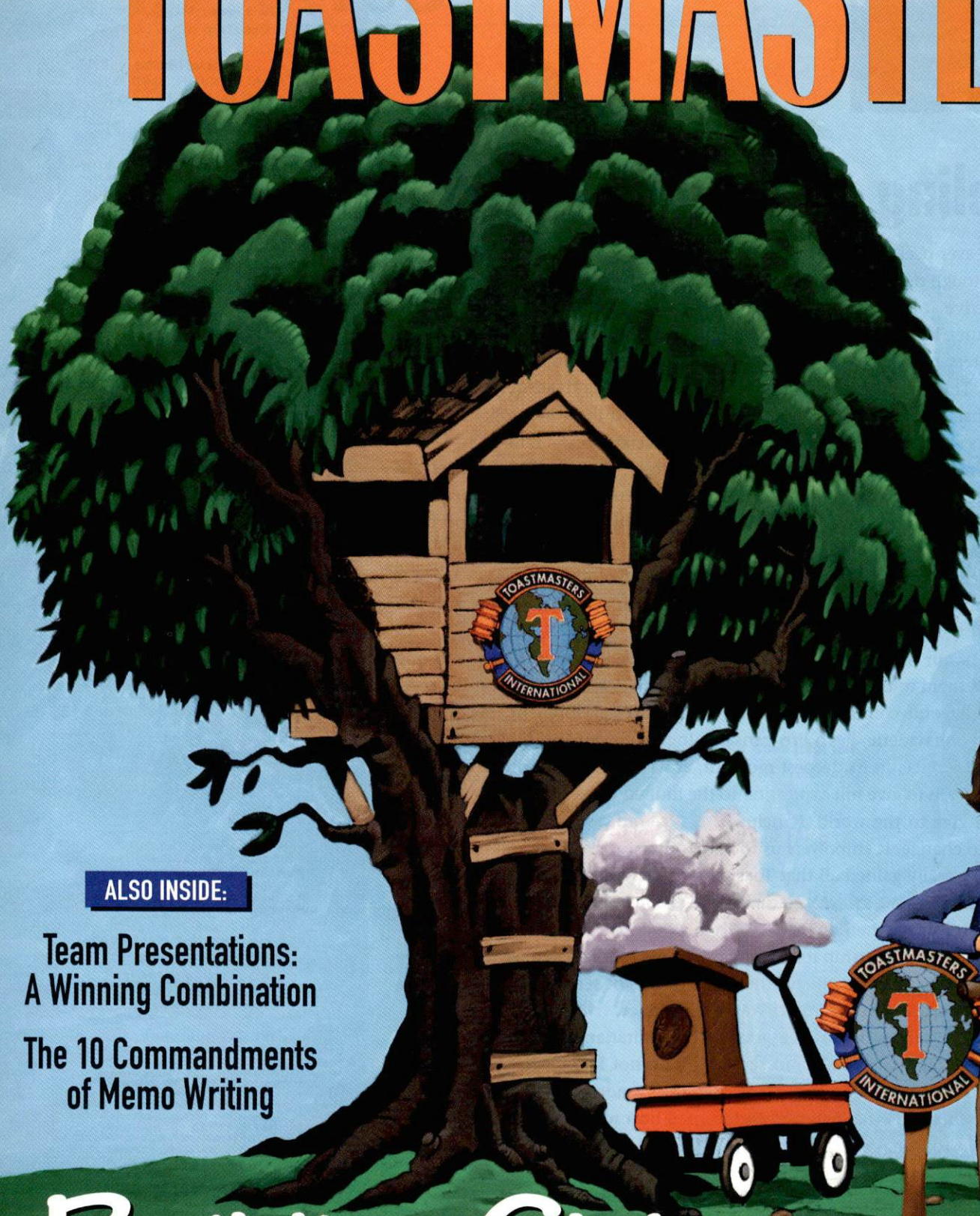


# The TOASTMASTER®

JULY 2000



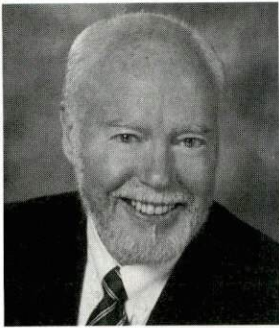
## ALSO INSIDE:

Team Presentations:  
A Winning Combination

The 10 Commandments  
of Memo Writing

# Building Clubs

One Toastmaster at a Time



## VIEWPOINT

# Peeling the Onion

**D**id you ever peel an onion? All of us who cook know this process. We begin at the tough outer skin. Then layer by layer we peel away the onion until at last we arrive at the firm, sweet core. The Toastmasters experience is like that.

The outer layers symbolize our initial involvement. Almost all of us join Toastmasters primarily to gain confidence and increase our competence in speaking. The precise reasons vary infinitely, but the motivation remains relatively constant. And we are rewarded. We soon find that the program works, and works extremely well if we're willing to make an honest effort.

Many members leave after their initial success. Those willing to peel the onion a few more layers, however, find new dimensions to their experience. They find that our positive learning laboratory provides a dynamic opportunity for personal enrichment and the development of leadership skills. Our confidence deepens, the learning process becomes a mentoring process. We begin to appreciate the wonderful relationships with our fellow members and the beauty of the growth we experience.

Many of our members find this experience to be a profound one, and one that binds them to their club and our organization. We are still not at the core, however. Beyond communication and leadership development, beyond the enjoyable camaraderie, lies a life-transforming empowerment that leads to the gateway of service. In its deepest moment, at its core, the Toastmasters experience enables us to give full expression to the individual, precious gifts that each of us can give to the world. It helps us realize our potential. It gives us the courage to change. It empowers us to serve others.

We have really gained all that Toastmasters can offer us when, paradoxically, we learn to give it away. When we serve the members of our clubs in helping them to achieve their own goals. When we adopt a service and servant attitude in whatever leadership role we are privileged to fill. When we use what we have learned to offer our gifts to the world in acts of service to others. This is the sweet inner core of the Toastmasters experience.

Albert Schweitzer, one of the greatest humanitarians and philosophers of the 20th century, said this about service: "I do not know what your destiny will be. But one thing I do know. The only ones among you who will be truly happy are those who have sought and learned how to serve." This is the greatest gift that Toastmasters can offer us. Let us rejoice in it.

**Tim Keck, DTM**  
International President

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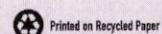
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#### *The Toastmasters Vision:*

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.

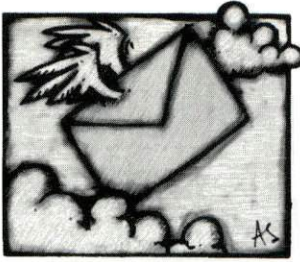
It is basic to this mission that Toastmasters International continually expand its worldwide network of clubs, thereby offering ever-greater numbers of people the opportunity to benefit from its programs.

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By International President Tim Keck, DTM

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## LETTERS

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### NO VALUE TO PRESENTATIONS

I enjoy reading *The Toastmaster* each month. It is short, to the point and has useful articles. However, the One Liners on page 7 in the May issue do not meet the expectations of the audience. Imagine yourself as the featured speaker. Imagine yourself as the meeting planner who worked very hard to find a good venue. Imagine yourself as the featured speaker expecting to be asked back by the meeting planner.

I am disappointed that a speaker with Mr. Righter's qualifications finds one-liners appropriate, and that the editors decided to print them, with the apparent intention that any speaker might find them useful. They are great lines for a stand-up comedian, but they add nothing of value to most presentations.

Dick Murray, CTM • Tosa Medical Toastmasters Club 5010-35 • Waukesha, Wisconsin

### THANKS FOR THE HELP

Toastmasters has played a prominent role in many of my undergraduate management and marketing assignments. Now, at the postgraduate level, I am again finding the organization and *The Toastmaster* magazine most helpful. The crux of my current assignment on assessing postgraduate students revolves around the well-known quote "the best way to learn something is to teach it." Despite having heard and read it many times, I've been unable to find a source to reference. Thank you, Ann Bloch, ATM, for your quotable quote. Your advice on "debugging" clubs of poor evaluations (March) is also relevant to university educators, vocational assessors and good friends.

Liz Gay • Talk of the South Toastmasters Club 668-69 • Australia

### TOO MUCH LEADERSHIP?

Two articles about leadership in one issue! (March 2000). Let's not forget the Toastmasters who attend meetings for the sake of improving their speaking skills. After all, if everyone is desperate to lead, who will be left to follow? As an old song said: "There are just too many chiefs and not enough Indians around this place!"

Adam Johnston, CTM • Forest Toastmasters 1541-70 • Australia

### SOLACE FOR THE MEMORY-IMPAIRED

I was heartened to read Lt. C. Robert Will's arguments in "Defending the Lectern" (May). In working on my recently completed CTM, I was concerned each time a manual

speech exhorted me to memorize my speech, or to work with few or no notes. I found I just could not deliver a speech without some notes. Apparently I have the same problem as Robert Will: My "short-term memory is impaired." I have worked hard to move away from the lectern and to add spontaneity to my speeches with gestures and body language. To judge from my evaluations, I have often succeeded. I feel, as does Lt. C. Will, that I should not be penalized for using the lectern, as long as my speech is engaging, well-rehearsed and I am able to keep my audience entertained.

Jane Finch-Howell, CTM • Noontime Toastmasters Club 4287-7 • Portland, Oregon

### NO UNSOLICITED ADVICE!

In the March issue of *The Toastmaster*, Henry H. Fisher asked in a Letter to the Editor what to do when listening to a particularly dull speaker.

Having been in this situation many times since joining Toastmasters, my experience has taught me not to offer unsolicited advice. I have found that when a person asks for my help, as Fisher did in his letter, he will be open-minded to hearing what I have to say. However, when a person does not ask for help and it is offered, the advice can be perceived as an attack. The reason for this is simple: The person does not perceive himself as needing help. When I offer unsolicited advice, I am telling him, 'I think you need help.' Most people prefer to come to these conclusions on their own. (Have you ever tried to give directions to a driver who hasn't yet admitted he is lost?)

The next time you are in that situation, talk to the speaker and find out how he felt about his speech. If he asks for help, then by all means, help away! My rule of thumb: Always be ready to help others, but only when they ask.

Bill Manzullo • SEC Roughriders Club 1876-46 • New York City

### SPECTACLES ARE SPECTACULAR

Thank you for adding to an old stereotype. While reading the March issue, I noted that not one person or character in the entire issue is wearing glasses. Coincidence? I think not. You'd be amazed at how much discrimination our society exhibits due to stereotypes created and perpetuated due to marketing pressures promoting the perfect image.

Don Mumford • Bath Talk Club 6361-60 • Ontario, Canada



By Randy Keehn, DTM

# Stay the Course

HAVE YOU EVER WONDERED WHAT LIFE WOULD BE LIKE WITHOUT a high school diploma? What if you had decided in high school that the time and effort weren't worth the "piece of paper" you would receive upon graduation? You may have

felt that the curriculum didn't fit your perceived needs. Maybe others seemed to get along without a diploma and you thought you could too.

But you stayed the course because you felt it would help you get a good job and bring other rewards. It's the same with Toastmasters. The message to newer Toastmasters is: "Stick with it at least until you have completed the basic manual and received your Competent Toastmaster (CTM) award." You may even find that you become like the perennial college student – you never want to quit – even after you earn the Distinguished Toastmaster (DTM) award, the highest designation a Toastmaster can receive.

I first became aware of the similarities of earning a high school diploma and a CTM some years ago when then-District 20 Governor Scott Williams, DTM, made the comparison in a newsletter. Since then I have observed more examples of the analogy:

- Admittedly, there's a world of difference between the consequences of dropping out of high school and dropping out of Toastmasters. But obtaining a high school diploma and receiving a CTM both define you as one who perseveres. Employers look more favorably on job applicants who have diplomas and college degrees than on high school dropouts. And they will be impressed by applicants who went beyond simply joining a Toastmasters club and actually completed the basic curriculum.

Many employers for large corporations already know what the CTM in Toastmasters is all about. Those who don't will ask, opening a door for job applicants to tell how they've enhanced their communication and leadership skills.

- Earning a high school diploma, like earning a CTM, also improves self-esteem and self-confidence, reinforcing awareness of one's abilities. New Toastmasters soon realize that simply joining doesn't eliminate their insecurities. Achieving goals requires time and effort.

Most people today want more than just a high school diploma before venturing out into the complex world. To

be truly prepared for success, one must display a mastery of more than just the basics. Similarities continue between earning college degrees and advanced Toastmaster achievement awards.

You may want to think about equivalencies this way: two-year college degree, Advanced Toastmaster-Bronze (ATM-B); four-year degree, Advanced-Silver (ATM-S); master's degree, Advanced-Gold (ATM-G); and doctorate, Distinguished Toastmaster (DTM). You could consider the Competent and Advanced Leader awards as two- or four-year degrees as well. I base this analogy on the fact that Toastmasters advanced manuals are specialized, as are college curricula.

Some of the rewards of advanced college degrees – and of advanced Toastmasters awards – are:

- They show prospective employers that you've not only developed your communication skills, but you've expanded them to an exceptional degree.
- The certificates on your wall constantly remind you of the personal satisfaction you gained for your time and effort.
- They've taught you to be an excellent and confident communicator, speaker and leader.

Whether in college or in Toastmasters, we advance as much as we can in environments conducive to learning. We then adapt that knowledge and training to our individual requirements and opportunities in "the real world."

In setting goals as a Toastmaster, consider that few, if any, people plan to take only three years of college undergraduate work or a partial course of post-graduate study. Instead, they plan to continue studying until they receive their degrees.

