

The TOASTMASTER®

JUNE 1999

Special Issue:

From Free to Fee

Crossing the bridge from amateur to professional speaker.



Category	Value	Change	Value	Change	Value	Change
NYSE	1041.24	+0.03	1048.10	+5.13	1048.10	+5.13
NYSE Index	280.02	+0.40	289.79	+0.40	289.79	+0.40
Utilities	160.61	+0.40	160.61	+0.40	160.61	+0.40
400 MidCap	189.09	+0.40	189.09	+0.40	189.09	+0.40
600 SmallCap	1432.42	+0.50	1432.42	+0.50	1432.42	+0.50
1500 Index	947.67	+0.50	947.67	+0.50	947.67	+0.50
MARKET Composite	226.37	+0.50	226.37	+0.50	226.37	+0.50
Nasdaq 100	2388.00	+0.50	2388.00	+0.50	2388.00	+0.50
Industrials	4.80	+0.50	4.80	+0.50	4.80	+0.50
Insurance	66.00	+0.50	66.00	+0.50	66.00	+0.50
Banks	10.00	+0.50	10.00	+0.50	10.00	+0.50
Computer	621.36	+0.50	621.36	+0.50	621.36	+0.50
Telecommunications	462.95	+0.50	462.95	+0.50	462.95	+0.50
Amex Composite	392.99	+0.50	392.99	+0.50	392.99	+0.50
Russell 1000	489.46	+0.50	489.46	+0.50	489.46	+0.50
Russell 2000	418.00	+0.50	418.00	+0.50	418.00	+0.50
Russell 3000	418.00	+0.50	418.00	+0.50	418.00	+0.50

ALSO INSIDE: Stretch Your Next Speech • The Harsh Realities of Professional Speaking



VIEWPOINT

Secrets to Successful Clubs

O.K. After four and a half years I admit it, I was wrong! More than four years ago I was asked to lead a demonstration team to help form a new Toastmasters club at our neighborhood fitness center. The meeting had been scheduled for the middle of a weekday morning. With a meeting time like that, my immediate reaction was: "It will never work."

However, the demonstration meeting went well with 20 eager but rather fearful people wishing to start the club. Just a few months later, we celebrated at the charter party. It was exciting to see the enthusiastic members and strong club leaders enjoying their newfound success. However, I was concerned about the club's prospects for survival. One of the keys to a thriving club is new members. Where would this group recruit enough people to keep the club going?

This spring I had the opportunity to revisit the Fitness Center club, and it is stronger than ever. The club has achieved Distinguished status or better every year and has more than 20 members. It has strong leaders, and over the years, several members have accepted the challenge of district leadership positions such as area and division governor. Wow, was I impressed!

So what is the secret to this club's success? First, it had strong mentors who started the group on the right track. Second, every meeting is a quality meeting, with detailed agendas, precise starting and ending times, posted member progress charts, and so forth. Third, all members are moving through the communication and leadership tracks, setting goals for themselves and then achieving those goals. Fourth, the club leaders seriously accept the responsibility of their positions.

Finally, the club is constantly recruiting members. There were five guests and 20 members at the meeting I attended!

I found it interesting to see only two charter members in attendance at the recent meeting. The traditions and systems put in place by the charter members are the foundation from which this club thrives. A club can be successful, no matter what time of the day it meets, by developing a system, not starting destructive habits, and constantly recruiting new members.

The Fitness Center club was started because some members took a chance. It has survived, and so can your club, by delivering our Toastmasters product in a quality way. As stated in the popular movie *Field of Dreams*, "If you build it, they will come."

Terry R. Daily

Terry R. Daily, DTM
International President

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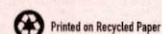
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Contents

June 1999

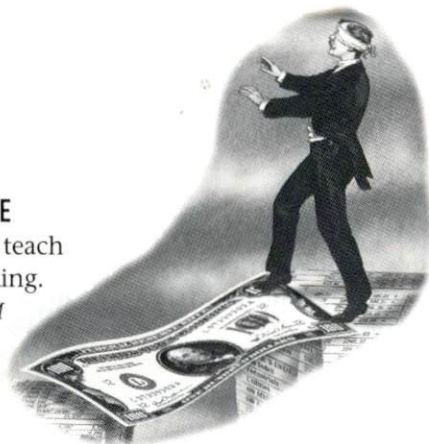
Volume 65, no. 6

features

8 FROM FREE TO FEE

What your club does *not* teach you about public speaking.

By David Brooks, DTM



12 THE HARSH REALITIES OF PROFESSIONAL SPEAKING

Unless you are prepared for hard work, don't quit your day job.

By Kai Rambow, DTM

15 SPEAKING THROUGH AN INTERPRETER

By Patrick J. Donadio, ATM



16 GLITCHES, BLUNDERS AND MISHAPS

How to cope with platform pitfalls.

By Christopher Witt, ATM

19 HANDLING HECKLERS

Strategies to help you cope with a disruptive or hostile audience.

By Bryan W. Armentrout, CTM

24 STRE-E-E-E-E-TCH:

How to expand your speech without putting the audience to sleep.

By Patricia L. Fry, CTM



departments

2 VIEWPOINT: Secrets to Successful Clubs

By International President Terry Daily, DTM

4 LETTERS

5 MY TURN: The Secret to World-Class Presentations

By Frederick Gilbert

6 CAN WE TALK? Looking For a Speaking Career?

By Hal Slater, DTM

20 YOUR 1999-2000 OFFICER CANDIDATES

22 MANNER OF SPEAKING: The Overhead Projector – The Presenter's Workhorse

By Phillip J. Stella

28 TECH TALK: The Dunce's Guide to PowerPoint

By Katie Von Holdener, ATM-B



30 HOW TO: Tips For Smooth Slide Shows

By Paula Kurtzweil

31 HALL OF FAME

The Toastmasters Vision:

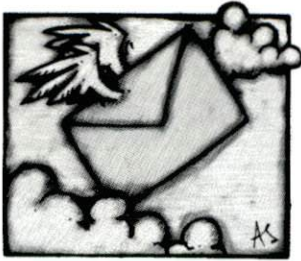
Toastmasters International empowers people to achieve their full potential and realize their dreams. Through our member clubs, people throughout the world can improve their communication and leadership skills, giving them the courage to change.

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.



LETTERS

ANOTHER WORD ABOUT WORDS

I enjoyed reading Clarice Cox's article "How Do Your Words Define You?" (March). This article brought to light some mistakes I have been making and made me realize I must be more careful.

It also prompts me to call attention to what seems to be increasing frequency of improper use of the word "myself." I have heard the word misused at two Toastmasters meetings, including a division contest.

