

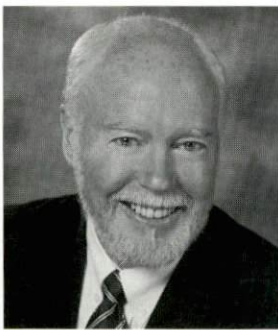
The TOASTMASTER®

AUGUST 2000



The Consolation of History

The history of rhetoric is replete with the shameless and preposterous.



VIEWPOINT

Building a Better World

As I write my final Viewpoint article, the emotion I feel most strongly is gratitude. I am grateful beyond words for the chance over this past year to visit Toastmasters from around the world, to share the excitement of people becoming empowered to live richer, fuller lives and to help and serve others. I'm grateful for the opportunity to work with the World Headquarters staff and our Board of Directors, a group of consummate professionals absolutely devoted to Toastmasters. And I'm grateful for the ability to meet our Toastmasters leaders at all levels and learn again how fortunate we are to have such dedicated and talented volunteer leaders.

I have long believed the following four areas are essential to our organization's continued health, growth and well-being, and my experience this year has done nothing but reinforce this conviction:

DIVERSITY. We have made progress in increasing the diversity of our membership, yet there is much more to do. Our members come from a wide variety of ethnic and cultural backgrounds, and increasingly more speak English as a second language. This is a trend we should accelerate. We must continue to cast our net widely and make diversity a specific marketing objective reinforced by creative, assertive strategies.

CLUB QUALITY. We are a club-driven organization. Our member sits atop our organization chart, and the member experiences the magic of Toastmasters in the club. At every level in our organization we must continue to promote excellence in our clubs, as reflected by the criteria established in the Successful Club Series module "Moments of Truth."

LEADERSHIP DEVELOPMENT. Over the past decade we have made real progress in the area of leadership development. This year our board affirmed that leadership development is an integral part of the Toastmasters experience and educational program. Continued emphasis will be critical as we seek effective leaders at every level of the organization, and as the Toastmasters experience builds leadership skills among our members that they can apply in the wider world.

SERVICE. This core value defines Toastmasters at its best: in nurture and support of our members, in our leadership philosophy, and in living what we learn. In countless acts of noble service, sometimes in dramatic, sometimes in small ways, our members are using our programs and their own abilities and commitment to make their communities a better place. In so doing they are experiencing at the most profound level what our organization offers its members and the world. I thank all Toastmasters everywhere for building a better world. And I thank you all for allowing me to serve you as your International President.

Tim Keck, DTM
International President

The TOASTMASTER

Publisher TERENCE MCCANN
Editor SUZANNE FREY
Associate Editor KELLY ANN LACASCIA
Editorial Assistant MADGE HAMMOND
Graphic Design SUSAN CAMPBELL

TI OFFICERS AND DIRECTORS
Founder DR. RALPH C. SMEDLEY

OFFICERS

International President TIM KECK, DTM
2333 Kapiolani Blvd., #2108
Honolulu, HI 96826

Senior Vice President JOANNA MC WILLIAMS, DTM
17610 Midway #134-349
Dallas, TX 75287

Second Vice President ALFRED R. HERZING, DTM
20365 Via la Vieja
Yorba Linda, CA 92887

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

Immediate Past President TERRY R. DAILY, DTM
2715 Garland Lane N.
Plymouth, MN 55447

Executive Director TERENCE J. MCCANN
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

DILIP R. ABAYASEKARA, DTM
17 Round Hill Road
Camp Hill, PA 17011

ROBERT P. BRENTIN, DTM
5910 Woodcliff Drive
Midland, MI 48640

J. ANDRÉE BROOKS, DTM
7080 Hollyberry Road, SW
Roanoke, VA 24018

DWIGHT C. EDSTROM, DTM
139 Cleveland
Rapid City, SD 57701

PATRICIA FONG, DTM
6657 Gloria Drive
Sacramento, CA 95831

MARSHA A. JAMES DAVIS, DTM
1340 S. Beverly Glen Blvd., #308
Westwood, CA 90024-5224

MARJORIE J. KENNEDY, DTM
5110 High Pointe Drive
Pensacola, FL 32505

GLEN E. MURPHY, DTM
134 Tarawera Road
Rotorua, New Zealand

RUTH S. NEWSOME, DTM
504 Hickory Road
Bristol, TN 37620

SUSAN NIVEN, DTM
21080 - 20th Avenue
Langley, B.C., Canada V2Z 2G3

TERRY G. SCHUTT, DTM
714 White Horse Pike, Apt. 7
Oaklyn, NJ 08107

GREGORY D. SCOTT, DTM
17130 Van Buren Blvd., #95
Riverside, CA 92504

JOHN D. SMELSER, DTM
2714 Avalon Court
Richmond, TX 77469

PAULA D. TUNISON, DTM
P.O. Box 26338
Austin, TX 78755

JOHNNY T. "PAWE" UY, DTM
c/o Rosita's Colon, Colon Street
6000 Colby City
Philippines

JAMES A. VOGELE, DTM
4756 Hamilton Avenue
Cincinnati, OH 45223

SHELLEY D. WALKER, DTM
54 Ravine Drive
Winnipeg, Manitoba, Canada

FLOY C. WESTERMEIER, DTM
57839 Ingleswood Lane
Glenwood, IA 51534

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

email: sfrey@toastmasters.org

To change mailing address:
tmms2@toastmasters.org

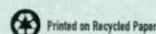
THE TOASTMASTER Magazine (ISSN 00408263) is published monthly by Toastmasters International, Inc., 23182 Arroyo Vista, Rancho Santa Margarita, CA 92688, U.S.A. Periodicals postage paid at Mission Viejo, CA and additional mailing office. POSTMASTER: Send address change to THE TOASTMASTER Magazine, P.O. 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 2000 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

August 2000

Volume 66, no. 8

features

8 SHAKESPEARE: MASTER SPEECHWRITER

The Bard of Avon is still No. 1.

By Thomas Montalbo, DTM



12 THE IMPACT OF COLOR

Use color psychology to influence your audience.

By Karen Kornegay, ATM

16 THE CONSOLATION OF HISTORY

A speechwriter ponders the "preposterous" rhetoric of ancient Romans.

By Eugene Finerman

22 YOUR HIRE POWER

Toastmasters can offer you the inside track when seeking a job or promotion.

By Craig Harrison, DTM



24 TAKING FEAR OUT OF FAILURE

Life is either a daring adventure or nothing.

By Victor Parachin

5 MY TURN: Opportunity Knocks – Especially When You Rattle the Doorknob

By Spencer W. Birt, ATM-S

6 LEADERSHIP: Spread Your Wings

By Steve Broe, DTM

14 MANNER OF SPEAKING: Turning Tangled Thought into Golden Words

By Jocelyn Boileau, CTM

19 HOW TO: Learn to Speed Read

By Graydon Smith

20 CAN WE TALK? Come Out of It!

By Mary Murphey, ATM-B



27 TOPICAL TIPS: 'Visit' Other Clubs Via the Web

By Mark Majcher, ATM

28 FOR THE NOVICE: Take the Terror Out of Table Topics

By Linda Meehan

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.

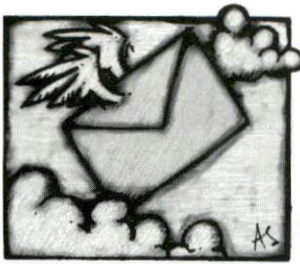
It is basic to this mission that Toastmasters International continually expand its worldwide network of clubs, thereby offering ever-greater numbers of people the opportunity to benefit from its programs.

departments

2 VIEWPOINT: Building a Better World

By International President Tim Keck, DTM

4 LETTERS



LETTERS

TOASTMASTERS LIFELINE

A member since 1991, I consider TI my lifeline. When I joined I was newly single and very shy. In addition, English was my second language. The supportive evaluations have helped me grow as a person and have helped me improve my English significantly. Thank you for continuing the wonderful work of Dr. Ralph Smedley.

Mayka Janousek, ATM-S • North Dealt Power Talkers Club 9200-21 • British Columbia, Canada

THROUGH THE EYES OF A NEW MEMBER

I'm new to Toastmasters. This weekend I attended the Region 7 Conference and I was incredibly impressed. Why? Because I've never been to a conference and seen so many people with disabilities smoothly mixing in with everyone else, being treated with complete respect and thoughtfulness and participating as fully active members even at the highest levels of leadership. And all this in a non-disabilities-issues organization!

Nor have I ever seen such a mixture of immigrants with heavy accents – Asians, Indians, Hispanics, Africans – and very Jewish Jews and very non-Jewish Gentiles, and very old folks and very young GenXers....

And I have never seen such a conspicuous absence of that blanket of snobbery and elitism that you see almost everywhere else; where the rich and beautiful are visible in the limelight and move quickly up the ranks of the organization while everyone else gets left behind.

In its quiet and unassuming way, Toastmasters has achieved something quite remarkable. And to be honest, I'm left a little, well – speechless!

Liza May, CTM • Chesapeake Toastmasters Club 837-18 • Crofton, Maryland

OLD ECONOMY IN 2000

I always like to look through the Hall of Fame page. In the June issue, I noted that The Old Economy Club 2682-13 is 35 years old. I had to smile and couldn't help but wonder what the meaning of Old Economy was 35 years ago.

Len Fisher, ATM • Sawmill Club 5447-40 • Columbus, Ohio

IN DEFENSE OF NOTE USE

I totally agree with Lt. C. Robert E. Will's "My Turn" article (May). Some people can give awesome speeches with notes and not come across as if they are reading.

I am a new Toastmaster, soon to give my third speech. The emphasis on not using notes is high in our club.

Before joining Toastmasters, I gave many talks, always using notes. Whenever I tried to do any public speaking without my "props," I made a complete fool of myself. My ability to memorize is very limited, but I have discovered that when I have my notes, I am able to present a convincing talk, grabbing the audience's attention with lots of heads wagging in agreement to my words. That tells me they are hearing what I'm saying.

I am trying to learn to eliminate my notes. However, knowing my own mental limitations, that will make my speaking career significantly harder than I would like it to be.

Kathy Kelly • Speak Easy Club 8716-9 • Spokane, Washington

INTEGRITY IS INTEGRAL

I was happy to read President Tim Keck's Viewpoint article (June) about integrity. It is helpful to know that when ethical issues occur, individual Toastmasters have support from the highest level of leadership in this organization.

I like this quote by U.S. Army General Norman Schwarzkopf: "Leadership is a potent combination of strategy and character, but if you must be without one, be without strategy." If we all learn to keep our character and values in mind as we develop strategies and accomplish our goals in Toastmasters, we will continue to build a very strong and caring organization.

Lorna Zink, DTM • Saturday Motivators Club 215-39 • Stockton, California

NO NEED FOR SWEARING

Patrick Mott's June 2000 article "Swear Words: Verbal Gunpowder" left a bitter taste in my mouth. As with anyone who tries to justify bad behavior using the Bible, Mr. Mott took the verse of Romans 14:14 out of context. Mr. Mott attempted to apply this verse to swearing when the verse clearly refers to food. This is dishonest and poor journalism. A large segment of most audiences are offended by foul language. Why would a speaker deliberately alienate himself from an audience when the simple use of a thesaurus would suffice?

Chris S. Klay • Twin Bridges Club 6023-11 • Avon, Indiana

COVER APPEAL

The June 2000 cover was strikingly designed! Coincidentally my other past favorite was June 1993.

John Hartman, ATM • Textile Speechweave Club 5217-38 • Philadelphia, Pennsylvania



By Spencer W. Birt, ATM-S

Many groups are struggling to find good speakers to present programs.

Opportunity Knocks – Especially When You Rattle the Doorknob

GREAT! YOU'VE GIVEN A FEW SPEECHES, SOME OF THEM PRETTY good. Now you're ready to step out and take your act on the road. It's a wonderful feeling to know you have developed, through hard work, the confidence to give speeches to

audiences other than your friendly club members. You have the desire, the talent, the time. The only thing you don't have is the booking. We hear that speakers are in great demand, yet most of us go longing for opportunities. Those looking for speakers don't seem to be beating my door down! What to do?

Most of us can help the process along with a little self-promotion. Letting people know we are available is the first step. Ask your district governor if your district offers a Toastmasters Speakers Bureau. And ask friends, associates and relatives if they belong to groups that invite guest speakers. Many groups are struggling to find good speakers to present programs. Contact local educational institutions. Most schools and colleges have speakers bureaus that might welcome your services. Chambers of commerce also provide good sources.

Don't be afraid to ask for referrals. One good presentation frequently leads to other speaking opportunities. Most people who belong to one organization also belong to others, and this can create a snowball effect. Always be alert for the unexpected opportunity. It can come from anywhere at any time. Let me share one such opportunity that presented itself to me:

My wife and I were enjoying a wonderful cruise aboard the *MS Rotterdam* from Los Angeles to Sydney, Australia. We spent a number of days on the "high seas" between ports. The daily schedule was filled with more activities

than we could possibly attend – dance classes, arts and crafts classes, beauty classes, putting contests and even an acting class and a writing class, to name a few. Why not a public speaking class?

