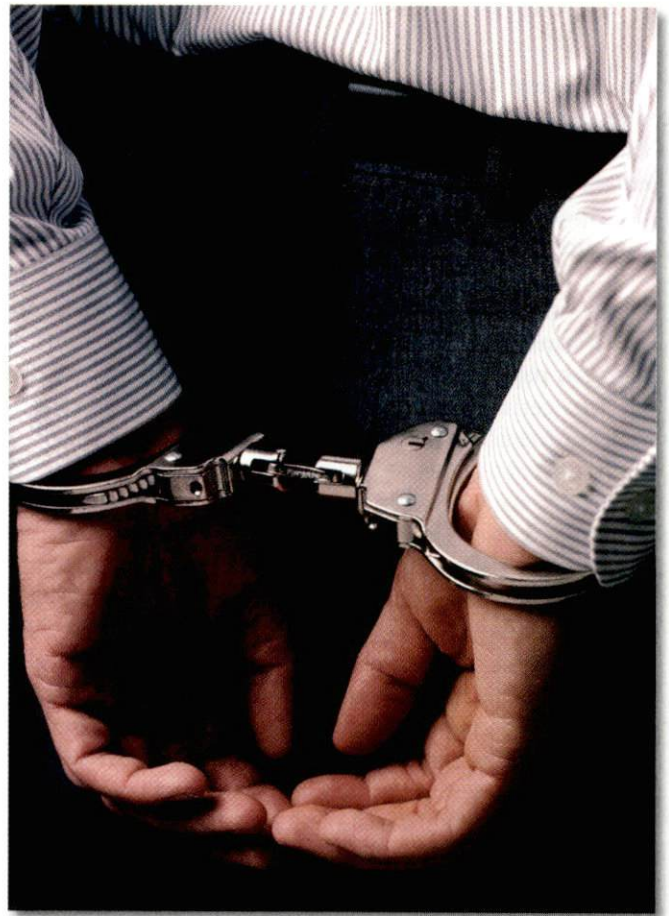
Halfway through his message, however, I became uneasy. A couple of his illustrations sounded familiar. He related the stories in first person, but I knew the individuals to whom the events occurred. Changing few of the details, he plagiarized a story in front of 2,000 attendees.

Leaning back in my seat, I listened to the rest of the speech, but I was not nearly as impressed as before. In fact, I was skeptical – because no one wants to be taken for a ride on the merry-go-round when they thought they were boarding a roller coaster. I did learn a lot that night, but not about presentations skills. I learned that no amount of talent can save a speaker who ignores the two unbreakable laws of speaking: the law of character and the law of content.

THE LAW OF CHARACTER

Mom always taught us as kids: “Actions speak louder than words.” How we live speaks louder than what we say. You want to trust the person speaking to you, and you want to be trustworthy when presenting. Character lends strength to your message before the first word is spoken, before the first note is taken, before the audience’s first laugh.

Think about it. When someone approaches the microphone you want that person to be good: skilled, interesting, exciting, magnetizing. You want to be all those things as well. That’s why you joined Toastmasters. You know the



feedback, experience and training gained from your membership will catapult your communication skills.

But even more critical than ability, you want to know if the presenter is credible. If a coworker steps on the podium to present a talk on office ethics and you know she is slipping supplies in her purse for personal use, how will you respond? When you see a flier on the bulletin board that says: “Bill Whatshisname, speaking today on team work,” but you know he runs his company like a dictator, how do you feel?

W. Somerset Maugham says, “Don’t be short-changed by choosing personality over character.” Maugham is right. Isn’t “short-changed” how we feel after we discover that the speaker is not all he claimed? On the other hand, when a person of character speaks we feel rich, even if the presenter was not the best.

A simple test of character is revealed in the old adage, “Character is who you are when no one else is looking.” Who you are cannot be separated from your message. The true nature of your spirit, character and heart is evident through your words and actions.

After exiting the civic center two years ago, I began thinking about the speaker’s message. I remembered the stories (even the ones out of context), but I did not remember his point. The more I reviewed, the more I realized that although he spent more than an hour talking, he shared little valuable information. Only after reflecting did I notice that he broke the second law.

