

TOASTMASTER®

September 2009

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Mandela:

**Expert on Adapting a
Speech to an Audience**



**Meet
Gary Schmidt, DTM**

**Toastmasters' 2009-2010
International President**

Emotional Intelligence

What's your EIQ?



Toastmasters: Confidence. Leadership. Service.

✦ Toastmasters International is in the building business. We don't build homes or automobiles or other structures; we build people – with confidence, leadership and service.

Confidence. Before we become skilled communicators and leaders, we first gain the self-assurance and belief that we can indeed become who we were meant to be. Toastmasters provides the tools to build our confidence.

Leadership. After we gain confidence, we develop our talents in leading others. Leadership is the process of influencing others to accomplish goals and objectives. Every single one of us is a leader, whether we serve as an elected officer, mentor a fellow club member, or simply invite a friend to visit a club. Leading others helps us lead our own lives in the direction of our dreams.

Service. With our improved confidence and leadership skills, we then serve others. When you help others achieve their goals and dreams, they help you achieve yours. Your self-confidence continues to grow and expand, as do your leadership skills, and when these are combined, your capacity to serve others is enhanced. The circle of personal development grows and continues!

Serving the World. Service extends beyond Toastmasters. With the confidence and leadership skills Toastmasters instills in each of us, it is our opportunity and responsibility to use those talents to serve and improve the world. Serve your family, your community and your profession. Make the world a better place than it was before you arrived!

What can you do? Whether you are a new member, an officer or a past leader, keep the ideals of confidence, leadership and service ever-present in your mind through the coming year. Continue to engage in Toastmasters' education programs; achieve in the Distinguished Club, Area, Division and District programs; bring new members to your clubs; and involve yourself in all the programs and events Toastmasters International offers. With all these tools for the taking, you will improve your life, the lives of your fellow members, and the lives of all those in the world who are touched daily by the power of Toastmasters.

Your journey of discovery begins now!

Gary Schmidt, DTM
International President

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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.



The Traveling *Toastmaster*

Picture yourself here! Are you planning to climb a mountain or cross the Sahara? Will you travel to Tokyo, Paris or Dubai? If so, be sure to take along a copy of the *Toastmaster* magazine. Pose with it in your exciting surroundings – the more challenging and far-reaching, the better. E-mail the high-quality image to photos@toastmasters.org and it might end up in the *Toastmaster* magazine or on our Web site's Photo Galleries page. **But here's the hitch: You have to have the *Toastmaster* magazine in the picture!**



Michael J. Miller, president of the Kaiser club in Pasadena, California, floats in Israel's Dead Sea.



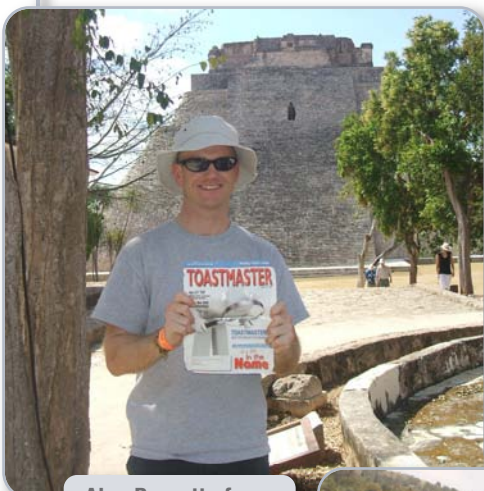
Past Founders District Governor Bob Hudack visits Disneyland in Anaheim, California, with Carolynn Bramlett (left) and Victoria Bakker.



Kelly Vandever of the All Choice Orators club in Cumming, Georgia, pauses at the top of the Unicoi Gap in the Appalachian Mountains of northern Georgia, after finishing the first portion of the seven-day, 380-mile Bicycle Ride Across Georgia (BRAG).



Dan Sheehan, and his wife, Donna, husband-and-wife Toastmasters, rise above it all in Kilcoy, Queensland, Australia.



Alan Burnett of Speaking Solutions club in Alpharetta, Georgia, poses at the ruins at Uxmal near Merida, Mexico.



Linda Williams, DTM, brought the *Toastmaster* to Barcelona's Parc Guell, in Spain.



Getting an Education

Lessons learned from speaking to a captive audience.

While attending a dinner party, I found myself involved in the usual, “So what do you do for a living?” conversation. I said I work with organizations dedicated to improving the lives of others. My conversation partner was a teacher, who after we’d spoken for a while, asked if I’d be interested in delivering a graduation commencement address? The theme would be education as it relates to entrepreneurship. That was right up my alley, and I eagerly accepted.

Then she gave me some specifics. It would take place in only three weeks – and the group I’d be addressing would be individuals receiving their Graduate Equivalency Diplomas (GED). Then came the clincher: The graduates were inmates from the state of Connecticut’s Department of Correction. They were “the worst of the worst.” Yes, I would be speaking to people who had been convicted of rape, manslaughter and robbery. And here I thought I had arrived.

Little did I know I was about to learn a few things – things that we as speakers know but sometimes need a refresher on.

Rule #1: Listen. How many times have we been told to listen when other people speak? I’d heard the words “commencement address” and started thinking about the company I would be in; about all the famous people who’d given such addresses. Why ask Who, What, When and Where? That would be... well... the professional thing to do. But I had said, “Yes” already, so how could I change my mind?

Rule #2: Get to know your audience. The day of the scheduled speech was cold. Arriving at the prison, I

was informed that half of the graduates would not be in attendance – they were in lockdown because of an “incident” the evening before. An incident? Yes, it involved beating and fighting like we see on TV. I was led to an auditorium where officers, faculty and inmates were milling about. These were the ones who had *not* been fighting. The faculty was trying to protect me from the inmates, but I just started conversations with anyone I met.

Well, something very strange happened as I was doing this. In their conversations with me, it was evident the inmates knew they had screwed up. They were doing time but wanted to do something with their time – hence, the pursuit of their GED. I was starting to feel good about being there.

Rule #3: Research your topic. My turn came to address the group. I poked fun at them. We laughed. I spoke about the importance of education in their future. I challenged them to use their education to improve their lives and the lives of others, and to not commit crimes that would bring them back to jail.

I was actually getting through to them, maybe even making a difference. All of a sudden, a strange thought crossed my mind. I thought of how this day gave a whole new meaning to the term “captive audience.”

And then I lost my place.

Which brings me to...

Rule #4: Show them you’re human. The inmates knew I had gone off the beaten path and started laughing at me. Heck, I had poked fun at them; we were even now. And that moment of laughter gave me enough

time to pull myself back together and continue the presentation.

Rule #5: It’s not about you. After the applause for my speech, one of the inmates addressed his classmates. He started to talk about how important this day was to him. He read from a letter he had received from his young son. The boy wrote how proud he was of his father and this accomplishment. The student speaker started crying. Teachers were crying. Murderers and rapists were crying. I couldn’t hold back my own tears. It was a moment I would have never expected from “the worst of the worst.”

When the ceremony was over, I made a beeline to that man, shook his hand and told him what a great speech he had just delivered. He said it was not as good as mine. I chuckled and told him I was not needed there this morning; what he offered to his fellow graduates I could never have offered – the gift of emotion. He just smiled.

The Biggest Lesson of All

The warden, faculty and principal made such a big deal over me that day. But it was that student speaker who was the star. I researched my topic, spent some time with my audience and did all the things we speakers do. Yet a letter from a little boy to his father made that morning something I will never forget.

Every so often some perspective is dropped into our lives. It was a day I’ll not soon forget. 📖

Rich DiGirolamo, ATMB, is a member of the Chamber Toastmasters in Waterbury, Connecticut. He is a business humorist who gives interactive keynote presentations. Reach him at rich@richdigirolamo.com.

Zoo's PR manager connects people with animals.

Speaking for the Animals

Many people with hectic jobs consider their office to be a zoo. But for Toastmaster Kara Bussabarger, her office really is a zoo! As public relations manager and spokesperson for the Louisville Zoo – the state zoo of Kentucky – Bussabarger spends each day not only meeting with the media and community members but also with a variety of wild animals.

"I can travel the world from Africa to the Arctic just by stepping out of my office and taking a stroll," Bussabarger says. "It is a thrilling environment to work in. I am surrounded by some of the most magnificent and endangered animals on our planet."

Her communication skills are put to full use by pitching stories to reporters, producing and hosting television shows, and giving presentations and media interviews. She also gets to do things that most people envy, like hug a baby giraffe, kiss an elephant and babysit a trio of baby siamangs.

Bussabarger credits Toastmasters for helping her land her unique job and is grateful that a previous job supervisor introduced her to the organization.

Improving Her Skills

After her first Toastmasters meeting seven years ago, Bussabarger was hooked. A member of the Sunny Side Toastmasters in New Albany, Indiana, she has seen a marked

difference in her confidence and presentation abilities since joining.