I approached the cruise director, introduced myself as a member of Toastmasters International and mentioned that I would like to present a short seminar on how to control the fear of public speaking. Three days later, just west of the island of Pago Pago, I made my presentation.

The seminar's inclusion in the daily program and the announcement of daily activities over the ship's public address system helped draw a crowd of around 40 people.

We had a wonderful time. Most of the attendees felt that they learned from the interactive presentation and were glad they attended. Many had questions about the Toastmasters program. As is so often the case with Toastmasters involvement, I don't think anyone learned more or had as much fun as I did. The cruise director even made available a crew of audiovisual experts to prepare the room setup. From preparation to presentation and

all that came in between, the experience was thrilling.

Hundreds of possibilities exist for you to use your talent. Don't let opportunity pass you by. Look for unique and different avenues to use the speaking and leadership abilities you have worked so hard to develop. Rattle a few doorknobs. Knock on a few doors. You might be surprised by who knocks back. **1**

"Look for unique and different avenues to use the speaking and leadership abilities you have worked so hard to develop."

Spencer W. Birt, ATM-S, is a member of Clifton Park Speakers Club 7877-53 in Clifton Park, New York.



Take advantage of the many opportunities for leadership training.

Spread Your Wings



Under a desert sky, the fledgling eagle looks out over the vast expanse. It's his world to conquer, as soon as he masters flight. In his own time, he'll look out over the valley of jackrabbits, coyotes and desert rats and make a decision: Time to fly! His wings will be spread far and he will leap out of the nest. His first flight surely won't be perfect, but it will be the first of many. Rejoice and tremble, little desert animals, a new leader is created!

Perhaps you've heard the saying that leaders are made, not born. Like many other advanced living skills, leadership is a choice made by a few. The first few steps of the fledgling leader are uncertain, often comical, and occasionally ridiculed. Many gifted and creative workers never make the transition to leadership, for many reasons: no mentor, poor confidence, or lack of support from friends and colleagues.

The Toastmasters organization is the perfect place to spread your wings and practice the first steps of leadership. Because we have a positive evaluation system, leaders should hear words of support and encouragement along with occasional constructive criticism. We have excellent training programs. Many of our friends and peers have taken the same leadership steps before, and we can learn from their earlier flights.

Leadership is one of the least appreciated parts of the TI educational program. This is a disappointing truth. Around the world we have created a system of leadership training that involves volunteer relationships. And amazing things happen when our colleagues work toward a

common goal! In my home state of Arizona, thousands of Toastmasters hold memorable speech contests, training programs, lively and life-changing conferences. And not one person receives a salary for participating in these activities! The lesson here: If you can meet a leadership challenge with a team in which no

one gets paid, consider what you can offer your employer when career wages are part of the reward!

Wherever we go, leaders make a difference in the world. Ironically, wherever I look, I see people who can't even manage their departments. I've met frustrated corporate leaders who assumed their positions because of their seniority or quest for greater pay. Leadership is much more than just ordering people around. When true leaders do their jobs, the team members are honored to do their part.

For many Toastmasters, the first challenge of leadership is to serve as a club officer. Almost every club position offers special lessons and benefits. New members usually hold club officers in high esteem – and they view the president as practically a demigod. That is, if the officers take their roles seriously.

When I visit a strong club, I can be sure to find strong and caring leaders. When I visit a weak club, its leadership is usually the opposite. Not in all cases, of course – declining club membership also can be caused by external factors. But strong clubs never just "happen." When a club officer has carried out his or her job proudly – has promoted the Distinguished Club Plan and planned for success – the result is usually a legacy.

We give ribbons and certificates to our speakers. Why aren't our club officers recognized in a like spirit for their contributions? I wish more clubs would reward their outgoing presidents with a permanent plaque to memorialize their true dedication and leadership example. If they did, I believe many new members would assume the club leadership challenge and get to share in the deeper Toastmasters benefits.

If you've been a club leader – not just served the term, but made a difference – then consider becoming an area

governor. I can honestly say that my year as area governor was one of the best in my 10-year Toastmasters career. As area governor, you are held to a position of responsibility with many people who don't know you as well as your club members do. Just as the growing speaker should transition from presenting before his home club to a wider audience, so too should the aspiring leader learn to broaden his or her sphere of influence.

One of the benefits of becoming an area governor was to meet so many dynamic, interesting Toastmasters leaders *outside* my club. For the first few years as a club member, I thought it was just the people in my club who were special. As area governor, I gained a new perspective: People everywhere are special, but Toastmasters leaders are some of the greatest in the world! The more time I spent with our District 3 leadership force, the more motivated I became to eventually become a part of this top team.

Do you have organizational talents, or would you like to build new ones? Then explore the many opportunities inherent in holding district leadership positions. After I spent a year as the district newsletter editor, I was asked to serve as the district public relations officer. Again, I felt elation as I learned new skills in a supportive environment. I was trained by an international director, and I met public relations officers throughout the Southwest United States. At the end of my year, I believed I had done more than apprentice in the field of public relations. I knew I had made a difference to my team.

Many Toastmasters have talents in the areas of computers, marketing or graphic design. All these skills have organiza-

tional value; serving as a Toastmasters leader enhances the prestige and opportunity for these volunteers.

I have one final recommendation: If you really want to build leadership skills, then complete the *High Performance Leadership* manual as a personal challenge. You will begin by selecting a meaningful personal project, and then you'll choose a team to help you make the best leadership choices. I asked three Toastmasters leaders I really respect to advise me during my service as district public relations officer. These leaders, including the district governor and a past international director, became part of my consulting team. As I completed a project for the district, I received valuable feedback. I recommend this project for every Toastmaster who wants to be a dynamic, proven leader.

Our Toastmasters membership offers so many life-changing benefits. Becoming a great public speaker is the most common. As we mature as Toastmasters, we find that leadership responsibilities are often thrust on us, by virtue of our skill in public speaking. Take advantage of the many chances for leadership training – attend conferences, plan contests and serve on your District Council. The only way to get the full value of the Toastmasters program is by volunteering to do something that is worthy of your time and enthusiasm. **T**

Steve Broe, DTM, was named District 3's Toastmaster of the Year in 1994. He lives in Scottsdale, Arizona, and is a member of several Toastmasters clubs in District 3.

NOTICE OF ACCEPTANCE OF NOMINATIONS FOR INTERNATIONAL OFFICE

Following are the qualifications needed to hold international office:

FOR INTERNATIONAL OFFICER:

- active member of a Toastmasters club during the entire 12-month period immediately preceding nomination.
- served a two-year term on the Board of Directors.

FOR INTERNATIONAL DIRECTOR:

(DISTRICTS WITHIN REGIONS)

- active member of a Toastmasters club during the entire 12-month period immediately preceding nomination.
- served an entire term as District Governor at the time of election.
- not more than one of the elected directors may be from one club or any one district.

FOR INTERNATIONAL DIRECTOR FROM OUTSIDE THE UNITED STATES AND CANADA:

(DISTRICTS OUTSIDE REGIONS)

- active member of a Toastmasters club during the entire 12-month period immediately preceding nomination.
- served an entire term as District Governor at the time of election; or chairman or chief officer of a non-district administrative unit during the entire administrative year immediately before the unit became a district or provisional district; or as District Governor during the entire administrative year in which the unit became a district or provisional district.
- not more than one of the elected directors may be from one club or any one district.

If you are interested in running for international office at the 2001 International Convention and meet the qualifications stated above, please write or call the Policy Administration Department at World Headquarters for a booklet called "Information for Candidates to the Board of Directors of Toastmasters International." This booklet contains a "Letter of Intent" to be sent to the International President by **December 31, 2000**.

Ætat. suæ. 34.



SHAKESPEARE:

Master Speechwriter

The Bard of Avon is still No. 1

"It's better to be brief than tedious."

— RICHARD III

You may not think of William Shakespeare, the World's greatest playwright, as a speechwriter. But that's what he was. According to the Harvard Concordance to Shakespeare, Shakespeare's plays contain exactly 31,959 speeches. The amazing thing is that while these plays were written almost 400 years ago, they are still delivered in their original language and they continue to captivate audiences around the world.

In honor of the 384th anniversary of the death of William Shakespeare on April 23, 2000 – and the 436th of his birth – it seems appropriate to recall the speech-making techniques of the man deemed the greatest writer in the history of the English language.

Judging by the quality and quantity of the speeches he wrote for the characters in his plays, if he were alive today Shakespeare would demand superstar status as a speechwriter – far outshining any contemporary wordsmiths.

Shakespeare was both a professional actor and a playwright. A master of prose as well as poetry, he studied the speech-making principles developed by the ancient Greeks and Romans. Some of Shakespeare's plays are best known for the speeches they contain. Because he wrote for the stage, he chose language that appealed to the ear.

If you want to perk up your oration, take some lessons from Shakespeare. Abraham Lincoln, Churchill and other great speakers did. In fact, they didn't merely read Shakespeare's plays – they studied, memorized, devoured them. In this article I'll outline some examples of great speechwriting from Shakespeare's most famous plays.

Shakespeare believed a good orator must have six traits. In his play, "Julius Caesar," one of the characters says, "I am no orator. For I have neither wit, nor words, nor worth, nor action, nor utterance, nor the power of speech to stir men's blood."

Those six qualities correspond with today's standards. In Shakespeare's time, "wit" – the first quality – meant intelligence or wisdom. The second quality – "words" – refers to eloquence, or word choice. The third quality – "worth" – suggests the speaker's character. The fourth quality – "action" – denotes gestures. "Utterance" – the fifth quality – requires a speaker to enunciate words correctly and clearly. What Shakespeare presumably meant by the sixth quality – "power of speech" – is the "style" of presentation, that is, the speaker's manner of putting all the words together. The way in which that is done provides power.

Style is not mere decoration. How you say something tells as much as what you say. The words and rhetorical devices you choose may embellish your meaning but

BY THOMAS MONTALBO, DTM ■ ILLUSTRATION BY CORBIS

also help to create it. In fact, speakers who don't use rhetorical devices are not likely to keep listeners awake or rouse them to action. Rhetorical devices are stylistic techniques that speakers have identified over the centuries. They have been used by past and present outstanding speakers and writers, including Shakespeare, who employed them in all his 37 plays.

Basically, there are two major categories of rhetorical devices: 1) figures of speech, and 2) figures of structure. A **figure of speech** is an expression in which words are used, not in their literal or exact sense, but in a figurative sense in order to create a more forceful or vivid image. Among the most common figures of speech are the simile, the metaphor and the analogy. These figures involve comparisons with other things.

FIGURES OF SPEECH

A **simile** states directly that something is "like" or "as" the other thing. In "The Winter's Tale," Shakespeare compares a hand with the texture and color of a bird's feathers: "As soft as dove's down and as white." On the other hand, the expression "food for thought" implies similarity between two different things and is called a metaphor.

Metaphor. Shakespeare opens his play "Richard III" with a speaker saying, "Now is the winter of our discontent." Used alone, "winter" and "discontent" are ordinary words with their usual meanings. But by combining them into a metaphor, they take on new meaning, suggesting that "discontent" is the coldest season of the emotions, as "winter" is the coldest season of the year.

Sometimes Shakespeare uses both **metaphor** and **simile** in the same thought, as in this passage from "Twelfth Night":

*"If music be the fool of love, play on;
O, it came o'er my ear like a sweet sound."*

Analogy. Although the simile and metaphor usually point out only one similarity between two items being compared, the analogy often describes a number of similarities between two things. Shakespeare found the analogy a handy device for developing ideas. For example, in the play "Henry V," he used the analogy to build an entire speech on the idea that in any organized community, certain divisions of authority, responsibility and function must exist. The speech begins as follows:

*"Therefore doth heaven divide
The state of man in divers functions,
Setting endeavor in continual motion;
To which is fixed, as an aim or butt,
Obedience: for so work the honeybees,
Creatures that by a rule in nature teach
The act of order to a peopled kingdom."*

To explain his concept, the speaker compares the society of honeybees point by point; he shows the two

dissimilar societies to be alike in many significant ways. This detailed comparison helps the audience to visualize and understand the several relationships. The analogy suggests to the audience that what may at first seem a strange idea can be understood because it's something familiar.

So similes, metaphors and analogies are not merely embroidery, but figures of speech for clarifying thoughts. They provide vivid images that supplement and strengthen the similarities between people, things or events.

FIGURES OF STRUCTURE

Among the figures of structure used by Shakespeare is **alliteration**, which links nearby words beginning with the same sound or letter. Here are two passages from his plays:

*"How sweet the moonlight sleeps upon this bank!
Here will we sit, and let the sounds of music
Creep in our ears; soft stillness and the night
Become the touches of sweet harmony."*

—THE MERCHANT OF VENICE

*"But to be paddling palms and pinching fingers...
O' that is entertainment
My bosom likes not, nor my brows!"*

—THE WINTER'S TALE

Note that in the first paragraph he uses alliterative words seven times and in the second line, nine times. By thus emphasizing the words and producing a sound pattern with a rhythmic swing, the alliteration attracts attention and intensifies the power of speech.

