

the Toastmaster

february 1994

THE *Personalized* TOASTMASTER

How public speaking enhances private expression



ON THE TIP OF THE TONGUE

CHOOSE YOUR FEELINGS

How Has Toastmasters Helped You?



How has Toastmasters helped you? I asked that question of hundreds of Toastmasters in the Philippines, Australia, New Zealand, California, South Dakota and Idaho when Jean and I visited their districts recently.

The overwhelming response was "confidence"—or more specifically, "the confidence to speak before a group clearly, concisely and with empathy." These people believe Toastmasters offers a complete self development program. Speaking is just the vehicle to get there.

Many Toastmasters told me that overcoming their fears of public speaking has given them a confidence beyond just speaking — it pervades all areas of their lives. As result of their Toastmasters membership, their entire lives were changed. Here are just four examples of how this change can occur:

One Toastmaster told me that after two years in our program he can "face any fear that comes my way." He still experiences fear but now knows how to handle it. He said, "Now I believe I can bring any situation to a successful outcome."

Another man attributed his many career promotions to his 15-year Toastmasters membership. He has gained the confidence and skill to deal with people effectively. He said, "The friendly evaluations I've received in my club have helped me feel liked and have given me the courage and confidence to try again."

Several university educated Toastmasters have told Jean and me that they have learned more about how to be successful in life from our program than from all their academic courses. They feel that the "quality of life depends on personal relationships, and successful personal relationships depend on effective communication."

One young woman from overseas, a member for less than a month, told me, "People have noticed that I have gained more self-esteem and confidence when dealing with them." She has participated in Table Topics and served as timer at meetings but has yet to deliver her icebreaker! For her, one of the most important aspects of the whole Toastmasters program is that members listen and give each other quality feedback. "One's self worth cannot help but grow under these circumstances," she said. "I know Toastmasters really care about each other."

Jean and I are deeply moved by the success stories of so many Toastmasters from all over the world. We are grateful for the powerful effect our program has had in our own lives, and it is a special privilege to personally see and hear proof of how it has changed the lives of others. We feel so fortunate that our organization truly is all about PEOPLE BUILDING PEOPLE.

Neil Wilkinson

Neil Wilkinson, DTM
International President

the Toastmaster

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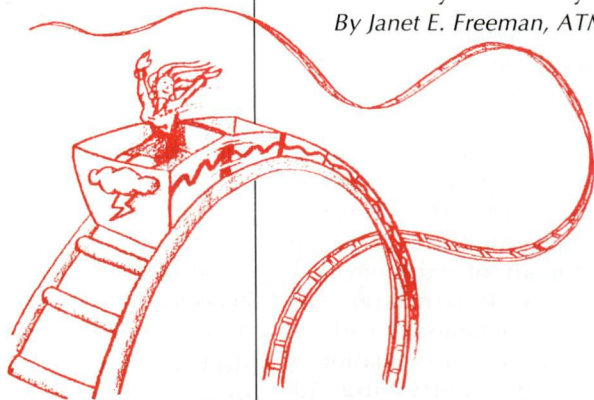
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february 1994
volume 60, no. 2



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THE TOASTMASTER Magazine (ISSN 0040-8263) is published monthly by Toastmasters International, Inc., 23182 Arroyo Vista, Rancho Santa Margarita, CA 92688, U.S.A. Second-class 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, an organization dedicated to helping its members improve their ability to express themselves clearly and concisely, develop and strengthen their leadership and executive potential and achieve whatever self-development goals they may have set for themselves. Toastmasters International is a nonprofit, educational organization of Toastmasters clubs throughout the world. The first Toastmasters club was established by Dr. Ralph C. Smedley on October 22, 1924. Toastmasters International was organized October 4, 1930, and incorporated December 19, 1932. This 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 authors of other articles. Copyright by Toastmasters International, Inc. All rights reserved. Reproduction in whole or part without written permission is prohibited. Not responsible for unsolicited material. The name "Toastmasters" and the Toastmasters emblem are registered trademarks of Toastmasters International, Inc. Marca registrada en Mexico. PRINTED IN U.S.A. All correspondence relating to editorial content should be addressed to THE TOASTMASTER Magazine, P.O. Box 9052, Mission Viejo, CA 92690, U.S.A. Phone (714) 858-8255. Members' subscriptions are included in international dues. Non-member price: \$12.00 per year.



Letters

A SPECIAL CHALLENGE FOR A SPECIAL PERSON

Roy King had good reason not to join Toastmasters, much less participate in a speech contest, but he did anyway.

Roy was born with a severe case of laryngeal web, where a growth of skin tissue covers the vocal cords. At age 8, Roy had trouble breathing, so doctors removed the web. This surgery left him with a hoarse, toneless and raspy voice that often embarrassed him. "I was the type of person growing up who wouldn't order in restaurants or speak out in class because of my voice," he says.

But that didn't stop him from proving himself an effective speaker in Hopkinsville Toastmasters club. His early manual speeches were so outstanding that he was encouraged to enter the Beginners Speech Contest.

"Of course, the first thing one notices when Roy begins to speak is his harsh, almost grating voice," says a fellow club member. "Yet, after a few seconds, the power of his speech content and his body language take over and the problems with his voice begin to melt into the background."

Roy won the local beginners contest and went on to win at the area level. He went to Nashville for the division contest where he won again and eventually placed third out of six speakers at the district level.

Roy says, "In all medical aspects, I shouldn't be talking. [There's no sound] com-

ing from my voice box. One doctor told me there is no medical explanation for the sound I make. The only explanation I have is sometimes God makes another part of your body compensate."

Roy King had a good reason for not joining Toastmasters, a better reason than some we hear when trying to recruit new members. As he prepares to compete in upcoming contests, Roy is not only trying to further overcome his speech problem, he also wants to set an example for others.

"Maybe when I speak, people will think, 'If he can do that, I can do whatever is hindering me in life,'" he says.

David Carter, CTM
Hopkinsville Club 7995-63
Hopkinsville, Kentucky

COMMUNICATION BEFORE COMPETITION

Toastmasters is so much more than just speech competition. Contest participation doesn't represent the epitome of good speaking, nor is it the ultimate standard to strive for. It is particularly important that new members are made aware of this so they are not upset about not being able to perform in or succeed at speech competitions.

A good Toastmaster is able to convey his or her message with competence, confidence, precision and professionalism. It is this ability to communicate, and ultimately to lead, that is the definitive goal of a Toastmaster. The speech competition does not fulfill this

need, but may add to the fun of public speaking.

Dr. Arnold Levin, DTM
Johannesburg Club 113-74
Hillbrow, Johannesburg, South Africa

EVALUATIONS MAKE BETTER SPEECHES

Many Toastmasters find it ironic and inappropriate that a speech evaluation takes more time than the speech itself. That viewpoint betrays indifference to the "pursuit of excellence," a phrase Toastmasters are greatly enamored with. Is this to say an evaluation of Lincoln's Gettysburg Address should not take more than two minutes? Do generals in war stop evaluating the tactics of a recent battle after debate has exceeded the duration of the battle?

There is no proportionate relationship between the length of a speech and the appropriate length of its evaluation. All speeches have a beginning, middle and end. Gestures, voice control, audience assessment and phraseology are characteristics of every speech, regardless of its length.

The basic objective of a Toastmasters speech is to do your best and try to improve each time. A serious evaluation is a basic and valuable instrument for meeting this objective. Why skimp on the very core purpose of our meeting?

Stan Clauss, CTM
Bob Leiman Club, 666-11
Fort Wayne, IN 46808

THE REVOLVING DOOR

As a member of a two-year-old club suffering from declining membership, I have

observed two major factors contributing to this problem.

First, nobody bothers to brief new members about all the duties needed to run a club meeting. I have personally seen more than one member throw up their hands in despair and quit because of the personal demands on their time, effort and money. They had no idea what was expected of them.

Second, new members are expected to swim to success. A new member *must* be shown interest regarding their goals and growth as an individual. Too often new members are left to learn self-confidence on their own and too often they sink into disappointment and frustration. They quietly stop attending meetings and finally quit.

We can see growth and keep many of our members in our Toastmasters club if we just take the time to guide them into the responsibilities of the club and stay with them until they in turn can be a productive, helpful mentor to another brand new member.

Ned Olmstead, ATM
Navafac Eagles 8351-58
Charleston, South Carolina

NOTE: *The New Member Orientation Kit for Clubs contains everything you need to orient and induct five new members – orientation guidelines, tips for coach/mentors, induction ceremony script and much more. (Catalog No. 1162, \$5.00) Contact the Order Department at World Headquarters to obtain a copy for your Club.*



Discover the positive power of praise. It can help make the world a nicer place.

"Thank you for your talk, I liked it very much." But two of the children wrote, "Your talk was great. Thank you."

Why did those two compliments stand out from the rest? Well, after some thought, I realized the reason: Those two children had

great, that outfit is stunning," don't reply with a self-deprecating remark like "Thanks, but the dress really doesn't fit properly" or a flippant quip such as "Oh

Suffering from Complimentary Collapse?

by Jim Dinan, DTM

■ HAVE YOU NOTICED THE DREADFUL disease sweeping our communities? No, it's not the measles or the mumps, but quite a few of us are afflicted with this condition: the inability to give and receive compliments.

This type of response is typical: "Gee, that was one of the nicest meals I've ever had."

"Flattery won't get you out of doing the dishes, Jim."

The inability to receive compliments is bad, but the inability to give compliments is even worse.

A few weeks ago, during the course of casual conversation, I asked five co-workers to name the last time someone said "thank you" or complimented them on a job they had done. Not one could recall such an incident. What a shame!

Being thanked for a job well done encourages pride in one's work and stimulates a club member or employee to continue performing on a high level. But just as we rarely think about breathing, we also tend to forget how important it is to receive verbal praise. I have found that mentioning a person's accomplishment first, followed by the thank you, is especially effective.

For example, a while back I spoke to a group of school children. The teacher had each child write me a thank-you note. Twenty-two of the notes read like this,

put *me* first. While all the letters had said essentially the same thing, two had flattered me by mentioning my talk first. By praising my speech and speaking abilities at the very beginning, they made me feel special.