Debbie Sebree, communications director at the Louisville Zoo, was responsible for hiring Bussabarger. "She made an excellent impression in her interview," Sebree says. "She was well-spoken, enthusiastic without being over-the-top, made eye contact and answered questions in a very honest and straightforward way. She did not seem nervous, and gave the impression that she was ready, willing and able to take on any task or challenge."

Even more important, Bussabarger has proved Sebree's decision to be the right one, shining in her role as a communicator and an ambassador for the zoo.

"Whenever she is making a presentation on our behalf, I know with certainty that it will be done in an engaging and professional manner," says Sebree.

Again, Bussabarger credits Toastmasters with a big assist.

"Toastmasters has not only given me the tools to help me be a better speaker, but also has made me into a better listener, persuader and poised leader," she says.

Interviews and Orangutans

Bussabarger's job certainly is out of the ordinary. She uses her communication and leadership skills for tasks ranging from alerting the media about the arrival of Priscilla the Porcupine at the zoo (Priscilla

is a specialized tree-dwelling species) to organizing the zoo's Orangutan Awareness Weekend for 14,000 people.

And then there's the party planning. Bussabarger recently spearheaded the 50th birthday celebration for Timmy – the oldest male gorilla in North America. The venerable creature was given quite the shindig: Flanked by three female gorillas, Timmy was presented with a 300-pound ice sculpture "cake" and a stack of fruits to munch on.

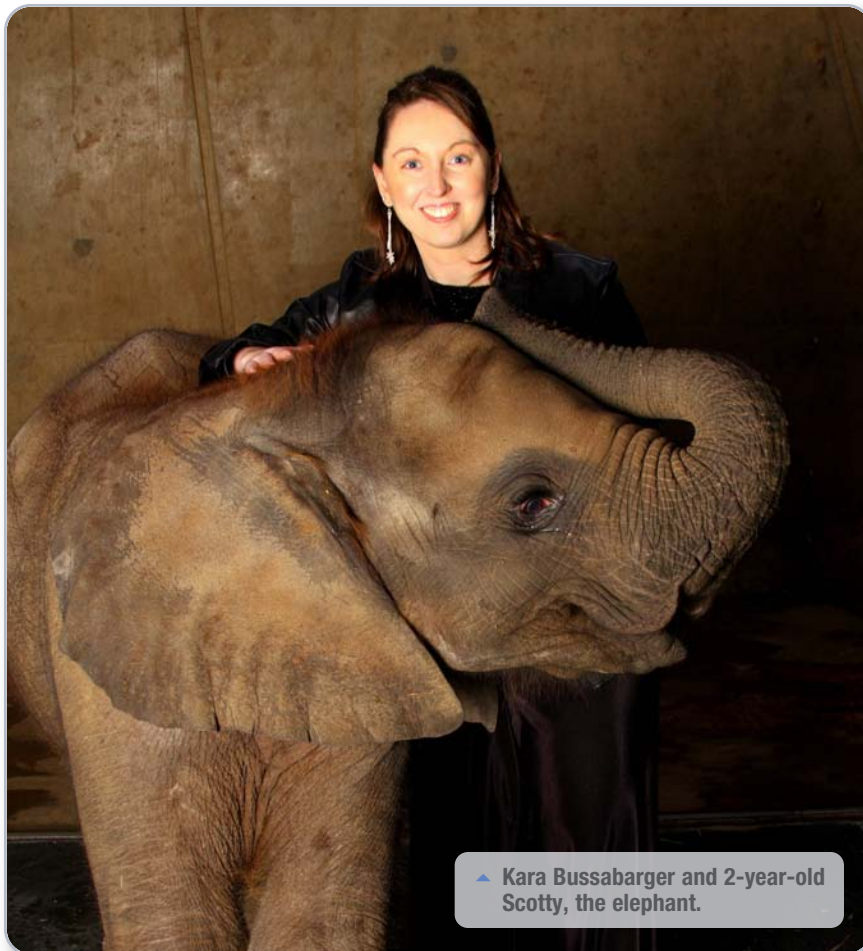
In March, Bussabarger was at it again, throwing a birthday party for 2-year-old Scotty, the elephant. The 5-foot-tall, 1,800-pounder got a birthday gift – a large plastic ball that he kicked and rolled around – and ate a special meal of cake, hay, apples and carrots.

Speaking of Scotty, the big boy scored some national trunk time last year when he was featured in *People* magazine. The publication did a spread on "Zoo Superstars," and Scotty got his own page, with a photo of him and his mom Mikki, and a quote from Bussabarger ("He's adorable, like a little cork").

For Bussabarger, it's all part of a job she loves.

"Not many people can say they have planned a big bash for some of the most revered animals in the world," she notes. "It is a pretty special and unique job."

Bussabarger says her Toastmasters training prepares her to deal with



▲ Kara Bussabarger and 2-year-old Scotty, the elephant.

doing this for almost three decades, and you do not often find people who embrace the camera or the microphone like she does.”

Bussabarger has served in a variety of roles for her Sunny Side Toastmasters club, including president and vice president education, and has competed and advanced in various speech competitions.

Through Toastmasters, she has also learned she loves to tell stories. As the zoo’s spokesperson and public relations manager, Bussabarger tells compelling stories of hope to a diverse audience.

“I believe where there is life, there are stories. At the Louisville Zoo, that is definitely the case – it is a place bubbling full of life every day,” she says. “Through Toastmasters, I believe I have become a successful storyteller.”

But Bussabarger isn’t one to sit on her laurels. She says her personal mission is to “bring about love for all people and animals around

the frenzied pace and unpredictable nature of her work.

“My job is like one long Table Topic,” she quips. “One call from the media could change my entire schedule, and I have to be ready to think on my feet and solve each and every issue at hand.”

Just the logistics themselves are daunting: The Louisville Zoo exhibits more than 1,300 animals, from wallabies and yellow-hooded blackbirds to Sumatran tigers and Cuban crocodiles. As the zoo’s point person for the media, Bussabarger sends out press releases announcing the deaths of such beloved zoo animals as Frank, a 44-year-old gorilla, and Sinda, a 17-year-old tiger. Other times, her media advisories are heavy on medical and scientific information. Earlier this year, Bussabarger was sending out progress reports (along with her own photos) on the health of Bakari, a 6-foot-2

“I can travel the world from Africa to the Arctic just by stepping out of my office and taking a stroll.”

baby giraffe who had a rough birth but is now doing well.

But often the animal news from the Louisville Zoo are upbeat: This summer, Bussabarger was fielding numerous calls from U.S. media outlets about Gerry, a duckling belonging to a rare species. Gerry had been hatched from an egg found by a zoo worker after the animal’s mother apparently abandoned it.

Steve Wing, general curator at the Louisville Zoo, says working with Bussabarger on media projects has been memorable.

“She has a natural enthusiasm for everything she does at the zoo, and it shows,” he says. “I have been

me.” She adds, however, that she’s always searching to see if there is more she can do, and how she can improve herself – both in her job at the zoo and in daily life.

“My career goal is to be successful in every task and challenge presented to me,” she says. “The only difference between the ordinary and the extraordinary is that little extra – and Toastmasters has helped me grasp that little extra.” 📌

Michele Long is a writer in Louisville, Kentucky, and a past intern at the Louisville Zoo. Reach her at michele-long@hotmail.com.

Meet Toastmasters' 2009-2010 International President Gary Schmidt, DTM

One reason Gary Schmidt is so excited about serving Toastmasters International in the coming year is because the organization has played such an important role in his life. He is a prime example of someone whose confidence, communication skills and leadership talents were transformed by Toastmasters.

Schmidt credits his Toastmasters experience not only for leading to his career opportunities, but for enabling him to continue improving and excelling in his profession over the years. He has worked as a key staff member for two United States senators from his home state of Oregon: Senator Mark Hatfield and Senator Gordon Smith. At the same time, Schmidt has enjoyed a rapid ascent through the ranks of Toastmasters, assuming one leadership position after another. He was tapped as the organization's new International President less than 15 years after he first became a member.

Schmidt lives in Clackamas, Oregon, and attends the Clackamas Stepping Stones club. In an interview with the *Toastmaster* magazine, he touched on a wide range of topics, including his work in politics, his philosophy about leadership, and his abiding affection for a certain 1970s space movie.

When and why did you join Toastmasters?

I joined Toastmasters in February 1995 because I was an unemployed college graduate. Despite studying communications in college, I simply could not express myself effectively in job interviews. Dr. Joyce Brothers, in one of her books, recommended job seekers join Toastmasters to improve their confidence. Not persuaded,



it took a high school friend of mine, Naomi Nabori, to invite me to Toastmasters and she literally dragged me to my first meeting. Once there, I was hooked, and I joined the next week.

Why have you remained a member ever since?