One of the simplest figures of structure often used in public speaking is the isocolon. This device got its name from a Greek word meaning "of equal members" — it sets up a series of phrases or clauses of the same length in one sentence, as shown in this passage from Shakespeare's "Love's Labour's Lost":

*"Your reasons at dinner have been sharp and
sententious; pleasant without scurrility, witty
without affection, audacious without impudency,
learned without opinion, and strange without
heresy."*

By dividing that sentence into parts that are the same in size and structure, Shakespeare achieved a pleasing rhythmic proportion among the phrases.

Another practical figure of structure (named "zeugma") involves the use of a single word to govern several other words. Note in the following passage from Shakespeare's "Henry VII" how the subject "He" serves six different verbs:

*"He bites his lip, and starts;
Stops on a sudden, looks upon the ground,*

*Then lays his finger on his temple; straight
Springs out into fast gait."*

Repetition of a word or phrase at the end of a series of clauses is another figure of structure called "epistrophe." It adds emphasis to the message, because that's what your audience members hear last and so it sticks in their minds. Here's an example from "Twelfth Night":

*Be not afraid of greatness: some are born
great, some achieve greatness, and some
have greatness thrust upon them."*

MORE RHETORICAL DEVICES

Still another effective figure of structure in Shakespeare's plays is the **rhetorical question**. That's a question to which the speaker expects no answer from the audience, but asks it to emphasize a point. Here's an example from Shylock's passionate and moving speech in Shakespeare's "The Merchant of Venice":

*"Hath not a Jew eyes? Hath not a Jew hands,
organs, dimensions, senses, affections, passions?
...If you prick us, do we not bleed? If you tickle us,
do we not laugh? If you poison us, do we not die?
And if you wrong us, shall we not revenge?"*

Notice how Shakespeare doubles the impact of his message by using the same words as both questions and statements. He put those words in Shylock's mouth because questions make more of an impression than mere statements. The questions catch and hold the attention of the listeners, pulling them into the speech and making them consider the details. In a speech by Macbeth, who is tired and disenchanted with life, Shakespeare has him say in the first three lines:

*"Tomorrow, and tomorrow, and tomorrow,
Creeps in this petty pace from day to day,
To the last syllable of recorded time."*

Note the alliteration and repetition of the word "tomorrow" in a **triad** (a figure of structure that groups three words, phrases or clauses to achieve a dramatic effect), followed by two other sets of alliteration ("petty pace" and "day...day"). With the use of these rhetorical devices, Shakespeare gives force to the speaker's words and makes the audience take note of what he says. Observe how powerfully is conveyed the message that Macbeth is emotionally aware of the crushing sameness and slowness of time and the inescapable finality of death. He closes his speech with three metaphors:

*"Life's but a walking shadow, a poor player
That struts and frets his hour upon the stage
And then is heard no more: it is a tale*

*Told by an idiot, full of sound and fury,
Signifying nothing."*

Note the effective use of a triple metaphor in which Macbeth describes his life as flimsy as a shadow, as short-lived as an actor's performance and as senseless as an idiot's chatter. The triple metaphor produces sharp and vivid pictures of pessimism in the minds of the listeners or readers, enabling them to share the speaker's mood and emotions. Notice also the forceful verbs – "struts" and "frets" – which accentuate the strong and clear mental images.

In "Hamlet," the hero is full of advice in a speech to traveling actors who arrive at the royal castle to perform before the king and queen. Though the speech refers to the actors, the advice applies to public speakers as well. Here are some excerpts:

*Speak the speech...trippingly on the tongue...
do not saw the air too much with your hand...
you must acquire and beget a temperance that
may give it smoothness...Be not too tame
neither... suit the action to the word, the word
to the action..."*

Through Hamlet, Shakespeare cautions you against the dangers of over-gesturing and shouting. Instead, he advocates moderation and fluency in coordinating thought, feelings, voice and gestures.

Additional pointers on public speaking from Shakespeare turn up in the dialogue he wrote for the characters in his plays. Some examples:

"It is not enough to speak, but to speak true."
"MIDSUMMER NIGHT'S DREAM"
"Speak plain and to the purpose."
"MUCH ADO ABOUT NOTHING"
"It is better to be brief than tedious."
"RICHARD III"
"Speak what we feel, not what we ought to say."
"KING LEAR"
"Speak comfortable words."
"RICHARD II"
"Practice rhetoric in your common talk."
"TAMING OF THE SHREW"

By using rhetorical devices as Shakespeare did in writing thousands of speeches for his characters, you can improve your own talks, even if they are not as dramatic as his. As Iago in Shakespeare's "Othello" says, "We cannot all be masters." Yes, but we can learn some tricks of the trade from the master of all speechwriters. **T**

.....
Thomas Montalbo wrote this article in 1991. He was an active Toastmaster for 30 years and contributed many articles to *The Toastmaster* magazine.

Use color psychology to influence your audience.

By Karen Kornegay, ATM

Police officers have a reputation for stopping red cars more frequently than cars of any other color. Mental hospitals paint walls in vivid pink – a color proven to calm agitated minds. Child development experts recommend bright colors, not pastels, to inspire children's creativity. And Toastmasters choose "power colors" to make an impact before an audience.

The Impact of Color

How do the colors you choose for your clothing, visual aids and descriptions affect your audience? Can you actually influence the impact of your presentation by choosing specific colors?

Behavioral psychologists say yes. Some colors calm your audience; other colors incite audience members to action. The effects of color are sometimes genetic, sometimes cultural. And it's no secret – the principles of color psychology are used every day by advertisers, politicians and anyone else who wants to influence others.

Color is big business, too. When you see the same colors appear in clothing, home fashions and automobiles, it's no coincidence – it's the work of the Color Association of the United States, a group that has issued annual predictions of the coming year's most popular colors since 1915. Those predictions are used by architectural firms, interior decorators, fashion designers and all types of manufacturers – and these predictions become reality.

You can use the same psychological advantages that Fortune 500 companies use. By considering the impact of color when you plan your speeches, you can add an extra measure of success to every presentation.

Once you've added color to your language – whether you're "feeling blue" or "green with envy" – focus on the visual aspects of color. These simple guidelines can help you use color psychology to excel as a speaker:

RED: THE ACTION COLOR

There's a reason red is a popular color in fast-food restaurants: Red increases both the amount you eat and the speed at which you eat. Restaurant owners enjoy higher profits and faster turnover when they use red in decorations and packaging.

In most cultures, red – the color of blood – is the color of action. Our bodies release adrenaline and change physiologically when we see red: Our heartbeats quicken, our body temperatures increase, and our breathing becomes shallower.

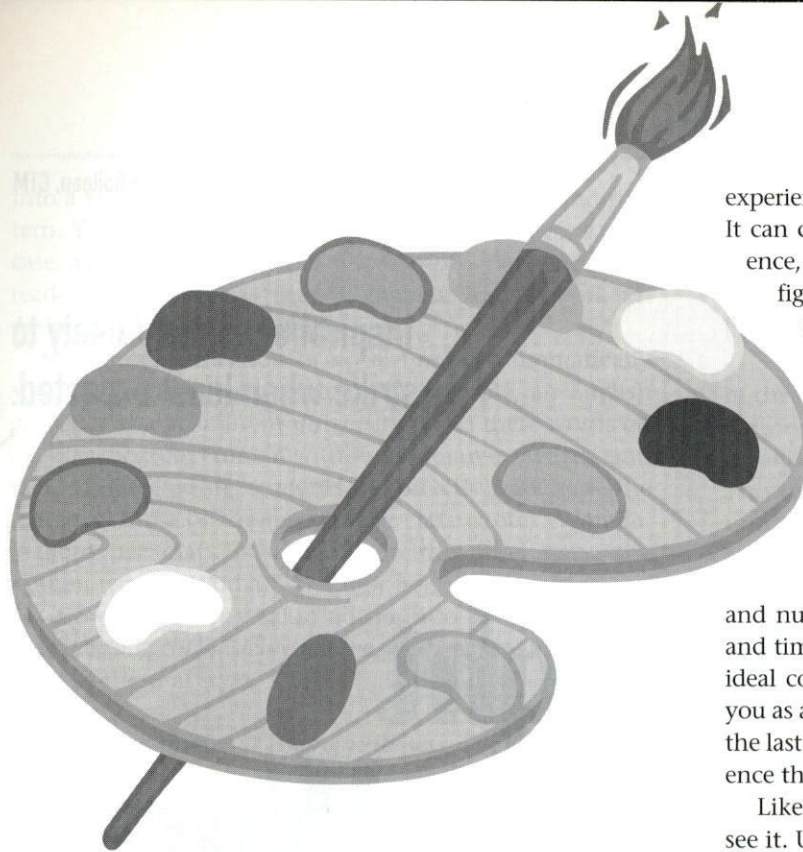
What does this mean for Toastmasters? Wear a red dress, tie or jacket when you want to arouse strong feelings in your audience or when you're issuing a call for action. Use red lettering for visual aids that should affect your audience. If you arrive at your speaking venue and find that the walls are papered in red, shorten your speech – audience members will not be able to concentrate for long. And avoid red clothing if you'll be the final speaker before a scheduled lunch break!

The shade of red you choose may make a difference. Researchers have found strong, gender-based differences in individual perceptions of red: Men are attracted more strongly to orange-based red; women, to blue-based red.

The excitement of red doesn't extend to its paler hue, pink. Scientists have known for years that a particular tone of pink, called Baker Miller pink, has a calming effect. The color is a mix of bubble-gum pink and pencil-eraser pink. Baker Miller pink paint has been used with positive results in mental hospitals, police holding cells and elevators located in high-crime-area buildings. Choose Baker Miller pink for story time at your child's preschool or when you anticipate an angry confrontation with someone.

YELLOW: THE ATTENTION COLOR

Caution signs. Taxis. "New and Improved!" labels on packaging. All of these are traditionally yellow, because yellow is the easiest color for the human eye to process. Yellow objects capture our attention quickly, and the color keeps us alert and attentive.



Wear yellow when you want to be memorable, perhaps in a job interview. Use yellow – with black or another dark color for contrast and readability – to create visual aids that demand attention.

Here's a note of caution: Yellow yells, "Look at me!" Because it's a visually compelling color, it's best in small doses – a shirt, a handkerchief square, a piece of jewelry – ensuring that the audience focuses on you, not on your clothing. Use yellow only when you want to focus attention on something. Too much yellow can trigger anxiety or agitation. In fact, some researchers have noted that babies cry more in yellow rooms!

BLUE: THE AUTHORITY COLOR

Most uniforms – from the "dress blues" of military and law enforcement officers to the business suit of the banker or lawyer – are blue, usually navy. Blue says, "I'm the authority here." Blue instills trust. Blue communicates agreement. In some cultures, blue is seen as a color of spiritual protection.

There's a physiological reason for this effect. Our visual perception of blue initiates the release of calming hormones in the body. Blue can lower the body temperature, as well – one Norwegian study found that subjects in a blue room turned the thermostat four degrees higher than did subjects in a red room.

Toastmasters can use this knowledge in club meetings and in the workplace. Blue clothing is ideal for occasions when you want recognition as an expert or when credibility is an issue. Blue lettering is a good choice for text or figures that may be questioned by audience members – the color adds authenticity to your visual aids.

But blue's calming influence makes it a poor choice for occasions when you want your audience to take action or to

experience a strong emotional reaction to your presentation. It can create invisible barriers between you and your audience, since you are establishing yourself as an authority figure. Save blue for times when your trustworthiness is at issue, or when negotiating a controversial issue.

GREEN: THE AMITY COLOR

Ocean waves, open fields and spring gardens are powerful images, and the color green holds powerful associations to nature, harmony and living things. (Imagine the peaceful feeling of walking through a wooded park.)

These associations help us perceive green as calming and nurturing. Our heart rates slow as we perceive green, and time seems to pass quickly and pleasantly. Green is an ideal color to wear if you want your audience to perceive you as amenable and likable. It's also a good choice if you're the last speaker on the program and want to keep your audience thinking positively about your message.

Like blue, green has a peaceful influence on those who see it. Unlike blue, however, green carries no authority or strength. Avoid green if you're asking for a raise, participating in a panel discussion or competing in a speech contest. Be aware, too, that in some Middle Eastern cultures, green is considered a holy color and may not be appropriate for clothing.

SURPRISE! NEUTRALS AREN'T NEUTRAL

There are messages in neutral colors, such as black and white, too. These messages can be conflicting. In business, black clothing often represents power and sophistication. However, someone dressed in black may also be perceived as withdrawn or shy.

When you choose neutral colors for clothing or visual aids, your audience must often rely on other visual cues to interpret whether, in this example, you want to be perceived as sophisticated or shy. Be sure that all elements of your appearance are consistent with the message you want to send.