THE LAW OF CONTENT

Although charisma may deliver style points to listeners, content delivers mind points. Of course, you want to become the best communicator you possibly can, but remember this: A bad day on the platform with poor content will leave an unrecoverable bad impression. But a bad day on the platform with strong content can still leave a favorable impression.

Consider the rule of the walk-away. The speaker I heard, though entertaining, provided no walk-away information. As you prepare, look over your presentation and ask, "What is the walk-away value of this material?" Another way to think about this is, "What will the listeners remember when they get home?"

To ensure that your main points are remembered, have your content securely tied to your theme. Every point

should re-emphasize the premise of your presentation. Each should support the premise to the point of being inseparable. If possible, the presentation's content should be so strong that the audience would feel foolish were they to ignore it. When you see people taking notes, you know you have content – because it is impossible to take notes on nothing.

Which reminds me of that disappointing speaker. Maybe I should look him up and thank him for making me think about what really counts in a presentation. Character and content. Break these two laws at your own risk. **T**

Paul Evans is the author of *Step By Step to Unforgettable Messages*. Contact Paul at psevans@earthlink.net.

8 Ideas to Manage Controversy in Meetings

By Eli Mina

Inevitably, your organization will encounter controversies with respect to issues or changes under consideration. Controversy as such is not bad, but the way it is handled can determine whether your organization will emerge from the discussions bruised and divided, or healed, confident and united.

1 Contact potentially disruptive individuals or factions prior to the meeting and seek to address any legitimate concerns. Reassure them that the meeting will be run fairly and ask for their support.

2 Set a constructive tone for the meeting. *"The issues to come before us are not easy. At the same time, I am confident that – as highly dedicated individuals – we can work together, debate the issues rationally, and reach positive outcomes for the organization that we all love."*

3 Remind participants of the organization's mandate and values. Do so at the start of the meeting. Do so again if things become heated. *"It may be helpful to remind ourselves of our mission statement, which says _____. It behooves us to ask ourselves: Are we on track right now?"*

4 Introduce guidelines at the start of the meeting and have them approved by the members: *"Speak when recognized by the facilitator, focus on issues and not people, maintain civility and decorum."*

5 See if contentious proposals can be modified (without compromising fundamental principles) to address valid concerns and integrate constructive suggestions.

6 Intervene decisively if members are disruptive: *"Would you please focus on the issues and not the personalities?"* *"Please give others the same respect you want when you are speaking."*

7 Use affirmative language to convert criticisms into needs and interests. Instead of *"You sound unhappy with our leadership,"* say *"You seem to suggest that we could be more inclusive and better tuned into the needs of our shareholders."*

8 Make the room setup conducive to collaboration. Example: Replace parallel rows with round tables, and see if you can break adversarial patterns by mixing the group's various factions.

Eli Mina is the author of *The Complete Handbook of Business Meetings* (American Management Association). He is a professional meeting chairman and a Registered Parliamentarian. Visit his Web site www.elimina.com.



TOPICAL TIPS

By Mark Majcher, ATM

Toastmasters Share Their Lessons Learned

Send It

Y*ou've intended to send in that Topical Tip to share with other Toastmasters. Go ahead and do it! You've been meaning to send a letter to someone to clarify some issues. Make it happen! You promised yourself you'd send an e-mail to let someone know*

you are thinking of him or her. Send it! This advice is from my personal experience. When faced with a choice to initiate communication or to wait for someone else to take that step, I've never regretted making the first move.

■ *Donating "The Toastmaster" magazines is a great way to help other people while promoting your club and Toastmasters International. I've donated the magazines to a nearby women's shelter, hoping to inspire the women there. I've written to Save the Children Canada, who thought the magazines could help its youth group. And I give magazines to our club's guests, mentioning that all members receive this publication every month. I hope they will continue the recycling and show – or give – the magazines to friends.*

SUJATA CHAPMAN • TORONTO, ONTARIO, CANADA

■ *I cut out speech suggestions and paste them in my Toastmasters binder under appropriate labels, such as visual aids, ways to close speeches or effective evaluations. This helps me remember great suggestions and inspires me with fresh ideas.*

GERDA HEFFNER • KITCHENER, ONTARIO, CANADA

■ *Making a speech is not an opportunity to show how clever you are. Sometimes simpler is better. So avoid too many sound effects and flying type in slide presentations. Time the audience spends ooh'ing and aah'ing is time they spend not listening to the speaker's words. Also, grandiose words may confuse some listeners and will add little, if anything, to the message.*

ERIC SOHN, CL • STAMFORD, CONNECTICUT

■ *Deliver speeches that have personal meaning to you. The audience will feel you're sincere, and your words will have more impact on the audience.*

MARIA RONCAL, CTM • MCLEAN, VIRGINIA

■ *Write out your speeches and then edit. On the second time around, look for a clear opening and conclusion. Outline your speech using bullet points. Memorize the speech and incorporate notes about gestures and punch lines into your text. Use humor as much as possible.*

Maintain a resource folder of stories, phrases, jokes and powerful words.