First of all, Toastmasters led to my career. After only six weeks as a member, my confidence and communication skills improved so rapidly that I found my first job out of college working in politics for United States Senator from Oregon Mark Hatfield. I credit Toastmasters for my continued personal growth and development, which has led to job promotions and increased responsibilities at work. I found my best friends in Toastmasters. It is a joy to watch the communication and leadership skills of other members blossom because of Toastmasters.



ents leading others. We are all leaders! Confidence and leadership culminate in serving others. When we serve others we ultimately serve ourselves. Those three words – confidence, leadership, service – represent to me the outcomes of what Toastmasters really provides each of us. And, in turn, what we provide to others.

What aspect of Toastmasters do you like best?

In the club setting, Table Topics and evaluations are the most beneficial to my continued personal growth. The ability to think quickly and provide effective and helpful feedback to others are skills that are necessary in any profession. In general, I am grateful for the friends I have found in Toastmasters and watching others grow and improve through their Toastmasters involvement.

Tell us about your earlier career working for two United States senators.

I started my political career working as a speechwriter for Senator Hatfield. Writing speeches for others is not the same as writing a speech for yourself! Thankfully, Toastmasters taught me effective listening and rhetorical tech-

Toastmasters: Confidence. Leadership. Service.

How has your Toastmasters training benefited your career?

Toastmasters is the reason I found my career in public service in the first place! After working in politics for many years, I found myself looking for work again earlier this year. Once again, Toastmasters came to the rescue. Not only did the skills I learned in Toastmasters help me in the job interview process, but the network of friends I built in the organization directly led to my current position.

Explain why you chose as your theme “Toastmasters: Confidence. Leadership. Service.”

The greatest skill Toastmasters has provided to me is confidence. I'm sure that is true of every member. Once we have improved self-confidence, we develop our tal-

niques, both of which are essential to effective speechwriting. After Senator Hatfield retired, I worked for his successor, U.S. Senator Gordon Smith. In fact, I was elected Lt. governor marketing the same year I started with Senator Smith. As my leadership skills progressed in Toastmasters, I brought those enhanced skills to Senator Smith's team and, hopefully, the citizens of Oregon.

You are the Public Affairs Manager for Clackamas County in Oregon. What are your responsibilities?

My responsibilities are to ensure and enhance two-way communication between the elected Board of



“Follow your own path and believe in yourself. Whatever your reason for joining Toastmasters, remember your goals and dreams. As you achieve those goals and dreams, set new ones!”

Commissioners, the county staff and the citizens of the county. Tools I use are media outreach, technology such as Web sites and social media, and citizen outreach. Once again, my professional work closely intersects with the skills I practice and enhance in Toastmasters.

Tell us about your hobbies and interests outside of Toastmasters.

I love music, reading and movies. I play the trumpet and played from elementary school to just a few years ago. When my Toastmasters travel schedule slows down I will pick up the trumpet again. Many may know of my love for the movie *Star Wars*. I saw that movie as a young boy and it has made a difference in my life! If you attended the International Convention in August, you heard my story of how I met actor Mark Hamill, who played Luke Skywalker. Thanks to my parents, I have all the toys from when I was a kid, and hopefully they will increase in value to pay for my retirement someday!

What are some of your favorite books?

U.S. President Harry Truman once said, “Not all readers become leaders, but all leaders must be readers.” I love to learn and find that reading teaches me about effective

leadership. My favorite types of books are biography, history and politics. Favorite authors are David McCullough, Doris Kearns Goodwin and Stephen Covey. Two of my favorite books of all time are *The Alchemist* by Paulo Coelho, about following your dreams, and *Undaunted Courage* by Stephen Ambrose, about the Lewis and Clark journey to the Pacific Northwest of the United States.

Tell us about your worst speaking experience.

Before Toastmasters, every speaking experience was painful because I was not confident in my abilities. After I joined, I got better, but I'm still learning! I have so many examples of being in citizen meetings for my prior bosses, Senator Hatfield and Senator Smith, and being asked a question on the spot and having no idea of the answer.

I used my Toastmasters training to not panic, pause, ask for a clarification, and then formulate my thoughts for an adequate response. If I truly did not know the answer, I said so, and then contacted the citizen as soon as possible with the answer.

Do you have any role models when it comes

to public speaking – if so, who?

As I love politics, my role models are public officials. In my lifetime, the U.S. presidents whom I admire for their outstanding communication skills are Ronald Reagan, Bill Clinton and Barack Obama. If you put aside your political views, you must admit these three know how to deliver a powerful presentation and connect with an audience.

My two recent bosses, Senator Hatfield and Senator Smith, were amazing communicators. Senator Hatfield had a command of facts and figures yet always spoke to the common person, connecting with his audiences. Senator Smith never used notes, always spoke from his heart, and had a wonderful speaking voice.

How do you hope members, clubs and districts will fulfill your theme?

I hope members will consider what the words *confidence*, *leadership* and *service* mean to them and their Toastmasters journey. I hope members will continue to engage in the Toastmasters education programs; achieve in the Distinguished Club, Area, Division and District programs; bring new members to their clubs, and involve themselves in all the programs and events Toastmasters International offers. With all these tools

for the taking, each member will improve his or her own life, the lives of fellow members, and the lives of all those in the world who are touched daily by the power of Toastmasters.

What are your dreams and goals for your term in office?

My dream is first to see that every single member of every club achieves their own personal goals and dreams to be the best communicator and leader they can be. My dream is to see continued retention and growth in our membership and clubs all over the world. My dream is to enhance our leadership track so leaders will have a structured evaluation component to their service and we accommodate the changing needs of volunteer leaders. My dream is that every generation of members finds that Toastmasters meets their expectations. My dream is that our organization continues to thrive and finds creative ways to meet the evolving dreams of all our current and future members around the globe.


What made you want to become International President?

When I joined Toastmasters 14 years ago, my only goal was to be able to give a speech without falling over

from nerves! After I became a club officer and saw the leadership opportunities in Toastmasters, I simply kept following the leadership track. The more I learned about leadership in Toastmasters the better employee I became in my profession. My love of learning is what prompted me to become an area governor, division governor, Lt. governor, district governor and then a member of the Board of Directors. I'm still learning and hope to learn much more as I serve as International President.

If you had a message for every Toastmaster, what would that be?

My message to every member is this: Follow your own path and believe in yourself. Whatever your reason for joining Toastmasters, remember your goals and dreams. As you achieve those goals and dreams, set new ones! Then help others to achieve their goals and dreams. Remember the words of Toastmasters founder Dr. Ralph Smedley: "We work together to bring out the best in each of us, and then we apply our skills to help others."

Live your Toastmasters experience with confidence, leadership and service. Enjoy your journey of discovery! 

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Call Me Councilman

As a Toastmaster for many years, I became accustomed to good meeting preparation and use of parliamentary procedure. Then one day after I retired, I started attending city council meetings in my hometown of Jacksonville, Oregon. Controversial issues were always being debated, and I thought the meetings could be conducted better. However, this was the rural Northwest and few people had even heard of Toastmasters.

So I decided I could help our town by running for a city council seat. As it turned out, my Toastmasters training proved to be invaluable. Let me start by saying that I find Toastmasters to be a kind of training program for life. Techniques we use as members relate to activities we perform every day, such as meeting strangers, speaking to audiences, evaluating what others say, giving and accepting constructive criticism, and leading people in the achievement of team goals. As a former governor of District 4 (in 1980-'81), I also feel that participation in Toastmasters leadership at all levels can be beneficial; for one thing, you get the experience of working with or managing a team of people.

My Toastmasters skills served me very well when I planned, organized and ran my campaign for a Jacksonville City Council seat last year. Little did I realize how much the communication, leadership and motivational techniques I've learned over the years would enable me to out-campaign my opposition. These skills can assist you, too, if you ever run for office – at any level.

Here are some tips, based on my own experience:

1 Write moving speeches that address issues of concern to your audience – the voters. Whenever I spoke to a public assembly (we were always given five minutes per candidate), I always addressed the person who introduced me, then gave an introduction, made my points, finished with a conclusion, and addressed my introducer again. I also produced effective campaign fliers that communicated my goals and purpose – which usually addressed *citizens'* concerns. Because I had gained this experience in Toastmasters campaigns over the years, I definitely had an edge. When people asked where I learned to communicate so clearly, I told them, "Toastmasters!"

2 Use the good techniques you've gained in Table Topics. This experience is priceless! Every audience on the campaign trail is different. Going door to door and trying to speak spontaneously and "sell" yourself to strangers across town can certainly be an interesting and educational experience. (I spoke individually with more than 300 people.)