Neutral colors are particularly subject to cultural interpretations. For example, in the United States, the color black has traditionally been the color of funerals and mourning. In Asia, however, black may be used for wedding gowns. Conversely, white is the color of mourning in some Asian cultures, and you might offend persons of these cultures if you wear white clothing to a social event.

National symbols – whether these are flags, religious practices, endangered animals, athletic teams or scenic attractions – often determine cultural color messages. Our perceptions of colors are often directly linked to our experiences, our values and our memories.

Cultural color messages change from country to country – and even from neighborhood to neighborhood. For

(Continued on page 15)



Inspiration is most likely to strike when least expected.

Turning Tangled Thought into Golden Words

Has this ever happened to you? You have a vivid picture in your mind. You know what you mean and you want to share your idea. But to your chagrin you cannot verbalize the concept, cannot get the words out. Well, this was my constant plight. Like that fairytale maiden locked in a turret – who despaired of ever being able to turn straw into gold – I too needed a Rumpelstiltskin to show me how to spin my raw thoughts into golden speech.

It wasn't until I read the "Working with Words" assignment in the Communication and Leadership manual that I began to understand: It's the transition from pure thought to spoken word (then back again in the listener's mind) that causes difficulties in communication.

In my younger days I simply couldn't express myself, especially in group discussions. During heated disagreements with my husband, I'd clam up – or worse, cry. Then, one day when I was feeling particularly exasperated with myself, not to mention my husband – he being exasperated with me I mean – I sat down and wrote out my side of the argument and I gave this document to him. It was brilliant! I won. (I hasten to add, I only did this once. But my husband still kids me about it.)

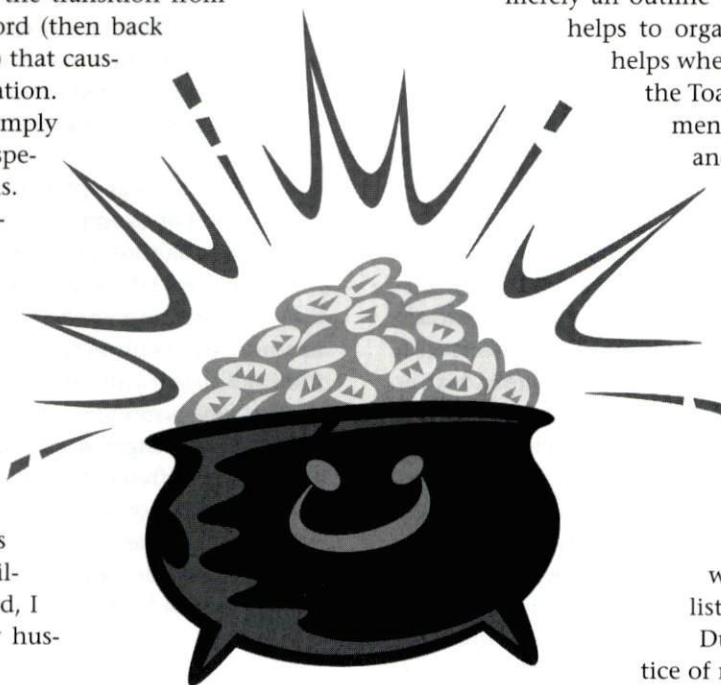
I discovered later that through writing, I could sort out my thoughts and give eloquent expression to my ideas.

Since those days, writing has become a big part of my life. It's ironic to think that I began writing because I couldn't speak, and now my writing has led me back to the need to speak, at poetry readings and writing workshops. That is why I joined Toastmasters.

Now I'd like to share three insights I have uncovered while working with words. I always like to write out my speeches. But whether you write the whole speech or merely an outline – this jotting down of ideas helps to organize a presentation. It also helps when checking speech topics for the Toastmasters' three key requirements: Clarity, appropriateness and vividness.

1In the interests of **Clarity**, it is good to use short, simple sentences. Spoken language is much less formal than the written word. For instance, editors look for tight concise articles and reject repetition. Whereas in an oral presentation, repetition is often desirable; it helps weave new concepts into the listener's memory.

During preparation, the practice of reading a speech out loud or



into a tape recorder helps you to check its pace and pattern. You'll soon spot those tangled sentences or, in my case, a failure to use any full stops! Another benefit of the read-aloud practice is that it enables you to work on desired inflection and tone.

Sometimes, inflection or vocal tone can dramatically alter the meaning of a phrase. For example, an English professor at a prominent university wrote these words on the blackboard: "Woman without her man is savage," and then he directed his students to correctly punctuate the sentence. Most of the men in the class wrote, "Woman, without her man, is savage." On the other hand the women wrote: "Woman! Without her, man is savage."

Now read each version out loud to yourself and see how *pausing*, *emphasizing* and *pacing* become the punctuation of the oral style.

2 Let's look briefly at *Appropriateness*. Speakers must be sensitive to their audiences. Where are they coming from? What might offend or be misunderstood? Aspects such as ethnic diversity can give a simple word different shades of meaning (referred to in the Communication and Leadership manual as "loaded" words). For example, there's an innocent saying in England, commonly used when requesting a wake-up call. But as a new immigrant I quickly learned that in Canada, you just don't say: "Will you knock me up in the morning?"

3 This brings us to *Vividness*. The use of simple, short and concrete words is often more effective than long fancy language and infinitely preferable to bureaucratic jargon. Sometimes the simplest words can evoke vivid images. Take this sentence, "Never buy a white carpet if you own a black dog."

It is also good to remember that when giving a technical or professional speech to a general audience, your listeners may be unfamiliar with certain medical, legal or

high-tech terms. While written language allows for contemplation and reflection, oral language must be immediately understandable to the human ear. Once spoken, words are gone. We must always guard against losing our listeners' attention.

So, *clarity*, *appropriateness* and *vividness* are all part of the oral style. Once you have your speech jotted down and sorted out you are ready to edit for brevity. To tighten and polish a speech, try removing the non-essentials. This can be painful. Also at this stage look at your verbs. Consider replacing the boring *is*, *had* and *got* with more active, interesting verbs, such as *plunge*, *traipsed* and *spin*.

In conclusion I'd like to pass along my discovery of the 3 S's. Because, if you're like me, after a hard day's work, when you finally sit down with pen and paper thinking, "I have to write this speech, must write it tonight," it's no surprise that not one idea flows. You become increasingly frustrated. Time is running out and your Vice President Education will be crushed if you cancel.

Relax; go water the plants. Look out the window to watch that squirrel on the high wire. Because inspiration is most likely to strike when least expected. Hence my Law of the 3 S's: *stroll*, *shower* and *snooze*.

That's right, treat yourself to a quiet stroll – or shower – and then indulge in a little snooze. Keep a pen and note book handy at all times (even in the shower). Jot down those elusive threads the minute they occur to you. Then when it is time to write that speech outline, your creative juices will flow (if your notebook has dried off).

As to that crafty old troll, Rumpelstiltskin, well, you too can have fun spinning your yarn. Keep practicing and turn those straws of thought into sparkling speeches of gold. **T**

Jocelyn Boileau, CTM. is a poet and writer living in Winnipeg, Manitoba, Canada. She is a member of Seven Oaks Club 9274-64.

The Impact of Color

(Continued from page 13)

example, someone from Bozeman, Montana, might not associate the colors purple and teal with a professional basketball team as readily as might someone from Charlotte, North Carolina.

If you're speaking in an unfamiliar setting, take a few moments to explore what your audience's beliefs and associations with color may be. It may be appropriate to adjust your presentation accordingly.

THE COLOR OF SUCCESS

With these basic tenets of color psychology, you have the tools to enhance the visual impact of your presentations.

Whether delivering a humorous speech to a civic group or presenting a financial report to your company's stockholders, you're able to choose clothing, accessories and visual aids that will complement your message and help ensure a successful presentation. You may even understand now why an earlier presentation was not well-received, even though your speech was good. Use color psychology for action, attention, authority and amity, and watch your audience respond positively! **T**

Karen Kornegay, ATM. is a former Toastmaster living in Raleigh, North Carolina.

The Consolation of History:

A Speechwriter's Therapy

The history of rhetoric is replete with the shameless and preposterous.

In the course of a career, the professional speechwriter will contend with ridiculous topics, absurd demands and embarrassing speakers. That might even be our typical day. Yes, there are times when we write speeches and live satires. In our frustration, we torture ourselves with the thought: *If only we dressed better, we could have been in advertising. We certainly are entitled to self-pity, but I prefer*

the consolation of history. However inane an assignment might be, writing for Caligula would have been worse. The history of rhetoric is replete with the shameless and the preposterous. Its lessons can reassure us; we have so much lower yet to go.

Speechwriters have always risked self-incrimination. In antiquity, however, they did not have the safety of anonymity. The speechwriter *was* the speaker. Rhetoric originated in ancient Greece, and so did the need for euphemism. Consider the plight of Pericles. The Athenian statesman had to address a plague-ridden city about its appalling casualties in the Peloponnesian War. Pericles chose to speak of the nobility of Athens' soldiers

rather than the incompetence of Athens' generals. Posterity is moved by the eloquence of his oration, but the Athenian audience was not. The populace voted Pericles out of office and levied a fine against him.

The Romans adopted the art of rhetoric and perfected its vices. From a speechwriter's perspective, the Empire was the Golden Age of hypocrisy. There has never been a more shameless gang of orators than the Roman Senate. Those patricians once ruled the Roman Republic, but they had abdicated their power and self-respect. Their sole remaining duty was to flatter the Emperor. The senators did not merely praise the tyrant; they prayed to him. Their speeches were orgies of hyperbole. Of course, such profuse unction was often prudent. If faced with the choice of death or hypocrisy, you too might decide that Nero was an artistic genius. Most of the Emperors, however, were not mad or particularly murderous; they limited their killing to predecessors, their own relatives and aspiring saints.

BY EUGENE FINERMAN ■ ILLUSTRATION BY CORBIS





If terror did not inspire the speakers, ambition did. The speeches actually were auditions for government office. Within the Empire's bureaucracy, there were many prestigious positions that offered wonderful opportunities for graft. When the Emperor had to fill such posts, he certainly chose his most devoted advocates. The positions required some ability, but the Emperor did not mistake flattery for talent. On the contrary, the Romans appraised a man's talent by his mastery of rhetoric. An excellent speaker demonstrated intelligence, education and discipline. His sincerity was irrelevant, but his eloquence made him a suitable candidate for honors and office.

One can only imagine the ambition that prompted this praise of the Emperor Elagabalus: The third-century ruler was proclaimed the son of a god, "the unconquered, the supreme, the harmonius." In fact, Elagabalus was a teenage transvestite; he was considered such an embarrassment that his own grandmother arranged his murder. From the third century, we also have this example of a profitable speech:

The Emperor Philippus was depressed by his own incompetence, so he went to the Senate for reassurance. In that chorus of sycophants, Senator Decius distinguished himself. The orator exclaimed that the gods were devoted to Philippus; an Emperor so beloved by Olympus need have no worries on earth. Philippus' confidence was restored, and he rewarded Decius with a strategic command in the army. Perhaps the gods were devoted to Philippus, but the army and Decius were not. A year later, Decius was the Emperor. Decius was to reign only two years, but at least he was not killed by a fellow speechwriter.

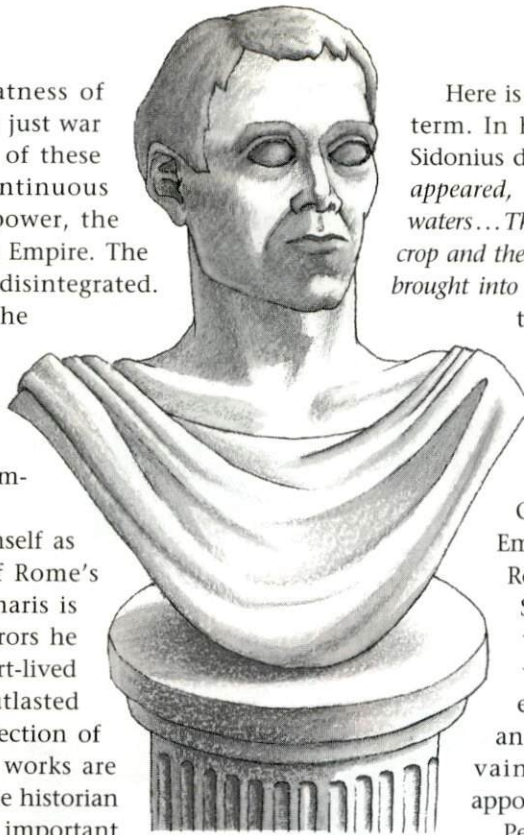
The imperial succession tended to be abrupt, and the senators had to demonstrate a pliant loyalty. In the year 312, the Senate prayed for the "eternal victory" of the Emperor Maxentius against the usurper Constantine. Of course, one battle later, the Senate was praising Constantine, "who being instinct

with divinity and by the greatness of his spirit avenged the state in a just war on the tyrant." Four centuries of these restless generals and their continuous civil wars destroyed the manpower, the wealth, the very purpose of the Empire. The Roman Empire did not fall; it disintegrated. Provinces were abandoned to the barbarians. By the mid-fifth century, Rome's rule was reduced to a tenuous hold on Italy and southern Gaul. Yet, the Senate's rhetoric continued to gush, unimpeded by reality.