All you have to do is put yourself in another person's shoes. Suppose your assistant types a lengthy report quickly and accurately. You can express your appreciation by saying something like this: "Thank you. The report looks great. You did a super job, Alice."

But rather than just expressing appreciation by saying "Thank you," place the emphasis on the employee's excellent work. Rephrase your compliment like this: "Alice, you did a super job! The report looks great. Thank you."

Both compliments communicated the same basic message, but the second one put the person first, making her feel important. Anytime you put someone first, that's effective communication.

Then there's the matter of receiving praise. Some people have a very difficult time accepting a compliment. When complimented, all you need to do is acknowledge the praise with a comment such as, "That was nice of you. Thanks."

Don't risk turning the situation sour by expanding or making a clever or irreverent comment. If someone says to you, "You look

really? I bought it at the thrift shop down the street." How do you think that makes the other person feel? Such a reply only puts down the kindness of the gesture.

Instead, return the favor by learning to enjoy the compliment. Some may say, "Why should I have to compliment someone for something they are being paid to do?" If you want to be completely negative, that is the approach to take. But why be negative? It is so simple to tell someone you appreciate them – and chances are that person will remember your thoughtfulness for a long time.

Let us not suffer from the complimentary collapse syndrome – be a compliment builder. It can only help make the world a nicer place.

Jim Dinan, DTM, is a member of the Glen Waverly Club 3807-73 and the Monash Club 7100-73 in Victoria, Australia.

TERESA CHANGED DURING HER YEARS AS A TOASTMASTER. EVERY FEW MONTHS, MEMBERS NOTICED SOMETHING DIFFERENT ABOUT HER. HER CLOTHES BECAME MORE STYLISH. HER HAIRSTYLE SOFTENED. HER VOICE LOST ITS EDGE AND TOOK ON A GENIAL TONE. SHE SMILED MORE OFTEN. MEMBERS BEGAN TO WARM UP TO HER, AND SHE TO THEM. THESE WERE OUTER SIGNS OF AN INNER EVOLUTION IN TERESA: SHE WAS LEARNING TO LIKE HERSELF.



ILLUSTRATION: BRAD GOLDEN/REBEL GRAPHIX

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invest in self-esteem

Seven ways to a new you in 1994.

Behavior reflects self-esteem. When we feel good about who we are, we tend to see the brighter side of life. When we accept our own faults, we're better able to accept and listen to others. When we feel confident, our words project sincerity and power. When we invest in self-esteem, we invest not only in ourselves, but in our quality of life, our relationships, and our communication skills at home and at work.

Like a mutual fund, self-esteem requires a conscious decision and time to flourish. You decide to make the effort to invest, then contribute regularly. And while you watch your confidence grow, you'll be earning dividends – for once you decide you're worth the effort, others will decide that, too. Here are seven specific things you can do to foster self-esteem:

1 Accept a compliment.

Sometimes we don't allow ourselves to hear the kind words of others. I remember when John told Lauren that her vocal variety during her speech was terrific. She abruptly responded, "I flubbed the opening." Lauren sent John two simultaneous messages: her performance wasn't worth a compliment, and his evaluation wasn't worth her respect. Don't be afraid to accept praise. Or, in the wise words once offered me by a blunt friend, "Just shut up and say thank you."

2 List 20 of your best qualities.

Yes, you have them! While this exercise may feel forced and awkward, you're not alone. Some people tally 20 personal faults in five minutes, then take hours to think of even one positive trait. Keep working on the

by Janet E. Freeman, ATM

list, even though it takes time. When you finish, write each good quality on a 3 x 5 card. The cards will provide daily reminders of your worth. Post them around the house. Or, if you're not comfortable sharing these cards with family members, keep the stack tucked away near your bed and review it privately each morning.

3 Give yourself a treat.

Remember how you felt when you were a child and mom and dad brought you a surprise? You were the most important kid in the world! You can recapture a bit of that feeling by giving yourself a special reward. It needn't be fancy or expensive. It can be as simple as 10 uninterrupted minutes soaking in the tub, a frozen yogurt cone, a drive to the park with a friend. The secret is to choosing something *you* want...just because.

4 Try something new.

Risk may be scary, but it produces exciting and satisfying results. You'll be amazed how good a single positive change in routine can make you feel. Anything new counts. Want to exercise regularly, read Hemingway or floss each evening? Just do it! O.K., so you might wind up hating Hemingway - congratulate yourself for your willingness to try.

5 Praise yourself out loud.

Sue's good friend presented his concerns before the school board. After the meeting, she offered encouragement. "Good job, Bruce. You gave a strong argument in favor of smaller class size. It's clear you really care about our schools." You'd praise a good friend - why not yourself? When you do something well, reward yourself with a compliment and say it out loud! Remember that bit of folk wisdom: "It ain't braggin' if it's true."

Use "I" statements to convey the pride you feel about a specific achievement, large or small. For example, tell yourself "I feel good about the diplomatic way I dealt with Jimmy's temper tantrum" or "I'm glad I made my lunch last night - the morning seems more relaxed." If you need help getting started, develop a compliment from your 3 x 5 cards. Convert "I'm organized" to "I like how I organized my bedroom drawers."

6 Seek out supportive relationships.

As your confidence builds, you'll find some people are uncomfortable with the new you. Inevitably, a friend or co-worker will

make remarks implying they want the old you back. Choose to spend more time with supportive people who have similar goals and healthy self-esteem. They're better equipped to appreciate the person you want to become. When you're ready, form new friendships based on mutual respect and shared dreams.

7 Be gentle with yourself.

Building self-esteem takes time. Permit yourself to make mistakes and fall short of your goal. It doesn't mean you're bad, it just means you're human. You're worthy of patience. After all, when your mutual fund's past performance promises long-term growth, you keep investing, despite the predictable ups and downs of the stock market. Just keep at it and know that you'll succeed eventually. After all, I speak from experience - I'm the "Teresa" mentioned at the beginning of this article.

Janet E. Freeman, ATM, is an aerospace systems engineer and a former member of Green River Toastmasters 92-2 in Kent, Washington.

"While you watch your confidence grow, you'll be earning dividends - for once you decide you're worth the effort, others will decide that, too."

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by Bill Vossler

Choose your feelings

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Emotions control you only if you let them.

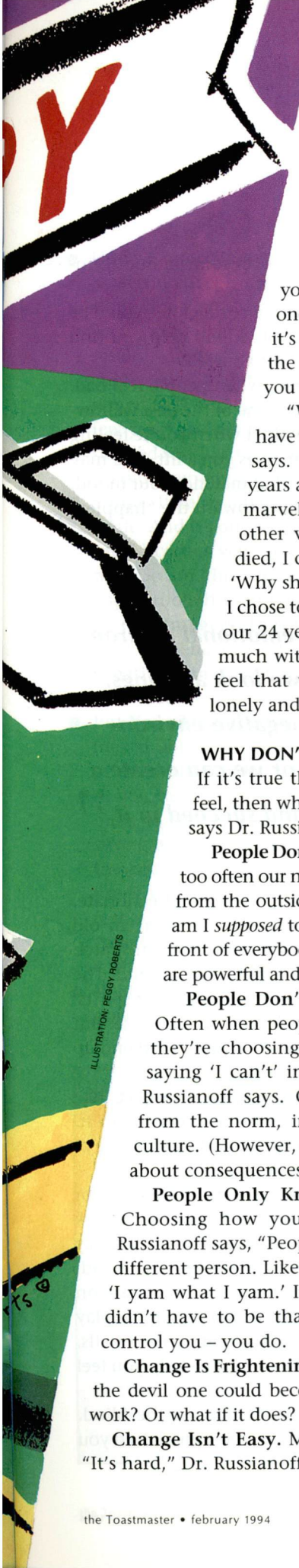
When you walked to the lectern for your recent Toastmasters speech, how did you choose to feel? Which emotion did you pick from your gunnysack of feelings?

"I didn't know I had a choice of how to feel," says teacher Nikki Rajala of St. Cloud, Minnesota. "For years I thought emotions just controlled us." This is a common fallacy – emotions control you only if you let them. Of course, no one can prevent that first instantaneous emotional reaction to an event. Dave DeMars, president of Daylighters Toastmasters Club in St. Cloud, says despite years of teaching experience, he was nervous the first time he spoke to a group of his peers.

"I stumbled around a little bit," he says. "My knees weren't quite solid." But he soon felt comfortable. Why? What changed? His choice of feelings. Perhaps cues and clues from the audience contributed to his mood change, but they weren't essential to it. You too can control your feelings and moods.

Dr. Penelope Russianoff, clinical psychologist and author, says to think of it like this: "Your best friend doesn't invite you to her big party. You *could* feel hurt. Society says you *should* feel hurt. But you don't have to. You could say, 'Gee, I wonder why she didn't invite me. Maybe there's a good reason. I'll have to ask her.'"





Perhaps it's that simple when you're speaking to a group or if someone cuts you off in traffic, but what if it's a more serious situation, such as the death of a loved one? Even then you can choose how you feel.

"When things go bad, you don't have to torture yourself," Dr. Russianoff says. She speaks from experience. Two years ago her husband died. "We had a marvelous marriage, and loved each other very much," she said. "After he died, I didn't feel angry. I never thought 'Why should this happen to me?' Instead I chose to concentrate on the happiness of our 24 years together. I feel like he is very much with me, and I don't think I would feel that way if I chose to be dreadfully lonely and very sad and very upset."

WHY DON'T MORE PEOPLE CHOOSE?

If it's true that people can choose how they feel, then why do so few do it? Lots of reasons, says Dr. Russianoff.

People Don't Realize They Have Choices. All too often our negative emotions are planted on us from the outside: What will people think? What am I *supposed* to do? What if I open my mouth in front of everybody, and *prove* that I'm a fool? These are powerful and difficult bonds to break.

People Don't Want to Face Consequences. Often when people say they don't have choices, they're choosing not to have choices. "They're saying 'I can't' instead of 'I choose not to,'" Dr. Russianoff says. Choosing, especially differently from the norm, invites the wrath of family and culture. (However, not making choices also brings about consequences.)