It is correct to say, "If you have any questions, see Fred or me" – not "see Fred or myself." Patricia O'Conner discusses this subject in her book *Woe is I*. O'Conner says "self" pronouns should be used in only two cases: To emphasize, as in "I made the cake myself," or to refer back to the subject, as in "She hates herself."

Randy Paz, ATM-B
Bristol Club 3153-53
Bristol, Connecticut

BROADENING HORIZONS IN MEXICO

I'm in Puebla, Mexico, for a university exchange program that lasts seven months. Therefore, I must be away from my Toastmasters club in the United States for that long.

But before coming to Mexico, I checked the Web to find out about Toastmasters clubs in Puebla. It was my good fortune – and surprise – to find several Toastmasters clubs in this area. When I arrived in January, I dreaded participating in meetings where the language and culture would be different from mine. However, I took courage and went to a meeting. From that day on, I have participated in many meetings at various local clubs. Mexican Toastmasters have treated me splendidly. I have become a regular guest at the

Puebla Quetzalcoatl Club, and I participated as the target speaker for the club's evaluation contest. I'm also working in my first advanced manual.

Being a traveling Toastmaster has been a fantastic experience for me. My message to other Toastmasters is: If you travel to another country, visit a Toastmasters club. You will make wonderful friends, you will grow as a speaker, and you will enrich your life with a different culture.

Victor Perazzoli, CTM
Articulate Club 6145-44
Lubbock, Texas

FIGHTING FIRES

I dreaded giving speech No. 4, "Speaking Under Fire" from the Public Relations Manual. The thought of facing a "firing squad" made my knees feel weak. I was accustomed to having a supportive, friendly, encouraging audience. The goal of this speech assignment is to persuade a hostile audience to at least consider your position on a controversial issue, and to defuse hostility.

I later decided to face the "fire" again, using speech No. 5, "Confrontation: The Adversary Relationship," from the Speeches by Management Advanced Manual.

From those two speeches on dealing with objections, I learned not to shrink from a hostile situation, but to listen attentively and empathetically to objections rather than concentrating on finding right answers and choosing the right words. I also discovered that experience prepares us to cope with and be more at ease in handling such situations.

I have found my Toastmasters "fire fighting training" invaluable –

both in coping with difficult situations at work and in other aspects of everyday life – whether or not my audiences are hostile.

Wu Tze Sing, ATM-S, CL
Area C5 Governor, District 51
Kuala Lumpur, Malaysia

DON'T MISS THE CHICAGO CONVENTION

What a stunning cover on the April *The Toastmaster*, highlighting impressive landmarks we can expect to see at the 68th International Convention in Chicago. I noticed that Morgan McArthur and Jock Elliott will be on the program. I was fortunate to have heard them speak at our Jubilee Year Convention in Brisbane, Australia. Make sure you have tickets to hear them both! They are dynamite; they just blew us away.

Remember, it is the year of the rabbit, so pencil in Chicago on your calendar. You'd be a bunny to miss it!

Terry Stormon, ATM-B
Daylight Club 1534-69
Lismore, NSW Australia

SALUTATIONS AND CLOSINGS

In English 101, more than 40 years ago, we were taught that a letter (and "letter" includes a thank-you note) should have a salutation, a body and a close. Two-thirds of those requirements were not even mentioned in Courtney Cox's otherwise fine article, "The Magic of a Thank You" in the March issue. One of my pet peeves is a note that has no salutation, or an imperfect one. What about closing with something like "Yours truly"?

Ray Hamilton, ATM
Mark Twain Club 1163-39
Murphys, California

By Frederick Gilbert



The Secret to World-Class Presentations

It has little to do with visual aids.

EVER SNORED YOUR WAY THROUGH AN ELECTRONIC SLIDE SHOW featuring twirling bullet points? We all have. Such digitally induced siestas are costly to careers, to productivity and to the bottom line. "A sleeping work force is not productive,"

says an old Chinese proverb. (Or at least there should be such a proverb.)

For years, corporate presenters at all levels have been dependent on visual aids. Six years ago, it was the overhead projector. Today, we shoot ourselves in the foot with more expensive and complex weapons: electronic presentation software and hardware. The in-flight glossy magazine ads promise relief from speech anxiety. All we have to do is bring our laptop loaded with the latest software presentation, connect it to the projector, and bingo – we're off the hook. Let the visual aids tell the story. The ads seem to say, "Give us your money, and we'll save you from presentation hell." The problem is, it's all nonsense.

Deep down we know that the only thing that will make our presentations work is a combination of passion, good content, well-honed delivery skills and practice. It's time to stop hiding behind visual aids. The speaker always has been, and always will be more important than the visuals.

The fact is many of you use slides to augment your presentations. These might be overhead transparencies or laptop presentations. You probably aren't going to suddenly run off in another direction – especially if your corporate culture demands slides. So here are a few suggestions for maximizing the effectiveness of your presentations with the visuals you now use:

VISUAL AID TIPS FOR THE "PRE-LAPTOP" PRESENTATION

- Ask yourself whether you need visuals at all. If you do, plan for as few as possible.
- Consider using handouts instead of projected slides.
- Start with the simplest visual, i.e., a whiteboard, flip chart or overhead. Use more complex visuals only if absolutely necessary.

ELECTRONIC PRESENTATIONS

If you decide to go with the high end, keep these options in mind:

- Laptop computer with a standard projector.
Advantage: Multimedia elegance.
Problem: May require dim light.
- You can project your laptop presentation on a large-screen television by using a "scan converter."
Cost: about \$200.
Advantage: Lights can remain on full. The speaker is still the main event.
- Your slide show also can be projected from a palm top computer through a large projector or a scan converter.
Advantage: Smaller size.
Problem: May need to dim lights.
- Finally, your slides can be put on a compact disc and shown on television with a Kodak CD slide player.
Advantage: No computer to crash; the lights remain on.
Problem: Content cannot be changed without creating a new CD.

Although many electronic options are available to today's presenters, the bottom line is this: The secret to world-class presentations is you, not your visuals. If you want to be a leader in today's business world, dump the bullet-point slides and just talk to us.

Tell us your story. We're interested. We want to be inspired by your vision...not impressed with your software skills. Come on! Step up to the challenge! Your competitors are hiding behind their electronic presentations in dark rooms. By relying on your speaking abilities, you have nothing to lose but your anonymity, and you have industry leadership to gain. **T**

Frederick Gilbert teaches presentation skills through his company, Frederick Gilbert and Associates, in Redwood City, California. This article is from his newsletter, *Power Speaking*, available electronically at www.powerspeaking.com.



CAN WE TALK?

By Hal Slater, DTM

How Toastmasters can help you develop yourself, your content and your product.