Treat your Toastmasters experience the same way. If you're impressed with the organization but want to spend only a year or two in it, don't quit until you get your CTM. If seeing the results of being a Toastmaster makes you want to explore how good you can become, set your goals toward the ATM-Bronze, Silver or Gold; Competent Leader; Advanced Leader; or even the DTM. Many Toastmasters see no reason to quit even after earning the DTM. However, you should see no reason to quit until you at least receive your basic "diploma." **T**

**Randy Keehn, DTM**, is a member of Western Star Club 894-20 in Williston, North Dakota.



## MEMBERSHIP BUILDING

By John R. Ward, CTM

# Relevancy Matters

## Using community issues as speaking topics can promote your club.

As Toastmasters, we learn to speak. We learn to listen. We learn to think on our feet. But our public relations activities in the local community are often futile. This at a time when many clubs are suffering from decreased membership, weak retention and marginal meeting attendance.

The time is right for Toastmasters clubs to foster a consequential presence in their communities based on their membership resource of immeasurable potential. Why not become hotbeds of collaboration and creativity by building on each other's work?

Opportunities to be relevant in a community are limitless. How, you ask? Imagine reading the following local headlines about your club:

- Toastmasters Speak to the Water Crisis
- Media Literacy Debated by Toastmasters
- Community Leaders Polish Communications Skills at Toastmasters
- City Gangs Are Toastmasters' Topics
- Political Ethics Explored at Toastmasters
- Toastmasters Tangle with Voter Apathy

Newsworthy? Of course. Do these topics give you a clue how Toastmasters can serve as "catalysts" in their communities? After all, a variety of events or issues occur in your community at any given time.

What if your news release read like this:

### FOR IMMEDIATE RELEASE

CONTACT: John Doe DATE: August 1, 2000  
(367) 555-4354

### TOASTMASTERS TO DEBATE MEDIA LITERACY

*HOMETOWN, USA – Toastmasters will discuss "Media Literacy" at the Downtown Community Center on Saturday, at 10 a.m. Senior members from all Toastmasters clubs in the area will participate at this, the first of a series of planned Toastmaster-sponsored community outreach programs on public issues. Toastmasters Area Governor John Doe says, "You can expect the program to entertain, educate and inspire." The public is invited.*

*The program will deal with television, a much-maligned purveyor of information. Discussion topics will include: How do we tell truth from distortion? How do we learn to recognize what is real versus what is hype or exaggeration? What questions can you ask that will permit you as a viewer to think about what you are watching rather than being a passive observer?*

*"Toastmasters have been using public issues as speech topics at their regular meetings," Doe noted. "Speakers at the outreach meetings will explore a variety of options based on their individual research. With no axe to grind, they hope to encourage citizens to become better informed."*

*Founder Ralph Smedley introduced Toastmasters to the world in 1924. There are 11 active Toastmasters clubs in this community. For information, contact...*

Building a bridge between club activities and community issues turns innovation into action. There is rarely a lack of good subject material. Using community issues as speaking topics can promote your club. Would increased "visibility" encourage better presentations at meetings and stimulate greater attendance? Would participation at community speak-outs be just reward for those completing their Toastmasters manual? Additional publicity, beyond simple meeting announcements, makes sense.

While such outreach efforts may at first feel like venturing off the traditional path into fog, the result will quickly clear the path to vigorous growth. Subject matters

that reflect positively on the community would have the greatest potential for visible results. Your community knows where change is needed, so take advantage of the opportunities it presents. Communication on community issues will also remove some of the natural insulation between the club and broader audiences.

Each club would need to determine what is appropriate based on guidelines from Toastmasters International. Think of the fun challenge for each club to figure out how to make it happen, to make it compatible with local interest and concerns. The preparation of an outline detailing a few basic principles to be honored would avoid free-for-alls. The beauty of the process is that it involves people communicating with each other – the very skills Toastmasters seek to enhance and nourish.

Obviously, it also requires a different mode of thinking about “speaking,” an outward focus rather than purely personal interests. The outcome would, however, serve per-

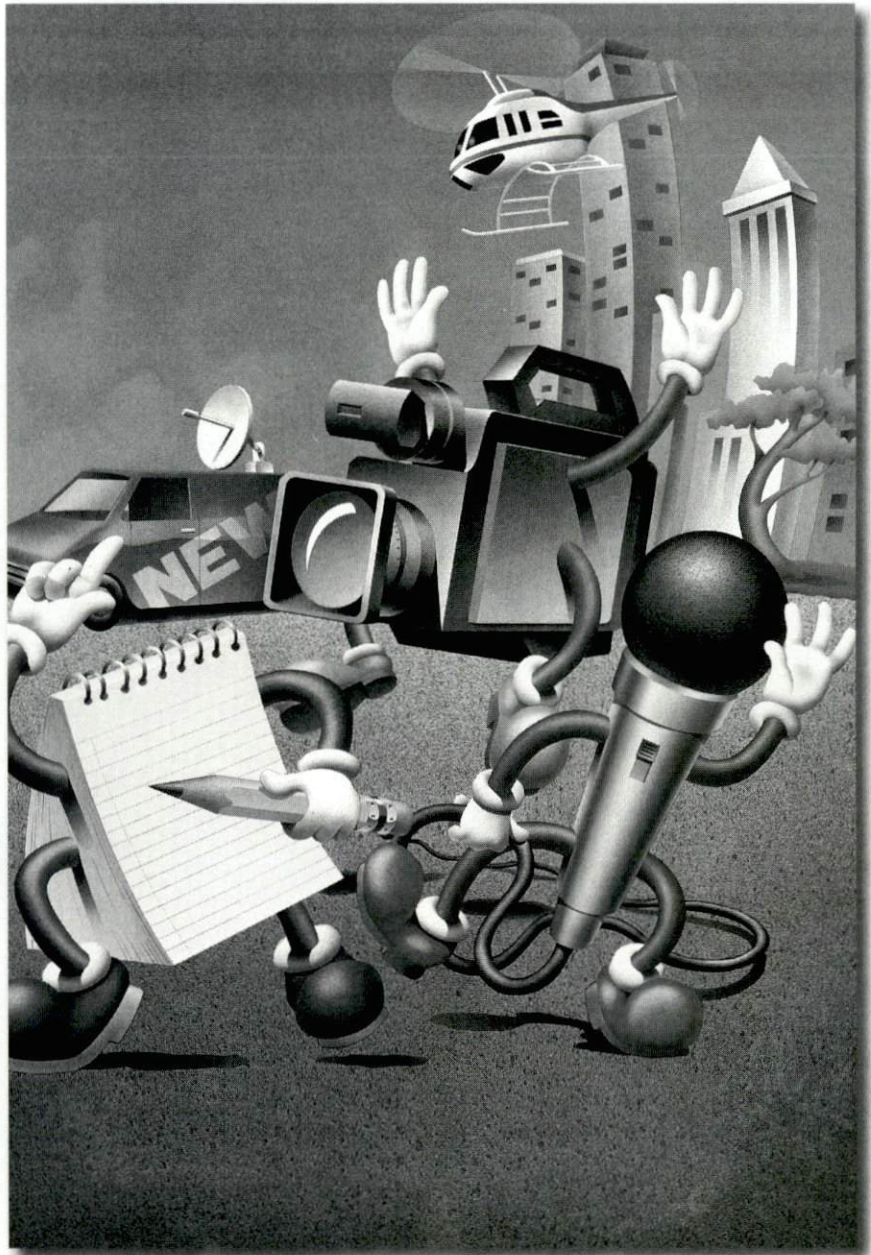
*“Building a bridge between club activities and community issues turns innovation into action.”*

sonal interests. Participants in the outreach program could be chosen based on their performance of club objectives. Participation might also be a recognition award to Toastmasters receiving the coveted CTM.

Imagine the potential to draw people away from their television sets and to club meetings. Clubs could be valued not only for their professional contributions to personal speaking, listening and thinking skills, but for their value to their extended communities.

Hearing ordinary people speak out on matters of concern has the potential to fire up some and/or calm others. It also could uncover key points in a conflict to reveal matters best used in community strategy for dealing with concerns. Most of all, it would encourage the people to think as they communicate.

Press releases to local newspapers and radio/TV stations announcing subject areas of discussions could draw a regular crowd, particularly when the subjects relate to issues already in the news and on people’s minds. Public relations can serve as the ideal link between clubs and their communities.



Building membership, retaining members and increasing attendance are all matters of club concern. Relevance in the community offers irresistible stimulus for growth. As people are learning the skills of communication, put those skills to use on behalf of the larger community and at the same time expand opportunities for personal growth. In many circles, it’s called adding value. To fulfill our organization’s mission to expand globally, we first must recruit members locally.

Community news is relevant news. And good news travels fast. **T**

**John R. Ward, CTM,** is a member of Albuquerque Weekend Club 8326-23. He is a writer and consultant living in Albuquerque, New Mexico.

# Building One



Five top  
Toastmasters  
share tips for  
successful  
club building.



# ing Clubs Toastmaster at a Time

**N**ew Toastmasters clubs are started at a rate of approximately two per day worldwide. What does it take to successfully charter a new club or to breathe life into an old one? In this article, five top Toastmasters share their secrets for successful club building.

## THE COMPANY CLUB CHARTER

It's becoming increasingly more common for large corporations to sponsor clubs for their employees. In Santa Ana, California, for example, Cindy Ragland led the effort to start a Toastmasters club at Ingram Micro, where she was employed in the public relations department. Having already earned her CTM as a member of a community club, she was eager to bring Toastmasters to her co-workers because "This is where people can learn to be effective communicators and find leadership opportunities. Toastmasters is also a good networking arena."

As a first step in starting a company club, Ragland suggests, "Gain the support of top level executives in the company to champion the drive to become a Toastmaster." At Ingram Micro, for example, the club had the blessing of the CEO. According to Ragland, "It turns out that our chief executive officer was a world renowned speaker. He places a very high value on public speaking and communicating effectively. He was extremely supportive of our chartering attempts and even gave the keynote speech at our chartering ceremony."

Ragland believes that having full weekly meetings even before obtaining the charter also helped their recruiting efforts. She says, "People weren't quite sure what Toastmasters was. This way they could visit a meeting and see how it works. We were able to demystify it for them."

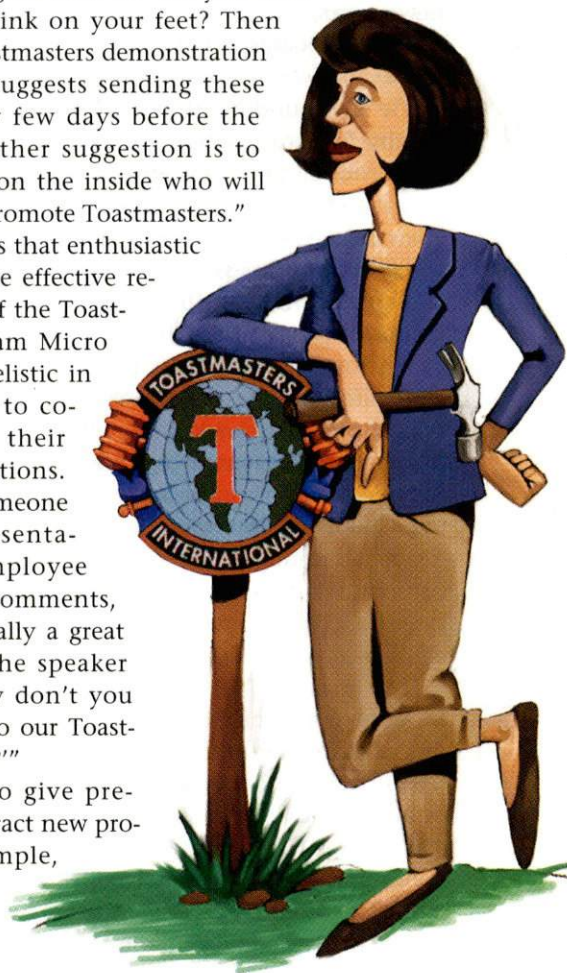
The clubs at Ingram Micro ultimately chartered with 63 members. To give everyone scheduling choices, they formed three clubs: the Breakfast Club, Ingram Microphones (which meets at noon) and MicroMasters (an evening club).

Sherri Wood, DTM, is the past governor for District 64 in Winnipeg, Manitoba, Canada. Wood remembers a time when the district averaged only one or two new clubs a year. But things have changed. She says, "Our district chartered seven new clubs last year and it looks like we're headed for six this year."

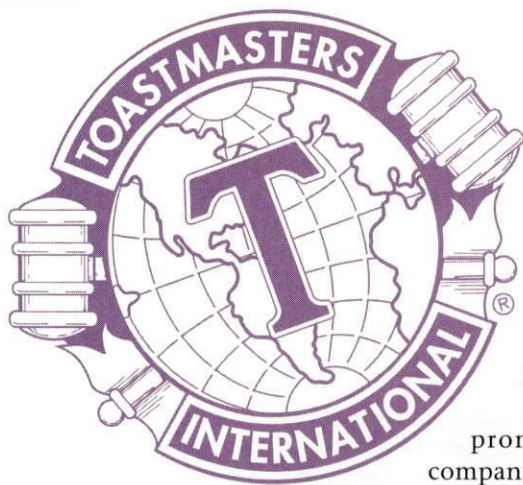
The second vital step to forming a new club is getting the word out. "Have posters made up and put them in prominent locations throughout the building," Wood says. "Use in-house e-mail with little 'ticklers,' catchy promotional slogans such as 'Do you want to be able to think on your feet? Then join us for a Toastmasters demonstration meeting.'" She suggests sending these "ticklers" every few days before the meeting. Her other suggestion is to "Have a 'spark' on the inside who will go around and promote Toastmasters."

Ragland agrees that enthusiastic spokespersons are effective recruiters. "Most of the Toastmasters at Ingram Micro are really evangelistic in their approach to co-workers and in their business interactions. For example, someone may give a presentation and an employee comes up and comments, 'Gosh, you're really a great speaker.' And the speaker might say, 'why don't you come with me to our Toastmasters meeting?'"