People Only Know Themselves as They Are. Choosing how you feel alters who you are. Dr. Russianoff says, "People can't imagine themselves as a different person. Like Popeye, whose favorite saying is 'I yam what I yam.' It never occurred to him that he didn't have to be that person." Outside forces don't control you – you do.

Change Is Frightening. Better the devil one knows than the devil one could become. What if the change doesn't work? Or what if it does? What will be gained? Or lost?

Change Isn't Easy. Making life changes takes energy. "It's hard," Dr. Russianoff says, "but not *too* hard."

Some People Want To Feel Negative. People don't choose different feelings because they must be getting something out of feeling the way they do, no matter how negative, says Arthur Freeman in his book, *Woulda, Coulda, Shoulda*. "Even wallowing in misery has its advantages," he says.

THE GOOD NEWS

No matter how long people have been hooked to bad emotional habits – feeling nervous in front of a group, questioning their own judgment when evaluating someone else's speaking – they can reap the benefits of positive feelings. It's never too late.

Dr. Russianoff says, "We create our own emotional environment, with our families, on the job, and among our friends, by the way we look at things. We can create a negative environment and wallow in it, or we can create a positive environment and succeed in it." In fact, one of the basic tenets of Toastmasters – constructive evaluations – does just that by creating a positive environment for speaking.

“Often when people say they don't have choices, they're choosing not to have choices. Outside forces don't control you – you do.”

SHOULD YOU DO IT?

What's in it for you? "For one thing," Dr. Russianoff says, "you can go out and get what you want out of life. So many of my patients say 'I'm lonely. No one ever calls me.' Well all right. Then *do* something about it."

Choosing how you feel obviously is most valuable if you choose happy feelings. People with a lilt to their walk, a sparkle in their eye, and a smile on their lips attract other people. They may also gain maturity, wisdom, peace of mind, confidence, and much more. How can you choose to harness positive emotions? Follow these steps:

1. DETERMINE THAT YOU WANT TO CHANGE. Ask yourself: Do I want to feel how I'm feeling? Do these feelings interfere with my life? Would life be better without these feelings? Do I want to change?
2. DETERMINE WHAT YOU WANT TO CHANGE. Is there a particular reactive trait you'd like to alter? Self-doubt? Fear in front of groups? Guilt? Shame? Worry? Getting angry easily? Dr. Russianoff says, "You don't have to have a short fuse, if you are aware of it and decide to



stop practicing it." But do it bit by bit. "If we can handle our negative behavior in small pieces, we can begin to eliminate it, piece by piece," Dr. Russianoff says.

So if you're nervous in front of a group, plus you don't feel like you have anything to say, choose only one of those items – perhaps the "nothing to say part" and master that. Prepare your speech and practice it until you know the subject matter very well.

3. **STOP IT.** You can't change if you don't stop the offending behavior. Dr. Russianoff says, "You can decide to stop practicing your negative feelings. You have to say 'I choose not to.'"
4. **MOVE ON.** "If you're going to change your feelings, it's a good idea to know what you want to feel instead, an emotion that would feel more natural and comfortable," Dr. Russianoff says.
5. **PRACTICE THE FEELING.** Practicing not only makes you better and better at something, it also makes it easier to change next time. That's why tasks that used to trouble us – such as driving a car, giving a speech or jogging a mile – no longer do after we've been doing them for a while.

DIFFERENT WAYS TO DEFEAT THE DOWNS

Most people can't simply decide one second that they want to feel happy, and a second later *be* happy. Different methods work for different people.

- **Exercise:** According to Robert Thayer, psychology professor at California State University, Long Beach, moderate exercise is one of the most reliable methods of enhancing moods.

You needn't do anything strenuous: sustained walking (12-20 minutes), for instance, produces endorphins, "feel-good chemicals," which predispose you to more positive emotions. Walking or riding a bike can give you a sense of control over your life, which is often missing during emotional times, and also allows you to choose positive feelings more easily.

- **Compliment others.** There's an old saying about getting back out of life what you put into it. In other words, if you praise others – honestly – for their dribbling ability or their hairstyle, someone will eventually compliment you on your smile or a speech you gave. Praising others makes *you* feel as good as the other person. Mark Twain once said, "I can live for two months on a good compliment."
- **Soak yourself.** Take a long, soothing bath. Submerge yourself in hot water until the tensions melt away, or else scrub those tensions off. At any rate, a hot soak lightens the soul. Like the Greek mathematician

Archimedes, you might also discover some famous principle while in the tub.

- **Go to church.** Whether or not you're religious, you'll be calmed by the music and serenity. It will help you find at least a measure of peace within yourself.
- **Play upbeat music.** Many times when people feel bad, they tend to wallow in self-pity. One of the best wallowing grounds is sad music, so avoid it when you're feeling down. Instead, play music that gives you a lift. You may want to start with "sad" music that matches your mood, and then slowly working working toward the "happier" melodies.

“We create our own emotional environment by the way we look at things. We can create a negative environment and wallow in it or we can create a positive environment and succeed in it.”

- **Play with a pet.** Dogs are usually the most affectionate, but cats are playful, too. Have a pull or two at an old sock, your dog at one end and you on the other. Watch your cat chase a piece of string or bat a ball around. The vivacity of a pet is contagious and will raise your spirits.
- **Buy a gift** – either for yourself or for someone else. But be sure you can afford it, or your doldrums might end up worse than ever!
- **Do the best you possibly can.** Choose a project, like working on a speech or making dinner, then go to it. Take your time and give it your best effort. Your sense of accomplishment will make you feel better.
- **Clear up a misunderstanding.** Go to a friend – or enemy – and explain your side of the disagreement. Ask for theirs, then compromise. Nothing so drains energy as a continued spat – and nothing makes us feel so bad.
- **Relive pleasant and happy moments.** Concentrate on the times you felt loved and wanted and secure. Replay that mental tape time and again. Remember the smells, the feelings, the thoughts. They are sure to help you feel better.
- **Help someone else.** Read to the elderly or the blind. Volunteer to help at a local hospital. Do a good deed you know you'll never get credit for



- **Uncork your favorite fragrance.** Little else has such powerful effect on people as the sense of smell. A whiff of perfume or after-shave can suddenly transport you back years, even decades. Think of happy childhood smells – homemade bread baking or cinnamon in hot apple cider – and recreate these fragrances. My wife remembers a bubble bath she really liked as a child. A few years ago she bought a dish-washing detergent that smelled just like the bubble bath, and it evoked wonderful old memories.
- **Smile.** It takes many more muscles to frown than to smile. And if you smile, you lift your spirits. Thus if you “act” a certain way, you’ll discover you begin to feel that way. So on the way up to the podium, smile, think happy thoughts, and be happy.
- **Mental Imagery.** How we think affects how we feel and how we behave. So if you create mental images about negative things, you’re going to feel bad. Good feelings drive out the bad.
- **Put Your Thoughts on Pause.** Thoughts and feelings are inextricably intertwined. That’s why today you can think of the death of your favorite childhood pet and feel sad, or you can think of last year’s bonus and feel happy. In order to change your strongest emotions, you must use strong medicine. Yell “Stop!” aloud, or silently, to break the circle of thoughts. You may need to do this several times. Or distract yourself. There are ways to set anger or fear aside. For example, reach out to people. Or do something creative: read, nap, exercise, work on hobbies, play with pets, do something new and constructive.”
- **Write Your Feelings Down.** This allows you to slow down, to focus on your thoughts and to pinpoint certain aspects.

- **Talk to Someone Else.** “If people could only talk out their most negative emotions,” Dr. Russianoff says, “they wouldn’t act them out. If serial killers could tell someone that they feel like killing, it would probably stop them. But our society doesn’t accept feelings like that. People need to realize you’re allowed to have negative feelings; you’re just not allowed to act on them.”
- **Talk Tenderly to Yourself.** Self-talk is one of the best ways to change how you feel. Simple as it sounds, it is one of the most effective techniques for breaking negative habits. One writer has a large sign that says “You’re okay” above his word processor. The sign reminds him that he can choose to feel okay about himself. Those gentle words give him confidence and make him feel better. Your sign might say “You did it before – you can do it again” or “You can do this.”

In general, if your feelings have to do with the normal ups and downs of everyday life, these methods can help you choose how you want to feel. You are a magician. No matter the situation, whether it is making a speech at a convention or in front of your fellow Toastmasters, asking for a raise or shooting the rapids, parachute jumping or talking with a stranger, you can conjure whatever feeling you want. Just tell yourself, “You can’t make me feel anything. I choose how I feel.”

It’s not always easy, but it can be done. The payoff is in living a wiser, more masterful life. As Dr. Russianoff says, “The door to changing our feelings is always open. We just have to choose to walk through it.”

Bill Vossler is a freelance writer living in St. Cloud, Minnesota.

- **Emotions don’t affect health.** The great English surgeon John Hunter noted that anger and anxiety brought on chest pain. In fact, he died after he got furious with two other doctors during a staff meeting. Dr. Robert H. Curtis, says “The concept that emotional factors – feelings – contribute to the development of coronary artery disease has received general acceptance.”
- **Other people cause your distress and pain.** Common phrases such as “Look what you made me do”

fallacies about feelings

or “It’s your fault” are simply not true. You choose how you react to what others do.

- **You should never feel bad.** A variety of moods is normal. We all experience happy times and occasions when we feel anxious or angry.
- **You have no control over your feelings.** Most people are taught that feelings just erupt and take their course. That isn’t true: If you choose to understand your emotions, you can control them.

ALL



Words without action are like a car without a motor.

“I’m whipped,” Ed told me. “It was at least 4 a.m. before I got to sleep.”
I’ve never seen Ed when he wasn’t tired. After pouring a cup of coffee and lighting another cigarette he went on to complain about his teenage son – coming in late, sleeping until mid-afternoon, not helping around the house. “He didn’t come home at all last night. I’ve had it. Tonight I’m laying it on the line – he lives by my rules, or he gets out.”