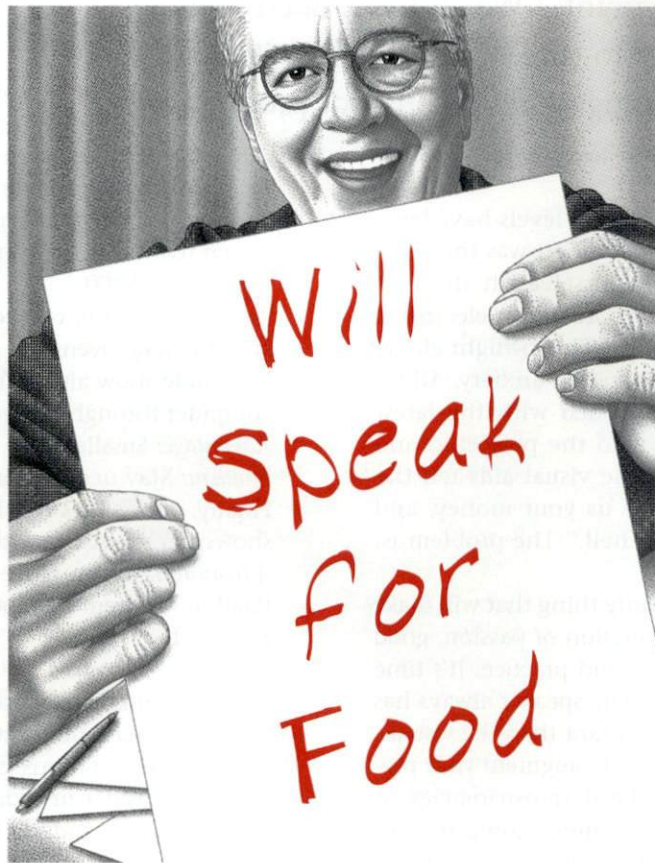
Looking for a Speaking Career?

Your Toastmasters club offers a tremendous opportunity to receive speaking, management and leadership training you can use to develop your career. By completing manual assignments and participating in the management of our clubs and districts, we acquire an education that is of immediate value in the business world.

DEVELOP YOUR CONTENT

Several members of our club have benefited professionally from their Toastmasters participation. One used her club speaking assignments to develop a second career as a writer of children's books. Her first book was developed in the club and polished in several district-sponsored storytelling sessions in local libraries and schools. With the success of her first book, she went on to publish two more children's books.

Another club member applied her job skill as a typographer to develop an award-winning newsletter for our club. She then wrote a book describing, for other clubs and organizations, how to write and prepare great newsletters. She was able to combine her job experience with her Toastmasters training to become



a professional speaker on the subject of newsletter design.

As a writer and professional speaker for eight years before joining Toastmasters 10 years ago, I have found Toastmasters clubs to be a great place to develop and polish new material. Besides providing a low-risk environment, it is impossible to get the same quality of feedback any-

where else. For example, several chapters of my books include material I might have considered unimportant if it weren't for the feedback I received when I discussed the concepts in my speeches. Even more valuable perhaps is the information that isn't there because my club members decided it was not necessary.

Without a sounding board, creative thinkers can find themselves off the mark. Thus, most creative thinkers have someone they trust to tell them which of their ideas are good and which aren't. Your Toastmasters club provides a supportive, yet honest, environment for receiving feedback. By presenting new concepts in your speech assignments, you receive feedback not only from your evaluator but from all the comment slips you are able to inspire.

DEVELOP YOURSELF

To support a speaking and/or writing career, your information must be original, powerful and useful. If new material doesn't get an extremely positive response from club members, it probably won't make it in the marketplace. This is even more true when it comes to your speaking skills.

This is why it is important to pursue Toastmasters educational achievements such as CTM and ATM Bronze and Silver, and the leadership awards. They are not particularly time-intensive if you use the assignments to develop material, yet they do commit you to constant improvement and risk-taking. This, in turn, makes your delivery even better when you speak on more familiar topics.

The way to become polished is to be better prepared than you need to be. To reach ATM-S, you will have to complete a minimum of 30 manual speaking assignments. If you pursue the assignments seriously, this depth of understanding will be evident in your delivery. You will project your message with insight and power. This is important because speaking is a very competitive field; client expectations are high and you must deliver.

As a professional, elements such as timing and the ability to deal with distractions are crucial. Many times you will be hired to fill a slot that requires the attendees to move to another event right after yours. You must be prepared, on time and ready to deal with anything. Your goal is to make the conference orga-

nizer who hired you look good. You do not want to be the reason the conference ran off schedule.

DEVELOP YOUR PRODUCT

Products such as books and tapes are critical to your survival as a professional speaker. Very few people can get hired because of glibness, good looks or magnetic personality. It

"So if you dream of a writing or speaking career, stay with Toastmasters and take complete advantage of the opportunity offered. It can change your life forever!"

doesn't matter how well you speak; you need to be an expert on your topic.

Products establish you as an expert in your field. Authority is one of the most powerful influences known. By writing a book, you become an instant expert regardless of the value of your message! Without a book, you are perceived as less established in your field and, therefore, less knowledgeable and credible. Although these assumptions may not be true, they do reflect people's first impressions.

Products showcase your speaking ability. Materials such as glossy

brochures, presentation folders and demo videos are expensive. Making large investment in them early in your career may be unwise. You should hold off until you determine the answers to issues such as who is your market? What do they want? And which speech topics work best? Until then, you can use your products as promotional materials.

Products allow you to turn free speeches into paid speeches. Many groups who cannot afford to pay an honorarium need speakers. If you can draw a crowd based on your message and ability, they may allow you to sell your products at their event. Be aware that books and tapes cost nearly the

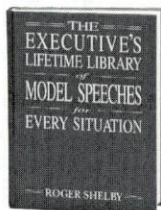
same to produce, and audio or video tapes sell for many times the value of books. If possible, use these media to increase your survivability.

So if you dream of a writing or speaking career, stay with Toastmasters and take complete advantage of the opportunity offered. It can change your life forever! **T**

Hal Slater, DTM, is an Accredited Speaker and member of Voyagers Club 5315-5 in San Diego, California. He speaks professionally and is author of two books, *First Call Closing* and *Secrets of High-Ticket Selling*.

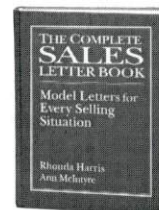
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What your club does *not* teach you about public speaking.

Steve Martin used to close his comedy act by plucking his banjo and singing a song that ended with the lyrics "...and the most amazing thing is...I get paid for doing this."