Members also give presentations to attract new prospects. For example, Ragland says, a member of one



BY PATRICIA L. FRY, CTM ■ ILLUSTRATION BY ANTHONY STROM



of the Ingram Micro clubs went to a managers' meeting and asked the audience to encourage their associates to look at joining Toastmasters.

Another excellent promotional tool is the company newsletter. The last piece in the Toastmaster chartering puzzle is well-operated, lively meetings in an environment where guests feel welcome and members can excel.

### THE COMMUNITY CLUB CHARTER

While company clubs usually are for employees only, community clubs are open to the public. To start a community club, solicit the help of your district officers. They will guide you in setting up a demonstration meeting and give you some publicity ideas.

Basically, you will plan the meetings about six weeks in advance. Promote them through press releases to local newspapers, radio and TV stations, postings on community bulletin boards at libraries and colleges and at community events.

Tie the founding of your club into something newsworthy for local media – the fact that you earned a promotion or stopped stuttering after joining Toastmasters, for example. Or point out a community figure who credits Toastmasters with his or her personal or business success.

Target membership clusters or groups of people through large corporations, churches, the military and so forth. Request a list of organizations from your local chamber of commerce and invite club officers to attend your demonstration meeting. Choose an appropriate location for your meetings. This might be a corporate conference room, school cafeteria, chapel or restaurant. Some clubs even meet in bookstores.

Toastmasters' Past International President John Latin, DTM, of San Dimas, California, is the division marketing specialist for Southern California's Founder's District. He tells this story about his first Toastmasters meeting held in a very public place: "A young lady came to me and said, 'I want to put a Toastmasters club in a Borders Books and Music Store.' I said, 'Borders? Do they have room for us off to the side?' She said, 'No. We'll be right smack in the middle of the store.' I said, 'How's that going to work with all of the noise and people buying books and drinking coffee?' She assured me that it would work and I said, 'I'll believe it when I see it.'"

*"Whether you're starting  
a new community or company  
club or working to save  
one that is faltering,  
Toastmasters International  
has the resources to  
help you do it."*

Latin continues, "They set up 20 chairs and a microphone system, and all the people in the coffee shop were listening to our speeches. People were standing around the outer perimeter of the coffee shop listening to our speakers. We could hear the speakers clearly. It worked, but I didn't believe it until I saw it."

Latin finds it relatively easy to promote a club that meets in a public place – a restaurant, for example. He says, "We have a little plaque that is placed at the entrance of the restaurant that says, 'Toastmasters meets here Wednesday nights at 5:30.'" Latin appreciates technology, too. "We're on the Internet, he says." "You can pull up Toastmasters International and find every club in the world. We get a lot of people coming in and saying, 'I saw you on the Internet.'"

The best way to promote a club is through show and tell. "Have members bring guests and show them a good Toastmasters program," Latin says.

Wood couldn't agree more. She suggests that clubs assign a member to sit with each visitor and explain the program as it goes along. Her club has created a sheet outlining each of the various roles on the program and its purpose.

She also recommends that all members know how to fill out a membership application and that they know how much club and membership dues are. She says, "There's nothing worse than having a good prospect turned off by comments such as, 'I don't know how much it is. You'll need to wait until our treasurer comes back and he/she can let you know.'"

### A FORMULA FOR BUILDING NEW CLUBS

Mary McKee was the 1998-99 president of the Goodbye Jitters Club in Winnipeg, Manitoba, Canada. When she started her term in September, there were four members. By the end of June the club had 21 on the roster. As a successful recruiter, McKee recommends:

- Maintain meetings of professional quality. Whether five or 50 people show up, always maintain the high standards of the Toastmasters program.
- Choose a slogan that implies building or rebuilding. For McKee's club it was "The Little Club That Can."
- Use the slogan on agendas, flyers, brochures and anything else you produce.
- Stay positive and stay motivated.
- Ask the district to assign you a club specialist to help revitalize your meetings.
- Display posters in your meeting place and advertise wherever and whenever you can afford to.
- Mail informational brochures and distribute them to area businesses.

- Build a break into your meetings so members have an opportunity to get to know one another. Plan social events but keep them separate from the meetings.
- Follow up on potential members with a phone call, newsletter or personal note.
- Always ask a guest to join. Help her or him fill out the membership application.
- Assign the new member a mentor.
- Go for variety in your meetings to keep them fresh. If it's a small club, bring in a guest speaker from time to time.
- Support and encourage all members in their educational and leadership goals.

Wood adds another component that she feels is vital: Recognition. "This is one of the world's greatest motivators," she says. Wood is quick to admit, "I didn't think it applied to me until I received a District Governor's Citation.

"Recognizing members' accomplishments is a critical tool in Toastmasters. Make a big deal out of each educational/ leadership accomplishment. Not only does it make the recipient feel good, it motivates other members to work toward receiving recognition as well."

### REVIVING A STRUGGLING CLUB

It happens in the best of clubs – attendance dwindles, meetings become dull and enthusiasm wanes. If this describes your club, don't throw in the towel. Where there's life, there's hope.

Ernie Limkakeng took over the faltering Sinulog Toastmaster Club #2395-75 in the Philippines in 1997. Attendance in that once flourishing club was down to just five participants when Limkakeng was elected president.

"Soon after the election," says Limkakeng, "the officers held a meeting to look into the situation. We received the membership roster, discussed attendance problems and examined our programming and financial situation. In the process, we learned our strengths and our weaknesses. For instance, we found that we were left with past presidents and past officers of the club – seasoned Toastmasters who are very capable but, perhaps, slowly losing interest. We got them involved in our membership drive, mentoring new members and delivering instructional speeches."

Limkakeng says the club's poor attendance problem was solved temporarily by inviting members from other clubs to handle parts of the program. "This enabled us to come up with a good crowd while we were still building up our membership. We also discovered that the meeting days were not convenient for most of our members, and we immediately corrected that."

*"Make a big deal out of each educational or leadership accomplishment. Not only does it make the recipient feel good, it motivates other members to work toward receiving recognition as well."*

– SHERRI WOOD, DTM

The officers met often, even when there was little business to discuss. "I figured this could serve as a bonding process for officers to work as a team," Limkakeng says.

He says the Sinulog Toastmasters Club "was once a great club. We used to have lively crowded meetings. We were producing national champions in speech contests. Our members were called on to hold district positions. Reminiscing on past glories and a call for revival may have rekindled the fire to excel in all of us."

Another tactic that helped reconnect the membership was the officers' diligence in making personal calls to members to remind them of meetings. Once they started that courtesy, members were not likely to be absent.

Limkakeng explains additional strategies: "We stayed focused on our targets and considered disappointing moments temporary setbacks. We gave importance to recognition for individual achievements by holding special recognition awards nights. We tried our best to lead by example, conscious of the fact that any lack of enthusiasm would considerably dampen members' interest."

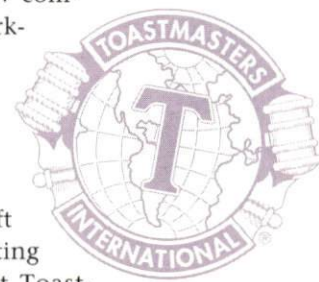
"I believe that what moved most of us was the sense of pride in our club. An organization is as strong as the number of people who take pride in what it's doing."

In California's Founder's district, club builders use Speechcraft programs to revive struggling clubs. "When we see a club that's going down in membership, we immediately recommend that they do a Speechcraft," John Latin explains. "This is an eight-week miniclass where participants pay anywhere from \$10 to \$25 for the class and materials and Toastmaster members are the teachers. Participants practice giving speeches, introductions, evaluations and Table Topics."

Whether you're starting a new community or company club or working to save one that is faltering, Toastmasters International has the resources to help you do it: membership flyers, a club troubleshooting guide; membership-building contest ideas; Speechcraft promotional kits and even a Meeting Excellence Video Tape. Contact Toastmasters International at 800-9WE-SPEAK or visit the Web site at [www.toastmasters.org](http://www.toastmasters.org).

It's to your benefit to maintain a successful club environment where you, along with other members, can excel. **1**

Patricia L. Fry, CTM, of Ojai, California, is a frequent contributor to this magazine.





By Art Nieto, DTM

# Breaking Ground on New Clubs

**A**s a Toastmaster, you have seen how your club's educational program not only helps members improve their communication skills, but also how it enriches other aspects of their lives. You've observed the shyest people become confident in what they say and how

they interact with others. And you may have seen Toastmasters clubs contribute to improved communication within an entire community or company – by creating an awareness of the importance of public speaking and leadership skills. These are points to emphasize when you try to sell community or corporate leaders on the idea of forming a new club.

## GETTING STARTED

Contact your District Governor to determine if the district has targeted new Toastmasters opportunities and needs your help. Once you know where and what types of new clubs are needed, notify and work with the District Extension Chairman and the Lieutenant Governor Marketing. You'll find them ready, willing and able to help coordinate your efforts.

Identify and work with a reliable contact person. Make sure the person you contact has some influence and is in a position to say "yes" and support organizing a club. Be positive. An energetic and confident attitude is an immediate confirmation of our program's value.

If your goal is organizing a company club, emphasize the many ways Toastmasters training will benefit the company. If it's a community club, show how efficient and focused your Toastmasters experience has made you by resolving, in advance, matters such as meeting time and location. Be professional, keeping in mind you get only one opportunity to make a good first impression. Plan your presentation carefully. Have all necessary information on hand. With your audience in mind, choose materials you feel will have the most impact from the Toastmasters International Publicity Pack (Catalog No. 1153).

Many materials, including a free New Club Information Kit, are available from Toastmasters International's World Headquarters. Submit your request for the free kit to the Membership and Club Extension Department, indicating whether it's for a company or community prospect. For other materials, consult the Toastmasters International Supply Catalog. (See sidebar for list of materials available.)

## MINIMUM REQUIREMENTS FOR CHARTERING A NEW CLUB

Clubs must charter with at least 20 members. At least 17 of the members can not also belong to another Toastmasters club – with one exception: Dual membership is usually a prerequisite for an advanced club. The 20

or more charter members of an advanced club must already belong to another Toastmasters club.

Although there's no maximum membership rule, 40 is the recommended limit because members of larger clubs have fewer chances to participate. Consider forming two clubs if 40 or more people are interested.

Minimum requirements clubs must meet, once chartered, are: (1) conduct at least 12 meetings per year, (2) members must present manual speeches, (3) members must give and receive both oral and written evaluations.

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*"Many materials, including a free New Club Information Kit, are available from Toastmasters International's World Headquarters."*

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Although 12 meetings a year are required, weekly meetings are strongly encouraged – to create more opportunities for growth. Clubs may select their own meeting times, depending on members' needs.

#### **STRATEGIES – CORPORATIONS**

When considering who to contact in a business or government organization, find out if any of the organization's employees are already Toastmasters. They may be able to help with the initial approach or at least tell you which executive or manager to contact. If no Toastmasters are employed by the target organization, arrange for a Toastmaster with knowledge and experience relating to the business to make the first contact. An engineer, for example, could contact an aerospace firm, or an insurance sales manager could contact an insurance company.

A person in the organization with authority to say "yes" might be the chief executive, the training director, the personnel manager, the public relations manager, the human resources director or the sales director. The person making the initial contact should bring a set of Toastmasters materials plus a sample Toastmasters meeting agenda. He or she should emphasize:

- How the Toastmasters program can benefit the organization through increased return on investment, for example, or increased sales, reduced costs and improved employee efficiency.
- The low cost of Toastmasters training – a fraction of what the organization might spend on another type of communications training.
- That half of all new Toastmasters clubs are being formed in companies, calling attention to organizations in your city or district that sponsor in-house Toastmasters clubs.

## **Tools to Help You Build New Clubs**

A free New Club Information Kit is available from World Headquarters' Membership and Club Extension Department. (Indicate whether for a company or community prospect.)

The kit includes an application to organize a Toastmasters club, a step-by-step guide on *How to Build a Toastmasters Club* (catalog No. 121), and a set of promotional brochures to distribute to potential members.

The following items will be useful to you while organizing a new club. Most can be obtained for a nominal cost:

- *Bringing Successful Communication into Your Organization* (Catalog No. 103)
- Flyers to place on bulletin boards (Catalog Nos. 114 and 115)
- *Communication and Leadership Program* manual (Catalog No. 225)
- *Advanced Communication and Leadership Program* manuals, preferably *Speeches by Management* (Catalog No. 226-F)
- Television spot announcement: *Get the Toastmasters Edge*. (Catalog No. 1144)
- Public Relations and Advertising Kits (Catalog No. 1150)
- Radio Spot Announcements (Catalog No. 1151)
- Publicity Pack (Catalog No. 1153)
- *Let the World Know* publicity and promotion handbook (Catalog No. 1140).

Toastmasters clubs have been organized within service organizations such as Kiwanis, Lions and Rotary. There are also thousands of Toastmasters clubs supported by other organizations, associations, companies and government agencies. To learn more about the club formation process, see [www.toastmasters.org/start.htm](http://www.toastmasters.org/start.htm). You can use the form on that page to request a New Club Information Kit that contains everything you need to form a club. You can also request a kit by calling (800) 993-7732.

If the company or core group of individuals are interested, immediately schedule a demonstration meeting. For ideas on how to do that, review the article "A Show Worth Putting On" on pages 22-23 in the November 1999 issue of *The Toastmaster*. Don't delay scheduling a firm date and time for the demo meeting.

### GET COMMITMENT AND SUPPORT

Once you have sold a company executive on the idea of having an in-house Toastmasters club:

- Determine what portion of club costs the company will pay. Usually the organization pays the \$95 charter fee and new members pay the \$16 service charge plus their own \$18 semi-annual dues. Many companies pay for a banner, timing device and other essential club materials.
- Finalize demonstration meeting arrangements and select a meeting place. Most business and government organizations have conference rooms that are suitable for Toastmasters meetings.
- Invite the company official you have contacted to attend the demonstration meeting. He or she – or another high-level company official – should attend to show prospective members that the organization's leaders support the new club.
- Arrange to publicize the demonstration meeting on company bulletin boards and in its employee newsletter. Ask permission to circulate a memo to each department or to individual employees. Some companies will put Toastmasters information in employees' pay envelopes – if you supply the notice or brochures.