One orator distinguished himself as the witness and the symbol of Rome's decay. Indeed, Sidonius Apollinaris is more important than the Emperors he praised. The Emperors were short-lived non-entities, while Sidonius outlasted them and left us an extant collection of his speeches and letters. These works are invaluable but they do present the historian with a problem: Sidonius is too important to ignore, but he is too ridiculous to read. Let me quote one British historian who made the effort. W.B. Anderson laments, "For prolonged insipidity, absurdity and futility, Sidonius would be hard to beat. It is often very difficult to see what he means – all the more difficult because he so frequently means very little."

But we should let Sidonius incriminate himself. This selection is from his tribute to the Emperor Avitus: "I was making ready, O Rome, to present to thee Avitus, whose natal tree, rich in noble branches, hath long shone illustrious, whose forefathers have time after time been adorned with the palm decked robe, and whose race is irradiated by a Patrician's dignity. But how small a part of his meadow of praise is such praise of his forefathers, who manifestly owe their rank to their descendant. Thou alone, Avitus, dost ennoble thy forefathers."

The illustrious Avitus was just a figurehead, the prop of one military faction. In less than two years, there was a new figurehead for Sidonius to praise. The orator had no delusions about the importance of these emperors. He regarded his hypocrisy as an exercise in creativity. "Eloquent men are accustomed to test the efficiency of their talent by difficult tasks. Using their clever pen as the plowshare of their fertile mind, they bring it to bear where a subject consisting of sterile material grows starved on parched, lean soil." Although an aristocrat with rich estates in Gaul, Sidonius craved titles and power, and he expected to achieve them through his rhetoric.



Here is further reason why *ad nauseam* is a Latin term. In his tribute to the Emperor Anthemius, Sidonius declared, "They tell how, at thy birth, honey appeared, making rivers flow tardily with sweetened waters... The plain brought forth without seed a waving crop and the vine-branch looked grudgingly on the grapes brought into being without her." The next miracle that

the Emperor performed was to name Sidonius the mayor of Rome.

By the year 468, however, being mayor of Rome was no longer a lucrative honor. The city had already been sacked by the Visigoths and the Vandals. Once the city had fed on the tribute of the Empire, but that Empire no longer existed. Rome was a hungry and decaying city, and Sidonius was little more than a social worker. When his term expired, he fled to his estates in Gaul and, soon after, entered the Church. I doubt that he took any vows since he was rich, married and vain; nonetheless, he immediately was appointed the Bishop of Clermont.

Perhaps Sidonius realized the shallow vanity of this world and sought his spiritual salvation. Of course, he also sought the salvation of his property. Roman rule had disintegrated further, and now the Visigoths held southern Gaul. The barbarians had no respect for the estates of a Roman senator; but they did show deference to the property of the Church. The Visigoths were Christians, although they still confused Jesus with Thor. If they had not quite deciphered the Nicene Creed, the Visigoths did know that it was bad luck to rob a bishop. So Sidonius was able to safeguard his estates.

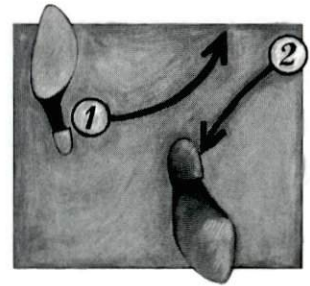
Soon after he died in 487, Sidonius was named a saint. This was more of a tribute to his popularity than his sanctity. Nevertheless, his hallowed status ensured

the survival of his works. During the Dark Ages, when most of the works of Aristotle and Sophocles were lost, the monks lovingly copied the speeches of St. Sidonius. Now we have his legacy and the irony that history's worst speechwriter might be our patron saint.

The Romans were the most shameless orators in history; they were not the most unintelligible, exasperating or shocking. Pity the audiences that had to listen to Napoleon, Frederick the Great or Herbert Hoover. In the second part of *The Consolation of History*, I will exhume more anecdotes of terrible speakers. **T**

"There has never been a more shameless gang of orators than the Roman Senate."

Eugene Finerman is a speechwriter, humorist and lecturer on the topics of rhetoric, humor and history. He lives in Northbrook, Illinois.



By Graydon Smith

You can read as fast as you can move your eyes.

Learn to Speed Read

LITERACY IS THE KEY TO SUCCESS IN TODAY'S WORLD. WITHOUT it, we are severely limited in how far we can progress. Conversely, someone who reads twice as fast as the average person has a clear advantage in the worlds of academics and business.

Imagine if you were able to read the paper twice as fast as you do now. And when you put it down, you remembered what you've read, retaining the same amount of information you would have at your old reading speed. Wouldn't it be amazing? Think of the time you could save, the information you could rifle through. Read on, and you'll have the potential to devour newspapers, magazines, books and reports in record speed.

Remember learning to read in school? The teacher would read a word and the class would say it aloud. As far as learning to read, this is fine. But if you want to read quickly, this is the biggest stumbling block you'll ever stub your toe on. This technique is called subvocalization, which means you say a word mentally when you look at it. I do it, and chances are you do too. But now that we no longer need to sound out words, it's a primitive, restraining method.

The trick is to learn to look at a word without saying it. Using this technique, you can read as fast as you can move your eyes. Think of it as scanning. Your eyes move along, pulling the words into your mind. The object is to scan as much as possible. Start moving your eyes along the words without stopping for anything. Process and acknowledge the words, but refrain from mentally saying them. See how quickly you can go.

Trying to unlearn subvocalization can be hard at first. But as you continue to exercise and practice, you'll notice that it soon will become second nature. Your speed will

double, if not triple. Speed reading is simply a matter of how fast you can move your eyes.

Next, you'll want to learn to read phrases instead of words. Start looking at paragraphs as blocks of words, each block supporting a general idea. Once you've grasped the concept, skim through the paragraph and pick up supporting points. Try eliminating words that lend nothing to the main subject. Look at what you're reading as a whole rather than sentence by sentence.

As you try this you may feel as if you're missing something. Don't worry; remarkably you'll retain the important items from what you've read.

As an experiment, use this technique on a newspaper article. Speed read a paragraph or two. When you're finished, remember what you've read and jot it down. Now read the same paragraphs a second time, this time slowly, reading for clarity. Did you

miss anything?

For the final step, we must eliminate backtracking. This is the habit of rereading a word in a sentence. Sometimes we feel we didn't catch its meaning as we glanced over it. But in most cases we've absorbed it.

Choose a long magazine article to read. Run through it as quickly as possible, stopping for nothing. When you're done, write down what you remember and read the article again to test your accuracy.

By learning these steps you've acquired a powerful tool. Practice and use it every time you can. Soon it will become natural. Your comprehension will improve and you'll race through everything you pick up. And as you'll soon see, you too can reap the benefits of speed reading. **1**

"Look at what you're reading as a whole rather than sentence by sentence."

Graydon Smith is a writer living in Simi Valley California.



CAN WE TALK?

By Mary Murphey, ATM-B

By investing in others, we enrich ourselves.

Come Out Of It!

While visiting an elderly friend several years ago, our conversation led to a discussion about my habit of leaving church as soon as the service ended. My friend said someone had commented on it. In fact, the very words the person used were, "Mary is selfish that way, isn't she?" – meaning that I didn't stay around to chat with people.

That's not the kind of thing you like to hear about yourself. The statement pained me and pricked my pride because I, like most people, wished to be perceived as a generous, caring person. My friend went on to explain that she had defended me saying, "No, Mary isn't selfish. She's shy."

I was happy to hear that. After all, shyness is certainly a more positive trait than selfishness. But my friend didn't stop there. She went on to offer some straightforward advice about coping with shyness. "Come out of it," she said. "Just come out of it."

Some may consider her frankness rude. But I've remembered those words for years and think of them often as some of the most practical advice I've ever received. Let me tell you why:

I did need to change my behavior. For one thing, my fear controlled me. I had allowed my awkwardness



around people to turn me into a self-centered introvert. My concern for myself far outweighed any interest in others. That's why I would leave church immediately after the service.

It seemed safer to leave church, or any gathering, and retreat into my secure little space than to reach out and become involved with other people. I could protect myself that way – run for cover and take no risks. I wouldn't have to work at making conversation or face the challenge of social interaction. But by doing so, I cut myself off from a world of opportunities – the kind that offer a person a chance for growth and service.

Thanks in part to the good lady who had the courage to tell me the truth, I made a change. I "came out of it." And I continue to come out of it by making a conscious choice to invest time in getting to know others and to show interest in their lives.

Create a friendly club environment by reaching out to others in the following ways:

- Make a special effort to see how many people you can greet before your Toastmasters meeting begins.
- In addition to the encouraging notes you usually write to the program speakers, send a comment to others who fulfill a job assignment well. Let the Toastmaster and General Evaluator know when their performances excel.
- Take a moment after the meeting to express approval for improvements you've noted in member performance. Be specific about what those improvements are.
- Single out visitors for special attention. Avoid the tendency to spend most of your time with members you already know. Show newcomers the regard you would appreciate as a stranger in an unfamiliar environment.

One tool that helped tremendously in this "coming out" process was Toastmasters. The friendly atmosphere of the club I joined taught me there was little to fear. The warm greetings at every meeting, the encouraging notes, the applause, the nods of approval from intent listeners – all these friendly messages worked to build my confidence and dispel the shyness that at times seemed crippling. I learned, through the example of others, the value of reaching out and interacting in a positive way. And as a result, it is now my goal and pleasure to do the same.

I've been amply rewarded for investing in others, as you can be also. This giving requires such little effort – a smile, a friendly greeting, a gentle inquiry into another's welfare or progress. Even the simple exchange of a friendly look can be a gentle gleam of goodness that follows someone throughout the day. These simple gestures generate good will and indicate interest in others. Investing in others certainly beats going about with one's head down in self-absorption. At the hectic pace of life these days, you may think, "I don't have time to interact with other people. I've got places to go and things to do." But

through simple ways we can enrich those around us and, in turn, be enriched.

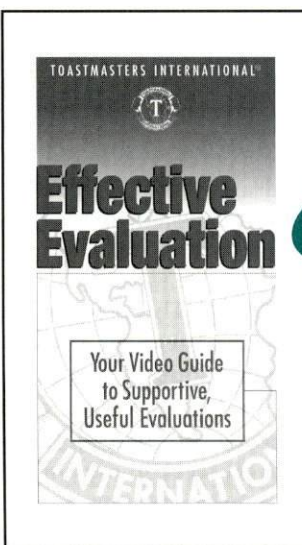
I remember one such effort a friend made during a time of grief. As her daughter lay terminally ill, my friend drove into town for supplies. As she entered a store, she thought, "I can wear my sorrow on my face for all to see, or I can go in there ready to offer some cheer to the people I meet. Who knows?" she mused, "They may be bearing a burden just as great as mine." That impressed me. My friend made a conscious choice to "come out of it."

Whether we're dealing with shyness or sorrow, or our own selfish pursuits, we all have the option to reach beyond ourselves, if only momentarily, and touch the life of another individual. We can choose, deliberately and daily, to live in our own world or to "come out of it" and reach someone else.

The choice is ours. What will it be?



Mary Murphey, ATM-B. is a member of Territorial Talkers Club 1824-16 and Off-Broadway Club 4986-16 in Guthrie, Oklahoma.



NEW!

Complete Guide to Good Evaluations!

Toastmasters International is proud to present Effective Evaluation, a video guide to supportive, useful evaluations.

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

This 9 1/2 - minute video includes 10 tips for preparing and presenting a concise, thorough evaluation full of useful pointers and counsel.

Order this video to help members learn to give quality evaluations! Contact the Orders Department at World Headquarters at (949) 858-8255 or visit the Web at www.toastmasters.org. Just select the "Info for members" link. Catalog No. 4008 V \$5.95. (PAL 4008 P, \$9.95)



By Craig Harrison, DTM

Your Hire Power

**Toastmasters can offer you
the inside track when seeking
a new job or promotion.**

Did you know your Toastmasters experience can be the ultimate job seeker's resource? Whether you are seeking a new job or a promotion at your current job, rest assured that Toastmasters can offer you the inside track. Consider the many ways in which the Toastmasters experience strengthens your candidacy:

Hear Here. Employers want employees with good listening skills. Toastmasters get weekly practice at listening. And we listen to more than words. We become experts on language nuances, vocal inflection and the subtleties of body language. We not only hear what is being said, but

what isn't. We're quick to detect incongruities between the message and the messenger. Are the facial expressions consistent with the words a co-worker or superior is voicing? Does the body language belie the message being articulated? As an expert listener, you instinctively know when a message doesn't live up to its potential.