If you have ever accepted a check for speaking, you know the feeling. There's nothing better than getting paid for doing something you would gladly do for free.

Through Toastmasters, you hone your skills by giving free presentations. But as you progress through the manuals, and your skills improve, it's not uncommon to acquire a desire to speak for a fee.

If you are good enough, you can progress from amateur to professional speaker, as many Toastmasters have done. Yet, though the skills you have developed in your club can take you to the threshold of a speaking career, to fully make the transition to professional speaker, you need to learn several things that the Toastmasters experience typically does not teach.

Among them:

➤ **You will rarely be paid for a seven-minute speech.**

Toastmasters' speeches require brevity. Except for a few advanced manual speeches, most assignments are in the five- to seven-minute category. The ability to say something significant in five to seven minutes is a great skill to develop, because it requires precise construction and economy of words.

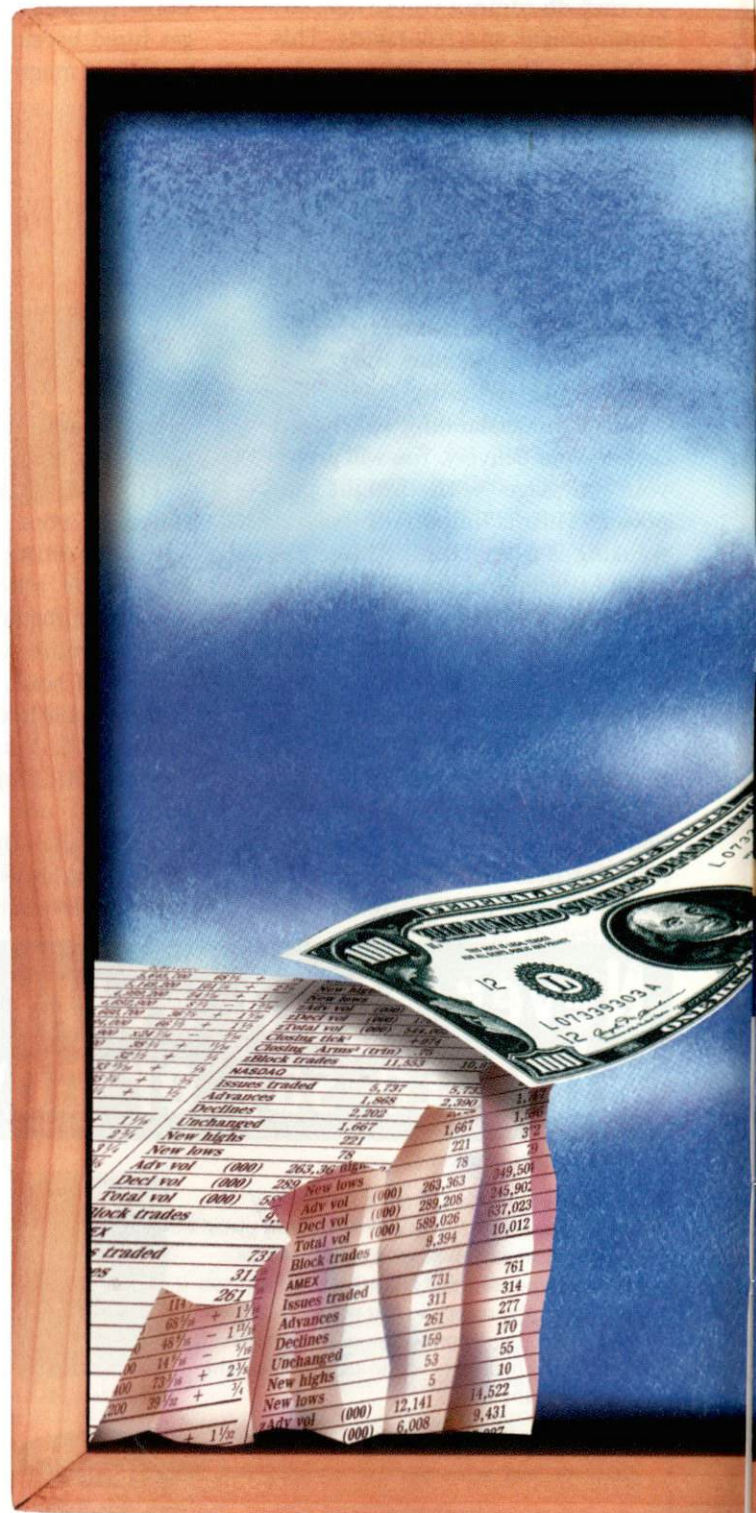
However, no meeting planner ever looks to hire a speaker for a mere seven minutes. In the professional speaker's world, 30- to 60-minute speeches are common. Therefore, you have the luxury of time that Toastmasters does not allow. But after spending years practicing manual assignments that reward conciseness, constructing longer presentations can be awkward, if not downright difficult – a process contrary to the skills you've honed.

In fact, Toastmasters' 1995 International Speech Contest winner Mark Brown says writing a keynote address is like "preparing for the World Championship in reverse."

"Writing my winning contest speech was a matter of condensing 45 minutes worth of material to fit a seven-minute window. Now, people want to hear my winning message, but they want to hear it as a 45-minute keynote. So I had to rebuild it – taking my tightly edited seven

From Free

BY DAVID BROOKS, DTM ■ ILLU



...ce to Fee

...STRATION BY RUSSELL THURSTON



“Don’t look at Toastmasters as an organization you ‘graduate from.’ There is always room to grow.”

minutes and expanding it – enhancing it with more humor, more drama, additional stories and audience interaction.”

“In a keynote address we have the luxury of time that Toastmasters does not allow,” Brown said. But he cautioned: “If we have 45 minutes, it is important to fill that time wisely by adding more points to produce more substance. It is not sufficient to merely stretch out your original three points you had in a seven-minute speech.”

► **You will have to work harder for the audience’s attention and respect.**

Toastmasters audiences tend to be the most attentive, receptive and polite audiences in the world. We are attentive because one of our purposes is to improve our listening skills. We are receptive because we have an inherent interest in the speaker as a friend or colleague. And we are polite because we know it soon will be our turn at the lectern. As a result, Toastmasters tend to listen to you from your very first word.

Professional speakers, however, rarely enjoy these courtesies. Frequently, you will speak to people who have no prior knowledge of who you are or how good you may be. Often, you will face people who would really rather be someplace else. Occasionally, you will be confronted with people who are there only because they have to be.

Because non-Toastmasters audiences are not trained in listening etiquette, it is possible to launch into your speech too quickly. That is, unless you have extraordinary stage presence or an unusually dramatic entrance, many in the audience won’t be ready to listen when you are ready to start.