### STRATEGY – COMMUNITY

To organize a new community club, solicit assistance from Toastmasters or former Toastmasters living in the target community. Appoint someone to serve as a local contact. Ask that person to stay informed on the time and place for the demonstration meeting and be available to answer questions from potential members before the meeting. He or she also can help coordinate local publicity.

Plan the demonstration meeting three to four weeks in advance to allow time for publicity and promotion. Obtain public relations and advertising kits, as well as television and radio spot announcements, from Toastmasters International. Publicize the demo meeting in local newspapers, on radio and television stations and through brochures, flyers and posters.

Send demonstration meeting invitations to officers of your local chamber of commerce and service organizations such as Rotary, Kiwanis, Lions and Jaycees. Also contact other Toastmasters clubs in the area, because some of their members may be interested in belonging to two clubs.

Seek new members among groups such as employees, church organizations, military personnel and other clubs that can't support a Toastmasters club by themselves but

that could contribute a strong nucleus for a new Toastmasters club. Conduct a Speechcraft program aimed at recruiting members for the new club.

Closing the "sale" is especially essential at demo meetings for community clubs, because you and other Toastmasters involved in organizing may have to travel long distances to meetings necessary to get the new club underway. The more you can accomplish at the first meeting, the less travel will be necessary. If possible, collect each prospective member's share of the charter fee plus the member's service charge and semi-annual dues. Set up the time for the organizational meeting.

Establishing a new club in urban communities may be especially challenging because of urban and suburban residents' busy and demanding lifestyles. Pay special attention to meeting times, locations, traffic patterns and ease of access.

### CHARTER PRESENTATION MEETINGS

At organizational meetings – whether for community or company clubs – it's important to help prospective members to (1) determine when and where the club will meet, (2) select a club name, (3) decide if the club will be "open" or "closed," (4) decide if the club will collect local dues and, if so, the amount, (5) elect officers, (6) set the agenda for the first regular club meeting.

After the group begins regular club meetings and adopts a Constitution and Bylaws (based on materials from Toastmasters International), the big moment you've been working toward arrives – the presentation of the new club's charter.

It's time to recognize and celebrate the achievements of the charter members, sponsors, mentors and sponsoring club, who, through combined efforts, have built a club from scratch! **T**

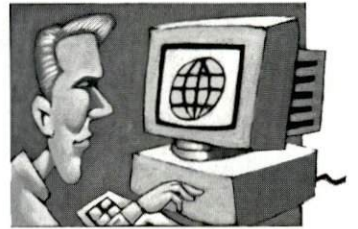
**Art Nieto, DTM**, served on Toastmasters' Board of Directors in 1983-85. As District 3's Marketing Chairman for the last 17 years, he has been involved in chartering more than 100 clubs.

### How to Handle Speaking Slip-Ups

Keep these "saver-lines" in mind in case you err during your next presentation:

- "I just spent \$1,000 on my eyes, and now my mouth's not working."
- "I seem to be rejecting that tongue transplant."
- "I just washed my tongue and I can't do a thing with it."
- "The last time something like that came out of my mouth, I was in a dental chair."
- "My lips just took a vacation."

**Source:** *What to Say When You're Dyin' on the Platform*, by Lilly Walters, McGraw-Hill, 11 W. 19th St., New York, NY 10011.



By Reid Goldsborough

# Give Presentations a Zing

THERE'S ONLY ONE THING WORSE THAN SITTING THROUGH A boring presentation. Giving one. You don't need to have the presence of a Hollywood actor to give captivating presentations. Just ask anyone who has used a personal computer

program such as Microsoft PowerPoint or Corel Presentations to jazz up a talk or demonstration.

Visual aids not only provide spark, they also can help impart substance. If I were using presentation software right now, I'd cook up a few eye-popping charts to show that visual aids increase by 43 percent the chances that your audience will be persuaded to accept your position, according to a University of Minnesota study, and they improve retention by up to 38 percent, according to studies at Harvard University and Columbia University.

If you have a recent version of one of the popular office software suites, you probably have the basics. Microsoft PowerPoint is included in the standard, professional and premium versions of Microsoft Office 2000 (though not in the small-business version); Corel Presentations is included in Corel WordPerfect Office 2000, and Freelance Graphics is included in Lotus SmartSuite Millennium Edition.

These presentation programs, with their built-in graphics, animation tools and multimedia effects, may provide all the punch you need. But you don't have to stop there. Programs and add-ons such as Astound at <http://www.astound.com>, Digital Juice at <http://www.digitaljuice.com>, PowerPlugs at <http://www.crystalgraphics.com>, Office Advantage at <http://www.metacreations.com>, and Digital Artware at <http://www.vicfish.com> can help you go the extra yard in wowing your audience.

All the major presentation programs and some of the add-on programs include starter documents called templates, which you can add text to and otherwise customize in creating your presentation. Using a template can help prevent serious design mistakes that can compromise your presentation's overall quality.

You can still, however, benefit from knowing the principles of good presentation design. Here are some key points to keep in mind:

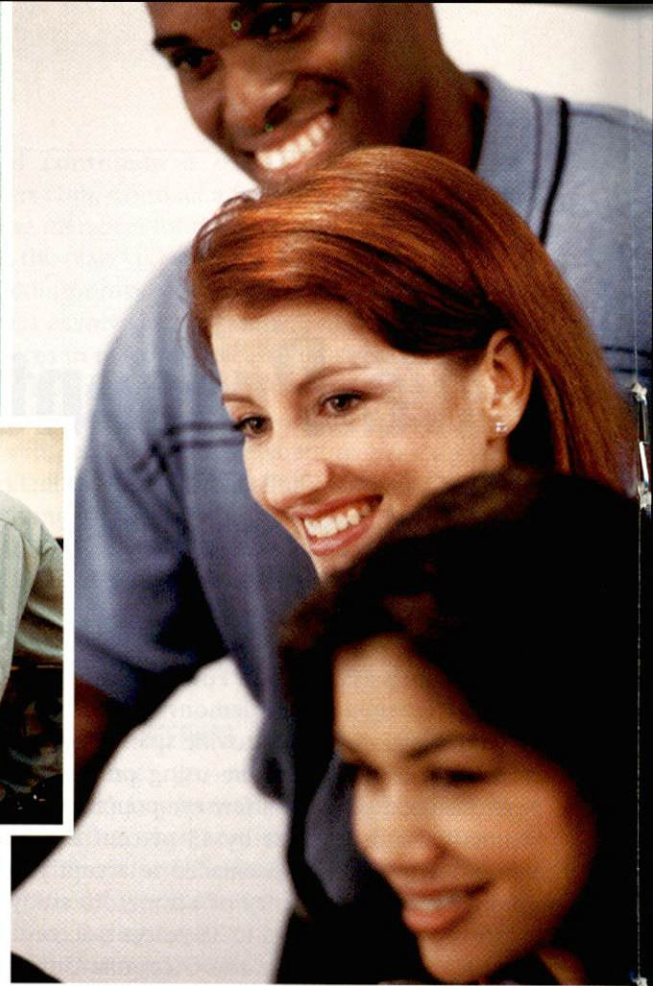
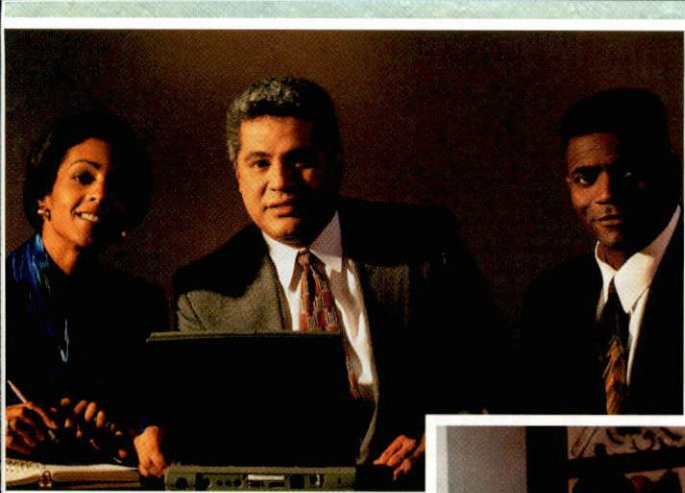
- **Choose the right chart.** Use bar charts to compare things you can quantify, line charts to represent changes over time, and pie charts to show parts of a whole.
- **Use a table, instead of a chart, to illustrate timetables,** schedules, lists or other highly detailed information.
- **Format charts to maximize legibility.** In bar charts, use different colors, shades or hatch patterns to distinguish bars. Don't use more than 10 slices per pie chart or four lines per line chart.
- **Format text to maximize readability.** Use no more than two different typefaces. Left justify – don't center – lists and bullet points. Keep bullet points short – no more than six words per item. Use no more than six bullet points per slide. Don't use all caps.
- **Be conscious of the viewing environment.** In a darkened room when using projection, choose a light-colored type on a dark background. White or yellow on dark blue works well. In a lighted room with overheads, use dark text on a light background. Keep the same colored background throughout the presentation as a unifying theme.
- **Emphasize key points.** Use contrasting colors to make key textual items stand out and vivid colors for key items in charts or tables.

The latest trend is using the Web to give presentations in "real time" to clients, prospects or colleagues without having to be physically present. This prevents the time and expense of travel, but unlike a simple Web site, allows you to lead the audience where you want and allows the audience to interact with you almost as if they were in the same room.

To view your presentation, all your audience needs is a Web browser such as Microsoft Internet Explorer or Netscape Navigator. Tools include the ability of audience members to respond via text-based chat, annotate the presentation slides and vote for proposed courses of action.

For a wealth of additional tips, reviews and news to help you give great presentations, check out Presentations.com's Web site at <http://www.presentations.com>. **1**

**Reid Goldsborough** is a syndicated columnist and author of the book *Straight Talk About the Information Superhighway*. He can be reached at [reidgold@netaxs.com](mailto:reidgold@netaxs.com).



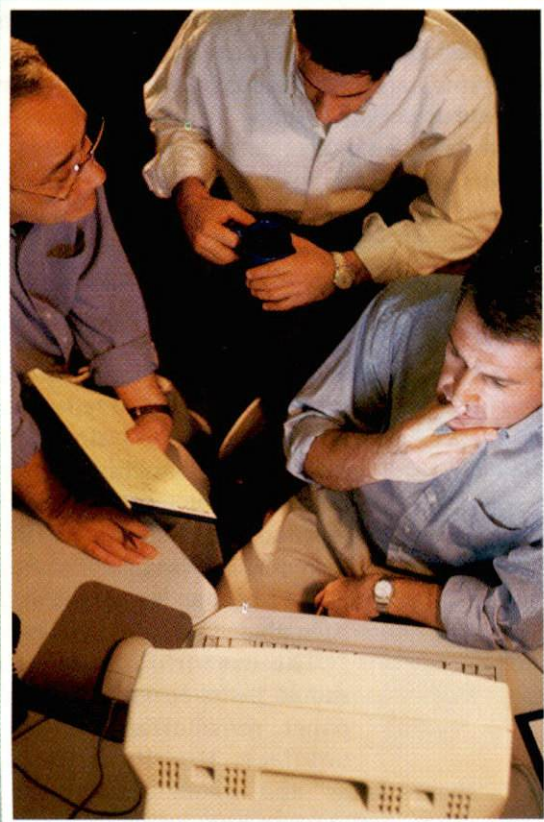
# Team Presentations:

# *A Winner*

Speaking is an audience-centered sport.  
Sometimes it takes a team to win.







BY MARJORIE BRODY

sions need to be made – the most important being choosing a team leader.

#### EVERY TEAM NEEDS A LEADER

So who will the team select as its leader? Someone who is responsible for all aspects of the presentation – an overseer of sorts. This person's key role is to develop and implement the proper strategy and preparation.

A team presentation leader should be a subject matter expert. He or she also should be organized and dedi-

# ng Combination

**M**any sales opportunities have been lost because of a poorly orchestrated and delivered team presentation. The client reaction is, "If they can't coordinate a team presentation, how can they coordinate the work we need to have done?"

Any professional sports coach will tell you that to win, you need an effective team. Since speaking is an audience-centered sport, it's a natural leap then to assume that giving a team presentation can be highly effective. Instead of a touchdown or home run, however, the members of a speaking team strive to win over their audience.

How can this be done? Common sense dictates that all team members must work together to achieve the common goal. Before you can do anything, some deci-

ated to seeing the presentation to its successful conclusion. The team leader must be aware of a potential pitfall – delegating speaking parts too soon. The leader's approach should be hands-on until the entire presentation is decided and planned; then some aspects can be delegated.

The team leader is the person who needs to know the presentation's PAL™ – Purpose, Audience and Logistics.

#### KNOWING THE PAL™

If the team's purpose is to inform the audience, then it should provide new and useful information. If, however, the group's goal is to persuade people, then it needs to make audience members believe in the message or call participants to action. Team leaders must find answers to many questions: Who is in the audience? Are audience members colleagues or prospective clients? Why are they there? What are their demographics (Where are they

from? How old are they?) What is their attitude toward your objective? What knowledge do they have and need?

It's also important to get an idea of expected audience size – you don't want the presentation team to outnumber the audience! Even seasoned professional speakers sometimes forget to do all their homework and wind up feeling foolish. Don't let the same thing happen to members of your team.

Knowing other logistics about the occasion is important, too. For example, is your team part of a panel of speakers? What will the other speakers discuss? What visual equipment is available? How much time do you have to present? What time of day will you be speaking? The answers to these questions are crucial in helping you tailor your presentation. Once you have determined your purpose, audience and logistics, write your overall objective in one sentence or less. This helps you maintain focus during the preparation process.