Facility at Client Relations. The practice we get introducing each other, avoiding pregnant pauses and putting on a good show for club visitors helps us in work situations as well. We're confident when meeting strangers and we know how to put our best foot forward – after all, that's what we do every week in our club meetings. Not only does this ability help us in job interviews, it becomes handy in daily interactions with co-workers, clients and customers.

*"The Toastmasters
experience gives job
seekers an added
dimension when it
comes to work."*

Confidence. Toastmasters training gives job seekers and employees alike the confidence to aspire and achieve. It does more than simply teach social graces and how to effectively exchange pleasantries; Toastmasters helps encourage the promotion and advancement of ideas.

Marcia Griffin, CL, is a vice president of Bank of America and the East Coast manager of the bank's network of speaking clubs. Griffin and other senior Bank of America managers recognize that the Toastmasters experience breeds confidence in employees. "If you have a great idea in a meeting, and you're too shy to say something, it will fall by the wayside. Toastmasters gives employees the ability to clearly articulate thoughts and feelings," she says. In this manner, we extend our sphere of influence.

Dedicated to Self-Improvement. On a weekly basis we receive evaluations on how we appeared, sounded and handled our roles within the club. Based on this feedback, and our ability to process it, we can improve. We also carry over this tendency to the workplace. We welcome constructive feedback, and we learn to separate the useful criticism from that which can be destructive. Being receptive to feedback and dedicated to improving ourselves makes us better employees. We may never be perfect, but our quest to improve is perfectly appropriate, and appreciated, by our employers. No matter what our jobs are, we just keep getting better!

Handling Pressure. Let's face it. After dozens of tough Table Topics, few situations in real life seem as foreboding. The confidence we gain from accepting an assignment on short notice, giving "a back-pocket" speech or rising to the occasion when called on unexpectedly gives us confidence in pressure-packed work situations. When the boss is stuck in traffic and you have to step in to give her presentation; or when the CEO comes by unannounced and you're 'Johnny on the spot' to handle introductions, play tour guide or demonstrate work processes, you're nonplussed and able to carry the day. All thanks to Toastmasters!

Diversity. In an increasingly diverse workplace, the Toastmasters experience again gives job seekers an advantage. In our clubs each week we work with a diverse cross-section of the world. People of both sexes, all races, religions, persuasions and ages get to know each other in Toastmasters. This broadens our horizons and increases appreciation for others and their perspectives.

Teamwork. In our Toastmasters clubs we develop the ability to team with others of all backgrounds, leadership and communication styles. Job interviewers and managers want a sense of whether we'll fit in with their existing work teams. We can point to our Toastmasters experi-

ence as evidence that we'll flourish at work. After all, we've already worked well with people of different backgrounds, temperaments and styles. Our Toastmasters team has prepared us to embrace a new set of teammates to be found on the new job.

Leadership. Regardless of our work titles, we know how to provide leadership – whether in meetings, committee work or other aspects of our jobs. We've served as club officers and know how vital each member's role is for the success of the team. We've led our own teams in our clubs, areas, divisions and on district committees. We understand the importance of articulating clear goals, measuring performance and recognizing the contributions of others. We can carry ourselves with confidence. Employees demonstrating leadership qualities are natural candidates for promotion.

Advantage – Toastmasters! In these ways and many more, the Toastmasters experience gives job seekers an added dimension when it comes to work. So whether or not that job description explicitly asks for excellent communication or leadership skills, let your interviewer know of your Toastmasters communication and leadership experience. Be prepared to share examples of problems solved, innovative approaches applied and leadership accomplishments achieved during your Toastmasters experience. And showcase your newfound confidence. You have hire power – use it! **T**

Craig Harrison, DTM, is a professional speaker and member of Dramatically Speaking Club 1580-57 in Oakland, California.

Looking for Back Issues of *The Toastmaster*?

Missing some issues of *The Toastmaster* magazine? Need issues for research? Want additional magazines to help publicize your club? We have the solution!

In volumes dating back to 1957, many years' worth of *The Toastmaster* magazine are available from TI's Orders Department. Handsomely bound in hardcover, each book contains a full year's issues. (Catalog No. 1215-V; \$30.00 ea.)

Individual back issues of *The Toastmaster* are also available for the price of postage for non-issue specific requests. If you would like a specific issue, the cost is \$1.00 per magazine.

Please call the Orders Department at (949) 858-8255 or order online at www.toastmasters.org.



Taking the Fear out of Failure

*"Life is either a daring adventure
or nothing."*

— HELEN KELLER

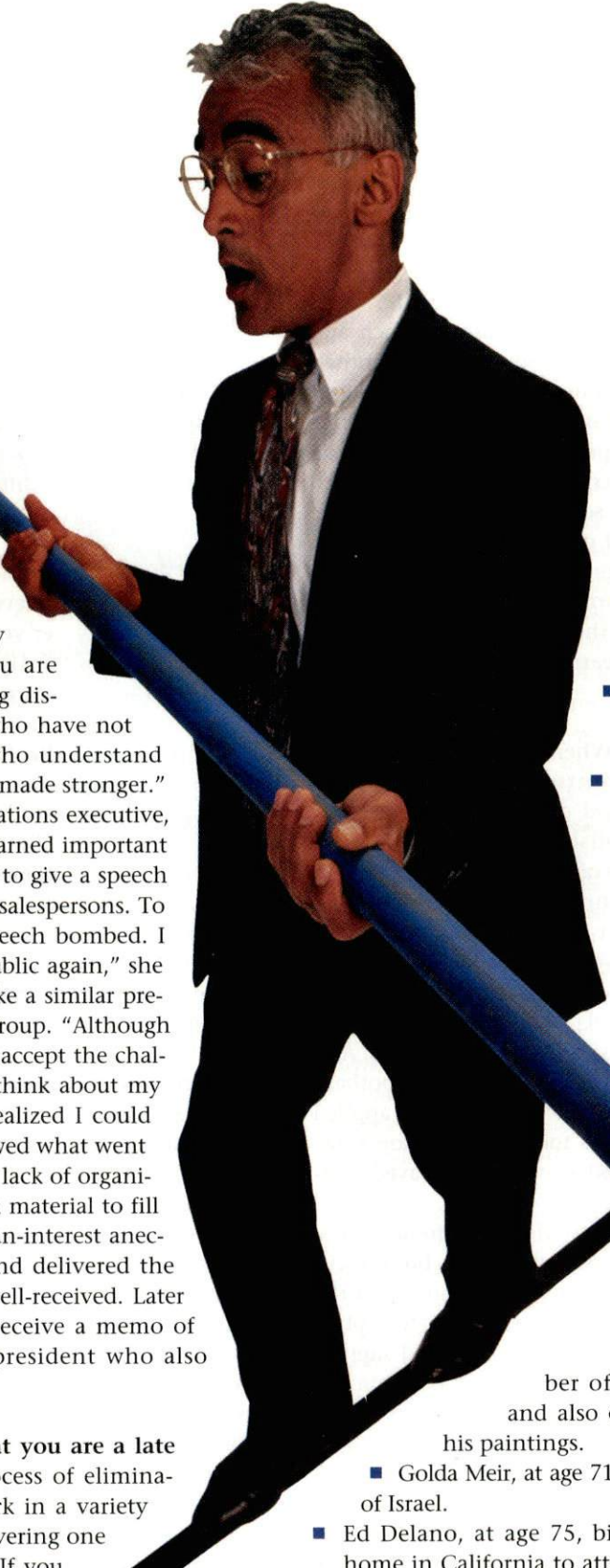
In May 1969, enemy fire hit Jan Scruggs' infantry unit during a battle in South Vietnam. Seriously wounded, Scruggs was sent home to the United States to recuperate. During his brief stay in Vietnam, more than half the men in his company were killed or wounded. Recovering from his injuries, Scruggs left the Army and returned to college earning a degree in counseling. During that time, he dreamed of establishing a memorial for soldiers killed in Vietnam. But he let his dream drop because all he could see were limitations — no organization and no money.

Then, in 1979, Scruggs saw *The Deer Hunter*, a movie about the impact of the Vietnam War on a group of small-town friends. The film deeply affected Scruggs and he couldn't sleep after seeing it. Memories of dead comrades flooded his mind. His dreams of a memorial re-emerged and with it, great determination. Using his own money he registered the Vietnam Veterans Memorial Fund as a nonprofit organization. On May 28, 1979, 10 years after his injury, he held a press conference to announce his plans. He quickly assembled a large volunteer force of fundraisers. In July 1980, the U.S. Government set aside a site near the Lincoln Memorial giving Scruggs five years to raise the money for construction. Thirty-six months ahead of schedule, on November 13, 1982, Scruggs saw his dream come true as he attended the dedication services for the Vietnam Veterans Memorial. Today, the Vietnam Veterans Memorial is the most popular visitor site in Washington, D.C.

Commenting on Scruggs' achievement, Pat Riley, author of *The Winner Within: A Life Plan For Team Players*, says: "I'm convinced that all great breakthroughs in life happen because they (people) deny the crippling fear of failure." Conversely, many individuals never fully tap their potential, achieve their dreams, accomplish their goals or even begin to act on their deepest hopes because they are infected by the deadly trio of fear, uncertainty and doubt. Yet, it is possible to become less timid and more bold in daily life. Here are seven strategies for taking fear out of failure:

1 Think of failure as a 'disease' for which there is an 'immunization.' That is the advice of Carole Hyatt and Linda Gottlieb, authors of *When Smart People Fail: Rebuilding Yourself For Success*. Failure is an epidemic that can be successfully battled, they declare. "It is illuminating to think of failure as a disease. The medical metaphor

BY VICTOR M. PARACHIN ■ ILLUSTRATION BY CORBIS



is art. When failure looms, we have two choices: either to succumb or to develop immunity. A doctor's inoculation introduces a tiny bit of a disease into your system. The purpose is to prepare your body to resist the real disease if you are exposed to it. Like a debilitating disease, failure can destroy those who have not been 'immunized.' But those who understand the lessons of failure are actually made stronger."

Laura, a 29-year-old public relations executive, is a good example of one who learned important lessons from failure. "I was asked to give a speech before a group of our East Coast salespersons. To my utter embarrassment, the speech bombed. I vowed I would never speak in public again," she says. Yet, Laura was asked to make a similar presentation to another company group. "Although tempted to say 'no,' I decided to accept the challenge. By then, I'd had time to think about my first disastrous presentation. I realized I could learn from my failure. So, I reviewed what went wrong the first time. There was a lack of organization in my speech, not enough material to fill the time and far too many human-interest anecdotes. I made the corrections and delivered the speech. That time, it was very well-received. Later in the day, I was delighted to receive a memo of thanks from our corporation president who also praised my speaking ability."

2 Consider the possibility that you are a late bloomer. Life often is a process of elimination. Sometimes individuals work in a variety of fields and careers before discovering one for which they are truly suited. If you find yourself feeling unaccomplished in middle age or later, it does not mean you are a failure. Consider yourself a late bloomer

on the verge of discovering and deploying new talents. Here is an encouraging list of people who made major contributions late in life:

- Margaret Thatcher, at age 53, became Britain's first female prime minister.
- Francis Chichester, at age 64, sailed alone around the world in a 53-foot ship.
- Winston Churchill, at age 65, became Britain's prime minister and started the epic struggle against Hitler. At age 80, he returned to the House of Commons as a Mem-

ber of Parliament and also exhibited 63 of his paintings.

- Golda Meir, at age 71, became prime minister of Israel.
- Ed Delano, at age 75, bicycled 3100 miles from his home in California to attend his 50th college reunion in Worcester, Massachusetts.
- Cardinal Angelo Roncalli, at age 76, became Pope John XXIII and initiated major changes in his church.
- Grandma Moses, at age 80, had her one-woman exhibit. She began painting in her late 70s.

- Benjamin Franklin, at age 81, skillfully mediated between disagreeing factions at the U.S. Constitutional Convention.

3 Avoid labeling yourself. All people fail, fall, slip and make mistakes. Whenever that happens, never deepen the wound by applying the negative label – “I’m a failure!”

“Failure itself is an unavoidable fact of life,” says Arnold Fox, a California doctor and author. “Each and every one of us has stumbled at some time or another. But that doesn’t make us failures. Even a long string of setbacks or mistakes doesn’t qualify us for this negative sweeping label.” When experiencing failure, Dr. Fox advises recalling that the ‘scripts’ of our lives are filled with failures and unhappy scenes as well as successful and joyful ones. To balance the impact of failure, he recommends replaying and savoring the positive scenes: “Dwell on the negative only long enough to learn from them – then move on.”

4 Act rather than react. Whenever we experience disappointment and setback, we tend to feel doubt and panic. However, establishing a deliberate and careful course of action should quickly minimize those feelings. Rather than react in fear and anxiety, act by taking courageous and bold steps forward. An inspiring lesson comes from Johnny Unitas, who was eventually honored as one of the greatest quarterbacks to play American football. But before that, Unitas suffered several major rejections. As a high-school youth he wanted to play college football, but none of the larger universities to which he applied wanted him. They said he was too small and too slow. So, Unitas went to a small college where he played football and excelled.