This is not to imply that you should enter into your speech timidly or with hesitation. Begin with authority and appropriate power. Use the first minute or two of your address to get the audience’s attention and to establish the direction of your message that will follow. Then, back off just a bit.

Aware of the fact that you have grabbed their attention, but mindful that the points you made may have been lost while the audience was settling in, take the next three to five minutes to give them time to get to know you. Give them an opportunity to learn how you look and sound – give your audience ample “get acquainted time.” This can be time well spent, because if

your listeners don't feel as if they know something about you, they will remain indifferent and consequently, your message will be lost.

So what do you fill this "get acquainted time" with? Play to your strengths. Tell your most amusing anecdote, ask a few questions to encourage involvement, use a few humorous lines if you have them, or use any number of similar devices to get the audience to focus on you. Let them learn your manner and style before you try to hammer your message.

Then, after you have established who you are, how you look, and how you sound, show the audience that you are going to make a sincere effort to communicate with them, not just speak to them.

Italo Magni, a finalist in the 1994 International Speech Contest, emphasizes the importance of making that connection. "In a Toastmasters speech you may spend the first minute or two trying to impress. In a professional speech, it's more important to spend that time trying to connect. You've got to show the audience that you want them not only to hear your message, but to understand it."

► **You will need to develop a different rhythm.**

Once you have connected with the audience, the next trick is to sustain interest for the duration of the speech. Though your rate of speech – the speed at which the words come out – need not vary from amateur to professional presentations, the pace, rhythm and flow of a professional speech can be significantly different.

Because of short time limits, Toastmasters learn to build to a climax in approximately six minutes. But if you did that in a one-hour presentation, what are you going to do the rest of the hour?

Obviously, you cannot construct a 45-minute speech by simply stringing together six or seven manual speeches. But if you design your 45-minute presentation around a series of five- to seven-minute cycles, you can help keep the audience focused and engaged. That is, make a significant point at least every five to seven minutes. The easiest way to do that is by telling anecdotes or stories.

► **You will need more stories.**

Golden Gavel recipient Bill Gove said at the 1992 Toastmasters convention that the secret to public speaking is simply this: Make a point, tell a story. Make another point, tell another story. Make yet another



point, tell yet another story. That's all there is to it, he said.

To illustrate the effectiveness of this advice, (not surprisingly) he told a story. He said years after having given a speech somewhere, he will encounter a person who was in the audience. The person will tell him, "Bill, I still remember the story you told about . . ."

"That's flattering," Gove says, "but do you remember the point?"

"No, but I do remember the story."

Gove then smiles and says "If you got the story, you got the point." This is how professionals earn their fees. They tell good stories.

The typical Toastmasters speech allows time for you to make three points, anchored with three examples. Because of time constraints, you rarely get a chance to tell more than one story. But even in a speech as short as seven minutes, one good story can be enough.

Morgan McArthur, the 1994 World Champion, used this one-story technique with remarkable success in his championship-winning speech. Now, as a professional speaker in New Zealand, he thrives on turning little stories into big examples. "I look to my life, and the lives of

others, for real events that I can use to illustrate my theme," he said. "And the longer form of a professional presentation gives me enormous opportunity to select from life's grand menu to accomplish that."

Once you have great stories to illustrate great points, you are well on your way to becoming a professional speaker.

Except for one thing:

*"I've seen far too many
Toastmasters take their
training and leave.
It always shows. They
should have stayed."*

BILL HODGES, DTM

► **You will never stop learning.**

The progression from Toastmaster to professional speaker is a continual process. Some can accomplish the task in months; for others, it can take years. But if you are serious about professional speaking, don't look at Toastmasters as an organization you "graduate from." There is always room to grow.

Unfortunately, it is not uncommon to hear, once a speaker has achieved a measure of success: "Now I am a professional. Now I don't need Toastmasters."

Bill Hodges, DTM, a management training seminar leader from Dayton, Ohio, disagrees: "I've seen far too many Toastmasters take their training and leave. It always shows. They should have stayed." **1**

David Brooks, DTM, won the 1990-91 World Championship of Public Speaking. He is a full-time keynote speaker and business communication seminar leader based in Austin, Texas.

What I've Learned in the Transition From Toastmaster to Professional

Toastmasters teaches a more structured, formal style than professional speaking may require. The first time I saw a "professional" speaker, I saw him lounge against the lectern, put his hands in his pockets, and generally violate just about every rule we learn as Toastmasters. Yet, he was remarkably effective. That's when I learned that professional platform presence is not a matter of being exactly in the right place, or using exactly the right gesture. Professional speakers may be more casual in presentation style, but if you watch closely, you will see that their every move is structured to bring the audience into the presentation. Their real purpose is to connect with each listener.

Michael Hick, ATM, is a seminar leader specializing in international business. He is a member of Toastmasters Houston Speakers Forum in Houston, Texas.

There is a big difference between speaking to a receptive audience and a captive audience. In Toastmasters, the audience is always receptive, but in professional engagements, this is rarely the case at the start of your program. Often, they won't know you or your reputation, and they may be there only because they have to be. As a result, you must work fast and work hard to get the audience on your side. And some days, this can take a long time.

Bob Barnhill, DTM, AS, Past International President, leads seminars on financial planning topics. He is a member of Lubbock Toastmasters in Lubbock, Texas.

It's easy to talk about your exciting trip to Europe at your Toastmasters club. It's much harder to make a business topic such as customer service as interesting to a general audience. That's what separates amateurs from professionals.

Kai Rambow, DTM, AS, Past International Director, and a full-time professional speaker presenting programs on business communication skills. He is a member of X Toastmasters in Toronto, Ontario.

As a professional speaker, it is critical to be entertaining. Toastmasters audiences tend to focus on your method; non-Toastmasters audiences are more interested in having a good time. They may overlook a few flaws in your delivery, but they will not forgive you if you are dull.

Ed Sykes, ATM-B, CL, is a seminar leader specializing in management, team-building and customer service. He is a member of The Three Letter Club in Virginia Beach, Virginia

The longer presentations needed in the professional ranks allow us time to develop more than just a verbal connection with the audience; we have time to develop a spiritual connection as well. When we focus more on the audience than ourselves, that connection can happen. And when it does, it's something special.

Ross Mackay, DTM, is a sales trainer and keynote speaker. He is a member of Towns of York Club in Aurora, Ontario, Canada.

I've learned that a good Toastmaster who has completed a few advanced manuals is as good as (if not better than) the average professional speaker. Toastmasters learn how to finetune their messages because of the timing requirements. We learn to trim the fat. Many platform speakers don't have that skill. They may have the message, but not the method. As a result, an advanced Toastmaster is two or three steps ahead of "professionals" who do not have a Toastmaster's discipline.