Answering all PAL™ questions is critical, and it allows the team leader to better decide who are the best people to gather for the team. If, for example, the audience is comprised of people involved in finance, then it certainly couldn't hurt to have an accountant or CPA on your presentation team.

### **BUILDING THE RIGHT TEAM**

After getting the PAL™ information, a presentation team can be assembled. When putting together an effective presentation team, the leader should evaluate all aspects of the speakers – their personality traits and overall skills. Are they known for their humorous style? Do they always use props to convey points? Are they bad at fielding and answering questions?

On an effective sports team, members complement each other. That's why there are designated hitters – to step in when a pitcher not known for his batting skills needs an assist. Building an effective presentation team is a lot like baking – you need the right mix of ingredients and attention to detail to create something worthwhile. And each team "ingredient" needs to remember how important his or her role is to the final product.

Resist the temptation to go overboard when composing a team. The more people involved, the longer it will take to prepare and practice the presentation.

### **PRIOR & PROPER PREPARATION**

Once the PAL™ has been determined, each team member has all the facts necessary to get started. Presenters should get their own individual "marching orders" – in writing. Responsibilities should touch on speech con-

tent, effective transitions between speakers, and application and proper use of visual aids. Decisions also must be made about whether audience materials, such as handouts and books, will be made available and the scheduling and participation in practice sessions.

Once you clarify your objectives, it's time to prepare the presentation. The first step is to collect the material. Unless you plan on a "data dump," look for analogies and metaphors, stories, examples, audience involvement techniques and case studies to support facts and figures. After

collecting the material, begin to organize it according to a logical progression of ideas. Limit the points, keeping the message simple. Writing out transitions helps to reinforce the ideas and to repeat without being redundant. Write the introduction and conclusion after the body of the presentation is completed. Be sure to start with impact, including the benefit of the presentation to the audience, and end with strength and something memorable.

The user-friendly final draft should be in outline form on note paper, no smaller than 18-point boldface. Highlight the "must

know," "should know" and "could know" material in different colors. Avoid using note cards; they can cause you to do too much shuffling. Write only on the top two-thirds of the page; otherwise your eyes and voice will drop, and you will lose your audience's attention.

### **PRACTICE DOES MAKE PERFECT**

Use the latest technologies to keep in touch with your team members prior to the presentation – send mass e-mail to let people know of practice sessions or event changes that might necessitate a change in speech content.

If the meeting or event organizers want to play an active role in planning the presentation, that's OK. Just make sure they are involved from the start – not after your team has already prepared and practiced the presentations.

Individual team members can practice their respective presentations, but the whole team needs to practice together, too. This practice needs to be coordinated so there is enough time for any necessary changes. Then have at least one more "dress rehearsal." When the members practice, tell them to do so at least three to six times, out loud – saying the speech differently each time to keep the spontaneity. Practicing in your head – where you are eloquent – won't work as well as actually saying it. If your team members will deliver their speeches standing up, then practice the same way using a similar room setup. If you can't practice in the actual room where your group will be speaking, improvise. Set up the chairs in the way they will actually be used. If you can

*"Each presentation should use similar vocabulary for common phrases. For example, if the first presenter says 'overheads' to refer to a visual aid and the next person says 'slides' when pointing to the same item, audience members may get confused."*

practice in front of people, their comments will help you refine your presentations. Tape record team members. Remember, if you don't find your presentations interesting, no one else will either.

When you feel the team has practiced enough and you're prepared for the big day, consider hiring an unbiased, outside consulting firm to review the team presentation one last time, or ask your club members for an evaluation.

### TRY FOR A SIMILAR, YET DIFFERENT, FEEL

It's OK if team members want to make their own visual aids, but the leader needs to ensure that they all have the same overall look or format. If team members don't know how to create visually exciting and appropriate visual aids, consider using an outside source – a design house that specializes in computer graphics, perhaps. Use presentation software like PowerPoint to create slides that use the same template – using standard headlines, fonts and colors.

This attention to detail to make sure there is continuity in visual aids should also carry over into the content. Each presentation should use similar vocabulary for common phrases. For example, if the first presenter says "overheads" to refer to a visual aid and the next person says "slides" when pointing to the same item, audience members may get confused.

### REMEMBER THE INS & OUTS

One of the most overlooked aspects of team presentations is the introduction and transitions. When used properly, these bind the team presentation together into a smooth, cohesive effort. Used incorrectly, the presentation not only reflects poorly on each speaker, but also on the group or company coordinating the event.

The team leader needs to decide ahead of time, with group input, how introductions will be handled. Will each presenter do a self-introduction before speaking? Will the previous presenter announce the next one? Will the team leader perform all introductions? Or, will the host or coordinator of the meeting take on the emcee role?

Each member of the presentation team needs to create his or her own snappy transitions. There should be a common thread to all presentations, so when one ends, the next begins logically, following a line of thought similar to the previous speech.

It's also extremely important that each presenter in the team watches the others speak, reading the audience members for cues and responses to various aspects of the presentations. This can help determine if the audience is tired, hostile or friendly – allowing subsequent members of the team to avoid possible sensitive topics or use various strategies.

### Q & A

Team members also should handle questions from the audience in a uniform way. Beforehand, the leader needs

to decide whether questions will be answered at the end of each speaker segment. Or if audience members will be asked to hold all questions until the end of the entire presentation – doing questions in an open format.

Questions should be answered as briefly and concisely as possible. It's best to paraphrase the question before answering it. This will help clarify it and ensure the speaker understands the question. At some time you may encounter someone whose only objective is to stump the speaker or put you on the defensive. If you don't know the answer, say so. Don't try to make up one. Tell the questioner that you will find out the answer and get back to him or her.

When a question is targeted to one member of the team, but another feels compelled to address it, the team leader should step in. The danger here if left unchecked is that a concise 20-second answer can turn into a several-minute diatribe. Decide beforehand who will answer certain subject areas, or which cues to use to invite other speakers to address the question.

Too often companies don't value the impact of a powerful team presentation until they lose business as a result of poor sales presentations. Just as in sports – proper planning, preparation and practice prevent poor performance. **1**

**Marjorie Brody, CSP**, is a motivational speaker on career enhancement and corporate etiquette and the president of Brody Communications in Jenkintown, Pennsylvania ([www.brodycommunications.com](http://www.brodycommunications.com)). She is author of 15 books, including *Speaking is an Audience-Centered Sport*; *The Complete Business Etiquette Handbook* and the four-booklet series *21st Century Pocket Guides to Proper Business Protocol*.

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By Leanna Skarnulis

# Speech Research Made Easy

Discover speech topics in your library's children's department.

**S**peak and write about what you know" is the maxim you've heard over and over. Ignore it. That's what I tell my public speaking students. Sometimes creating a speech can be an excuse to satisfy your curiosity. Let your reach exceed your grasp, and it can take you on an exhilarating adventure into unexplored territory.

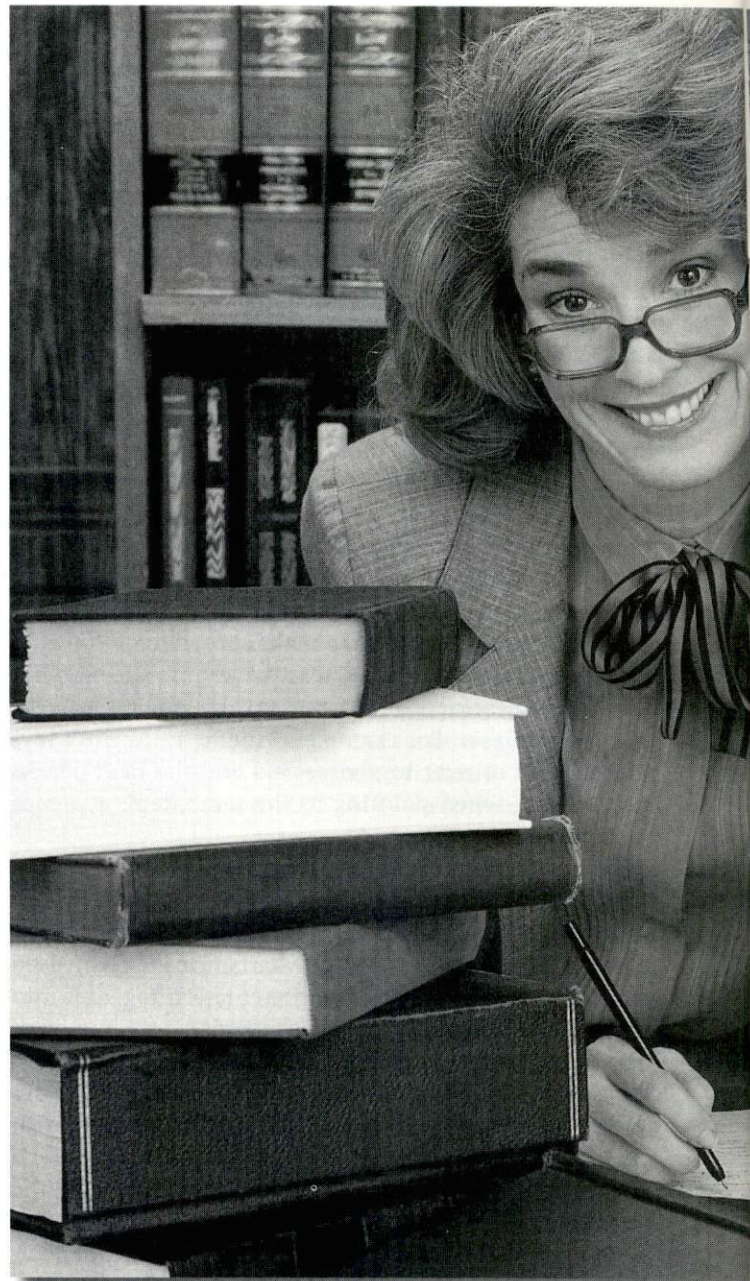
That's what happened to me with the subject of weather modification. When I began, I knew only that 50 nations met in Geneva in 1977 to sign a treaty agreeing not to use weather as a weapon of war. At the same time, they agreed to promote weather modification for peaceful purposes. My research led to a speech titled "Curing Ill Winds."

I want to share with you a secret known to a handful of speakers and writers that helped me get from a germ of an idea to a creditable presentation. I got a handle on the subject and saved many hours by starting my research in the children's department of my local library.

You'll find several advantages in using the children's department. It's a great place to generate topic ideas jump-start research of technical subjects and get definitions and pronunciations of key terms. It's especially good for finding concrete images, anecdotes and engaging facts that make your subject come alive.

## TOPIC IDEAS

When your mind is a blank, the gray blur of the grown-up library or the overwhelming vastness of the Internet can immobilize you. Head for the attractively packaged

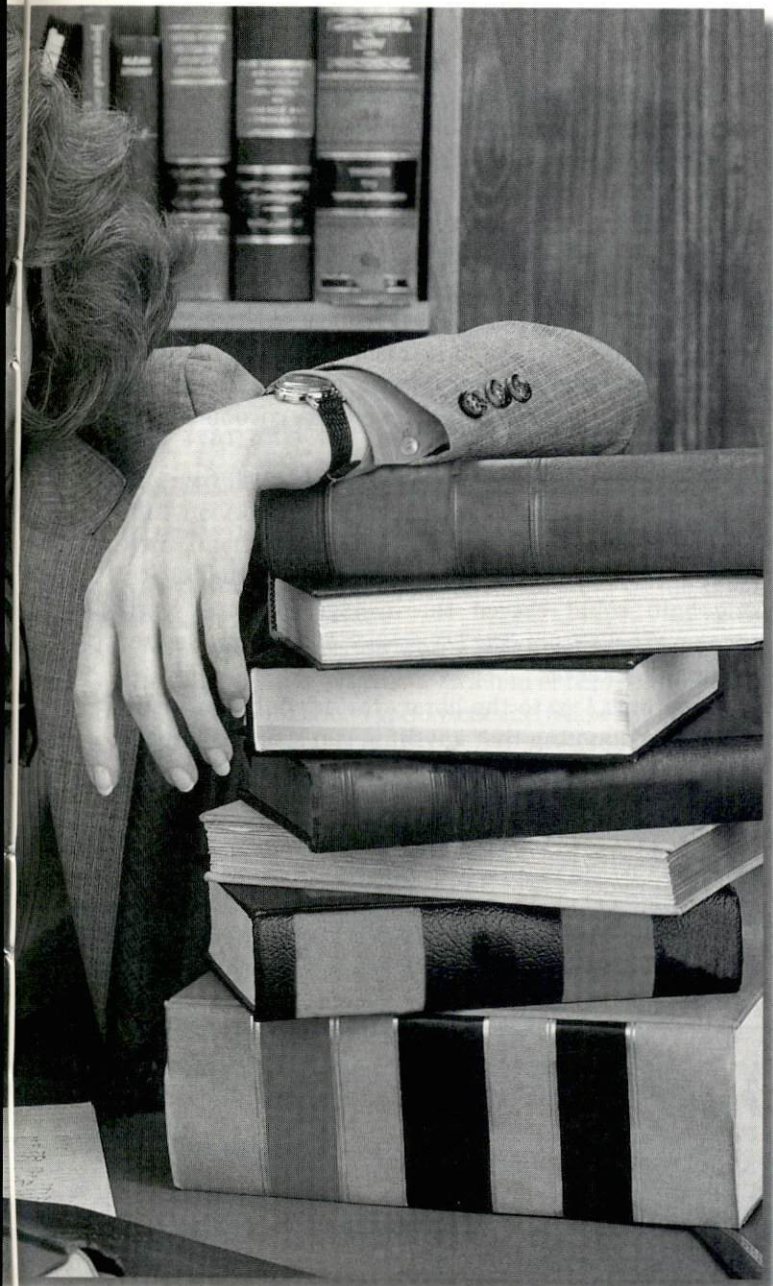


books, magazines and encyclopedias in the children's department for inspiration.