I’ve heard that story from my friend Ed before.
Ed stands tall: good suit, clipped hair, modern tie, deliberate speech. By all appearances, he is successful, a man who shares a great deal, and is comfortable with himself and with his life. Ed talks about problems in his insurance company (the same complaints he has had for three years), the people who pester him, and the behavior of his son. The conditions in his life have not changed for a long time, yet, if you heard his plans for the first time, you would say, “Now there’s a man of action!”

You can even say, to some degree, that Ed is following the advice mental health experts have been screaming at us: “Express yourself! Don’t keep things inside!” Interest groups, such as the women’s movement, have encouraged both men and women to accept the shedding of false pride, the crying of tears, the pouring of hearts.

We’re learning it’s okay to talk. It’s all right to share faults and weaknesses. It’s good to express emotions.

But sometimes, as the saying goes, “talk is cheap.” Words can be masks, hiding true feelings – tight defenses against action. Some

talk

people, like Ed, avoid confronting their emotions by talking unceasingly about them.

Words can be used as substitutes for feelings, and substitutes for action, especially for people who tend to intellectualize everything. “They strip things of their emotional significance,” says Dr. Roger Barrett, a professor and clinical psychologist in private practice. “These people use analyzing as a means of avoidance. They make things distant and hide under the abstract nature of the problem. They don’t deal with the emotions that are really there.”

This may be truer for men than for women, according to psychologist Dr. Sidney Jourard, author of *The Transparent Self*. He describes the male role as setting men up to be tough, objective, non-expressive and detached, which literally places their lives in jeopardy. Because men reveal fewer personal facts about themselves, they are under constant stress – “on guard” – to prevent any weakness from showing. Some men use talking as a method to avoid this feared self-disclosure.

But there are positive aspects to disguising real feelings as well. Dr. Edward Swingle, assistant professor of speech at a branch of Kent State University in Ohio, says, “We deliberately hide feelings in terms of organizational goals and interpersonal relationships.” Dr. Swingle gives role expectations as one example and cites the situation of a teacher

by Judi Bailey

ILLUSTRATION: BRAD GOLDENHEIL GRAPHICS

who is supposed to be considerate and understanding and strives for high ideals. What if the teacher doesn't like a particular student? Or what if he doesn't feel well?

Emotional problems occur when a person hides behind his roles, according to Dr. Swingle. If a person is functioning well, succeeding, and has healthy interpersonal relationships, more often than not that person's repression of feeling is occurring appropriately.

Honesty is the key here – knowing what you truthfully feel no matter what you say to others. Some people are unaware of their feelings. "Maybe they need to cry," says Dr. Barrett, "and what they say is how good mother was."

Many people are afraid of their feelings, and operate under the assumption that if they speak otherwise, somehow, magically, their real feelings will go away. Hating parents, fearing children, being jealous of spouses, and wishing evil on colleagues are not popular attitudes. Their unacceptability, however, begins with us.

Dr. Jourard puts it this way: "A person's public utterances are often radically different from what he authentically feels and believes. Many of us dread to be known by others as intimately as we know ourselves because we would be divorced, fired, imprisoned or shot."

And to prevent ourselves from seeing these "ugly emotions," we rationalize. "People will give reasons why they act in a certain manner," says Dr. Barrett. "It has nothing to do with their real feelings. This rationalizing tends to be self-convincing."

These individuals grow farther and farther away from their true feelings. The famous therapist, Carl Rogers, talked about "incongruence," having one feeling but acknowledging another. The more incongruent we are, the more confused.

How can you know whether or not you are sharing appropriately, or if you are in touch with your real feelings? Your body may tell you, according to Dr. Barrett. "You go to the doctor and she says nothing's wrong...Or a person may have ulcers, but be unaware of the emotional content behind the physical problem."

Other symptoms of not dealing with real feelings are: having a loss of control of tem-

per, being constantly on edge, being irritable or depressed. Often a person feels "something is wrong," but is unable to put a finger on it.

Talk is often inadequate. In addition to camouflaging feelings, it can delay positive action. Take, for example, the compulsive list-maker or planner. He writes his goals or shares his plans with his friends. Unfortunately, they're for tomorrow. But tomorrow never comes for him; he's constantly figuring out what he should do when he gets the chance. He analyzes to such an extreme that his plans get over-complicated. He's immobilized. Dr. Barrett calls this the "centipede theory," our way of tripping over our own feet.

Insight and understanding can be interesting but often are not enough for a life of self-fulfillment. Social psychologists say that people don't change their attitude, then their behavior; it's the other way around – behavior first.

"If you can get someone to try on a behavior," says Dr. Barrett, "she's more likely to change. For instance, if a shy person can begin to act as if she's confident, she'll actually start to feel confident as a result of this new behavior."

Very often a person will claim to have made a decision. But it is not a decision until some action is taken. It is like the alcoholic who, upon rising shakily one morning, says, "I'm not going to drink any more." Then he goes on a binge at noon. Was that a decision he made in the morning? No, it was only words, words that eased his mind for a few hours.

Sharing thoughts and feelings can be a great tension reducer. Many people "feel better" after they have talked a problem out. But if it's an ongoing problem, and all that gets done is the talking, it may be counterproductive, or bring only temporary relief. Being in tune with your true feelings and putting ideas into action are the dynamic duo of success. Action, indeed, speaks louder than words.

Judy Bailey, now a full-time writer, is a former behavioral therapist for both children and adults. She has a Master's degree of Education in Rehabilitation Counseling.

"Many of us dread to be known by others as intimately as we know ourselves because we would be divorced, fired, imprisoned or shot."



Tickle their funny
bone with jokes
made to order.

Using Spontaneous

■ SPONTANEOUS HUMOR IS ONE OF THE most effective tools you can use to connect with an audience. And a spontaneous quip will almost always be more effective than a canned joke. Audiences are flattered when they feel the joke was created just for them. In fact, what appears to be an improvised joke often lends a fresh appeal to your whole talk.

Here are four keys to the effective use of spontaneous humor:

1. Preparation
2. Observation
3. Courage
4. Practice

ARM YOURSELF WITH HUMOROUS QUIPS

First, let's look at **preparation**.

What? *Prepare* to be spontaneous? Of course! Have you ever visited a comedy club and observed how the stand-up comic has an "off-the-cuff" ad lib for nearly anything that comes up? Think of those times when the comic chats with people in the front row and makes a witty remark if someone happens to be from Chicago, or works in the medical field, or is visiting with someone

other than his or her own spouse. Such exchanges appear to be very spontaneous. But in reality, the comic is often making the "spontaneous" remark for the 50th or 100th time! The seasoned comic has prepared to be spontaneous.

In speaking situations, it's a good idea to be prepared with humor to handle unexpected events. What will you do or say if the lights go out or the sound system fails? If you're armed with a humorous ad lib, the audience will be won over when they see that the problem hasn't gotten the best of you.

Preparation should also include a study of your audience. If you circulate a preprogram questionnaire to obtain "inside information" about the group, you'll be able to customize your humor and make it seem much more spontaneous.

Here's another tip: carefully note any effective off-the-cuff humorous remark made by you or an audience member, then recycle it during your next talk. Although it may seem contradictory, being ready with a few humorous quips can actually add an illusion of spontaneity.

by John Kinde, DTM

KEEP YOUR EYES PEELED

The second key is **observation**. Since most humor is based on relationships, the more observant you are, the more likely you'll be able to create humorous relationships and pictures in the minds of your audience.

I once saw two signs in a junior high school cafeteria which were unrelated but posted on top of the other above the back door. Most of the 300 faculty members in the audience had seen those signs before, but few probably looked at them the way I did. "This is a unique facility," I remarked to the crowd. "I knew that as soon as I saw the sign over the back door. 'Restroom - Capacity 475!'"

On another occasion, while attending a Christmas luncheon, I noticed a gentleman wearing loud green and red plaid pants with a black sports coat. On my way up to the stage, I passed by his table and asked him to join me. Once we were in front of the audience I said, "Bob has started a new tradition

tions were being given for club service. During the course of the ceremony I noticed that some of the recipients were present and some were absent that evening. So one of my best lines came from a simple observation: "This is my kind of club. You gave out perfect attendance awards to two people who weren't even here!" Simple? Of course. But highly effective.

DARE TO FAIL

After you've prepared and remembered to be observant, you'll need to exercise the third key...**courage!** There's no doubt about it: Trying out new jokes takes guts. But the more you do it, the more comfortable you'll become. It's worth the risk. Besides, if your audience doesn't laugh, just pretend you were serious!

SPEAK UP!

The fourth key is **practice**. You learn humor and spontaneity only by exercising your skills. I recommend that you set a goal of always using some humor in every presentation you give. Your humor comfort zone will increase and so will your spontaneity as you gain confidence.

A great way to practice your use of spontaneous humor is to participate more frequently at Toastmasters club meetings. When the opportunity comes to say a few words at the close of a meeting, for example, use a bit of observational humor created out of the circumstances of the meeting. Or, if you're assigned to present a joke during the meeting, bring a "hip-pocket" joke only as a backup. Then, during the meeting, attempt to create a fresh, new joke by exercising your observational skills. It's not as difficult as it might seem at first. You'll become more observant and will eventually be able to create five or six pieces of observational humor by the close of every meeting.

By using these keys of preparation, observation, courage and practice you'll become more spontaneous. You'll add a freshness to your presentation as you customize humor to your audience and your environment. Your talk will hit the mark...*and* the funnybone!

John Kinde, DTM, is a professional humorist and comedy-magician. He is a member of Santa Maria Toastmasters Club 89-33 in Santa Maria, California.

*"What will you do
or say if the lights
go out or if the
sound system fails?"*

Humor

today. To carry on this tradition, next year when you arrive at your Christmas luncheon, you'll be required to exchange an article of clothing with someone seated next to you. Would the gentleman wearing the other half of Bob's suit please stand up." Without any advance coordination, a gentleman wearing a loud plaid sports coat with black pants stood up! It brought the house down.