Jeremiah Bacon, ATM, is a keynote speaker and a member of the Daybreak and Charleston Classics Toastmasters clubs in Charleston, South Carolina.

No matter how good you are, you will not please everyone. Remember the 10-80-10 principle. That is, 10 percent of any audience will love anything you do. Ten percent will hate everything you do. It's the 80 percent in the middle that you should concentrate on. They will determine the success of your program.

David Brooks, DTM, 1990 World Champion of Public Speaking, is a keynote speaker and business communication seminar leader. He is a member of West Austin II Toastmasters in Austin, Texas.

Unless you are
prepared for hard work,
don't quit your day job.

The Harsh Realities of Professional Speaking

By Kai Rambow, DTM

Even when you do succeed, warns professional speaker Bill Hodges, DTM, "some months you'll make a ton of money and other months little or nothing at all." So don't quit your job until you are certain you'll still be able to pay your bills.

2 It's tough. "Most people only see what they perceive as glamour," observes Merritt, who has been a full-time speaker since 1984. "They don't see 90 percent of the work that led up to the speaking engagement." In other words, they don't see the two years it took to get the booking, the phone calls to find the right contact person, the marketing materials sent, the dozen or more follow-up phone calls, the delay until next year's conference, the tedious process of starting over again, customizing the presentation, preparing the handouts, working out all the travel details, checking the meeting room several times before the presentation, and the last-minute schedule changes and accompanying frayed nerves. A number of things could go wrong,

iceberg," says long-time professional speaker Connie Merritt. I agree. Here are some things to consider before you try to make a career out of public speaking:

1 Don't quit your day job. Professional speaking is not a job; it's a business. There is no "speaking circuit." And speakers bureaus do not book you until you have a proven track record. The only work you will get are the assignments you book yourself. That means giving lots of free speeches, spending untold hours on the phone with potential clients, hearing the word "no" too many times and waiting months for a single booking.

One veteran speaker's observation about the world of professional speaking is this: "I've seen a lot of speakers come and go." What most Toastmasters imagine about the world of professional speaking is far from reality.

Whenever anyone tells me, "I'd love to do what you do for a living," I respond with a question, "What do you think I do?" "You know, speak to people" is the typical, quizzical answer. "What you see on the platform is just the tip of the

and cancellations are common. Professional speaking looks easy, but don't be fooled.

3 Physical stamina. To be a full-time speaker requires physical stamina – lots of it. Zig Ziglar, who is Toastmasters Golden Gavel recipient this year, often cites research indicating that a person presenting for three hours will consume as much energy as the average office worker uses in an eight-hour workday.

After each presentation, speakers usually travel to their next engagement. Business travel is stressful, involving new surroundings, taxicabs or car rentals, hotels, restaurants, airports, and all the associated problems and challenges. Moreover, professional speakers spend much time away from their families.

4 You're not that great. As Toastmasters, we earn recognition for almost everything. Just because you consistently win the Best Speaker Award and fellow club members keep telling you how good you are, doesn't mean you'll be a star outside the club. There is a huge difference between giving a seven-minute speech and delivering a dynamic 45-minute keynote speech or conducting two days of training.

Most aspiring speaking professionals share old information. While you may have just discovered the power of setting goals, leading experts such as Zig Ziglar have developed their material over the past 10, 20 and even 30 years.

Toastmasters and your fellow members will support you even when you give a terrible presentation. Try giving a full-day presentation only to see the company president and owner walk out in disgust after 20 minutes. It happened this year to a seasoned speaker. The experience was devastating to him.

5 Be great, still starve. And even if you are truly great, companies

may still not want to pay for your services. Most would-be professional speakers desire to be "motivational" speakers. The number of engagements for motivational speakers are limited for good reason: Most people are already motivated. They come to work, put in long hours and work hard. So motivation isn't their problem.

What companies do have are business problems. What they are willing to pay for are solutions to their problems. For example, Tom Stoyan, a former communications professor, left teaching and developed a successful sales career. Today he coaches employees on sales techniques. After hearing Tom, people don't just feel good; their performances and selling success improve measurably. It's not surprising that Stoyan's clients book him year after year. Why? Because his training sessions pay for themselves many times over. Unless you can show clients how your speaking will improve their business, your chance of getting hired is slim to none.

6 Famous last words. You give a terrific presentation. A participant gushes, "Call my company. We need you." You are thrilled because

"The true professional knows all too well that rave reviews rarely turn into paid engagements."

you don't yet realize that a contact is not necessarily a contract.

For several reasons: First, the person who saw you is enthusiastic and sees your message as important. His boss however, who did not attend your presentation, places employee training at the bottom of his priorities list or does not have the clout to hire you or promote your services to senior management. Also, the company may not have the budget to pay your fee. For these, and many other reasons, the true professional

knows all too well that rave reviews rarely turn into paid engagements.

7 Competition is fierce. There are two businesses that look incredibly easy and inexpensive to start: One is consulting and the other is speaking. It seems that every person who takes early retirement or is "downsized" decides to become a speaker, consultant or both. The result is lots of competition. If you don't like participating in speech contests, then don't even consider becoming a full-time speaker, because you'll be competing every day.

Lori Hisson, ATM-S, CL, who runs a speakers bureau, advises that companies want "speakers who really know their material. Organizations want the latest information, and you have to be a real expert." A speaker also has to be able to customize a program. These expectations combined with competition require plenty of unpaid time – time spent reading and researching.

8 It's a business. Professional speaking is a business first; speaking is second. A lot of great speakers end their careers broke because they never learned this.

Good financial skills are essential. Speakers need to manage cash flow and build an emergency fund for slow business cycles. Many speakers never make the shift from the steady-paycheck mentality to an entrepreneurial mindset. You also are responsible for your own insurance, taxes and retirement funds.

9 Organization is essential. "You can't be organized enough," warns Merritt. Her comfortable but immaculate office allows her to access anything instantaneously. Systems may be dull but they are essential.

A speaker needs processes, procedures and follow-up plans. Otherwise, Merritt notes, "stuff will fall

through the cracks." And while computers are great, no family member wants to turn on a computer and boot your calendar just to determine when you'll be home. Hardcopy backup is always needed for one reason or another.

Sales and marketing efforts need to be effectively tracked; otherwise business opportunities may be lost. All financial matters need to be properly documented, and you'll need uncluttered space for easy access to books and other resource materials. The professional speaker is usually a one-person-band. Keep in mind, there usually isn't anyone to take care of your administrative needs.