GARY CARR, CTM • MCLEAN, VIRGINIA

■ *Our club gave members a list of all the executive roles, explaining the roles' requirements. Members who did not feel capable of performing a certain role crossed it off. Uncrossed-off roles became the nomination forms for the club election, and we had elections for every role! This led to a great team leading our club.*

RAE HANKIN • PORIRUA CITY, NEW ZEALAND

■ *A good way to become a better listener is to volunteer to judge speech contests at any level of competition. It worked for me. To learn more about the fine points, attend an officer training workshop and talk with experienced judges. You will become familiar with the judging criteria for different contests. Then, if you compete, you can hone in on what's most important. But beware when you listen to "professional" speakers in the media. Some need improvement. Critique their performances and become a better speaker – and listener – yourself.*

MARILYN E. JESS, CTM • PITTSFIELD, MASSACHUSETTS

Share with us that favorite tip, strategy or action that has made you a more effective communicator. Entries may be edited for clarity and length.

Send to: Mark Majcher
"Topical Tips"
1255 Walnut Court
Rockledge, FL 32955

or e-mail: majcher@spacey.net

HALL OF FAME



The following listings are arranged in numerical order by district and club number.

DTM

Congratulations to these Toastmasters who have received the Distinguished Toastmaster certificate, Toastmasters International's highest recognition.

Ed J. Mihalka 2436-F, West Covina, California
 Norman L. Cook 6245-F, Cypress, California
 Nawaai M. Mabani 3082-U, Riyadh, Saudi Arabia
 Emmanuelle Constance Hager 4739-2, Sea Tac, Washington
 Arthur O. Brickman 3293-11, Fort Wayne, Indiana
 Patricia Faustner 4039-12, Corona, California
 Mark A. Gasaway 5003-14, Doraville, Georgia
 Arthur Cridland 1892-21, Vancouver, Canada
 Vincent Li 5449-21, Burnaby, Canada
 Bill Verchere 7461-21, Nanaimo, Canada
 Betty Howald 1380-28, Toledo, Ohio
 Susan Davlin 2180-33, Las Vegas, Nevada
 Westley James Porter Jr. 632-36, Silver Springs, Maryland
 Willard D. Robitaille 4939-42, Edmonton, Canada
 Carl Duivenvoorden 2204-45, Fredericton, Canada
 Kenneth K. Schaefer 4434-46, Warren, New Jersey
 Maria Evelyn C. Benson 2798-47, Miami, Florida
 James Ocque 6861-47, Lake Mary, Florida
 Anne Barab 2146-50, Richardson, Texas
 Mark Wolfe 3859-50, Dallas, Texas
 Rebecca J. Wilson 4908-56, Houston, Texas
 Luis E. Moura 4027-57, Concord, California

Mary L. Feltman 1916-58, Florence, South Carolina
 Sonia Salah 5458-61, Ottawa, Canada
 Janet Geisler 8413-66, Fort Monroe, Virginia
 Alan Ian Popay 6335-72, Hamilton, New Zealand
 Robert J. Steel 1644-73, Melbourne, Australia
 Allen E. Sinclair 8453-73, Perth, Australia

Anniversaries

65 years

Minneapolis 75-6, Minneapolis, Minnesota

50 years

Lynden 626-2, Lynden, Washington
 Roanoke 1011-66, Roanoke, Virginia

45 years

Jackson 2319-7, Medford, Oregon
 Crane 2339-11, Crane, Indiana
 Flickertail 581-20, Bismarck, North Dakota
 Nechako 2046-21, Kitimat, Canada
 Deadwood 2239-41, Deadwood, South Dakota
 Gaveliers 2311-46, Kenilworth, New Jersey
 First Oakville 2245-60, Oakville, Canada
 Grace 2215-64, Winnipeg, Canada