It's also a good idea to listen and observe while remarks and presentations are being made. At one meeting I noticed it seemed as though nearly everyone receiving 5, 10 and 15-year service awards had started in the company's telemarketing department and had subsequently worked their way into other jobs. I added a new line to my opening monologue. "People call me a comedy magician because they laugh at my magic and they're mystified by my jokes. But I wasn't always a comedy magician. I used to work in telemarketing!" It was on target and received a great response because the audience appreciated the fresh, spontaneous nature of the remark.

Then there was the time I attended a function where a wide variety of recogni-



By Sandra Wilson, ATM

How public speaking skills can enhance private expression.

THE Personalized

The work we do at Toastmasters meetings is too important to relegate to simply once a week. There are endless situations we can enhance and relationships we can improve with our Toastmasters training. What would happen, for instance, if we used our Toastmasters skills to enrich relationships with our family members – spouse, children and perhaps even extended family? The preparation and results of a Toastmasters speech vs. the preparation and outcome of connecting with a family member might have more in common than you think.

WHAT TO SAY...

At your Toastmasters club meeting almost any subject can be presented in an interesting and informative way. We need only consider how we like to spend our time, what we read about, the experiences we have had or shared with others, our dreams for the future and adventures we are planning.

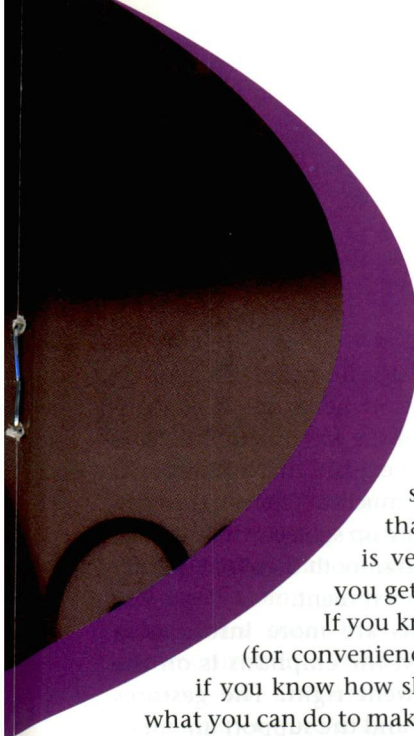
Within a family, your focus is centered on the adults or children in your group. Let's suppose, for example, that you choose your spouse as your "topic."

...AND FIGURING OUT...

Your focus has been chosen. Now you must decide on the message you wish to convey. Time to prepare.

As a Toastmaster, you know that your speech preparation usually includes some quiet sitting, thinking, writing, typing or mind mapping. It is important to get our thoughts on paper so they can be enlarged, ordered, deleted and arranged intelligently. Preparation may involve research, interviewing and perhaps gathering of props as you continuously ask yourself, "How do I get my message across?"

Most Toastmasters speeches last only 5-7 minutes, but – as it should be – the preparation always takes much longer than the final speech. Probably the most difficult aspect of preparation is shrinking the material to fit your designated time slot.



“On the home front your focus is to become more adept in expressing your feelings.”

Is this similar to preparation at home? The focus is your spouse, and you have decided that your message is that she or he is very important to you. How do you get that message across?

If you know what is special to your wife (for convenience, let's use the female gender), if you know how she likes to spend her time, and what you can do to make her feel truly recognized, then you already know how to communicate your message. Now you just have to deliver it!

...HOW TO SAY IT.

The day has come. We stand in front of our fellow Toastmasters and honored guests. We launch into our prepared speech keeping in mind our vocal variety, our gestures. We stand away from the lectern and make eye contact around the room. Our speech is well organized. Our message is

Now think back for a moment. You've always been fascinated by the icebreaker speeches you've heard at your Toastmasters meetings. Why? Because they give you glimpses into the lives of real people, their experiences and dreams for the future. And you've found you like to talk about yourself, and that doing so has become easier with every Toastmasters meeting. But this time you are thinking of someone else.

Your message is that your wife is important to you so, using your feelings for her plus your increased ability to listen attentively, encourage her to give an icebreaker of sorts. No, don't ask her to tell about where she was born, how many siblings she has and all the places her family moved to as she was growing up. You know that already! Instead, use this precious time together to explore who she is *now*. What is the most important time of her day? Does she like what she is doing? Why or why not? What does she see herself doing in five years? What is the most important part of her relationship with you? Who are her best friends?

TOASTMASTER

understood. Just before the red light signals the end of our time, we pause, turn and finish by saying, "Mr. Toastmaster." We did it! Well done! There may even be a trophy – but even if there isn't, the feeling of accomplishment sustains and fulfills us.

Your presentation to your spouse is less formal and regulated than at Toastmasters. You have taken her to a restaurant you know she likes, and the two of you are going to have a private evening together, focusing on your relationship. After all, this is why you are together in the first place!

Part of your preparation is to set up the situation by flirting with your wife. Use the phrases, the gestures and the voice you used in the early days of your relationship. Court her and ask her for a date!

Now you are sitting in a secluded booth in a restaurant that makes her eyes sparkle...and the waiter has left you alone. The conversation starts. You have made it clear that tonight you are not going to talk about your beloved children. They are important – but not as important as she is.

What is her dream for the future? What would she change about her life if she could?

This "presentation" is more a gift of listening than talking, but of course, you may reply or clarify. And feel free, at the appropriate moments, to join in. She is important to you. Show her this by asking her who she is and how you can be fully involved in her life. Listen as she responds with her feelings.

UNDERSTANDING OUR OBJECTIVES

We all know that Toastmasters speeches have objectives. These range from organizing our material and giving a speech without notes to reading from a prepared text. We concentrate on improvement, having faith that the manuals have been created with a logical progression in mind.

On the home front your focus is to become more adept in expressing your feelings. Not only do you want to communicate your support and love, but you also want to insure the maintenance of a strong relationship.

REMEMBER ORGANIZATION

Toastmasters speeches start off with a punch; we grab our audience's attention. We want people to know that what we are about to say is exciting, important and of personal interest.

The body of the speech includes well organized supporting information and is presented in such a way that each part is memorable.

“When both of you bring up subjects that seem to gum up your relationship, you can smooth them out quickly and without resentment.”

Finally, the end of the speech reflects the main idea. A point of intensity has been achieved with such enthusiasm and passion that no one can doubt the message of the speech. This is our conclusion. Strong. Important. Impressive.

18 On the home front you can look at your relationship with your spouse also in terms of an opening, a body and a conclusion. Unless you are newlyweds, you have already moved past the opening of the meeting, “courting” and then marriage.

The body of your relationship is the years you spend together, sometimes simultaneously enhanced and strained by the presence of children. If this is where you are now, it is important to stay focused on the primary relationship despite all other distractions. Interject humor, tender moments and romance into your times together.

The “conclusion” of the relationship is not the end of it. Indeed, the finest conclusions have to do with the years spent together after the body of the relationship – often the first 25 years – has passed. Take time now to discuss what your future will look like. Keep it fun and full of activities and new interests.

TWO-WAY EVALUATIONS

At our weekly Toastmasters meeting, an assigned evaluator stands in front of the group and tells us how we did. The evaluator mentions the things we did well, the things we could do better, and where we have improved. There may be enthusiastic comments about the level of enjoyment – and there may be criticisms that we do not feel are fair. Sometimes we feel the evaluator didn't understand our intention.

Home evaluations have one significant advantage over those we receive in Toastmasters: At home the dialogue is two-way. If your spouse shares that she was hurt by what you said, you have the opportunity to explain that you thought your words conveyed something much different than what she heard. When both of you bring up subjects that seem to gum up your relationship, you can smooth them out quickly and without resentment.

Evaluations are more informal at home. Ideally, the emphasis is on the things that went right. The gestures and the hugs and the support are mentioned and encouraged. The evaluation becomes personal and loving. Each person is sensitive to the other.

THAT SPECIAL RECOGNITION

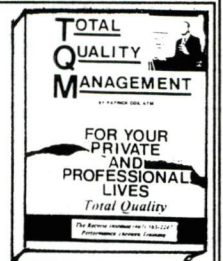
At our Toastmasters meetings awards come in the form of trophies and ribbons.

But what are our rewards at home? Knowing that you like to be there. Knowing that the person you live with is exciting and special to you and that the feeling is mutual. A spring in your step. Smiles. A feeling of well-being. A knowledge that you are creating something that will get stronger through the years and will be there to add to your health, your comfort, your ambition and your joy of life.

Our Toastmasters skills are important. They are life-sustaining, career-promoting, relationship-building. Let's not underestimate them. They can enrich our lives more than just once a week.

Sandra Wilson, ATM, is a member of Mun-E-Men Club 2732-2 in Everett, Washington.

T.Q.M. Made Simple *TOTAL QUALITY MANAGEMENT* *FOR YOUR* *PRIVATE & PROFESSIONAL LIVES*



This Book, by Patrick Cox, ATM, clarifies the mystery behind TQM. You can succeed, both at work and in your private lives with this book. Mr. Cox has appeared on TV as a TQM expert and has been applying and teaching these methods for sixteen years. To order this breakthrough book, call 1 800 229-0499. Or send \$12 plus \$4 S&H to 1020 Wainwright Dr, Oviedo, Fl. 32765. (Please make checks payable to Patrick Cox)

Dare To Be Competent!

■ ACHIEVING THE COMPETENT TOASTMASTER Award (CTM) marks a major milestone in our professional development. Our success in life depends on our ability to communicate. The principles we learn from the basic Communication and Leadership manual are cornerstones of interpersonal communication – it takes us through progressive skill development in organization, logic, proper word usage and effective body language. But as with any skill, we don't learn without practice and active participation. However, many of us procrastinate and postpone our skill development due to initial inertia and nervousness.

There are three critical steps to skill development which were invaluable to me in achieving my CTM award:

STEP 1: GOAL SETTING

Scott Reed said, "This one step – choosing a goal and sticking to it – changes everything." The CTM program is designed to develop our skills one step at a time. However, we have to decide *when* we will take each step. We are most likely to achieve goals that are specific, measurable and achievable. Vague goals such as "I hope to achieve my CTM next year" are harder to achieve. Our goals need to be clear and definitive. A specific and measurable goal such as "I will achieve my CTM by August 15, 1992" is more likely to be achieved. We also need to ask ourselves if our goals are realistic.