10 Glamour vanishes. Professional speaking looks glamorous and easy. In reality, most speakers work all day, then spend their evenings getting to their next engagement. Personal time is practi-

cally non-existent during business trips. Spending time in hotels in far-away cities may seem appealing at first, but waking up in the middle of the night and trying to find the light switch gets old very fast. Being away from home is tough, even for those who are used to traveling. Holidays change from fun getaways to much needed time to recharge. Business demands often also dictate the end of regular vacation time. Once you turn "pro," extended holidays may be a thing of the past.

11 Give it at least 10 years. It takes years, not weeks or months, to build a solid speaking career. Every speaker thinks he or she will be the exception, but after two or three years, most realize they have to really love public speaking to stick with it as a career.

Bill Hodges compares professional speaking to mountain climbing.

It always takes you longer than you think to reach the top. Along the journey, there is a lot of hiking uphill, the meals aren't that great, you sleep on hard ground, it's cold and there are no hot showers. You may stumble and fall, and you'll often have to go downhill in order to climb the next pitch. And sometimes the elements will knock you down and force you to retreat. But when you finally reach the top, the view is incredible. He concludes, "If you like that ratio of work to rewards, then you are ready." **1**

Kai Rambow, DTM, is a past international director and a member of X Club 8630-60 and Manulife Financial Club 9050-60, both in Toronto, Ontario, Canada. He has been a professional speaker for the past 10 years, giving approximately 1,350 programs on the topic of business communication skills.

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Speaking Through an Interpreter

By Patrick J. Donadio, ATM

I spent three weeks in Japan last November as part of an international exchange team. I visited more than 20 organizations and stayed with five different Japanese families. The trip was wonderful! However, since culturally Japan is quite different from the United States, where I live, I found adjusting to different customs a challenge. For example, I was constantly exchanging my shoes for slippers and frequently bowing while saying, "Domo Arigato" (thank you).

Even more challenging – because we always used interpreters – was speaking to Japanese audiences. Whether speaking to 20 or 200 people, my words, feelings and emotions were expressed through a third party. It took a while for me to grasp the concept of speaking in "chunks" or "segments."

From this experience, I offer the following tips for speaking to an audience through an interpreter:

- Have a prepared text available for your interpreter. Even if you don't cover the text word for word, the interpreter will appreciate having something to refer to if needed.
- Use simple language. This is not the time to prove you are a literary genius. Clear, concise language ensures better translation.
- Avoid slang or idiomatic expressions. These will be difficult to translate. Choose words that clearly communicate your message. For example, use the word "organization" instead of "infrastructure."
- Meet and talk with your interpreter before you speak. Try to establish a rapport with him or her. This will make you more comfortable and allow the interpreter to become familiar with your speaking style. Ask for and accept suggestions. Find out what style he or she is accustomed to using. Most important, determine how much English the person understands. On some occasions, my interpreter was a friend of the meeting planner and not as proficient in English as I had thought. Therefore, I needed to adjust my speaking style and content accordingly.
- If you plan to use large numbers, write or point them out to your interpreter so he or she can translate them beforehand. This is especially important if your speech contains a lot of statistical data.



- Take turns talking, and use short, concise sentences. This will allow the interpreter to take a few notes and make it easier for him to correctly convey your message. You may find this speaking pattern very disorienting at first.
- Speak slowly and clearly. This allows the interpreter time to take notes. It also makes it easier for anyone in the audience who understands English to follow you.
- Include extra time for the interpretation when planning your speech. When an interpreter is assisting you, you may need 40 to 60 minutes to complete a speech that you otherwise might finish in 20 minutes. So you should prepare less material than you normally would. How much less? This will vary based on the type of presentation, whether you will use visuals, the person interpreting, the text, the topic and whether you will take questions.

As a professional speaker and trainer, I found that speaking through an interpreter forced me to be more precise and concise. That's a skill I need to continue to use in speeches and presentations to English-speaking audiences. **T**

Patrick J. Donadio, ATM, is a member of OCLC Toastmasters Club 478-40 in Dublin, Ohio, and a professional speaker, trainer, consultant and author.

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Voice Personality

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You're giving a speech that could cinch a promotion or a sale. You've fine-tuned your presentation, and now you're cruising to the finish line with your eyes fixed on the winner's cup. Suddenly, the microphone shrieks and dies.

logue, allies in our presentation. They will overlook our nervousness and lack of polish. They will laugh at jokes they've heard before. And they will give us the benefit of the doubt even if they lose the thread of our logic.

Connecting with an audience helps us deal with podium pitfalls in two ways. First, it gives us confidence. With the audience on our side, we can relax. And as in other endeavors, when we are at ease we become much less likely to make mistakes in the first place. (I think

GLITCHES, BLUNDERS AND N

Or a fire alarm goes off. Or the computer controlling your slides shuts down. Or the mind controlling your tongue locks up. Your presentation sputters and stalls. What happens next – whether your speech regains momentum or chokes and dies – depends entirely on what you do.

If you speak often enough, sooner or later Murphy's Law will come into play and something will go wrong. I know from experience. In 23 years of public speaking, I've encountered – or brought on myself – most of the predicaments that speakers dread. Sometimes I limped away from the podium with my self-esteem in tatters; other times I escaped with barely a scratch. But each time I promised myself, "I won't do that again."

By trial and error and by comparing notes with other speakers, I've learned how to deal with, to paraphrase Shakespeare, the heartache and the thousand natural shocks that speakers are heirs to.

My approach relies on developing two different, though interrelated, proficiencies: connecting with an audience and being prepared for the most common problems.

THE FIRST PRINCIPLE – CONNECT!

The problems we face as speakers – whether they're of our own doing or beyond our control – become more manageable if we first connect with our audiences. (See sidebar on page 18.)

As we learn early on in Toastmasters, forming a bond with our audiences turns them into partners in a dia-

80 to 90 percent of speaker errors are caused by nervousness.)

And second, having audience rapport, we can call on the audience for assistance when we do mess up or when something goes wrong. Because they feel a sense of ownership, they'll help us out and feel even more connected to us as a result.

THE SCOUT – AND SPEAKER'S – MOTTO

My Boy Scout troop leader took seriously the Scout motto, "Be Prepared." During each meeting, as if he were conducting Table Topics, he called on one of us boys, posed a problem, and asked what we'd do. "You're crossing a bridge when a car spins out of control and plunges into the river. There's a woman and a baby inside the car. What do you do?"

Although I laugh now at some of the hypothetical situations he concocted, I've adapted his approach to speaking. I think of all the many problems that might occur, and I devise possible solutions for them.

The snafus we face for the most part fall into one of three categories. A glitch is a mechanical failure, like a malfunctioning microphone, projector or computer. A blunder is a human error – a polite way of saying we

messed up. And a mishap is a potential or full-blown emergency.