40 years

Cal-State 1733-5, San Diego, California
 Artesian 3379-14, Albany, Georgia
 Circle T 3093-42, Medicine Hat, Canada
 Big Country 3418-42, Moose Jaw, Canada

35 years

Speak-Easy 3588-19, Dubuque, Iowa
 Pikes Peak 3044-26, Colorado Springs, Colorado
 Leading Knights 3666-2, Buriem, Washington
 Co-Op 1125-5, San Diego, California
 Electric Toasters 1306-8, Hazelwood, Maryland
 Alcoa Technical Center 1729-13, New Kensington, Pennsylvania
 310 North 2195-14, Atlanta, Georgia
 Mid-Cities Noon-Time 2476-25, North Richland Hills, Texas
 Blue-Gray 2459-48, Gunter AFB, Alabama
 Wanganui 2417-72, Wanganui, New Zealand
 Scientia TM Klub 3499-74, Pretoria, South Africa

25 years

Knotts Speak Easy 2495-F, Buena Park, California
 Twilight Time 2740-F, Irvine, California
 Orange Motivators 3033-F, Orange, California
 Del Rey 2646-1, Marina Del Rey, California
 Jim Hand 1276-6, Marshall, Minnesota
 Wordsmiths 3105-33, Las Vegas, Nevada
 Reader's Digest 3605-47, Pleasantville, New York
 Bell Speakers 3661-47, Jacksonville, Florida
 Lion City 2086-51, Singapore
 Twin Towns 3000-69, Tweed Heads, Australia

20 years

Paradise Valley 4770-3, Scottsdale, Arizona
 Encouraging Words 4777-7, Longview, Washington
 Bell of Penn Noon-Time 2988-38, Philadelphia, Pennsylvania
 Milton 4778-60, Milton, Canada
 Transportation 4776-62, Lansing, Michigan
 Crown City 2465-65, Cortland, New York
 Tropic City 2987-69, Townsville, Australia
 Johnsonville 4775-72, Johnsonville, New Zealand

You have the opportunity to continue the legacy of our organization's founder by contributing to the Ralph C. Smedley Memorial Fund. The fund is used to develop new and innovative educational and promotional materials, such as the videos *Meeting Excellence*, *Everyone's Talking About Toastmasters*, *Effective Evaluation*, and the High Performance Leadership Program. Our online Supply Catalog at www.toastmasters.org was also made possible by contributions to the fund. Your entire donation goes toward developing new materials and resources. Not one penny is used for administrative costs! Contribute \$10 and receive a special Toastmasters International paper weight. Donors of \$100 or more receive a special plaque and have their names permanently inscribed on a donor recognition plaque at World Headquarters. Every contributor is recognized in *The Toastmaster* magazine.

Keep the Legacy *Alive!*

Contributions are tax deductible. Your support will result in more people learning, growing and achieving through Toastmasters. Why not discuss this during your club's next business meeting? Contributions should be sent to:

The Ralph C. Smedley Memorial Fund

TOASTMASTERS INTERNATIONAL

P.O. Box 9052 • Mission Viejo CA 92690, U.S.A.

If making an honorary or memorial contribution, please indicate the name and address of any person(s) to whom acknowledgement should be sent.



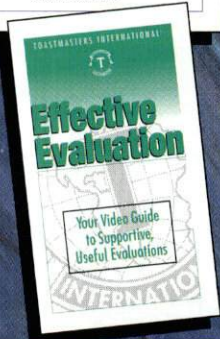
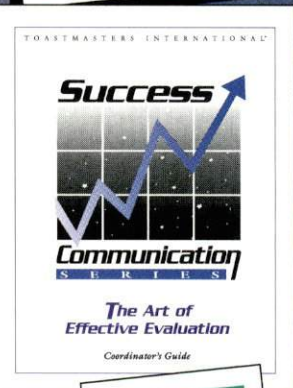
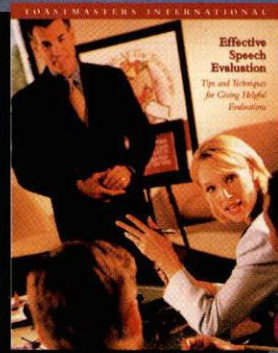
Ralph C. Smedley

Evaluation is Key!