You'll find almost any subject there. Your library's collection for young readers might even be superior to its holdings for adults in some subjects, such as animals, sports, technology, holidays, crafts and careers. Even social issues, especially those affecting children and teens, are well-represented. While adult material tends to address subjects like dating and drug use from parents' or society's viewpoint, writers who want to reach teens talk in terms of teenagers' everyday reality, and that can provide rich material for a speaker.

## TECHNICAL SUBJECTS

Children's authors seldom assume that the reader knows anything about the subject. They write from the general



to the particular and often define unfamiliar terms as they are introduced. Many also add a glossary. They must convey a great deal of information in a few words, so you can quickly grasp the framework of a subject.

For example, virtual reality could be an intimidating subject if you're not technically inclined. (And if you are, you might find it hard to explain to a lay audience.) A short book, *Virtual Reality* by Elaine Pascoe, describes it in plain English. Also, she describes its current and potential applications, from video games to astronaut training to viewing microscopic molecular structures to aiding the lives of people who are disabled.

Spend 15 minutes with her book, and you're ready to tackle harder material. Look for books with the same call number in the adult department, or do a search of the term "virtual reality" in your library's periodical index.

## An Elementary Research Sampler

From A to Z, here is a treasure trove of topics and idea starters waiting to be discovered in the children's department of your library:

- A** Henry Ford gets the credit, but *assembly line production* actually dates back to 16th century Venice.
- B** The *Black Plague* was a medieval killer that could strike again.
- C** Banks and manufacturers are among users of *cryptosystems* for encoding and decoding secrets.
- D** Climatologists suspect that *deforestation* turned once-fertile land into the Sahara desert.
- E** What's the future for *electric cars*?
- F** What will we do without *freon*?
- G** *Glass etching* is an easy way to make memorable gifts.
- H** *Hospice work* enriches the lives of volunteers.
- I** Are you a victim of *indoor pollution*?
- J** What are today's in-demand *jobs*?
- K** *Kite flying* isn't just child's play in Japan.
- L** *Lightning* once struck the Empire State Building nine times in 20 minutes.
- M** *Medicine* shows of bygone days used pitches still heard in today's advertising.
- N** *Nuclear fusion* holds promise as a clean, safe energy source.
- O** Techniques for mapping *ocean currents* range from drift-bottle drops to satellite imaging.
- P** World War II provided the impetus for large-scale commercial development of *penicillin*.
- Q** *Quail chicks* coordinate their hatching time with signals sent from their eggs.
- R** *Robot* guards aid human security forces.
- S** Hollywood's *special effects* range from dry ice fog to computer graphics.
- T** How safe are blood *transfusions*?
- U** Towns preserve the memory of the *underground railway*.
- V** You can spot a *ventriloquist's* tricks.
- W** The 1939 *World's Fair* offers an amusing backward look at the "future."
- X** Are there *X-rays* at work in your art museum?
- Y** Know your port from starboard (and more) before boarding a friend's *yacht*.
- Z** *Zero gravity* of outer space will aid in manufacturing pharmaceuticals.

Illustrations and diagrams found in kids' books also speed your grasp of a subject. David Macauley's popular book, *The Way Things Work*, is loaded with graphics to illustrate everything from how airplanes fly to how a supermarket scanner reads bar codes.

### SPICING UP YOUR SPEECH

Anecdotes, concrete images and curious facts are the stock-in-trade for children's writers. Use them to breathe life into your speech.

Giving a speech about a famous person? Colin Powell is a good example. See *Colin Powell: Soldier and Patriot* by Anne Schraff, and you'll learn not only about his achievements but also about his childhood in the South Bronx, where he thought everyone was a minority. You'll learn about Powell's character-building experience at camp, where he fell in with a bad crowd, and about his being refused service at a hamburger joint. And the book provides personal glimpses of Powell that help explain why he shied away from a political career after Desert Storm.

Another example, from *Charles Darwin: On the Trail of Evolution* by Clint Twist, offers insight into how Darwin became a naturalist instead of a doctor like his father and grandfather. In 1825, his father sent him to Edinburgh University in Scotland. "Anesthetics had not yet been invented, which meant the doctors operated on patients who were fully conscious. As part of his training, Darwin observed such operations in a local hospital. During an

operation on a young boy who was screaming with pain, Darwin left the room, unable to watch any longer. After two years at Edinburgh, he realized that he definitely did not want to be a doctor."

How's this for concrete images to add interest to what otherwise might be a dry topic? *Current Science* magazine, March 3, 2000, pitches its cover story "Goo to the Rescue" with the teaser, "A wet diaper inspired a slimy invention that stops fire in its tracks." The story is about discovering that polymers found in disposable diapers can "protect everything they cover in a cocoon of fire-resistant ooze."

The odd fact can also spice up your speech. If your subject is viruses, consider that beautiful streaks on tulip petals come from a virus. In 17th century Holland, these tulips were traded like stocks and bonds, and the price of one bulb could exceed the average person's yearly income. That's from *The DK Science Encyclopedia*, edited by Susan McKeever.

Sometimes I go to the library feeling dull and inadequate and doubting that anything can spark my imagination. Then I reach the children's department, and soon I feel dizzy from all the possibilities. Adventures are like that.



**Leanna Skarnulis**, a former Toastmaster, is an adjunct instructor of public speaking in Omaha, Nebraska.

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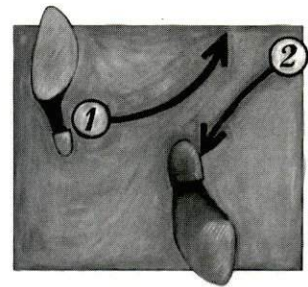
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By Karen Robertson



# Allow Me to Introduce Myself

AFTER YEARS OF PUBLIC SPEAKING, I'VE LEARNED A LESSON: IF you want to be introduced correctly, you better introduce yourself. Time and time again, I've stepped on to the podium after being called by the wrong name. Worse yet, the master

of ceremonies decides to tell my life history or the main part of my speech. Yikes!

Now, when the person who is going to facilitate the program calls me for information, I tell him or her I'll send a written introduction. Then I go to work and follow these rules:

**1 Start and finish with your name in capital letters.** You want it to be the first and last thing the audience hears.

**2 Make the introduction fit the audience.** If I'm speaking to an audience of educators about teaching strategies, then I want to be sure to mention my teaching experience, credentials and the programs I have developed. If I'm speaking to a group of moms and dads about parenting, I want to be sure I mention my book *Raising Kids Right*. When speaking to senior citizens or teenagers, then it may be necessary to relate something about age that will bridge the gap. Recently, I spoke to students at a continuation high school. I had to think of something that would get their attention, since it's apparent I'm old enough to be their mother or grandmother. So I listed some exciting experiences I'd had in my life, including writing for a Harley Davidson magazine, riding a mechanical bull, graduating from clown school, and buying a red 1995 Mustang GT. They did respond, especially to the Mustang. Telling them about my educational credentials would have turned them off and created a chasm too wide for me to leap.

**3 Make the introduction fit the speech.** If you were going to talk about "How to Organize Your Office," you'd want your introduction to indicate that you are very organized. This is when you establish your credibility. A florist – speaking at a flower-arranging conference – wouldn't win the audience with an introduction that included her membership in the Oil Driller's Union: It just doesn't fit.

**4 Mention some of your accomplishments.** To be credible, you must be humble. It isn't necessary to roll out a laundry list of everything you've ever done. However,

touching on two or three of your accomplishments that relate to the topic is appropriate. When an emcee begins to read off a long list of achievements, the audience gets bored in a hurry.

**5 Make it tight and short.** Get to the point and write your introductions with such gusto that even a poor speaker will sound enthusiastic when delivering your words. An introduction shouldn't be longer than 75 words. Your speech is where you prove yourself.

**6 Choose a simple font and enlarge it.** It's not unusual for an inexperienced (or vain) emcee to come to the podium without reading glasses. You endear yourself to him or her if you bring an introduction with lettering so big it can be easily read at arm's length.

**7 Write difficult words phonetically.** If your name or any word in your introduction is difficult to pronounce, write it phonetically in parenthesis and go over it with the emcee ahead of time.

**8 Bring an extra copy.** Things get lost, including the introduction you sent in the mail. So take an extra copy just as a precaution. I've had to scribble notes on a paper napkin because the emcee lost the introduction I mailed. Having an extra copy solves that problem.

**9 Smile and be prepared.** Gather your notes and props before the introduction. Smile, even if the introducer doesn't deliver it exactly as you had planned. Be ready to enter the stage immediately when your name is announced the second time.

**10 Make corrections graciously.** If corrections are necessary, don't interrupt the presenter to make them. Wait until you have been introduced. Then only make corrections that are absolutely necessary. It's time to get on with your speech and wow your audience. **T**

**Karen Robertson** is a professional writer living in Wildomar, California. She teaches a speech course at Creekside Continuation High School.

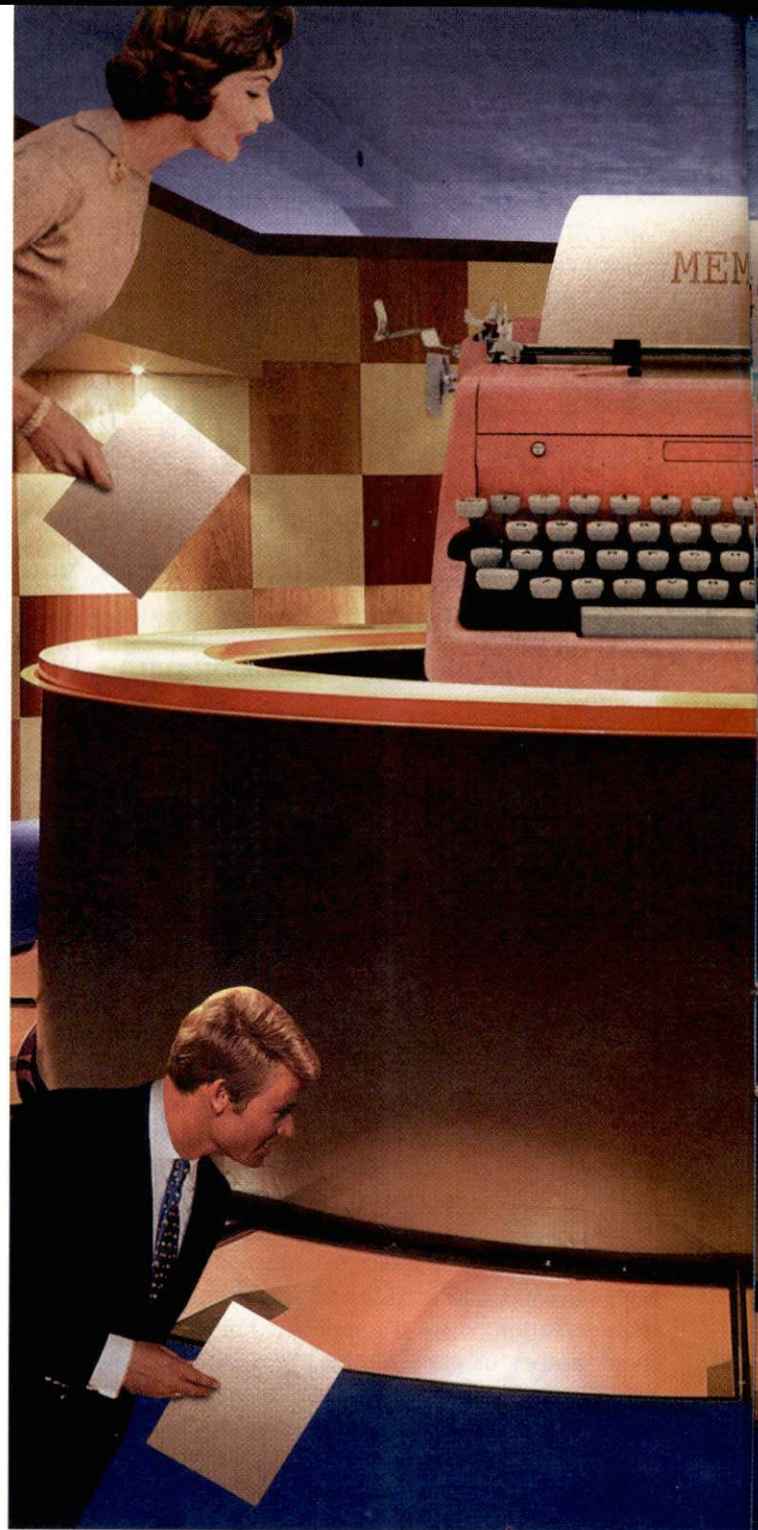
# The 10 Commandments of Memo Writing

Here's how to avoid shooting yourself in the foot next time you fire off a memo.

**A** bit of historical trivia: The first written reference to a "memorand" appeared in 1433 in Britain's Rolls of Parliament. In 1465, a written communication to one Thomas More (not the author of *Utopia* and one-time chancellor to Henry VIII) began "Memorandum to Thomas More that because ye myzt foryete myne errand to Maister Bernay, I pray you rede hym my bille."

Over the course of the next 500 years, the memo evolved to become a common business tool that *The Oxford English Dictionary* described as "an informal epistolary communication, without signature or formulae of address or subscription, usually on paper with a printed heading bearing the word 'Memorandum' and the name and address of the sender."