3 Present with confidence and a straightforward manner. I often employed the techniques taught in our Advanced speech manuals: salesmanship, humor, short anecdotes, etc. As you talk with people, evaluate their comments and how they deliver them, then record notes of their concerns. This information

will enable you to communicate better the next time, the time after, and so forth. It won't be long until you have your audience analyzed and are able to make more effective speeches, targeted to individuals and groups.

4 Don't be afraid to ask people for their votes and assistance. With seven people vying for three openings in my council race, every vote counted. If you learn to network and campaign in the Toastmasters environment, as I did, you will be prepared to take advantage of numerous winning strategies. For example, you can recruit and train your campaign team continually. Give them points to make about you and important issues to address.

The election (my first for public office) was close, but I was able to defeat the other candidates – including incumbents – because of the communication, leadership and campaign skills I've gained in Toastmasters. So get involved in a Toastmasters election and learn the techniques taught by our organization – you'll be a better communicator because of it. Some day you may run for public office. When you win, be sure to tell people Toastmasters helped you get there.

Dan Winterburn, DTM, is a member of the Rogue Valley Toastmasters in Medford, Oregon. His term as a City Councilor in Jacksonville, Oregon, expires in December 2010 – when he intends to run for re-election. Reach him at CouncilorWinterburn@gmail.com.

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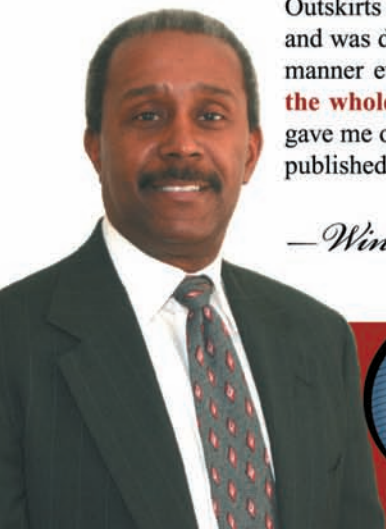
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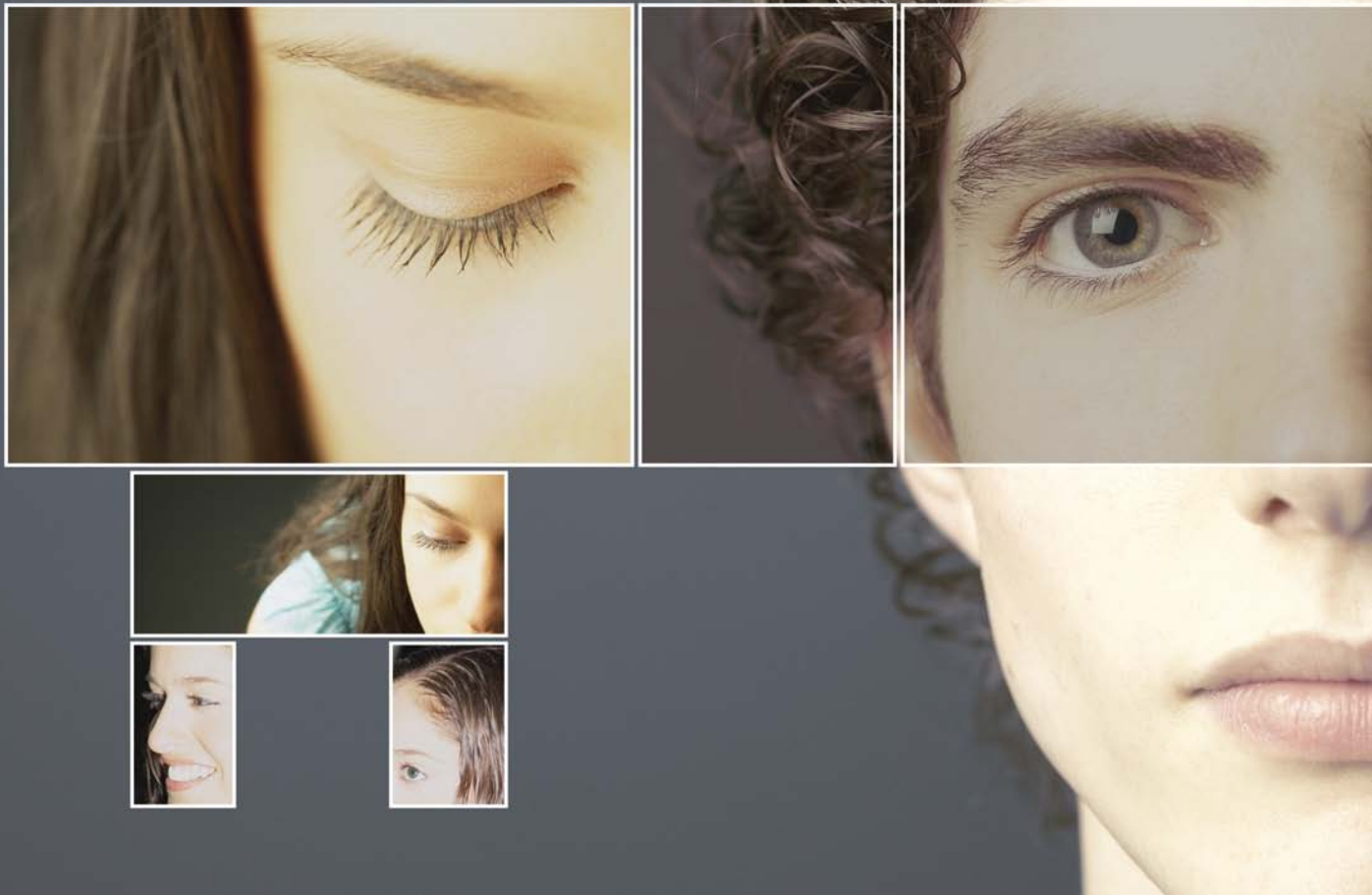
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What
is
your
EIQ?

Emotional Intelligence

Joe *Mande grew up idolizing his favorite comedian, Eddie Murphy. So when Mande started doing stand-up in clubs around New York five years ago, he tried to imitate his style. Murphy bounced around the stage in loud leather clothing and told rapid-fire jokes in his signature manic voice. But when Mande tried using that same frantic energy, he could tell the audience didn't respond the same way that Murphy's did.*

By Sushma Subramanian

“People can tell if you’re posturing or trying too hard,” Mande says. The audience could sense he was nervous. He sounded as if he was speeding through jokes. Mande had to try to embrace his natural low-energy style, so over the years he learned to slow his delivery and simply *speak* to his audience.

In 2008, he was named “Best New Comedian” by Time Out New York.

Mande’s observation that his audience wasn’t responding to him the way he wanted, and later his adjustment of his act, point to a crucial element of public speaking – emotional intelligence. The emotional intelligence quotient (EIQ) is a measure of how aware people are of their emotions and those around them. Training in reading emotions and preparing responses has become increasingly popular in the last few years among businesses trying to update managers.

Studies have shown that emotional intelligence can contribute to success just as much as – if not more than – intellectual aptitude.

“You have to have a good sense for how people feel about you while you’re up there,” says Mande, who takes cues regularly from his audiences’ applause or laughter. “All comedians want is for people to like them, so if people don’t like you then you’re doing everything you can to try and change that.”

What is Emotional Intelligence?

People with high levels of emotional intelligence can accurately read other people’s intentions, desires and motivations. That aptitude helps them better interact with others, writes Indiana University of Pennsylvania speech pathologist Shari Robertson in her study on the increasing attention that is paid to emotional intelligence in workplaces nationwide. Eliminating emotions from important decisions, as many people are told to do, can be crippling, Robertson notes. Sometimes, a gut instinct can be just as useful as facts. Daniel Goleman, who wrote the renowned book *Emotional Intelligence: Why It Can Matter More Than IQ*, says that 90 percent of success in people’s lives can be accounted for by measures outside of IQ.

Goleman writes in his book that the foundation of emotional intelligence holds four pillars:

- Self-awareness.
- Self-management of behaviors, such as body language, word choice, facial expressions and tone of voice.
- Social awareness, which is the ability to perceive other people’s emotions.
- Relationship management.

Regulating emotions is crucial to public speaking, Robertson notes. For example, a speaker might be annoyed at a group of people sitting in the front row. But rather than expressing that annoyance through an eye-roll or a shrug, it might be better to ignore it or to address it quickly by asking them to quiet down, Robertson says.

How to Learn Emotional Intelligence

Some people have an overall issue with the term “emotional intelligence” because it implies that emotional understanding is an innate ability and not one that can be taught. The term “emotional quotient” is often applied in the same way as the intellectual quotient. But most specialists agree that certain skills for working with others can be taught.

“Studies have shown that emotional intelligence can contribute to success just as much as – if not more than – intellectual aptitude.”

Susan Rivers, a Yale University psychologist, studies emotional training for children. But she also organizes sessions for educators at many New York schools. Usually, the training lasts for one to three days and involves learning how to recognize facial expressions and sharing information on leading research about understanding emotions. Another part of the training is practicing. People pair up and practice acting out emotions and guessing other people’s emotions with partners.