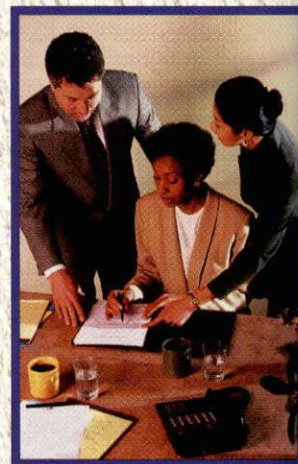
The evaluation process is probably the best part of Toastmasters' membership. By giving and receiving practical, serviceable evaluations, members sharpen their listening skills as well as hone their speaking proficiency.

These materials can help your club develop an outstanding evaluation tradition.



- 163 Ballots and Brief Evaluations \$10.95**
Perforated form with ballots for best speaker, evaluator, and Table Topics speaker, with a space for each member to make brief comments. Set of 500.
- 165 Individual Written Speech Evaluation Form \$3.50**
One-page form for a detailed written evaluation of the speaker. Available in quantities of 100.
- 167 Evaluation Kit \$4.25**
Materials for adding variety to the evaluation portion of your meetings. The kit contains 25 each of these:
• Panel Discussion (160) • Speaker's Profile (161) • Individual Written Speech Evaluation Form (165) • Evaluation of the Evaluator (1323)
- 202 Effective Speech Evaluation \$1.25**
Contains an explanation of the Toastmasters evaluation program with tips for speakers and evaluators and imaginative evaluation programs.
- 228 Communication and Leadership Program - Evaluation Guides . \$1.25**
Contains reprints of the evaluation pages of the Communication and Leadership Manual, one for each project. May be used when members forget to bring their manuals to the meeting.
- 292 Evaluate to Motivate \$3.50**
Learn to give an evaluation that benefits the speaker and the audience! Script and three overhead transparencies. (Approximately 15 min.)
- 251 The Art of Effective Evaluation \$35.00**
This program will give Club members the knowledge, motivation and skills they need to become more effective evaluators. Designed for use by 20 people. (2-1/2 - 3 hours) Includes:
• One Coordinator's Guide (251-A) • 20 Participant's Notebooks (251-B) • 13 overhead transparencies (251-OH) • 20 Club Climate Questionnaires (251-C) • 60 Speech Evaluation Forms (251-D) • One Coordinator's Certificate (260) • 20 Participant's Certificates (261)
- 4008V Effective Evaluation VHS \$5.95 (PAL 4008 P, \$9.95)**
A video guide to supportive, useful evaluations. This 9-1/2 minute video includes 10 tips for preparing and presenting a concise, thorough evaluation full of useful pointers and counsel.

QTY _____



PAYMENT MUST ACCOMPANY ORDER

Enclosed is my check in the amount of \$ _____ (U.S. FUNDS)

Please change my MasterCard / Visa / Amex (CIRCLE ONE)

Card No. _____

Exp. Date _____ Signature _____

Club No. _____ District No. _____

Name _____

Address _____

City _____ State/Province _____

Country _____ Zip _____ Phone _____

Merchandise Total _____

Shipping _____

CA residents add 7.5% sales tax _____

TOTAL _____

Mail to: **Toastmasters International**
P.O. Box 9052, Mission Viejo, CA 92690 USA
(949) 858-8255 • FAX (949) 858-1207

NOTE: When placing your order, please submit the entire page!

Standard Domestic Shipping Prices - 2002

TOTAL ORDER		SHIPPING CHARGES	TOTAL ORDER		SHIPPING CHARGES
\$0.00 to	\$2.50	\$1.65	35.01 to	50.00	\$7.75
2.51 to	5.00	3.30	50.01 to	100.00	9.00
5.01 to	10.00	4.00	100.01 to	150.00	12.00
10.01 to	20.00	4.75	150.01 to	200.00	15.00
20.01 to	35.00	6.75	200.01 to	—	Add 10% of total price

For orders shipped outside the United States, see the current Supply Catalog for item weight and shipping charts to calculate the exact postage. Or, estimate airmail at 35% of order total, surface mail at 25%, though actual charges may vary significantly. Excess charges will be billed. California residents add 7.75% sales tax. All prices subject to change without notice.