STEP 2: PERSISTENCE

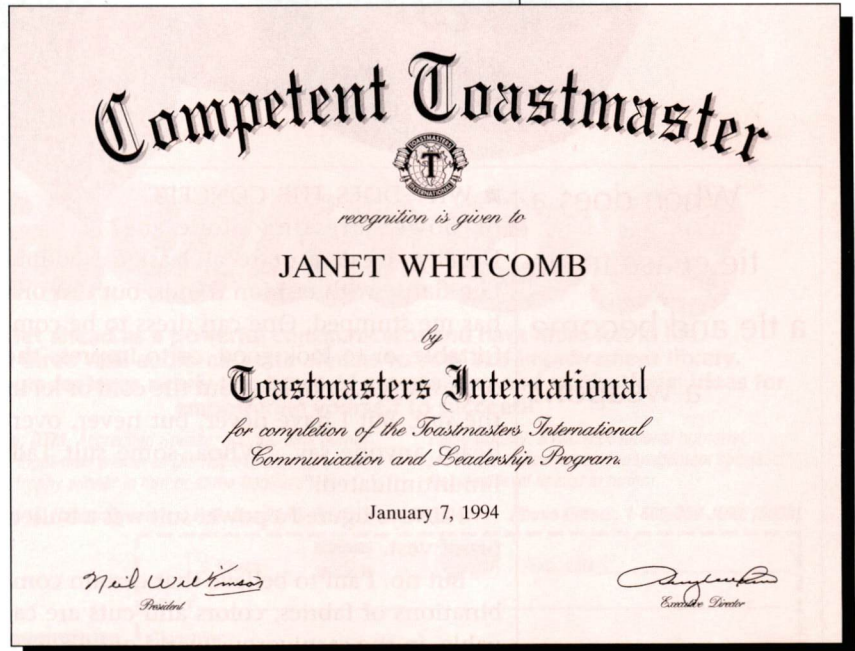
Woody Allen has said, "95 percent of all success is just showing up." While achieving the CTM requires more than just showing up, regular attendance at club meetings is critical. Even though we may not have a prepared speech, each meeting provides us with opportunities for active participation. Regular attendance enables us to watch other speakers and learn from them. And by participating in minor meeting functions, we build courage by repeating basic skills and our nervousness diminishes.

In striving for the CTM award I was encouraged by this comment from Norman Boswell: "Most successful people trace their success to one character trait – persistence!"

STEP 3: RISK TAKING

There's an old saying: "Of course you have to go out on a limb sometimes – that's where the fruit is." Achieving the CTM requires risk-taking. No one is adequately prepared for any new skill. Learning occurs as we perform, and rehearsing a new skill in front of others involves risk. Toastmasters provides us with specific feedback on our performance at each

Three steps to achieving the CTM award



meeting – it is necessary to be vulnerable and open to this type of constructive criticism in order to grow and change.

The same three critical steps that can help us achieve the CTM award – goal setting, persistence and risk taking – are applicable to any area of skill development. Follow these steps and dare to be competent!

Mary Phillips, CTM, is a professional college counselor in Franklin, Virginia.

by Mary Phillips, CTM

Untying the Gordian knot of neckties



20

When does a tie cease to be a tie and become a weapon?

■ **WHY DOES THE CONCEPT** of power dressing elude me? Usually, I can acquire at least a nodding familiarity with fashion trends, but this one has me stumped. One can dress to be comfortable, or to look good, or to impress the opposite sex, or to keep out the cold or let in the sun. But I have never, but never, overheard anyone say, "Whoa, some suit Tad! I'm intimidated!"

I always figured a power suit was a bullet-proof vest.

But no. I am to believe that certain combinations of fabrics, colors and cuts are capable, in the carnivorous world of business, of reducing one's adversaries to gibbering wrecks. I am to swallow the argument that the mere sight of navy blue pinstriped wool and an artful monogram on a French cuff ought to transform me from a happy, content, confident, productive and secure member of society into a cringing, servile lackey.

And now the theory of power dressing has evolved from full ensembles into specific clothing subgroups, one of which is easily the silliest of all: the power tie. It is now an accepted tenet among the Management-Through-Ter-

ror crowd that a properly chosen necktie can have the same effect in the snarling pit of daily commerce as a flamethrower.

The obvious question: When does a tie cease to be a tie and become a weapon? Let's look at a few of the varieties and try to unmask the spitting cobra amid the gentility.

THE TRADITIONALIST – Solids, pin dots, understated geometrics, muted paisleys and the like. Generally plain vanilla, ageless and safe with most suits. Usually about as dangerous as a fistful of gruel.

THE KNITS – Professional. Tweedy. You wear this one to impress women who like brains and don't care about money. This tie is nearly extinct.

BOW TIES – Don Knotts. Wally Cox. Soupy Sales. Your junior high school vice-principal. Charles Bronson does not wear bow ties.

HOLIDAY TIES – Christmas trees, Santas, holly patterns, little microchip devices sewn into the fabric that play "Deck the Halls." An immense HO! HO! HO! Corporate killers are not cheerful.

NOVELTY TIES – Pictures of things: golfers, sailboats, horse tack, parrots, billiard balls, naked women. Can double as napkins without detection. Often iridescent. Lots of fun. Certain death in the boardroom.

REGIMENTALS – Heavily traditional, so much so that the wearer is thought to lack

by Patrick Mott

imagination. ("Nice fellow, Haskins, but not much of a risk-taker, is he?") Irony: In England, these are the ultimate power ties and are worn only by men who actually served in the British regiments.

NOUVEAU TIES – Paydirt. Artsy swirls, graceful random patterns, flashy colors that come screaming off the cotton broadcloth and navy blue backdrop to blind every foe in the room. Leaves, reeds, tropical flowers, arabesques, Monet-like whirls and bold strokes that say two things: "This guy is rich" and "This is as wild as this guy's wardrobe is ever going to get." The single essential is that this tie cost at least \$75. If it was a sale item it doesn't qualify as a power tie.

Now for a bit of honesty. There's only one problem with the power tie: you have to wear it. And, guys, in your heart of hearts you know there is no item of clothing in your closet that you hate as profoundly as you hate that noose you have to sling around your neck every morning and wear like a leash all day. It is the only part of your business ensemble that has – get this – *no practical purpose whatsoever*. It doesn't cloak or protect your body, it doesn't keep you cool or warm, it doesn't fasten anything or

hold any other item of dress in place. You spend more time putting it on each morning than any other piece of clothing and it's the first thing you remove at the end of the day when you can get away with it.

But let some hungry young manager show up in the morning wearing a polo shirt...

On this subject, women have gotten, as always, smarter quicker. When women first entered the business work force in substantial numbers, they wore masculine-looking blue suits with the blouse neck knotted tightly shut with a clownish, floppy bow made of necktie silk in the most traditional of men's patterns. These ties were considered power clothing.

Today women in business, having long ago buried the Bozon bow, are dressing in comfortable, decidedly feminine outfits with roomy, accommodating necklines or collars and spending the time they used to waste tying their ties in more satisfying pursuits – like becoming millionaires.

And continuing to compliment men on their ties.

Patrick Mott is a writer for the *Los Angeles Times*.

"It is now an accepted tenet among the Management-Through-Terror crowd that a properly chosen necktie can have the same effect in the snarling pit of daily commerce as a flamethrower."



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Appearance, energy level and poise displayed while walking to the lectern and uttering the first few sentences are vital.

Your 60 Second Impression

■ AS SPEAKERS, WE HAVE BUT ONE CHANCE to make a good first impression – at the beginning of a speech. And the first impression is central to the success of any presentation because it sets the audience's mood toward both the speaker and the speech.

So what can a speaker do to maximize the chances of being viewed favorably by the audience? If time allows, it's a good

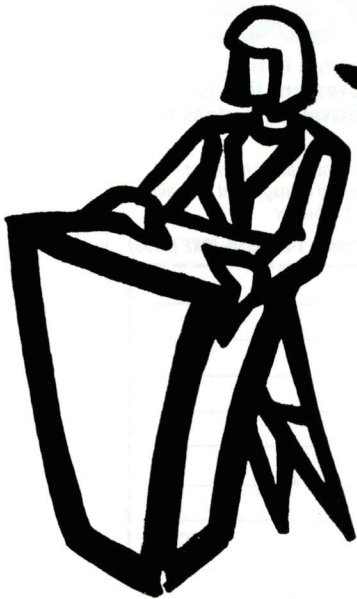
while walking to the lectern and uttering the first few sentences are vital.

Here are some key factors that will help you develop a good first impression:

■ **Be Ready When You're Introduced.**

Don't button your coat, check jewelry, adjust clothing, smooth your hair, etc. In other words, don't look unsure about whether you

(22



idea to mingle with members of the audience before giving the speech. This is a great time to meet, talk and build rapport – however, the drawback is that only a few people can be met in this limited amount of time.

The most opportune moment for making that crucial first impression is the first 60 seconds after the speaker has been introduced, including the time it takes the speaker to get to the lectern. So factors such as appearance, energy level and poise displayed

are dressed or groomed properly – that should all be taken care of before the introduction.

■ **Move With Poise and Confidence.**

Approach the designated speaking area with a look of confidence. Walk briskly with your back straight. Keep the shoulders up and back – no slouching! Smile and look at the audience once or twice while moving toward the podium. Act as if you are in command, have something important to say, and are excited about being there.

by Jack Purdy, ATM

■ **Handle Notes Skillfully.**

If you have notes and didn't place them on the lectern in advance, hold them in your left hand since you'll probably use your right hand to greet the introducer. It's all right to have notes in a coat pocket, provided they can be easily and quickly grasped and placed in their proper place. If there is no lectern or stand on which to place them, it may be best not to use notes. Whatever you do, don't fumble around with notes before an audience.