Rivers says this training can change the competitive nature of working environments, gearing people instead for collaboration and cooperation. These skills can be especially important these days, as many companies are being forced to lay off workers. If leaders are trained in emotional intelligence, they’ll know how to let workers go, hospitably and with respect, which can dramatically alter the employees’ feelings when leaving a corporation, Rivers says. Emotional intelligence won’t necessarily change an outcome, but it will help ease any resulting tensions.

Robertson, who coaches businesses in team building activities, says that much of emotional training has its base in lessons she has given companies for years. “Emotional intelligence” is a term that’s recently gained footing to communicate a very traditional concept.

She usually includes exercises to determine whether people are passive, passive aggressive, assertive or aggressive communicators and teaches managers to understand messages their employees are sending, with words or without. She accomplishes this by asking each trainee to put himself or herself in another person's situation and figure out what that person is feeling.

"The term 'emotional intelligence' is in vogue right now," Robertson says. "There's a different way to be smart than what's on an intelligence test. It's not a new concept. It's a new term."

Emotional Intelligence and Public Speaking

Rivers says a crucial element of public speaking is to create the right mood among listeners. You want an audience to have a high level of energy when you're trying to garner excitement about a new project or make them feel quiet and more contemplative if you need them to learn a new concept.

Rivers specializes in using emotional intelligence in a classroom setting. She has taught teachers to use a mood-reader, a chart that allows students to convey to their teachers their energy level as well as their emotion-

based on how many people come up front to ask her questions. That way, she knows she's created an effective connection.

Of course, some people do question the usefulness of innate emotional intelligence to public speaking.


In fact, one study even questions whether this natural aptitude is really useful for public speaking. Wright University psychologist Tamera Schneider asked 126 undergraduate psychology students to participate in a study to investigate whether emotional intelligence had an impact on performance in various tasks, one of which was public speaking.

After taking a quiz that scored their emotional intelligence, participants were required to assume the role of a manager, but they were informed that an employee had accused them of sexual harassment. Their task was to develop and present a speech in front of their boss (a video camera) to defend their actions. To intensify task ambiguity, they were not given details about the incident. Participants were given two minutes to develop their speech and three minutes to present it. If they stopped talking, an experimenter prompted them to continue.

Schneider found that for men in the study, emotional understanding was connected with delivering a speech more effectively and with better content. For women, emotional intelligence didn't improve results with the speech task as much. This suggests a gender-specific relation between EIQ and public speaking – some people appear to be more affected by EIQ than others.

Still, all speakers agree that it's good to take cues from your audience. For example, Joe

Mande forgot who his audience was at a Hanukkah event last December. Rather than acknowledge the Jewish holiday, he made a joke about Christian holidays, and unsurprisingly, the audience wasn't amused. So he acknowledged that the joke hadn't worked and went on to talk about how he taught a group of kids at his grade school to play the Hanukkah game, Dreidel. His audience seemed to enjoy the show much more once it seemed tailored to their event.

Steve Mitten, an emotional intelligence coach living in Vancouver, Canada, says it best: "It becomes more of a dance between the audience and the speaker, and it leads to a much more powerful talk." 

"There's a different way to be smart than what's on an intelligence test. 'Emotional intelligence' is not a new concept. It's a new term."

al level. Teachers who need their students to be in a low-energy mood, which is best for teaching math skills, for example, might play soothing music or have their kids think about the challenges of math. An alternative in a corporate setting is to use an ice-breaker activity or to test the audience members' moods by looking at their body language.

In the first five minutes of her speeches, Robertson tends to test out an audience's personality. That's when she determines, based on the audiences' facial expressions whether she should speak in a more laid-back way with humor or whether she should speak seriously with just the facts. "Right away I'm trying to connect with this audience so I can be more effective as a speaker," Robertson says. To make sure people are still engaged throughout, she invites responses from the audience. Afterward, she tests the effectiveness of her speeches

Sushma Subramanian is a freelance journalist in New York. She can be reached at sushma.subramanian@gmail.com.



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Always be courteous and consistent and keep guests and new members in mind.

By Dee Dees, DTM, PID

Mind Your Toastmanners

Toastmasters are 99.9 percent kind, compassionate and supportive people. And in my club, we can carry those 9's way out there! But sometimes we forget ourselves and, by not paying attention, do something that at best may cause confusion, and at worst hurt someone's feelings. Or perhaps it's our *failure* to do something that causes problems. It's easy to become so comfortable with those in our club that we let our manners slide.

However, when guests or new members are present, it's important that we help them feel like a part of the group right away. Here are

some examples of situations that could cause discomfort for a new member or guest, followed by explanations of how such situations could be handled with "good Toastmanners."

Inconsistent Applause

In a club I visited recently, a functionary was introduced at the beginning of the meeting to explain his duties. As soon as he stood up, and before saying a word, there was applause. After he finished speaking, there was more applause. The next person, a fairly new member, was called upon to explain her duty and was not applauded before or

after speaking. Then the next functionary was called upon and applauded only after speaking. Everyone who followed was applauded. It would be sad if the one person not applauded – especially a new member – felt slighted. The key is consistency.

Good Toastmanners

Set some guidelines for when to applaud and when not to, and leave it to the person in control of the meeting, whether it be the club president, Toastmaster or General Evaluator, to lead the applause at the appropriate time. A guideline for when to applaud might be:

- If a person is coming to the front of the room to speak, applaud as she walks up and continue until she reaches the point from which she'll be speaking. And, of course, also applaud when she finishes and returns to her seat.
- When a person is speaking from his seat (Table Topics, functional reports, etc.), do *not* applaud as he stands to speak, but do applaud when he finishes speaking. However, the important thing is to be consistent in whatever method you choose, so no one feels slighted.

Unique Club Customs

A new member in our club presented her Ice Breaker and received a standing ovation when done. The next two speakers were longtime members, and although they each gave a wonderful presentation, they did not receive standing ovations. Now, anyone who has been a member of our club for a while knows that we give a standing ovation to all Ice Breaker speakers, just for having the courage to get up and give that first speech! But in the audience that night were a couple of new members and several guests. Our actions, without explanation, may have given the impression that we liked the Ice Breaker speech more than the other two, or that we were being unfair in giving one speaker more recognition than the others.

Good Toastmasters

If your club has similar customs that members all understand but guests may not, be sure to explain the purpose behind them. We now announce that a standing ovation is to congratulate the Ice Breaker speaker for his or her courage, and it is seen as an act of encouragement.

Respect for Others' Religious Beliefs

This has caused some discussion in Toastmasters over the years. Some clubs open their meetings with a

prayer, while others use an inspirational saying, words of wisdom or something similar. A club should decide by a vote of the membership how to begin a meeting. If a prayer is the method of choice, then respect for the beliefs of others needs to be a two-way street. The member who says his rights are being violated by having to listen to a prayer is not respecting the rights of the one who prays. However, the person giving the prayer also should understand

that others in the audience (whether member or guest) might not believe as he or she does.

Good Toastmasters

When giving a prayer, try to refrain from using terms that may offend those who have different beliefs. However, if you are the one who is offended by such phrases or prayers, this is the time to respect the belief of the one praying. You don't need to believe the same or agree with the religion, but show tolerance.

Toastmasters is a worldwide organization, and members from many cultures often end up in the same club. Let's learn from, rather than denigrate, one another.

Off-color jokes

The Internet has put thousands of jokes literally at our fingertips. Many are very funny, but not all are suited for telling in a Toastmasters club. Many years ago, a club lost a potential member because of an off-color joke and some risqué side remarks during the meeting. I could see in her eyes that this guest would not be back. She joined another club the following week.

Good Toastmasters

Before telling a joke, consider not just whether it is funny, but whether it is appropriate for everyone. This rule should apply whether or not guests are present. Would you tell the joke to your grandmother? Would you tell it to a 10-year-old? If not, don't tell it at a Toastmasters meeting.

Public Disagreements

Since we are such a diverse group of people, we will not always agree

“Make sure everyone understands the purpose behind your club’s unique customs”

on how something should be done. But letting a discussion turn into an argument can make others in the room uncomfortable. And guests may decide that this is not the club for them, after all. They may join another club, or worse, have the mistaken impression that this is how all Toastmasters are. This is not the kind of “Moment of Truth” we want our guests to take with them!

Good Toastmasters

If the discussion is getting out of hand during the business portion of the meeting, a good knowledge of parliamentary procedure can help keep things moving smoothly. If you strongly disagree on a personal level with what someone is saying, hold your thoughts and comments until after the meeting. Then, if you feel you must, talk privately with the other person.