Next, Unitas hoped to play professional football and tried out for his hometown Pittsburgh Steelers, but was cut from the team early in the process. Rather than accept the verdict, Unitas responded with a three-point action plan. First, he found a job in construction so he could support himself. Second, he played in a league that paid him \$6 per game but allowed him to continue developing his skills. Third, he continued to write and phone professional teams seeking an opportunity to try out. After seven months, he received an invitation from the Baltimore Colts. He was on his way to making sports history.

5 Patience and persistence produce payoff. There are times in everyone’s life when it is easy to quit, easy to lower the standard and abandon the dream. But it is much more rewarding to continue. Those who struggle with circumstances rather than give up are the ones who

emerge as winners. Before he entered politics, Harry Truman had a long record of failures. As a young man he worked the family farm and barely survived. Leaving the farm behind, he made unsuccessful efforts to become an investor in land, in zinc mines and in oil leases. In spite of being a 38-year-old bankrupt clothing merchant, Truman ran for political office and won. It was his first career victory. Fundamental to his success was the fact that Truman never let the fear of failure discourage or deter him from taking on new challenges.

6 Diminish fear by increased study. “Fear always springs from ignorance,” observed Ralph Waldo Emerson. Rather than feel intimidated by the fear of something new or different, take the time to study and analyze it. Information is empowering and liberating. Fear and knowledge cannot coexist. “It’s terribly important at every age to study things that bother you,” says American television host Sally Jesse Raphael. A lesson she learned as a child contributed greatly to her success in television. Whenever Raphael was frightened by an activity or a situation she would deliberately study it, thereby reducing and even eliminating the fear. “As a child and teenager, I was consumed by many

fears. One day I decided to face my fears. I forced myself to walk into dark rooms and feel my way around until I understood there was nothing in those rooms to fear. You have to be familiar with the enemy, to know what the enemy’s next move is, if you want to be a good general.”

7 Remember, you can reverse adversity. Failure is not a permanent condition. Adversity can be reversed. It’s possible to reinvent yourself. No matter what has happened, there are always options and you have the power to choose. Try to develop the art of seeing the advantage in the adversity. An excellent example of how to develop this way of seeing is cited by author Eric Butterworth in his book, *You Make The Difference*: “If you are unemployed, reverse the adverse thoughts. You may have been dwelling on the belief that you are ‘destitute,’ ‘down and out,’ ‘a failure.’ Change this to the idea that you are ready for work, your pocketbook is ready to be filled. Think activity, movement; envision work and service. Get the feel of work, of success – and you will see it come to pass.”

In the end, it is worth reminding yourself that if you want to improve your life, you have to risk failure. “Life is either a daring adventure or nothing,” observed Helen Keller. Don’t fear failure! Embrace life – completely, unreservedly and enthusiastically! **T**

“No matter what has happened, there are always options and you have the power to choose.”

Victor M. Parachin is a writer living in Tulsa, Oklahoma.



By Mark Majcher, ATM

Toastmasters Share Their Lessons Learned

'Visit' Other Clubs Via the Web

Many of us travel throughout the world by surfing the Internet, yet we fail to take full advantage of our Toastmasters International Web site and of individual club Web pages, other than that of our own home club. Let's expand our horizons! To learn what the TI Web site offers, including a club locator to give

you instant access to other clubs' meeting times and locations, see *The Toastmaster* magazine article "TI is Only a Mouse Click Away" (May 2000). I suggest you save it for reference. Also see the Topical Tip about club Web pages submitted by Joe Boniface, ATM-B, of Melbourne, Florida (*The Toastmaster*, November 1999).

Surfing other clubs' Web pages and the TI Web site will help you become a better informed and more involved Toastmaster. Remember to look up locations and meeting times of clubs in areas where you plan to travel – and pay them a visit.

Even when Toastmasters can't visit each other's clubs, they can share ideas – both through the Web and through this "Topical Tips" column, a forum for just that purpose.

■ Assistance with ideas for Table Topics, speeches, theme meetings and just about anything connected with running a meeting, club or district is available from a Toastmasters newsgroup at: alt.org.toastmasters or through the Web at <http://www.deja.com>. Do a search on "Toastmasters" and click on alt.org.toastmasters. This group regularly has participants from the four corners of the globe, who offer – and respond to requests for – information.

PAULA HORWITZ, DTM • NEW YORK CITY, NEW YORK

■ I wrote URLs on cards and took them to my Toastmasters club to use as Table Topics. Our theme, "Have I Got a URL For You!" was a big hit. I suggest you try it at your club. A URL is an Internet or Web address. URL stands for Uniform Resource Locator and typically includes four parts:

— The name of a set of rules and standards that enables computers to exchange information, such as <http> (Hypertext Transfer Protocol).

— Site location, for instance "www" (World Wide Web).

— Name of the organization that maintains the site, such as "yale" (identifying Yale University).

— A suffix describing the type of organization. (Thus the address for the above URL would be <http://www.yale.edu>.

The "edu" tells you that Yale is an educational institution.

Try to make the URLs you write obscure. Let each club member pick a card and guess what that web address contains. Give the member a minute to convince other club members that they should check out the Web site.

GENNY JON, CTM • WILLOWDALE, ONTARIO, CANADA

■ If I come across an unfamiliar word in a book or magazine, I write it down and add it to my vocabulary list. I later update the list with the definition, culled from one of the many Internet dictionaries, for example, www.dictionary.com. I eventually plan to add the list to a journal book, with an example of the word used properly in a sentence.

CHRIS FILLIO • HUNTSVILLE, ALABAMA

■ Toastmasters should always have ready at least one "hip-pocket speech." This is a speech you have practiced and can give on short notice without using notes. If a scheduled speaker fails to show up at your club meeting, tell the Toastmaster you are ready to fill in. Usually he or she will be grateful. Practice hip-pocket speeches at every opportunity.

RICHARD FREEDMAN, DTM • SAN DIEGO, CALIFORNIA

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



Focus on improving your strengths rather than obsessing about your weaknesses.

Take the Terror Out of Table Topics

The oral exams for my master's degree in history had gone well enough, and I was feeling confident that I would pass with flying colors. Then, the English professor selected to serve on my exam committee asked, "What do you think is the relationship between history and literature?" The other two professors, both from the history department, exchanged quizzical glances and then turned their erudite gazes on me as I sat, blinking in total mental meltdown. The relationship between history and literature seemed so vast a domain that my mind spun out of logical control, glanced off the ancient Coliseum of Rome and ran headlong into *Mein Kampf*. To this day, I have no idea what I said. I only remember slithering out of the room, a puddle of humiliation.

I passed my oral exams, however, much to my disbelief and everlasting joy, but I never forgot the impact of being asked a question I felt incapable of answering. My first stab at Table Topics hit me like Delayed Stress Syndrome! It occurred to me that maybe joining Toastmasters wasn't such a great idea after all, and I waited my turn in gloomy anxiety.

When I started to speak, I stumbled and stammered, vainly reaching for words that were there only a moment ago. I had lost my ability to coherently speak the English language. And yet, when I sat down thinking I had made a complete fool of myself, my fellow Toastmasters applauded as if they had just heard the Gettysburg Address. Heads were nodding and faces smiled in support of my effort.

I may have made a fool of myself, but suddenly it didn't matter. These people had already stood in my shoes, and they let me know it. No, I didn't win honors for Table Topics that day, nor did I for many months to come, but I kept working on my delivery, I paid attention to evaluations of my speeches, and I focused on improving my strengths rather than obsessing about my weaknesses.

Although Table Topics can still be a challenging experience for me, I now am more comfortable with being put on the spot and responding clearly and thoughtfully – not just in Table Topics but in every situation. Here are a few things I've learned during my Toastmasters experience that may help improve your Table Topics:

■ **Be Aware of Current Events.** The Topicmaster's job isn't easy. Most of us when faced with being Topicmaster turn to what's happening in the news for inspiration. That doesn't mean you must become an authority on foreign policy, the economy or even the local school bond issue. The important thing is that you know there is a school bond issue and what you think about it.

At least read the headlines and first two or three paragraphs of front page articles of the daily newspapers. Reporters are skilled at putting the important information at the top of the story and fleshing out the details later. Listen to at least one newscast a day – perhaps on your drive to work. Talk with co-workers and ask for their opinions about newsworthy events. Think about one or two of the leading stories and ask yourself how these affect you or your community. What would you do if you were placed at the scene of the story? How would you react? What would you say?

■ **Recall your childhood experiences.** Another favorite rabbit likely to be pulled out of the Topicmaster's hat is a question about your favorite something – Christmas, pet, pastime, teenage experience, for example. Such topics are logical to expect around holidays. Draw on your very rich source of personal memories for responses.

When we spend a few minutes reflecting on childhood memories, we frequently find them more vivid than the argument we got into yesterday with a spouse or co-work-

er. Most of us can speak from the heart about a favorite holiday, gift, childhood friend or teacher. Let the flavor of the experience come through as you think about these. Use all the senses to pull in richer detail – the luscious scent of roses growing at Grandma’s house, the low-pitched way your dog barked in warning, the way the sun glinted off the water at summer camp.

Tears came to the eyes of one fellow Toastmaster as she spoke of remembering the way her father shook the soil off weeds to preserve it for the garden many years before conservation was hip. Another club member spoke poignantly of piloting a gunboat in Vietnam’s deltas as a

young man and how that forever impacted his feelings about the U.S. Independence Day.

■ **Prepare another path.** Professional radio and television announcers and newscasters – not to mention political candidates – are skilled at making smooth transitions from one topic to another. It’s easy if you are prepared. Suppose you’re asked a question about a hot local issue: “The money being poured into building XYZ Highway could be put to better use repairing aging bridges. What is your view on the highway project?”

Here is a case when it’s probably best to make a segue

Understanding Audience Dynamics

By Ginger Rosenkrans

Last year, a student in my public speaking and rhetorical analysis course delivered a highly technical speech about radio waves and satellite functions to a group of freshman and sophomore university students. Matthew was nearly 10 years older than the average student in the class and had served four years in the Air Force. As I tried to comprehend the technical jargon, his hands-on experience and the personal narratives he was relaying to the group, I assessed the non-verbal cues of my students. Several shut their eyes, a few yawned and many glanced at Matthew with perplexity. When Matthew finished, he sat down. It was unusually silent, and with Matthew’s usual wry sense of humor he broke the soundless barrier and said, “Next time I’ll talk about love.”

Matthew forgot one main component of public speaking: audience analysis.

The more you as a speaker know about your audience, the more likely you are to make an effective presentation. The following guidelines can help you make adjustments to your message by analyzing your audience and understanding audience dynamics:

1 Adjust your message to your audience’s knowledge. Find out your audience’s education level. An educated audience is usually well-informed on current events and concerned about social, economical and political issues. Convey all workable viewpoints when delivering your speech to an educated audience. Inform listeners about alternatives and explain your position. Support your main points with ample, credible evidence, relevant facts, figures and narratives.

2 Adjust your message to your audience’s group identification. Group identification includes demographics, which classify race, ethnic origin, occupation, income and gender, and social groups, which reflect

interests, values, religion, political affiliations and age. Be sure to select which aspect of your topic is most appropriate, and use effective illustrations, examples and narratives.

A young audience is more inclined to change while an elderly audience may be more skeptical and fixed in their attitudes, beliefs and values. Analyze the age of your audience and adjust your topic and language accordingly.

Mention sources that your target audience will most likely respect. For example, mentioning a study published in a holistic journal may not be perceived as credible to an audience of medical doctors trained in western medicine.

Be aware of jargon and know when to use it appropriately. Explain complex issues or topics with the use of figurative analogies. Recognize the different socio-cultural backgrounds. To counter culture barriers, you can highlight common interests.

3 Learn as much as you can about your audience’s attitudes, beliefs and values. Do your listeners perceive your topic as important and relevant to their lives?

If possible, ask the person who requested you to speak to share with you the audience’s attitudes and values toward your topic or issue.

The next time you consider a topic and its purpose, keep in mind your target audience and audience dynamics. Consider your audience’s demographics, educational level, group affiliations, values, beliefs and attitudes.

Matthew actually delivered his final speech on love, as he had promised. He weaved his evidence and narratives thoughtfully while taking into consideration audience dynamics. The outcome was successful. **T**

Ginger Rosenkrans is a former Toastmaster who teaches speech and communication courses at Pepperdine University in Malibu, California.

to something less controversial. How is that done? It's easy. Acknowledge the question, and then deflect it this way: "The highway project is a highly polarized one. I think it's more important to focus on the bigger picture – the overall use of public funds, for example."

That opens a very wide door to talk about an enormous variety of topics ranging from welfare to schools to grants for the arts or whatever is closest to your heart. This response is easily adapted to many issues and topics. Acknowledging and then deflecting the question is a technique that takes a little preparation, but it is an adept way of managing a difficult question. It allows you the graceful freedom to move into an area in which you feel more comfortable.