Now, if that doesn't sound too familiar, it's because the modern business memo is a bit more sharply focused,

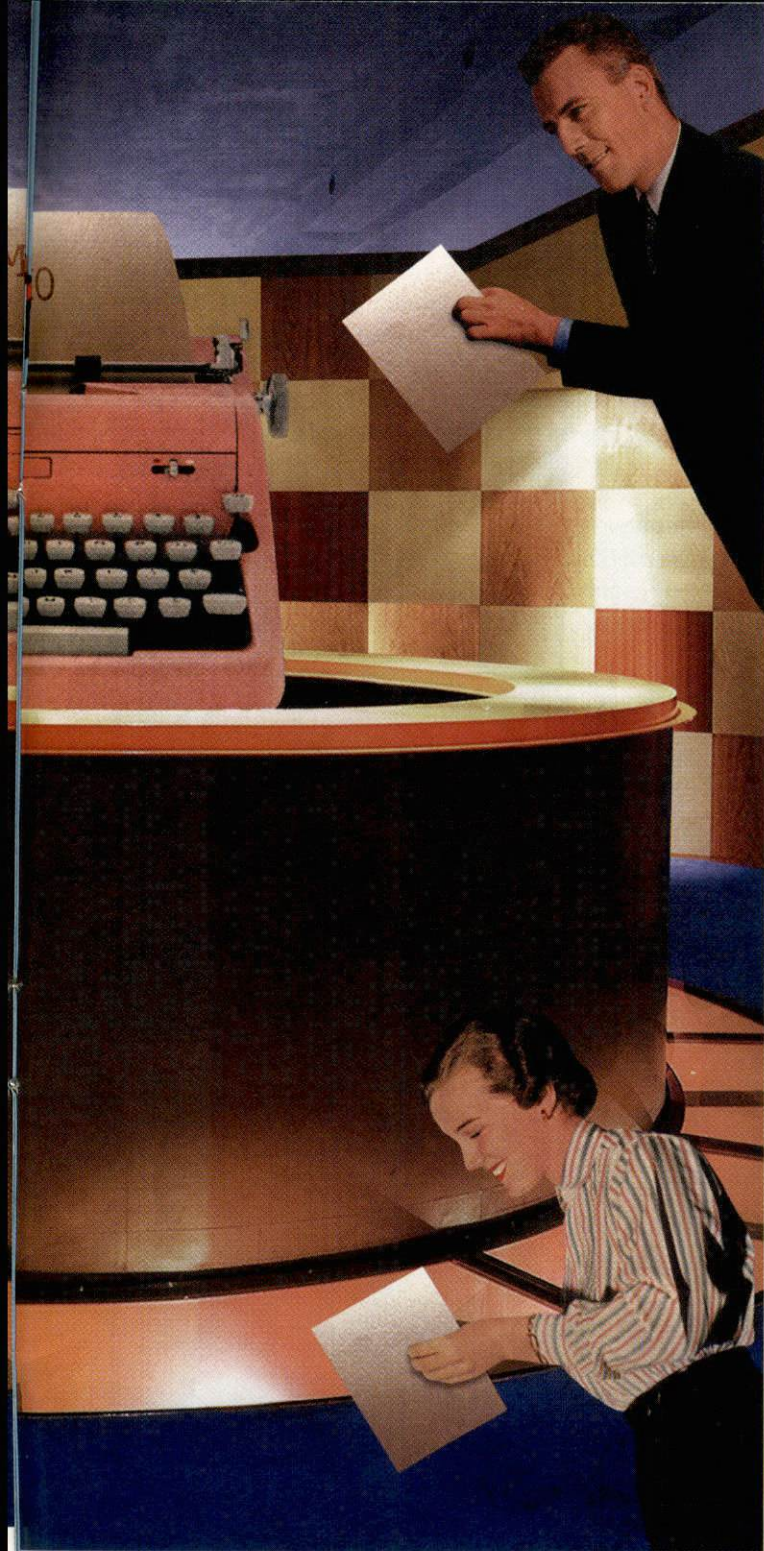


basically pinpointing a specific issue and requesting action on that issue. In addition, it also provides a written record of that request and, properly drafted, conveys a sense of urgency about the requested action.

Used appropriately, and with an eye to office politics, the memo can be a powerful tool for the sales manager. In other instances – no doubt you can think of a few examples in your own company – a poorly written memo has contributed to the demise of more than one promising career.

BY HAL FAHNER ■ ILLUSTRATION BY R





## MEMO-WRITING BASICS

The rules that apply to memo writing are the same for everyone – from sales manager to secretary – and really involve nothing more than common sense. They're simple rules, to be sure, but they do take practice.

To be certain you've got them down pat, refer to the following rules for a month or while writing your next 50 memos (whichever comes first) and *always* review them when writing a memo that's particularly important or highly visible:

■ **The message comes first.** Put the most important information at the very beginning of your memo. The point of this is to get to the heart of the matter quickly. You can get into this habit by starting with the conclusion (the action you want taken) and using the rest of the memo to support the conclusion and convince the reader that he or she should support it.

■ **Tell the reader what you want done.** Leave no doubt in the mind of the recipient of what you want accomplished. Always be clear about the action you want taken.

■ **Use simple language.** People often sound pompous when they write because they tend to be more formal than when speaking. For better, less stilted memos, keep a conversational tone by writing as if you were speaking. And when you've finished writing a memo, read it aloud to yourself while asking if this is how you'd make your point if you were face-to-face with the recipient.

■ **Use short, simple sentences.** The longer your sentences, the greater your chances of tripping up. You can keep memo length in check by putting only one thought in each sentence. For best effect, never use more than 20 words per sentence.

■ **Keep it to one page or less.** Some people have become infamous for memos with "thud value" – 10 or 15 pages long. You can imagine the reception, if you haven't already heard it yourself in your company's corridors: "Hey, did you receive your copy of Charlie's latest attempt at a novel in memo form? If you've read it, do me a favor and summarize it for me. What does he want us to do?"

The principal cause of tome-like memos is the misguided attempt to include large amounts of technical information and backup data in the memo itself. A more effective method would be to bundle the backup data separately and refer to it in a cover memo.

If you keep memos to one page or less, people have no problem reading them and are more likely to take action on your request.

■ **Watch your language.** Proofread everything and keep a dictionary, thesaurus, and language usage guide handy to check grammar and spelling. Train your secretary to be extra careful: A careless secretary can make you look illiterate and sloppy; a careful one, on the other hand, can make you look like top management material.

■ **Observe protocol and the chain of command.** Why do people who would never think of talking directly to the company senior vice president if it would mean bypassing the boss think it is okay to use the "cc" list to do the same thing? Copies, properly used, can help ensure action and complete communication, and may also help you gain the respect and trust of superiors, subordinates and peers.

# Memo Models

What happens if you don't know the basic rules of memo writing? Ignore just a few and you can ruin a thank-you note. And if you get really sloppy, you could start World War III. Here's a sample that suggests what might go wrong:

## DON'T

**To:** Advertising Manager  
**From:** District Sales Manager  
**Subject:** TV ads

An exceptionally tough time in District 10 this year has resulted in some unfortunate and undesirable sales results as you have probably been informed and extraordinary efforts will be necessary to effect a turnaround. The dealers don't want to spend for advertising and that affects sales. **A**

Our sales for last month were a new company record and the current month is also looking far ahead of last year's sales. **B**

You really helped. We appreciate the help you have given us on this. **C**

Once again, thank you for your advertising help. **D**

cc: J.B. Zbrinsky, Executive Vice President  
John Able, Director of Marketing Services  
Mary Becker, Sr. Advertising Specialist **E**

- A** – Stilted, unnatural language. Run-on sentence with no punctuation.
- B** – Improper word usage – shouldn't that be "affects"?
- C** – Again, sentence is too long and awkward.
- D** – The message comes too late. Too much repetition.
- E** – The cc list is in order of title rather than name.

On the other hand, memos that copy 20 people – whether they're from clerks to supervisors or from managers to higher-level executives – aren't likely to win friends and influence people.

You might also be offending half the company by putting the folks on the cc list in order of importance. A better practice, one less likely to offend, is to use alphabetical order by last name.

## MEMO MISCUES

The last few commandments deal with some of the ways in which memos can go wrong or be used incorrectly.

What happens, on the other hand, if you pay attention to the basics? In this case, you'll be the advertising department's favorite. They'll do almost anything you ask in the future. Note the difference:

## DO

**To:** Advertising Manager  
**From:** District Sales Manager  
**Subject:** Great TV ads – Thank You!

THANK YOU! Have you seen the sales figures from last month? It's a new record. And your advertising is the reason. **A**

The dealers are still working as fast as they can on the backlog of sales leads. You convinced the most conservative dealers to spend a little more. The promo and sales package your Ad Specialist Mary Becker created was great. Also, the commercial you modified especially for District Six worked wonders. The great deal you negotiated for us with the TV station made it all possible. **B**

Thanks again for a great job. The sales (and profit) figures certainly show the effect of your advertising. We want to do it again next quarter. Can you work your magic and help us again? **C**

cc: John Able, Director of Marketing Services  
Mary Becker, Sr. Advertising Specialist  
J.B. Zbrinsky, Executive Vice President **D**

- A** – The central message appears right up front.
- B** – Short, simple sentences for better communication.
- C** – Correct spelling and word usage throughout.
- D** – The action you want is asked for clearly and specifically.
- E** – Alphabetical cc, not pecking order.

The ultimate memo mistake is to use it (and the cc list) to criticize another person or department. We've all seen feuds go public within a company as a result of subtle and seemingly innocuous references in memos.

When memos get nasty and the cc lists expand in an attempt to recruit allies, company observers often call them "machine gun memos." Unfortunately, the manager who lives by the machine gun memo often dies by it as well: He alienates not only those who are drawn into the feud but those who want to stay out of it, and eventually someone he has alienated will get him.

In short, if someone shoots at you with a memo, they're likely to be shooting themselves in the foot. Never, never, shoot back.

Humor is another element that doesn't often fit well into a business communication. It raises the risk of being misunderstood, misinterpreted or mistaken for criticism. The use of humor in a business letter, when there is just one reader interpreting the meaning, is less hazardous. A memo, however, is often sent to several people (your six district managers, for example), with copies to others who may be affected or need to know about the action you're requesting (perhaps the advertising or credit manager). As a result, you're assuming that your attempt at humor or irony will be interpreted in the same way by many individuals with different backgrounds and points of view. That's not a safe assumption. Better to keep it straight and simple.

In fact, that's good advice for any form of business communication or relationship. Always use the simplest method of communication to get the job done. Many times, for instance, a walk down the hall to an office is more appropriate and effective than a memo.

On the other hand, remember that there are two advantages of using a memo rather than making a verbal request:

1) It provides a written record of the request for action; 2) It enables the writer to convey a sense of urgency.

Obviously, there are times when you may not want to record your request. Also, many times you're more likely to obtain agreement on a course of action by asking in person. If you always send a memo first and talk later, others may feel that you are trying to pressure them to do things your way by overusing the formality of a memo. It's often much simpler to talk it out, department head to department head or manager to manager, until an agreement is reached. If a record is necessary, you can follow up with a memo summarizing the agreed-upon points. This is using a memo for what it does best, clarifying and formalizing an agreement and making it easy for every team member to do his or her part on a project. **T**

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**Hal Fahner** of Jacksonville, Florida, is co-author of *Sales Manager's Model Letter Desk Book* (Prentice Hall).

Reprinted with permission from *Sales and Marketing Management*, October 1990.

## How To Deliver a Quality "Thank You"

By Keith W. Hubert, ATM-B

**B**ob spent all morning putting together portfolios for your presentation to the executive office. Each contained an agenda, proposal, slide show prints and an article – all copied on special letterhead. Bob set a portfolio, with name tent, at each place on the conference table before the meeting. Everything was ready to go and the room looked great. Your presentation was a success and participants complimented the preparation. You see Bob a couple of days later and say, "Hey Bob – thanks!"

And in doing so, you failed to deliver a quality "thank you."

The quality "thank you" is a lost art in America. Of course, in many situations, "Hey Bob – thanks!" is fine, but not in the above scenario. When someone takes time to positively impact your club, job or life, then you need to take time to deliver a quality "thank you." Doing so shows that you pay attention to what people do and develops your skill as a professional.

Ken Blanchard, Ph.D., in his bestselling book *The One Minute Manager*, explains how to best praise people for good performance. The four keys of a quality "thank you" are:

1. Thank people *immediately* after they have done something worthy of praise. Don't save it for a rainy day.

2. Tell people *exactly* what you are thankful for. "Bob, thanks for putting together those portfolios and setting up the room."
3. Say how the people *made you feel*. "Bob, thanks for putting together those portfolios and setting up the room. It made a great impression and let me focus on my presentation."
4. Encourage future effort. "Bob, thanks for putting together those portfolios and setting up the room. It made a great impression and let me focus on my presentation. It's that kind of thing that makes our team the best!"

The difference between "Hey Bob – thanks!" and a quality "thank you" is enormous. Which do you think means more to Bob and tells him you understand and appreciate his effort? Which do you think will motivate Bob to keep up the great work?

Blanchard wrote that "feedback is the breakfast of champions." It is also the foundation of a quality "thank you," and it does not matter who you are thanking: a co-worker, waitress, parent, spouse, child or club member. Any one of them appreciates a quality "thank you." Wouldn't you? **T**

.....  
**Keith W. Hubert, ATM-B** is president of State Farm Toastmasters Club 2926-38 in Concordville, Pennsylvania.



## MANNER OF SPEAKING

By Dianna Booher

**“Small talk means having a little loose change in your pocket. The trick is knowing when to jiggle it, spend it or save it.”**

# Small Talk Is a Big Deal

**D**on't underestimate the potential of small talk, even though higher-profile communication is more likely to make headlines. Small talk can have great impact. More and more, seemingly insignificant discussions on golf courses, in cafeterias and around copy machines are making their way into boardrooms and executive suites.

Small talk can be a simple, yet effective, way to build rapport and trust with co-workers, clients and prospects. It can reap big rewards for those who know how to seize the opportunity. What you say when “just standing around” may be the most important thing you articulate all day.