The Ignored Guest

Members of small clubs often wonder why a guest never returns to join. I have visited clubs where no one knew who I was, and though a few members may have said, “Hello,” that was about the

extent of their interaction with me. It's difficult enough for most people to walk into a room full of strangers; having everyone act indifferently to their presence is a guarantee they will not return.

Good Toastmasters

Even more important than greeting guests before the meeting is making them feel welcome throughout the entire meeting. Introduce them at the beginning. Ask them if they'd like to participate in Table Topics (but don't spring a question on them without asking permission first!). Have a member sit next to the guest and perhaps go over the agenda and explain a few things before the meeting begins, so the guest will know what to expect.

At the end of the meeting, ask what they thought of it, and make sure they know they're welcome to

visit again, and encourage them to apply for membership. Make every guest – or even a member who is returning after a long absence – feel wanted.

Talking During Meetings

Side conversations during a meeting are sometimes inevitable, but they can be very distracting – especially when someone is speaking. Imagine a new, nervous speaker being distracted by a conversation going on during her speech, and then losing her train of thought. This isn't the kind of "support" we want to offer our members.

Good Toastmasters

Sometimes questions need to be answered or instructions given during the course of a meeting. If it absolutely cannot wait until afterward, be as quiet and discreet as

possible, and try not to interrupt a speaker, whether during Table Topics, speeches or evaluations. And of course, just "chatting" during a meeting should not be done at any time!

Toastmasters International has so much to offer to so many people. It would be a shame if an isolated incident caused someone to walk away from a meeting without ever knowing how much he or she could have gained from membership. Let's all put on our best "company manners" for every meeting. This will entice our members to return week after week, and our guests to join such positive clubs. ▣

Dee Dees, DTM, is a past International Director and a 29-year member of Gilbert Club in Gilbert, Arizona.



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How the audience can help the speaker succeed.

By Scotty Burch, ATMB, CL

Helping Others Speak

Every audience member wants to know “what’s in this for me?” But what can the audience do to help *the speaker* succeed?

As listeners, it’s easy to forget that what we do affects the speaker. Sure, we want to be polite and in our seat on time, but good audience etiquette is more than that. There is an unspoken connection between a speaker and an audience. You may have heard speaking coaches discuss a speech as “a dialogue,” and it’s truer than most people (and many speakers) realize. A speaker, consciously or unconsciously, “reads” the body language, eye contact and expressions of an audience very closely. These are the cues to the speaker as to how the speech is being heard and the message absorbed. If the audience is distracted with a handout, that may be an instant cue to the speaker to raise the energy level, to do something

different, or to speak about something in the handout. If all the faces in the room have become expressionless, the speaker may be running the session too long and it’s time for a break. If people are smiling and nodding, they are in the moment, tracking well with what’s being done on stage – and the speaker sees it.

As the audience member, you are there for a reason; you have a motive for listening. Your attention, reactions, laughs or crossed arms all signal to the speaker how things are going for you – and probably for the rest of the listeners. At any moment, your actions can have a bearing on what happens next. If you want to get the most from the speaker, then you should offer something – your body language and attention will help the speaker bring forth his best performance, and as a result you’ll get better value for the investment of your time.

Remember the unspoken rule: The audience wants the speaker to succeed.

Phone Faux Pas

In any given audience, someone will get a cell phone call, a page, an e-mail, a stock market alert or a baby-monitor update during a speech. Each of those could announce themselves with a surprisingly unique tone, chime, note or buzz – my cell phone rings with “Call Me,” the old rock tune by Blondie. This level of nuisance is so common now that people have become somewhat numb to it. To make matters worse, busy professionals have developed the bad habit of compulsively answering at all times. That’s fine if you are walking between buildings or having lunch with friends. But it’s not fine when it interrupts a speech that 400 people have paid to hear.

At the beginning of the session, the speaker will probably politely ask that the meeting not be interrupted by those outside forces. But the speaker can't stop those buzzers from buzzing. One cell call can ruin a major point for a speaker and have lingering effects. If a ring tone interrupts the thoughts of the room, don't make matters worse for the speaker by making comments on the rudeness of others. As audience members, we can help the speaker to move on by letting go.

Try to maintain your composure, and you'll be helping the speaker through the mental disruption that comes with an annoyance to all. Whether it's a cell phone ringing or a paging system, a technical malfunction or a low-flying aircraft, try to quickly get your thoughts beyond the annoyances and you'll help the speaker perform at the same time.

Tips About Q&A

No matter what field you are in, you'll have questions. One of the biggest mistakes a speaker can make, however, is ending an otherwise terrific delivery with a Q&A session. This is the surest way to

lose the audience, right when the speaker needs to be reinforcing the take-away. We all witness it regularly – a politician is completely embarrassed by an unrelated question after just announcing his or her favorite career-peak initiative. Q&A can derail a message, so saving it until the end can leave the speaker hanging and the audience wondering why they came.

If the audience helps the speaker's point by asking the right questions, then the speaker's ideas have a better chance of success. Questions that place the speaker's topics in the context of the desired change in environment will help. For instance, asking, "With your solution, what should I do about...?" or "How can we apply your information to this specific situation?" or "When will the change take effect?" This approach will help a speaker to stay on track, allowing the response to work within the bounds of the topic, further helping the audience to see relevant scenarios. As a good audience member with a smarter question, you can help everyone see how best to apply the ideas you have all just heard. And you will have helped the speaker succeed.

Once a presentation has ended, it's easy to think to ourselves, "Well, that was interesting, but it could have been better." What if we applied the Toastmasters speech evaluation process? How much better will the speaker be next time if he or she hears about what went well and what did not work for you? Write a follow-up note and mail or e-mail it to the speaker. A sincerely written note, appropriately encouraging, with enough specifics of your concern, can make a big difference in how a speaker pursues his or her next speech. And you never know, you may see your ideas on stage some day! With your note, you can assist a speaker to the next level of effectiveness.

By being involved, thoughtful listeners, we become part of a better speech. **T**

Scotty Burch, ATMB, CL, is a member of three clubs in Austin, Texas: the Austin Toastmasters, Speechmasters and Tastemasters. He is a program manager in the defense industry, and also writes a blog about public speaking: scottyburch.typepad.com. Reach him at scottyb@scottyburch.com.

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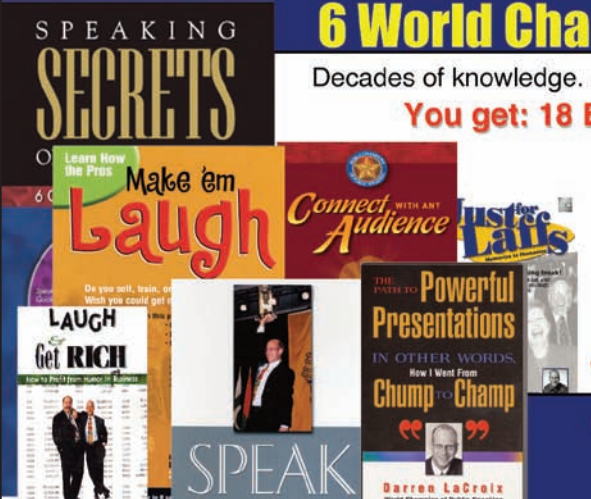
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Offering Pointers on PowerPoint 2007

Although it's been more than two years since the release of *PowerPoint 2007*, chances are – if you're anything like your time-starved Toastmasters colleagues – you haven't had time to fully explore or master all of the new features added from the 2003 edition. It's also likely that if you want to brush up on 2007, you're probably not eager to read an entire book or take a classroom training course to do it. Time, after all, is money.

If you count yourself in those categories, a video training course titled "PowerPoint 2007: Make the Upgrade Easy" may be right up your alley. It's a self-paced, user-friendly training tool that covers just the new features of 2007, not all elements of PowerPoint software. In that sense it allows you to learn just what you need to know to get the most out of the upgrade.

"A video training course titled, 'PowerPoint 2007: Make the Upgrade Easy' may be right up your alley."

The video is the brainchild of Ellen Finkelstein, a PowerPoint expert and author of *How to Do Everything with Microsoft Office PowerPoint 2007* (McGraw-Hill/Osborne) and other computer books. Finkelstein provides expert voice-over instruction – and a bounty of insider's tips and suggestions – as she walks users through each prominent new feature of 2007. The beauty of self-directed computer training, of course, is that you can stop the course at any time to practice using a new PowerPoint feature – and you also can access

the course from the road or at home as time permits.

The video is easily viewable with the free Windows Media Player that comes with a Windows operating system. The course is broken into 11 different modules for easy learning. Among the modules:

- **Ribbon.** The ribbon represents a big change from the 2003 user interface, and it's something you need to learn before you can effectively use other 2007 features. The module features tips and techniques to make the ribbon more user-friendly so you can more easily find what you need.