■ **Have a sense of humor.** People who know when and how to use humor are usually popular. You don't have to be a stand-up comic to use humor; you just need a few one-liners in your pocket. For example, you get a Table Topic that leaves you clueless. You can always stand up and say, "Thank you, Madam Topicmaster, for asking such an intriguing question. Unfortunately, I don't have the foggiest idea what it means." Or how about, "I took the IQ test, and the results were negative...?" Or "Ever stop to think and forget to start again?"

Your easy good humor will make you feel more relaxed, and you'll catch your audience off guard. The important thing is that you must then be ready to speak about another topic – such as your most embarrassing

moment – and we all have them. So take a few minutes this evening to recall one so that you'll be ready should you fall victim to a difficult Table Topic. Opening with a one-liner also buys you a few seconds to think. Use those precious seconds to compose your thoughts.

■ **Practice, practice, practice.** Practicing at home with your spouse or teenagers is a great way to hone your speaking skills. My family and I have made it something of a game we play while cleaning up after dinner. Sometimes, I'm the speaker and sometimes I'm the Topicmaster, so my kids have a chance to work on this truly valuable skill in a relaxed setting. Your fellow Toastmasters are also a valuable source of feedback. They, like you, are in the club to improve skills. Ask for their ideas and recommendations for improvement, just as you would on one of your manual speeches. You're certain to receive positive reinforcement from your club.

■ **Relax.** No one in your Toastmasters group expects you to deliver Hamlet's soliloquy. The idea is simply to present your thoughts in a clear, concise and logical way. And remember: Table Topics will get easier with time and practice. Who knows? Some day you may forget to be nervous about it. **T**

.....
Linda Meehan, CTM. is a member of Tri-Lakes Club 2199-22 in Branson, Missouri.



Help for the Tongue-tied, Terrified and Taciturn:

Do you find yourself at a loss for words while planning or giving a speech?

Have you ever been tongue-tied at Table Topics?

Order one or more of the following Toastmasters Games and soon you'll be the talker of the town...or at least of your Club!



Mail to: **TOASTMASTERS INTERNATIONAL**
P.O. Box 9052, Mission Viejo, CA 92690
(949) 858-8255

1316 Stand Up and Speak! Table Topics Game

A different twist to Table Topics. Includes 155 cards, each with a Table Topic, plus blank cards to make up your own topics. Three categories featuring verbal, sentence completion and nonverbal Table Topics. **\$6.50**

1317 Stand Up and Speak II! Table Topics Game

The new edition to the original Table Topics game. Includes 106 cards, each with a symbol designed to provoke an immediate image in the mind of the Table Topics participant. **\$6.50**

1318 Tabletalk

Every card in TableTalk presents an interesting general fact, then pops a terrific Table Topics question! **\$5.95**

1415 Word of the Day

An extensive vocabulary can sometimes mean the difference between a good speech and a great one. Expand your vocabulary with the 50 individual word cards with pronunciations, definitions and sentence usage. An effective tool for improving your vocabulary! **\$3.00**

1416 Word of the Day II

New! 50 cards of words with pronunciations, definitions and use in a sentence. Large cards for display at meetings. Great tool for improving your vocabulary. **\$3.00**

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.

Michael Drake 7137-2
Dwayne S. Roberts 499-3
Toni L. Leiboff 777-3
Henrietta C. Ellis 5027-3
Bien D. Nguyen 4860-4
Carol J. Mordorski 5133-6
Leonard F. Glaeser 6144-6
Leo Besser 6130-25
Ginger Sawatzki 4950-26
Kathy Fox 6651-27
Jeannette E. Pahls 1845-28
Ellwyn L. Albee 6856-28
Deborah L. Kulkula 7831-31
Maria Thalia Dominquez Corona 6009-34
Brenda L. Jarvis 6687-36
Alfred L. Minter 241-37
Peter Fowler 4407-39
Barry R. Felstad 1131-42
Linda F. Leazar 9645-44
William D. Tighe 2701-45
Herschel G. Abrams 4698-47
Shirley Hamilton 5589-50
Blessing Adeoye 7423-54

Donald S. Schoch 1722-55
Patrick Knue 4573-55
Scott A. Holman 1530-56
Shari Ledonne Frisinger 7610-56
Peggy Nagle 7913-60
Myrtle Lee Gordon 8624-60
Sonya Farmer 5473-65
Leigh Prom 1011-66
Beverly A. Nicholson 8413-66
Liz Gay 9334-69
Marlene Sinclair 1179-73
Amanda Steyr 6464-74
Christine A. Temblique 8390-75

Anniversaries

50 years
Superstition 73-3

45 years
Mid-Day 1790-10
Burlington 1835-37
Marvin G. Rock 1848-40

40 years
Energetic 3173-27
Puget Prattlers 1594-32

35 years
Orange Upon A Time 192-F
Excalibur TMS 2914-4
Woodman 681-11
Executive - San Joaquin 201-33
TM Club of Barrie Ontario 1603-60
Wellington 1046-72

30 years
Las Juntas 2473-57

25 years
Broadview 3303-30
North Shore 2256-72

20 years
Mills Early Risers 2312-6
Wrip City 1597-7
Connaught 4328-21
Energetics 536-26
Bolling Air Force Base 3308-27
Sunrise Toastmasters 4333-33
Farmers Market 2192-39
Elmer A. Sperry 4326-46
Energetics 2365-65
St. Tammy Ozone 4325-68

Ralph C. Smedley Memorial Fund

Benefactor Club
Amelia L. Abad, DTM, District 46 Governor

Associate
Senior Vice President Jo Anna McWilliams, DTM, and Bruce McWilliams, CTM
Double C Toastmasters Club No. 8502-70
Golden Ears Toastmasters Club No. 6618-21, in memory of Colin Dodd, ATM-S

Westgate Toastmasters Club No. 3159-28
Nigel Bryan, DTM
District 51 Division C
Toastmasters, in memory of Wu Tze Sing, DTM

Contributing Club
Pembroke and Area Toastmasters Club No. 5833-61, in memory of Elmer Goltz, ATM-S

Contributor
James Donahue
Past International President Robert W. Blakeley, DTM, in memory of Arthur M. Diamond, International President 1970-71
Kazumasa Umemoto, ATM-B, in honor of the Japan Toastmasters Council Speakers Bureau
Past International Director Sandy Robertson, DTM, and Kathy Robertson, in memory of Arthur M. Diamond, International President 1970-71
Dagny M. Diamond, in memory of Edward B. White, DTM, International Director 1966-68
Past International President John B. Miller, ATM and Billie Miller, in memory of Edward B. White, DTM, International Director 1966-68
Past International Director Jack R. Pelinka, in memory of Edward B. White, DTM, International Director 1966-68

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.

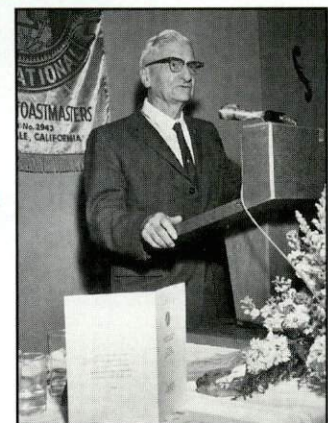
Keep the Legacy *Alive!*

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.



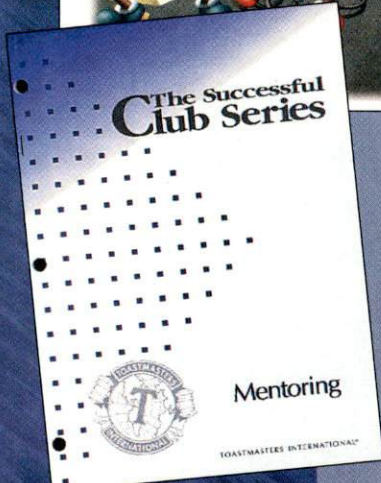
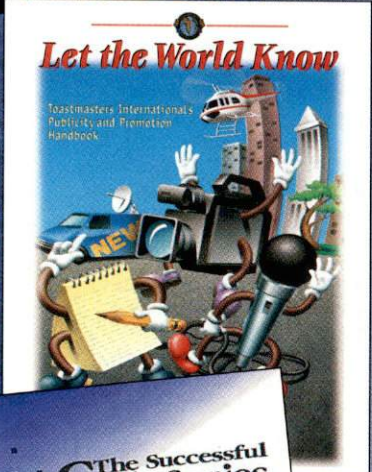
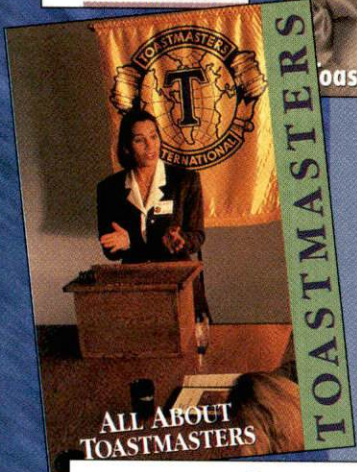
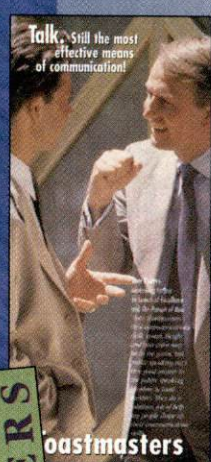
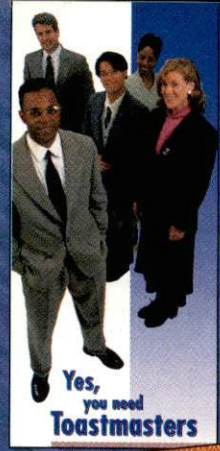
Ralph C. Smedley

First Aid

for your

Club

Membership
Growth
Materials



All Toastmasters Clubs need new members. Even though your Club may currently enjoy a healthy membership roster, a few months from now that could change as members move, change employment, or reach their speaking and leadership objectives. Toastmasters International has created a variety of materials to help:

QTY BROCHURES & FLIERS

- ___ 101 Talk. Still the Most Effective Means of Communication10 free*
- ___ 99 Yes, You Need Toastmasters . .10 free*
- ___ 103 Bringing Successful Communication into Your Organization50 cents
- ___ 124 All About Toastmasters25 cents
- ___ 114 Toastmasters Can Help! (Pkg of 50 fliers) \$2.50
- ___ 115 Toastmasters. It's More Than Just Talk (Pkg of 50 fliers) \$2.50
- ___ 367 Toastmasters. It's More Than Just Talk (Five full color posters) \$4.00
- ___ 108 From Prospect to Guest to Member3 free*

QTY SUPPORT MATERIAL

- ___ 84 Guest Book \$8.95
- ___ 231 Guest Invitation Cards (set of 25) \$3.50
- ___ 348 Invitation to Membership (set of 25) \$5.25
- ___ 400 Membership Applications (pad of 20) 1 free*
- ___ 405 New Member Profile Sheet (set of 10) \$1.00
- ___ 401-A Membership Cards (set of 50) . \$1.00

*Your club can order the specified number of copies free of charge every six months when placing an order. Additional copies are available for an additional charge.

QTY MANUALS AND KITS

- ___ 1158 How to Rebuild a Toastmasters Club manual \$1.00
- ___ 1159 Membership Growth manual . . \$2.25
- ___ 1160 Membership Building Kit . . . \$5.00
- ___ 1162 New Member Orientation Kit for Clubs \$5.00
- ___ 1140 Let the World Know - Public Relations manual \$2.50
- ___ 1150 Public Relations & Advertising Kit \$18.00

QTY MEMBERSHIP CONTESTS/PROGRAMS

- ___ 1620 Annual Membership Programs Flier 3 free*
- ___ 1621 A Simple Membership Building Contest 3 free*
- ___ 1622 Membership Building 101 . . . 3 free*

QTY MODULES & TRAINING PROGRAMS

- ___ 290 The Moments of Truth (club self-analysis) \$10.95
- ___ 291 Finding New Members for Your Club (short seminar) . . . \$3.50
- ___ 293 Closing the Sale (short seminar) \$3.50
- ___ 294 Creating the Best Club Climate (short seminar) \$3.50
- ___ 296 Mentoring (create a mentoring program in your club) \$14.95
- ___ 4007-V Everybody's Talking about Toastmasters (promotion video) \$5.95

See your Club's copy of the Toastmasters International Supply Catalog for complete details about each item.

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 _____

7.75% 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 - 2000

TOTAL ORDER	SHIPPING CHARGES	TOTAL ORDER	SHIPPING CHARGES
\$0.00 to \$2.50	\$1.35	35.01 to 50.00	\$7.15
2.51 to 5.00	2.70	50.01 to 100.00	8.35
5.01 to 10.00	3.40	100.01 to 150.00	10.70
10.01 to 20.00	4.55	150.01 to 200.00	13.90
20.01 to 35.00	6.05	200.01 to _____	Add 7%
			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 30% of order total, surface mail at 20%, though actual charges may vary significantly. Excess charges will be billed. California residents add 7.75% sales tax.