But choose the right person – not everyone is a candidate for small talk. Some people dislike any involvement or contact with others. They view small talk not as an opportunity to build rapport but as an infringement and inconvenience. Your comments may both irritate them and cause future complications for you. Others



welcome an idle word or two, seeing conversation as a way of initiating business interactions and making workplace relationships more personal. People attending a workshop with you, collaborators on a project or employees at a year-end party usually make good small-talk companions.

Choosing the right person can mean the difference between five wasted minutes and a beneficial partnership that could last years. Knowing whom to approach isn't difficult. Simply read other people's body-language signals and respect their wishes.

Right timing is important too. When thinking of entering into small talk, be sensitive to the other person's mood and circumstances. What may be a coffee break for you may be a pressing deadline for someone else.

On an airplane, when your seatmate is obviously preoccupied, leave him or her alone. Also avoid trying to engage in conversation with someone who is dashing down a hallway to make a meeting. And if the CEO has called you

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in for a "little chat," let him or her dictate the topic and pace with which you get down to business. This is not the time or place for you to take the lead

Choose the right medium. If timing is most important, then selecting the correct medium ranks a close second.

Each means of communication, be it in person or via modern technology, has its own strengths and weaknesses. Marshall McLuhan, the mass media guru of the '60s, contended that the medium was the message, that each medium had its own message and, therefore, effects. Knowing the uniqueness of each medium will help you use it more effectively.

The greatest danger with respect to media involves telecommunications, most notably talking by telephone. Because you're not present to read the other person's signals or note feedback, you can't gauge that person's interest or availability. You're basically operating without a safety net. To help you overcome this disadvantage, know where you want to go with the call and be prepared to get there. If the other person sends you a cue that small talk seems in order, you can always change course and take on a lighter tone. Don't assume that people expect or welcome a little chitchat before you begin your business.

Choose the right topic. The "what" of your small talk can be as crucial as the "who," "where," "when" and "why." General topics, such as vacations, hobbies, cur-

rent projects and sports, are both interesting and conversational. They deal with friendly, personal concerns. Other safe areas include the other person's or your own areas of expertise, the day's news or the latest movie you've seen.

*"Be sensitive to the other person's mood and circumstances. What may be a coffee break for you may be a pressing deadline for someone else."*

For example, you might say, "I've always been interested in sailing but have never tried it. Can you tell me more about it?" Or "Everyone's talking about the latest Spielberg movie. Have you seen it?"

Controversial subjects like religion, politics and race relations are usually not appropriate for small talk and are better left to CNN or "Meet the Press." Your goal is to build rapport, not to solve a world crisis. Keep in mind that winning an argument may be a high price to pay for losing an opportunity.

Small talk means having a little loose change in your pocket. Like quarters at a pay phone or dollars at a toll-booth, it'll come in handy when you least expect it. The trick is knowing when to jiggle it, spend it or save it. **T**

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# Our Goal - Real Talk

By Nell Westbrook, ATM

**P**ersonal communication consists of at least four levels. The first level sounds something like this: "Hello, how are you?" "Think it will rain?" "Good to see you." "Give my best to your family." It simply acknowledges your presence.

The second level can be referred to as "utility talk." It is the communication we use at work. "How many copies do you need of this?" It may ask your opinion, but it is always about something having to do with the job or situation at hand. "Do you think this procedure is best for accomplishing the goals?" This level can be used at home in doing the family business. "Will you pick up the kids from school today?" "Remember, Tommy has a dentist appointment at 4 o'clock." Or "Johnny, it's time to do your homework."

Level three is "recreational conversation." This is what couples enjoy over a nice restaurant meal. Good friends

revel in recreational conversation. Some parts of it can be called gossip. Other parts are an exchange of ideas or friendly banter. Any talk that we are sharing just because we enjoy the company of another comes under this category.

Level three is about as far as many people go, and yet we all hunger for a deeper intimacy. Level four is "real talk." It is where we make ourselves truly vulnerable and share our feelings. It is an exchange that comes deep from the heart. Most of us limit this kind of talk to when we are falling in love or sometime after 2 a.m., when we are sleepy and tired enough to break down our inhibitions and be truly honest.

An analogy of these levels can be made to our growth as speakers. When we first begin, we are at level one, where we have prepared scripts and stick closely to our note cards. We share nothing except what we are scripted to say, and the presentation comes across as being

read, even though we have trained ourselves to look up and establish some eye contact.

Then we move on to level two. Here our speeches are prepared, but we don't have to rely on the note cards quite as much. We probably still sound as if we are "giving a speech." We can look at the audience more, but our phrases may not yet be conversational and we still may have a tendency to sway or hold the lectern for support.

By the time we reach level three, we can "talk to the audience." We can even entertain them. We may at first appear to be talking off the cuff (and we probably can if we have to), but generally we have given some thought to what we are going to say and we have developed the confidence in our abilities to say it – to the point that we can just walk up and begin to express our thoughts. By this time, people consider us "good speakers."

But how many of us really reach level four in our communication ability? This is the point where we go beyond telling the funny joke or story – beyond having a speech with an opening, a body and a neat ending. Here we have something to say that will move people to action, whether that be simply giving a matter serious thought or actually taking steps to change a situation or accept a belief. This kind of speech requires vulnerability on the part of the speaker. It demands a level of honesty that

many of us hesitate to reveal. It lets the audience know the speaker's personal feelings, goals and desires.

We all have heard speakers deliver a well-thought-out speech, which we promptly forgot the moment we left the room. But for those of us who listen to speakers or preachers regularly, there are probably a handful of messages or sermons that we remember. In these, the speakers really touched our hearts. They were not preaching or speaking *at* us; they were actually talking *to* us about some very real issues. And even though several years may have passed, we still remember.

It is a lofty goal to be an influential speaker, but it is attainable. It demands a transparency that transcends the fear of being known. It demands a fervency that believes in the words that are being delivered. It demands a love for the audience that enables us to put their need to know above all else as we share with them. Think of the greatest speeches you have heard and the effect these have had on your life. Words still move people, and your words can move others too when you share "real talk" from your deepest heart. **T**

**Nell Westbrook, ATM**, is a member of MADCO Toastmasters Club 4097-40 in Richmond, Kentucky.

## Membership Building Materials

**T**he world is changing quickly, and so are the expectations of today's Toastmasters. These new promotional materials have been designed to help your club attract the members you need to continue succeeding. All are available for a minimal charge from Toastmasters International.

### Talk – Still the Most Effective Means of Communication

This brochure gives a quick summary of the benefits of Toastmasters, featuring testimonials from Toastmasters and celebrities. Each club can request 10 free copies every six months when placing a supply order. *Additional copies are 20 cents each. Catalog No. 99.*

### Yes, You Need Toastmasters

Targeted specifically to the on-the-go business person or professional, this informative brochure outlines the benefits of Toastmasters. Features testimonials from Toastmasters and celebrities. Each club can request 10 free copies every six months when placing a supply order. *Additional copies are 20 cents each. Catalog No. 101.*

### Bringing Successful Communication Into Your Organization

Looking for a way to build support for Toastmasters within a company or government agency? This folder contains a

full description of the features and benefits of Toastmasters, a list of companies that support Toastmasters clubs, and testimonials from notable business celebrities. *50 cents. Catalog No. 103.*

### From Prospect, To Guest, To Member

This item could really be titled, "How to teach any member of your club to sell the Toastmasters program." It's a how-to-journey through the new-member recruitment process. Each club can request three free copies every six months when placing a supply order. *Additional copies are 25 cents. Catalog No. 108.*

### All About Toastmasters

A complete description of both Toastmasters International and Toastmasters clubs: the features, benefits, history, etc. *25 cents. Catalog No. 124.*

Call (949) 858-8255 to place your order, or fax your request to (949) 858-1207, or order online at [www.toastmasters.org](http://www.toastmasters.org). **Shipping charges will be added to your invoice.**



### Toastmasters International

P.O. Box 9052 • Mission Viejo, CA 92690  
(949) 858-8255 • FAX (949) 858-1207  
[www.toastmasters.org](http://www.toastmasters.org)



## Anniversaries

### 55 years

Augusta 326-14

### 50 years

Temple City 554-F  
Orange Belt 828-33  
Tuscaloosa 858-48  
Battleship Missouri 123-49

Greater Stamford Chapter 865-53  
Harlingen 860-55

### 45 years

Lancaster Red Rose 1723-38

### 40 years

Northrup Grumman Gaveliers  
3160-18  
Hi-Noon 2217-43  
Pop-Up 3165-44  
Cronulla 3034-70

### 35 years

Bridgetown 2660-U  
Greater Houston 2386-56  
Devonport 3913-73

### 30 years

The Governors 3031-16  
Truckee Meadows 178-39

### 25 years

Grand 1447-U  
Apple Valley Communicators 50-9  
Bryant Park 2895-46

Glendale Civic Center 1256-52  
Dandenong 1269-73  
Vereeningin 1834-74  
Protea 2132-74

### 20 years

CSC Communicators 153-1  
Tri City 4318-3  
Early Birds 4321-16  
Rockville 1093-36  
Cleco Of Cenla 4315-68  
Nowra 4317-70  
Maharlika 4313-75

# NSA Charters Toastmasters Club

No matter how good a speaker you are, you can always improve. A group of 25 professional speakers, who among them have more than 250 years of professional public speaking experience, have realized that they need what Toastmasters offers, specifically quality evaluations. They have recently formed the first-ever Toastmasters club for members of the Arizona chapter of the National Speakers Association (NSA). The membership roster reads like Who's Who in Professional Speaking. It includes three former NSA presidents: Dr. Jim Hennig, Don Thoren and Glenna Salsbury, as well as Joel Weldon, all of whom have earned the most prestigious award NSA offers: the CPAE.

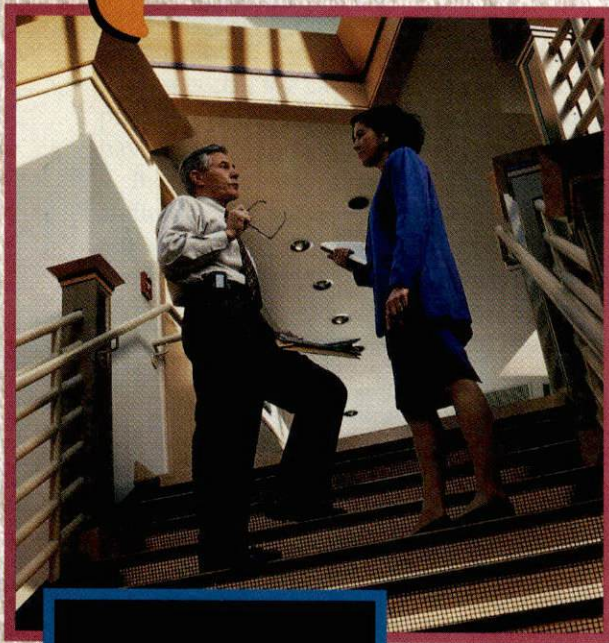


The founders of the NSA Toastmasters club. From left: Joel Weldon, CPAE; Dr. Jim Hennig, CPAE; Glenna Salsbury, CPAE; Dr. Patricia Gangi, CL; Don Thoren, CPAE; and Art Nieto, DTM.

The club, NSA Toastmasters 9027-3, was initiated by Joel Weldon, a professional speaker and long-time Toastmaster who was Toastmasters' Golden Gavel recipient in 1989. Also involved in the club's formation were former NSA President Dr. Jim Hennig, CPAE, and Toastmasters Dr. Patricia Gangi, CL, and Art Nieto, District 3's Marketing Chairman and a former member of TI's Board of Directors. "There is nothing that NSA offers that gives us professional speakers input on how well we do what we do," Weldon says. "This club is different in that we can help each other improve with feedback from other professional speakers." Each speaker's presentation at the bimonthly club meetings is greeted with a four-minute silence, during which members fill out a comprehensive evaluation form. "This group has realized that self-improvement is the name of the game in Toastmasters, and that no matter how good they are, quality evaluations can help them get better," Weldon says.

Weldon, who has been a professional speaker for 25 years and a Toastmaster for 31 years, says, "I owe my entire career to the skills I've learned in my Toastmasters club." Weldon will be a featured speaker at this year's International Convention in Miami Beach, Florida. His session will be held on August 26.

# Tell a Friend!



**W**hy did you join Toastmasters? Likely because a friend or co-worker invited you to a meeting. In fact, nearly 70% of Toastmasters members say they stay in Toastmasters because of the friendship and camaraderie. Let's face it, we join Toastmasters to improve our communication skills but find out that, in addition to the learning experience, it can be fun!

You may be reluctant to invite a friend to attend because they might think you believe they need to be a better communicator. But you shouldn't be reluctant to ask someone to attend a meeting that is fun, exciting, and educational.

So, Tell a Friend! New members benefit from Toastmasters by participating in the program. Your Club benefits from new members as they share their personalities and experiences. It's a win-win situation!

Wherever you are—or will be—there is probably a Toastmasters Club you can attend, join, and become part of. And so can your friends, relatives, co-workers, and neighbors. Be generous! Share Toastmasters with everyone you know!

## Individual Recognition

JULY 1, 2000 - JUNE 30, 2001

**W**hy have more than three million members participated in Toastmasters? For most members it's because someone invited them to a meeting or maybe their boss told them to join. What about you? Have you done your part?

Think of the people you know who should join Toastmasters. Make a list, speak with each one, invite them to your Club meeting. No need to be shy. Think of what Toastmasters has done for you. The same can be said for many others, now and in the future. Give them the opportunity! Consider this: you encourage five people to join, they each encourage five people to join, who each encourage five people to join. You can see where this is going. Over the space of a few years your invitation can positively affect scores, even hundreds, of people. Aside from feeling good about your contribution you can earn the following:

- The unique Tell a Friend pin is for those individuals who sponsor five new members
- The Gold Star pin is the reward for those sponsoring 10 new members
- A Toastmasters necktie or scarf (have you received the new one?) is given to individuals sponsoring 15 or more members.



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See your Club's copy of the Membership Programs Flier for complete details.