- **Toolbars.** PowerPoint 2007 did away with all previous toolbars save two – the Quick Access toolbar (the only customizable part of the PowerPoint interface) and the Mini

toolbar. This module also answers the question many people have when they first upgrade: Where the heck did the File menu go?

- **Themes and background styles.** Odds are the first thing you did when you started to build a presentation in 2003 was choose a template or background. In 2007 the default way of doing that is to choose a theme, a new concept. This module lays out the differences between themes and templates and offers some good tips and suggestions.

- **Shape effects.** Shapes are the new Autoshapecs from 2003. With the old software, you could add shadows and 3D effects, but in 2007 your options in that area are greatly enhanced using the *Shape Styles* gallery.

- **"SmartArt" graphics.** Some presenters believe *SmartArt* is one of the best new features of PowerPoint because it enables them to change bulleted text into diagrams – and who hasn't endured a presentation that was an endless parade of snooze-inducing bulleted text? Finding ways to make text more visually appealing is key to keeping audience interest.

- **Integration with Excel.** Microsoft Excel users can now connect PowerPoint directly to their spreadsheet software rather than the datasheet of earlier editions. This module walks users through how to create charts when they have Excel.

- **Improved gradients.** Old versions of PowerPoint had only two gradients – hardly an appealing or diverse choice. With 2007 you now can choose from up to nine colors and also control spacing.

The video course also comes with a free handout that includes the entire text of the lessons, a handy job aid as you learn 2007. Cost of the video is \$47.97, and it comes with a 30-day, no-questions-asked money back guarantee. For more information, visit www.ellenfinkelstein.com. □

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Nelson Mandela:

How a former political prisoner's speaking tour changed his country forever.

Suppose you are a politician who needs to unify a diverse coalition at home as well as gain the support of the international community on behalf of your people, who are suffering under the rule of an oppressive minority. A worldwide speaking tour is arranged with audiences as varied as African miners, African journalists, the United States Congress, young people in Harlem, Jews, Muslims, Hindus, Oxford dons, Irish concert goers and the British Parliament, to name a few. The challenge is obvious.

How does a speaker adapt a speech to a specific audience without changing his message?

Nelson Mandela knew how to do this. In the four years following his release from prison in 1990, he toured not only his own country but the world, speaking to all sorts of groups, urging support for his program to end discrimination in South Africa and bring democracy to the country. During this tour he gave an object lesson in how a speaker can skillfully adapt his speech to an audience without compromising the message.

Even as a boy Mandela was a rebel, impatient with restrictions. As the son of a tribal chief, he was groomed to take his place in the tribal hierarchy. But the boy had grander plans for his life. Running away from home, he made his way to the city of Johannesburg, found work as a clerk in a

“The desire for freedom and independence lies deep within all cultures, and Mandela was creative in appealing to it.”

law firm and became a lawyer. He was soon active in the protest movements to improve the lot of blacks in the country. South Africa was dominated by a white minority who was increasingly placing restrictions on races they considered inferior, in particular black Africans. Mandela's opposition to this policy led to his arrest in 1962 and a sentence to life imprisonment.

For the next 27 years he was held in a succession of prisons, often at hard labor. By the late 1980s the violence and turmoil in South Africa had become so bad that the “radical” Mandela seemed like a moderate. Hoping to

win points for its goodwill gesture, the government released him in February 1990. Speaking at a rally, Mandela told a crowd of supporters, *“On this day of my release, I extend my sincere and warmest gratitude to the millions of my compatriots and those in every corner of the globe who have campaigned tirelessly for my release.”*

His remark was significant, since it shows that Mandela wanted support – not only from the diverse groups in his own country, but also from the international community. Over the next four years he traveled throughout the world, rallying support for the African National Congress (ANC) and urging continued pressure on the government of South Africa. During his speaking tour Mandela showed that he was a master of the art.

In June 1990, he arrived in the United States. Speaking to a crowd of 100,000 in Harlem, New York, Mandela was quick to find common ground with his audience:

Whilst my comrades and I were in prison, we followed closely your own struggle against the injustices of racist discrimination and economic

Expert on Adapting a Speech to an Audience



inequality. We were and are aware of the resistance of the people of Harlem and continue to be inspired by your indomitable fighting spirit. I am able to speak to you because of the mass resistance of our people and the unceasing solidarity of millions throughout the world. It is you, the working people of Harlem, that helped make it happen...

In Harlem, Mandela spoke to an enthusiastic crowd of supporters who had experienced many of the same sufferings and would appreciate the emotional close to his speech. A few days later Mandela spoke to a very different audience: the United States Congress. In this address Mandela adopted a more dignified tone and, borrowing language from the U.S. Declaration of Independence, stated that his country “thirsts for the situation where those who are entitled by law to carry arms... will not

turn their weapons against the citizens simply because the citizens assert that equality, liberty and the pursuit of happiness are fundamental human rights.”

Less than a week after his speech to Congress, Mandela was in Dublin, Ireland, addressing a crowd at a concert sponsored by the Irish Anti-Apartheid Movement. After paying homage to an organization that “has been a consistent and staunch partner of our people in the struggle against the infamous system of apartheid,” Mandela closed with words likely to resonate with an audience of music lovers: “Soon, we shall gather in a free South Africa with our music, our dance, and with our poetry resounding throughout the world with the simple message: *Amandla!*” [i.e., “power to the people”].

Early the next year Mandela gave two speeches in South Africa in front of two very different audiences. Accepting an award from the Johannesburg Press Club,

he noted that the ANC had stood up for freedom of speech and fought alongside “editors, writers, musicians and others whose work has been suppressed and banned.” Mandela finished his speech with some literary prose appealing to a crowd of journalists. *“What is required of every South African today is the simple recognition that his/her fellow citizens, like himself, are at root simple, uncomplicated human beings. We are ‘warmed by the same summer’ and ‘chilled by the same winter,’ and it is recognition of that common humanity that shall bond us into a nation.”*

A few months after this speech, Mandela was made an honorary life president of the National Union of Mineworkers. He spoke to the miners in language they understood about matters that concerned them most,

“Mandela wisely portrayed himself as one with his audience, using inclusionary words to indicate this.”

their *“work in the heat deep in the bowels of the earth . . . fear of being buried alive . . . being treated like worthless cattle . . . the loneliness of hostel life, the control of your every move . . . painful death that comes from inhaling the dust that destroys your lungs . . . Yet it is your sweat and blood that has created the vast wealth that white South Africa enjoys.”* Mandela wisely portrayed himself as one with his audience, using inclusionary words to indicate this. *“We want a national culture of respect for each other, for our customs and traditions, for our different skin colors and religions. We want this not only in law but in the very fabric of society . . . Long live the National Union of Mineworkers!”*

The desire for freedom and independence lies deep within all cultures and Mandela was creative in appealing to it. In a message to the South African Jewish community, he praised it for having made a contribution second to none to the development of South Africa and referred to the religious rite at the heart of the Jewish faith: “the Passover festival, commemorating the emancipation from slavery of the children of Israel in ancient times.” Mandela continued his theme of a shared commitment in a speech before the South African Jewish Board of Deputies, noting that those of Jewish descent were “disproportionately represented among our white compatriots in the liberation struggle.”

Mandela was no less complimentary to the Muslim community in his country, referring to “the Koranic injunction to rededicate ourselves to the resolute fight

against any and all forms of injustice, tyranny and oppression.” Mandela’s ecumenical viewpoint toward religion is illustrated in a passage from a lecture he gave at the Oxford Center for Islamic studies. “When the Prophet Mohammed sent his oppressed followers to the African Christian King Negus of Abyssinia for safety, and they received his protection, was that not an example of tolerance and cooperation to be emulated today?”

Mandela’s speech to a Hindu audience preparing to celebrate the Festival of Lights continued this theme of unity in the face of oppression. He recalled an incident that occurred in the notorious Robbin Island prison when the inmates were visited by Hindu priests bringing presents. “The authorities were insistent that these parcels were only for believers in the Hindu faith. Through our struggles we were able to challenge the authorities on this narrow conception and we insisted that all the embracing philosophies that Hinduism is based on extended a hand to all of humanity.”

The year 1993 once more found Mandela on the road, this time speaking to the British Parliament. Mandela urged Britain to use its influence and contacts to speed the transition to South African democracy, invoking the great tradition of his host country in both politics and poetry.

We are conscious of the fact that the buildings where we are today represent a political history which reaches back through many centuries. They symbolize past heroic struggles against tyranny and autocracy . . . a determined striving to ensure that the people shall govern . . .

The much-used words of one of your great poets, John Donne, speak to what we are trying to say:

“No man is an island, entire of itself; every man is a piece of the continent, a part of the main.”

The next year Mandela’s long struggle was rewarded when the first truly democratic election in South African history gave his party a majority in parliament and made him president of the country. This victory was made possible by the efforts of countless people working over the course of a century, but surely Mandela’s skillful oratory played a large part in bringing together the diverse groups in South Africa and gaining the support of the international community.