■ **Be Careful About Off-The-Cuff Remarks.**

Briefly acknowledge the introducer. If you are quick-witted and experienced in impromptu speaking, you may want to use a humorous quip to make a point or break the ice. That is, if it can be done in good taste and without embarrassing anyone. Improper, amateurish or poorly handled remarks are sure ways of making a bad first impression.

■ **Prepare an Effective Introduction.**

The introduction should give basic information about the speaker and the purpose of the speech. And, of course, an introduction should create a welcoming start for the speaker. But be careful about how the introduction is prepared. For example, it's usually best not to write it out word for word as a script for the introducer to read because it may sound artificial or insincere. Instead, in an easy to read format, list the key points to be made. They should be listed in the order you want them said. This helps the introducer talk to the audience rather than read to them. Don't include too much information – only what's necessary to achieve the purpose of the introduction.

■ **Be Smooth With Your Acknowledgements.**

Acknowledge only those required by protocol for the situation. If certain people must be addressed, be sure to correctly pronounce their names and titles. If special acknowledgement is not needed, briefly recognize the introducer and the audience, then start the speech.

■ **Present a Strong, Pleasant Opening.**

Open the speech with a strong, clear voice while looking at the audience. Don't even glance at your notes. Any speaker should be able to talk at least one minute at the beginning of a speech without referring to notes. Looking at the audience instead of the notes will help build a bond with the listeners, and will demonstrate your confidence and command.

■ **Design Your Speech for Effect.**

Use all the essential ingredients needed to get attention and be accepted by the audience: eye contact, a strong and pleasant voice, relaxed and natural body movements, statements that hit home with the listeners.

Remember the objectives of your first 60 seconds in front of the audience – to make a good first impression that will contribute to the effectiveness of your speech and add to your attraction as a speaker. To do this, look as appealing as possible, have your speaking act well put together, show enthusiasm and confidence and have something meaningful to say. And with work and preparation, that 60 second impression will be a great cornerstone for a successful speech.

Jack Purdy, ATM, is a member of Pacesetters Club 1589-43 in Germantown, Tennessee.

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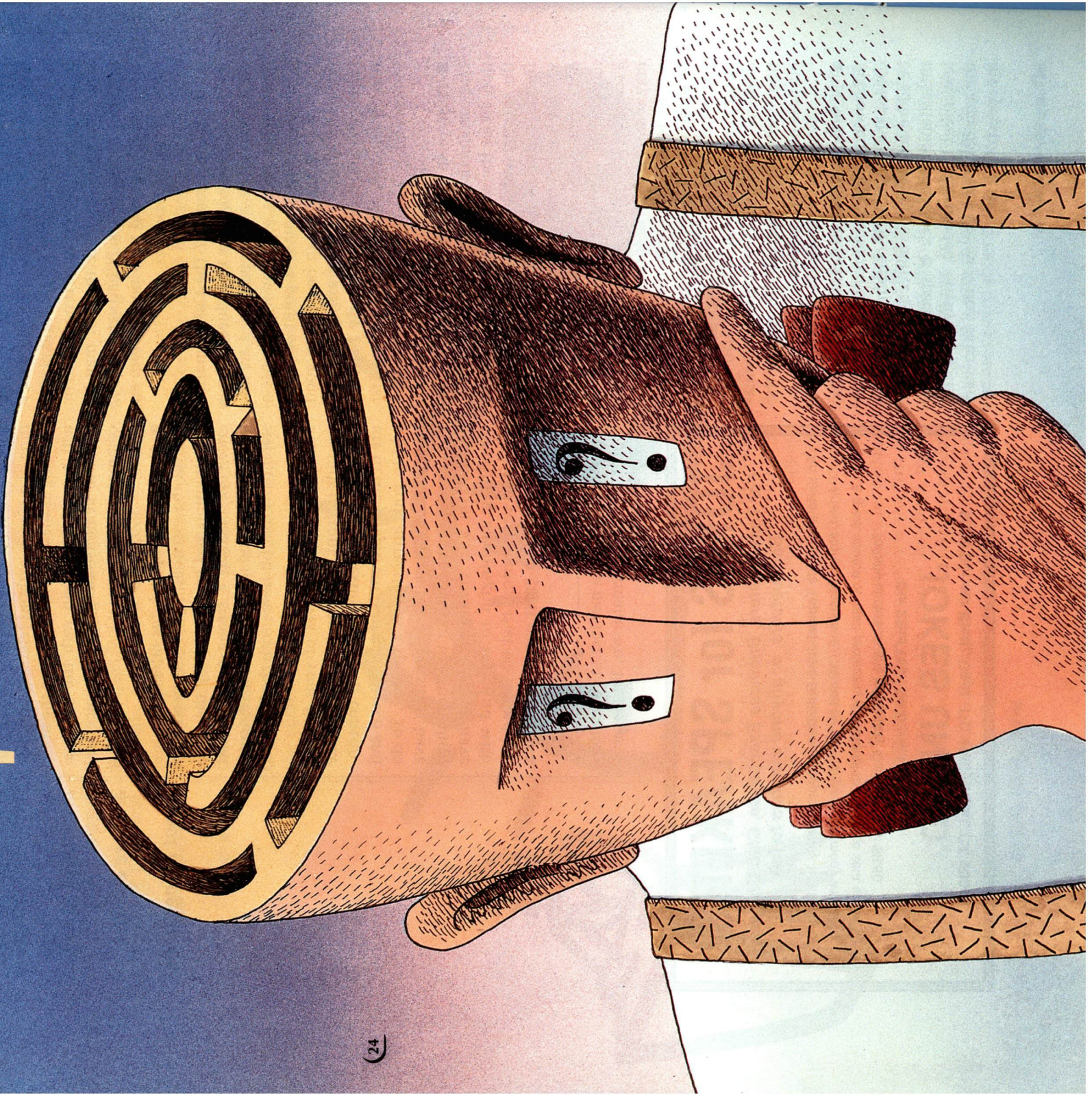
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О ПАМЯТИ

malfunction



Those with the best memories seem to worry the most about having the worst.

by Rita Robinson

Words teetering on the tip of the tongue

Go on the tip of your tongue and rumbling around somewhere in your brain is the name of the person you're about to introduce. Try as you can to recall the hidden bit of information, it just won't reveal itself.

It's a fumbling that frustrates.

Not to worry. You're not getting senile. Studies suggest that people of all ages play hide-and-seek with names and places. That it occurs to people older than 75 is true, but seven elementary school children occasionally forget common words and names.

Psychologists call this phenomenon a tip-of-the-tongue experience, or TOT, and believe it's linked to the brain's retrieval process. One theory suggests this particular type of forgetfulness occurs when the brain searches out the wrong, but similar word. For instance, if you're asked to name the dog that rides on a fire engine and come up with "Doberman," it's close, but not the one you want. "Dalmatian" is still stuck in the brain somewhere, but it hasn't made it to the tip of the tongue.

Another theory holds that information concerning the sound of a word is stored in bits and pieces in different parts of the brain and requires some assembling. If only part of the piece comes to mind, you might get the first letter of the word or name, or recall its sound, and finish the puzzle later – often while lying in bed that night, or during an evening stroll.

Scientists speculate about another theory that, at present, seems untestable. It proposes that a vast amount of stored information jams the retrieval process and makes sorting more difficult. This theory might explain the "absent-minded professor."

But these are unproven theories. They don't help someone who has forgotten his or her mother-in-law's name during introductions. Nor do these theories comfort the person who is asked to say some kind words about the guest sitting in the next seat whose name begins with a "J" and ends with a question mark somewhere in outer space.

The lapse is embarrassing and causes concern about "losing it," especially when it happens to someone past

40. Mostly, though, the worry is needless and counterproductive.

Ironically, those with the best memories seem to worry the most about having the worst. Also, medical surveys show that most people perceive themselves as more forgetful than they really are. They see others as having better memories even when they don't.

Dr. Thomas Crook, director of the Memory Assessment Clinics, with offices in Arizona, Maryland and Switzerland, once supervised an extensive survey that asked people to rate their recall abilities relative to other people. "Eighty percent of them said they were worse than the average," he said. "And if you ask them how good they are at remembering names, most people say, 'Not very good.'"

Self-rating, though, isn't accurate. Usually people who think they have a poor memory have one just as good as the average person in the same age group. However, the ability to remember names and places does decline with age, but not dramatically. By age 60, a person's capacity to retrieve bits of information is only about 10 percent less effective than it was at age 30.

We just think it's worse than it really is, partly because we've been told all our lives that as people age, they become forgetful. The media blitz on Alzheimer's – a disease that actually affects only about 1.4 percent of people between the ages of 65 and 75 –

also takes its toll. Yet, growing numbers of people past 40 who forget names a few times a week fear they are slipping into senility.

"Actually, when you forget something when you're over 60, it's for the same reasons you forget at age 20, plus a little bit of age," says Robin West, assistant professor of psychology at the University of Florida. Kids aren't concerned when they experience a TOT because they're not worried about aging. They still feel invincible.

While a certain amount of memory loss was once considered a normal part of aging, it is now seen as abnormal or frightful. Just as some middle-aged fitness enthusiasts erroneously expect exercise routines to keep

By age 60, a person's capacity to retrieve bits of information is only about 10 percent less effective than it was at age 30.

them in shape like a 20-year-old, some people expect the same of their minds.

When they forget a name, they become unduly alarmed and anxious. Stress follows, and that makes memory retrieval even more difficult, says Alan Brown, associate professor of psychology at Southern Methodist University in Dallas, and author of *How to Increase Your Memory Power*.

This type of memory anxiety helps explain the booming sales in cassettes and video tapes, memory courses and books and manuals on memory enhancement. Mental exercises might help, just as physical exercise is good for the body at any age. But neither is going to melt away the years.

"People think they're stupid when it happens," says Crook. "They become occupied with degrading thoughts of themselves, and that blocks the sought-after information."

Another block is struggling too hard to retrieve the information. "Sometimes running through the alphabet will help retrieve it, but if that doesn't work the first time, let go of it. Don't try to strangle it out of your brain, because it will just get buried deeper. It's like quicksand. The more you struggle, the deeper you sink," says Brown.