Not all of us will lead a nation into the future, but we can all learn a lesson from Nelson Mandela, one of the most creative speakers of the 20th century. ■

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How to bring out the authentic speaker within.

10 Tips to Finding Your Style

Every time we give a speech we expose our vulnerability. We worry the audience may not like or approve of what we say or, worse, they may not like or approve of *us*. This need for acceptance and approval from our peers may cause us to hide our true selves and show only the part we think will please. By doing this, we are not being our authentic selves.

Terry Cole-Whittaker, in her book *What You Think of Me is None of My Business* (1979), writes about this need for acceptance, which, in turn, makes us hand over our personal power instead of harnessing it to make ourselves stronger. By being afraid to expose our true selves to others, we give a performance rather than a speech. It may be a very fine performance, but it's not real. If we speak with our own voice, we display our own unique style. What's wrong with that?

We camouflage our style with a display of nervous movements, darting eyes, involuntary hand gestures or any of the other habits we have picked up through the years that distracts the audience from what we are saying. The good news is that by joining Toastmasters, you have taken the first step toward uncovering your style, and the more you speak, the more your real self will begin to emerge like a caterpillar breaking out of its cocoon as a butterfly.

The *Competent Communication* manual has 10 projects that can teach you the nuts and bolts of

public speaking. Your style, however, comes from within you. You need both to become a *truly* competent communicator.

A glimmer of your speaking style may begin to emerge when you deliver your Ice Breaker, and by speeches No. 2 and 3, it should be more apparent. It will probably still be like an unpolished gemstone, rough and grainy, but I am going to give you 10 tips for smoothing the edges and polishing your style to perfection:

1 Relax – It is not enough to appear relaxed; you have to *feel* relaxed. A mixture of nerves and excitement before you begin a speech can help get you started but if your nerves do not calm down, your breathing will become ragged and that in turn, will make your voice sound high-pitched and uneven. There are many ways to learn to relax. Choose the method that suits you.

2 Smile – When you reach the podium, pause for a few seconds and smile at the audience. They, in turn, will smile back; that is a connection that makes the audience want to hear what you have to say. Smiling also makes you feel more optimistic.

3 Be Concise – Get to the point and stick to it. Keep your audience with you at all times and do not lose them in a sea of words. In the

preparation stage, it pays to spend time making sure the structure of your speech is sound. If you jump around from one idea to the other it does not matter if the topic is inherently interesting; your audience will eventually switch off mentally.

4 Be Clear – Aim your speech at the level of the audience. Do not use highly technical jargon or elaborate words or phrases. If you are speaking outside your club, tailor your speech to fit. You would use different language if you deliver a speech to a group of teenagers at your local high school than you would if you are addressing a group of men at your local golf club.

5 Eye Contact – Speak to the audience as if you are having a conversation with one person and you really want that person to understand what you're saying. Then, during the speech, let your eyes rest for a few seconds on one audience member at a time, before moving on to someone else and doing the same. Others sitting near that person will also feel included.

6 Know Your Subject – If you know what you are talking about, your enthusiasm and passion for the topic will transmit to the audience. Also, appearing knowledgeable gives you authority and that makes people sit up and listen. But be careful: If you have researched a topic in which you have no real

interest, just to give a speech, it will be obvious to everyone. The speech may be factually accurate but the delivery will lack sincerity and depth.

7 Forget Yourself – Once you have prepared your speech, concentrate on getting your message across to your audience and do not worry about the impression you are making. It is like dressing up to go to a party. You get ready, have a last look in the mirror, then just go and enjoy yourself.

8 Practice – Take every opportunity to speak. Volunteer for roles, schedule manual speeches, offer to evaluate other speakers at your own club and other clubs, volunteer to answer Table Topics questions, enter speech contests, join a committee – just speak. If you

use filler words or phrases, make it your goal to get rid of them. If you habitually exceed time limits, make it your goal to speak succinctly.

9 Record Yourself – One of the best ways of noting when you are being natural and when you are not is to watch yourself on video or DVD. Many digital cameras nowadays can record. Ask another member to record your speech, then watch it at home. You will probably put your hands over your eyes and cringe the first time you see yourself on screen, but persevere and you will reap many benefits.

This is one of the best methods of noticing when you are being yourself and when you are covering up. Only you know the answer. Your nervous gestures, awkward body language or lack of movement will be revealed – but only to you.

Be ruthlessly honest with yourself and make notes. Added benefits can be gained if you watch with your mentor. Your mentor or another experienced club member can be even more objective and pick up things you miss. Beware, this is not for the faint-hearted: Be prepared to make changes!

10 Be Yourself – You were born a unique human being. If you try to be someone else, the disguise will sit awkwardly on you like an ill-fitting suit. The audience will remember the suit more than they remember you. ■

Moira Beaton, ACB, CL, is a member of Capital Communicators Club in Edinburgh, Scotland. She is the area governor for Area 30, District 71. She can be reached at moira_beaton@yahoo.co.uk.



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FUNNY YOU SHOULD SAY THAT!

By John Cadley

Pondering the language of love.

Mad About You

Ah, the language of love...

SHE: You never say, "I love you."

HE: I don't say it because you already know it.

SHE: How do I know it when you never say it?

HE: Because if you didn't, you'd say something.

SHE: I am saying something.

HE: You're saying I don't say it. You're not saying I don't feel it.

SHE: How do I know you feel it if you don't say it?

HE: Because saying it isn't feeling it. I say a lot of things I don't feel. I say, "I love meatloaf." That doesn't mean I have feelings for meatloaf.

SHE: So I only know your feelings are real if you never tell me what they are. And if you tell me, I would be a piece of meatloaf.

HE: No, if I said them only because you wanted me to, they wouldn't have any meaning.

SHE: So "I love you" can only mean something when you don't say it?

HE: I do say it. Just not in those words.

SHE: What words do you use?

HE: Well, like... "Hey, honey, let's go play a round of golf."

SHE: You've never asked me to play golf.

HE: Yeah, but that's the kind of thing I would say.

SHE: Then why don't you?

HE: Because you don't play golf.

SHE: So you're saying, "Let me pretend I want to share my life with you by asking you to do something I know you won't do so I can feel good about doing it without you."

How does that say, "I love you"?

HE: It's an example.

SHE: Give me something real.

HE: I say, "Let's watch a movie."

SHE: That's companionship.

HE: I say, "Let's go out to dinner."

SHE: That says you're tired of my cooking.

HE: I say, "Let's get romantic."

SHE: That says you've got one thing on your mind.

HE: See? I say it. You're just not hearing it.

SHE: Because you're not saying it! You think you're saying it.

HE: If I think I'm saying it, then I am. You don't think you're going to say something and then say something else. You don't think you want a cheeseburger and then ask for a bologna sandwich.

SHE: First I'm meatloaf, now I'm a cheeseburger. Could you please stop equating me with a lunch menu?

HE: No! It's an example.

SHE: Why are you so afraid of those words? I hear you say them all the time: "**I**...am going to play golf. **Love**...this new 9 iron.

You...making something good for dinner?" Just keep the first word of each sentence and throw the rest away.

HE: Then they would mean something different.

SHE: They would mean how you feel about me.

HE: Which you already know.

SHE: Fine.

HE: What?

SHE: Nothing.

HE: What?



SHE: Never mind.

HE: What?

SHE: Forget it.

HE: What?

SHE: Why do keep asking what?

HE: Because you just told me four different times there's something wrong.

SHE: I didn't say anything.


HE: You said it without saying it. See? If you can say there's something wrong without saying it, why can't I say "I love you" without saying it?

SHE: You just said it!

HE: Said what?

SHE: You used "I," "love" and "you" in a classic subject-verb-object construction with me as the object.

HE: I did?

SHE: That's so sweet. Thank you, honey. I love you, too. 

John Cadley is an advertising copywriter in Syracuse, New York. Reach him at jjcadley@mower.com.

Seriously, I couldn't have done it without you!

It was 1994, when I first walked into a Toastmaster meeting... terrified!

From the desk of Darren LaCroix, World Champion of Public Speaking

Dear Fellow Toastmaster,

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My club President, Dan Jones, in 1994, asked me one question before a meeting that literally launched my career. (Find the entire story... go to www.YouTube.com, search box "Thank You Toastmasters")

Do you give back? Even when I was only earning \$75 per speech, I started giving 10% of my speaking income to foundations for abused and homeless women and children. (Inspired by a fellow Toastmaster's speech!)

As I walked off stage with the World Championship Trophy in 2001, I told Alfred Herzing, DTM, PIP, *"I will be the greatest ambassador Toastmasters has ever had."*

I will continue to speak for Toastmaster Districts anywhere I'm invited. **How do you give back?**

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2001 World Champion of Public Speaking

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