Memory experts have other tips on how to ease the anxiety of TOTs:

- If you are an invited speaker, or believe you might be called upon to speak during a meeting, prepare yourself beforehand by practicing the names, out loud, of people or places you might want to mention. Say them to your spouse or use flashcards in preparation.

- When called upon to speak, stick to the main subject. People get into their worst memory predicaments when they go off on a tangent from the theme they were developing.
- Place a rubber band on your wrist. If you find yourself becoming anxious about a forgotten name while speaking, or at any time you're in the public eye, snap the rubber band to get your focus back on the subject and off the anxiety. It's similar to slapping a hysterical person to jolt him or her back to reality.
- Focus on your subject. If you are being introduced to people, look at them and listen to what they are saying, rather than looking around the room. When you repeat their names, your chance of remembering them will be much better.
- Try not to think about what the other person or roomful of people are thinking about you while you are speaking. Such anxiety clutters the memory retrieval process.
- The old axiom "use it or lose it" applies to memory as well. Mental stimulation, such as reading, learning a new language and taking classes, enhances memory and retrieval powers.

Another tip is to just acknowledge that you can't remember a place or name. Simply say, "I'm having a memory block. Let me approach the subject from another way."

Those in the audience should understand, because they, too, periodically suffer tip-of-the-tongue experiences.

Rita Robinson is a freelance writer living in Big Bear, California.



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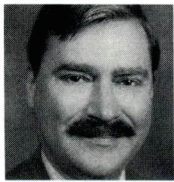
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Small, Struggling Clubs - Take Heart!

how much the group struggles to keep going, every club can become strong, steady and full of substance.

I first visited our club after moving from another city and Toastmasters club. At the first meeting, I found the club unexpectedly out of a meeting place, as the restaurant in which it used to meet had closed. Only three members were present at the meeting when I arrived.

It was soon apparent that these three members and a couple of others would be ready to pull together, find a new place to meet and rebuild the club. They needed new energy. The membership core of this club had been struggling hard to keep the club going during the previous year. The club temporarily disbanded, and these members had restarted meetings on the faith that there was enough interest to rebuild.

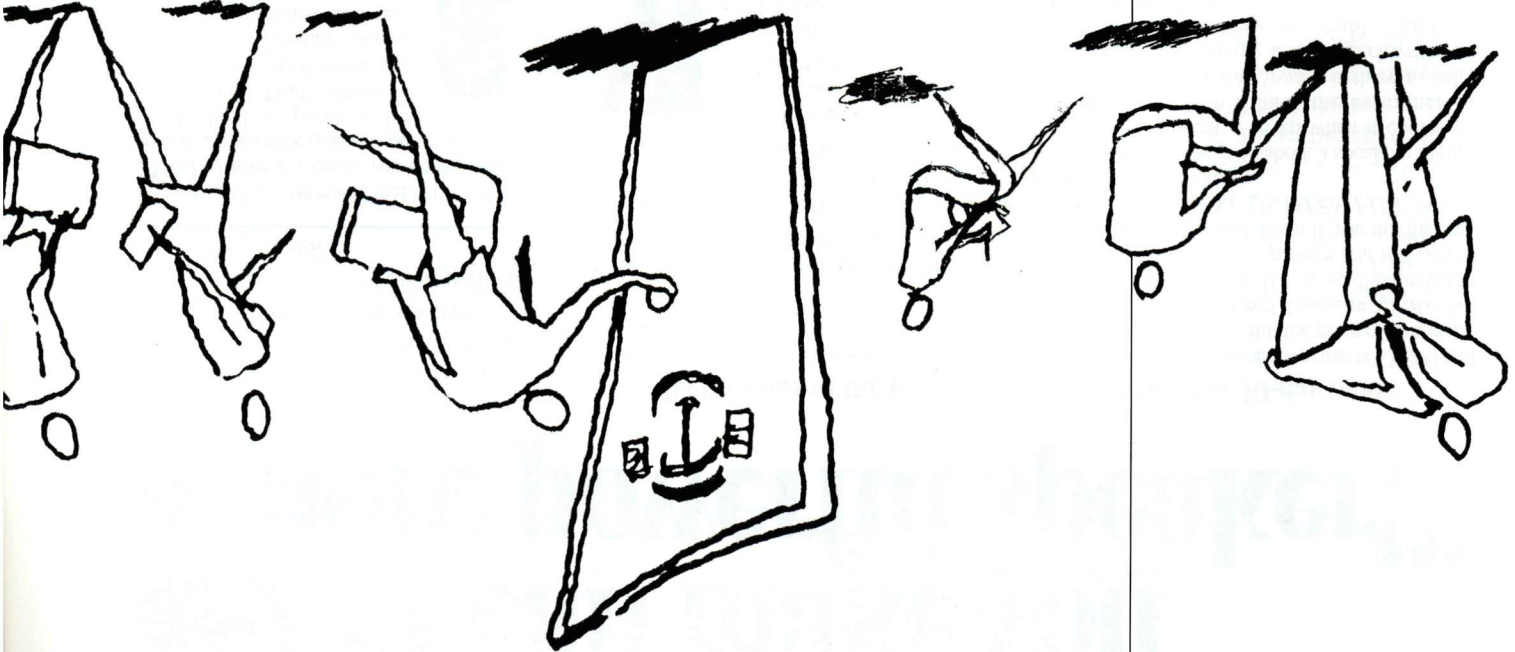
I was ready to join after that first visit. If the active members of this club were as dedicated as they appeared, I would enjoy being part of their group. I felt my energy and ideas would be welcomed, and together we would create a solid club. Two visits later we found a permanent meeting place, and I became a member.

■ THIS ARTICLE IS DESIGNED TO ENCOURAGE those clubs with fewer than 20 members. The Risky Business Toastmasters Club in Amarillo, Texas, is such a club. Since I transferred to it almost two years ago, we have had meetings with as few as two members present, and as many as 11. Members of larger clubs might think that our meetings must be sparse in content or low in motivation, but this is not the case. On the contrary, our club has been growing steadily and our members are motivated and dedicated.

Our club might not be the biggest pointer or achieve every goal set, but we're quite proud of our progress. True, we are continuously encouraged to grow; we are told that a larger membership will make us a better club. We agree, but being fewer in number does not presuppose that a club can't measure up to the goal of Toastmasters: to improve each member's leadership and communication skills.

Let me give you a peek at our last year - maybe your club will see part of itself in us. Small clubs can accomplish great feats. No matter how short the membership roster, or

by Lorrie S. Blackmon, ATM



Our first decision was to have a full meeting no matter what. We would not allow scanty attendance to stand in the way of speeches, evaluations and Table Topics.

Secondly, we began publishing a newsletter to list weekly assignments, remind members to attend and keep everyone up-to-date on club activities. The newsletter also reinforced the bond of dedication among members. It visually told all of us that our club was committed to a regular schedule, every week, no matter what.

In the weeks that followed we concentrated on our meetings. Our meeting flow was spelled out and written down. We had to double up on the printed schedule just to cover all of the duties. Often a member was unable to make the meeting and someone would do triple duties. It was tough going for about three months, but it worked. Our meetings became organized and everyone felt they were receiving more benefits each week. During that period, we were excited if there were six members present!

We had redefined our Distinguished Club Program goals at the beginning of summer and were far enough along to challenge ourselves to a membership drive. Three members joined just as we were about to burn out from too many "triple duty" meetings. Now we could move ahead with another goal: to add a little variety to our meetings without losing our consistency. Three Success/Leadership modules were ordered, with two scheduled for fall presentations.

The next thing we knew, it was fall and our club was chosen to host the Hospitality Room during our District Conference. This was our chance to really shine and make ourselves known. Attendance at the conference was expected to be exceptionally high as the Toastmasters International President and his wife were going to attend. Our club decided to put on the best show we could, and we did. By then, another new member had joined, and our meeting attendance was boosted to seven or eight. Guests were visiting regularly.

If your club is one that has been marching along like this and is now in a definite lull, then you know how we felt a few months ago. We stumbled a bit, two months after the conference. The New Year bells echoed at our meeting place as only two to four members arrived for four weeks in a row. We

started to worry as we tried to sort out what had happened. Our only explanation was that we had pushed too hard for so long that everyone was simply worn out. Our core group couldn't make every meeting and that had a nasty impact on our club confidence.

But no club that works as hard as we had was going to let a few weeks of poor attendance drag us down. We hung on. Slowly, members started attending regularly again. When spring arrived we were back to six or seven members each week. We had more active members on our roster, so we knew participation could be even better. The club adhered to a consistent schedule. We made sure our members entered area speech contests and led programs such as Youth Leadership and Speechcraft.

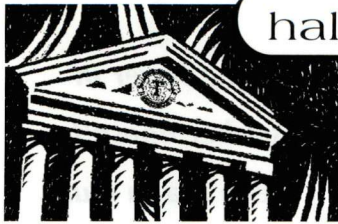
Perseverance paid off. I firmly believe that our devotion to having a full meeting, no matter what, is what brought five more members to our club this spring and early summer. Additionally, our members looked outside of our own club to learn more about Toastmasters. We held a Speaker/Evaluator Exchange and our members visited other clubs. Our modest size allowed the meetings to be less formal, yet we kept them on track. Lastly, I think our atmosphere welcomed guests and made them feel comfortable in our club.

Something is working. This morning we had another guest fill out a membership application and our attendance reached 11. The Vice President Education announced that a new membership drive would soon be underway. Members are excited about the meetings and look forward to even better meetings ahead. I can't wait to hear our newest member's icebreaker speech. So, low membership clubs, take heart: You don't have to have 20 members to accomplish the Toastmasters objectives. But by accomplishing those objectives, you will automatically become larger and stronger, and benefit more as a result.

Lorrie Blackmon, ATM, was a member of Risky Business Club 6385-44 in Amarillo, Texas, until a job transfer forced her to move to a different part of the state.

Editor's Note: *The Risky Business Club President, Cindy Whitney, reports that the club now has 20 members and is "constantly having new membership campaigns."*

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