GLITCHES

Glitches happen. It's the nature of gadgets – especially sophisticated gizmos like wireless microphones and computers – to go haywire. And, as a rule, they break down at times and in situations most likely to discombobulate us. We can be irritated, exasperated and inconvenienced by glitches, but we shouldn't be surprised by them. Instead, we should have a plan.

If equipment breaks down:

- **Have a backup available.** If possible, be prepared to repair or replace key equipment on the spot. Speak to the technician or meeting planner before your presentation and discuss your options.
- **Focus on the audience and on your message, not on the problem.** As you work on a solution, keep your audience involved. If

MISHAPS

you can't quickly resolve the problem, proceed with your presentation as best you can – without whining. Carrying on like a trouper will earn you the audience's respect.

- **Bring handouts.** For some presentations – a technical briefing, for example – you need your audience to see your data. Since you can't absolutely depend on your computer or projector – remember, it's the nature of equipment to short circuit – consider making copies of your slides for everyone. You can distribute them as you speak, if necessary.
- **Use a one-liner.** Many speakers memorize quips they can use to relieve audience tension. When his microphone emits a high-pitched buzz, for example, one speaker acts as if he's watching a bee circle his head and says, "I don't know what it is, but it's getting closer." When her computer crashes, another speaker says, "A TV can insult your intelligence, but it takes a computer to make you feel like a total idiot." Be sure



to direct your humor at the situation or at yourself, never at another person (even – or especially – if the other person is at fault).

- Check out Gene Perret's excellent article, "What to Do When the Microphone Dies" in the September 1998 issue of *The Toastmaster*.

BLUNDERS

If you have ever forgotten your place in a speech or had your mind go completely blank, you are in good company.

At an area speech contest, one contestant was halfway through what seemed like a winning presentation. He had a moving message, a commanding presence and a self-deprecating sense of humor. Then panic filled his eyes. He stood stock-still for about a minute, which felt like an hour to everyone in the room. Finally, he sat down in defeat. (He returned the next year with an award-winning speech about the experience.)

If you lose your place:

- **Back up.** Summarize the point you just finished making. Often, repeating your previous point, like retracing your steps before taking a leap, will give you momentum to carry you forward.
- **Check your notes.** I usually speak without notes, but I still leave my outline within easy reach. It's like a rock climber's rope. I may never need it, but just knowing it's there makes me breathe easier.
- **Ask your audience for help.** Say, "I got so caught up in what I was saying that I lost my place. Where was I?" Someone will tell you. (This is especially true if earlier in your introduction you enumerated your main points.)

(If you tend to forget parts of your presentation, you may need to look at your speech construction. You may be trying to accomplish too much in a single speech. Or you may not be doing a good enough job of linking your main points.)

If you go blank:

- **Say something.** Say anything. The longer you remain silent, grasping for exactly the right word, the more your anxiety (and the audience's) will grow. Try to recall anything relevant to your speech, the audience or the occasion, and say it. Once you begin talking, your memory will most likely kick into gear.
- **Check your notes.**
- **Level with your audience.** Once when I was speaking to a high-powered audience, I froze. "My mind has turned to mush," I admitted to the group. "Have you ever had that happen? You've got something really important you want to say, and you blank out?" Some people nodded their heads, a few people laughed in a friendly way, and I laughed too. Then I relaxed, my mind started working again, and I resumed my speech.
- **Check your attitude.** Perfectionism is the undoing of many speakers. It cramps our style and chokes us at the throat. It's based on the illusion that if we work

hard enough, we can avoid making mistakes, losing control or looking foolish. I suggest replacing perfectionism with an attitude of service. Don't try to give a flawless presentation; focus instead on serving your audience to the best of your ability.

MISHAPS

A mishap is a glitch on a cosmic scale. It's often an emergency or a potential emergency, and it requires an immediate response.

An etiquette expert, fielding questions from radio callers, was asked what to do if a person was choking on a fish bone at a formal dinner. "Do whatever you have to," she said. "Saving a life takes precedence over decorum."

Similarly, we can get so caught up in our presentations that we may block out more serious matters, like life and death. It's healthy to remember that attending to an emergency is more important than anything we have to say.

When something goes seriously wrong, our audiences will look to us for direction.

In case of emergencies:

- **Know what to do in advance.** Before you begin speaking, locate the emergency exits, the fire extinguishers and a phone. Know what to do in case of an earthquake, hurricane, bomb threat or fire.
- **Use your audience as a resource.** Identify the problem and ask for help. Once during a presentation a man in the audience clutched his chest and fell

forward in his seat. Fortunately, the speaker remained calm and reported over the microphone what she saw. A doctor and an emergency medical technician rushed forward and attended to the man.

- **Learn CPR.** If you speak frequently to large numbers of people, you may be able to save a life by knowing cardiopulmonary resuscitation. At least, you'll know what to do if there's a medical emergency.

In speaking, as in life, we are not in control, and even with the best of intentions and efforts we can't steer clear of every mini-calamity. Our response to the unexpected says a lot about us and about our professionalism as speakers, and it determines, to a great degree, our chances for success. **T**

Christopher Witt. ATM. is a speechwriter, trainer and consultant living in San Diego, California. He can be contacted at Chris.Witt@aol.com.

How to Connect

The various Toastmasters manuals, from the basic to the advanced, teach techniques for connecting with an audience. These techniques are straightforward ways of gaining an audience's attention and interest:

- Look members of your audience in the eye, directly and one at a time.
- Speak simply and with conviction.
- Organize your speech in a way that makes it easy to follow.
- Dress appropriately.
- And avoid using humor or language that might offend.

Other techniques are subtler ways of connecting with your listeners:

- Frame your message so it appeals to their concerns, values, and aspirations.
- Use statistics and reasoning they will find credible.
- Tell stories that will engage their imaginations and emotions.

Who would have thought 10 years ago that the former Soviet Union would cease to exist and former Soviet leader Mikhail Gorbachev would travel to the United States on a speaking tour. He visited the historic city of Richmond, Virginia, to give a speech and answer questions at a local university.

Handling Hecklers

Several fellow Toastmasters and I listened intently as Gorbachev, with the help of an interpreter, began his speech. After Gorbachev had talked only briefly, the back of the auditorium was filled with chants from a heckler using the occasion as a forum to express his views. The audience was alarmed at first. The incident was short-lived, however, as security guards quickly snapped into action and whisked the heckler out of the building. Unfortunately,

most speakers don't have the luxury of a private security force to deal with disturbances of this nature.

Most speakers must handle such situations themselves.

Knowing your options will help you to effectively handle hecklers and minimize distractions.

➤ **Find common ground.**

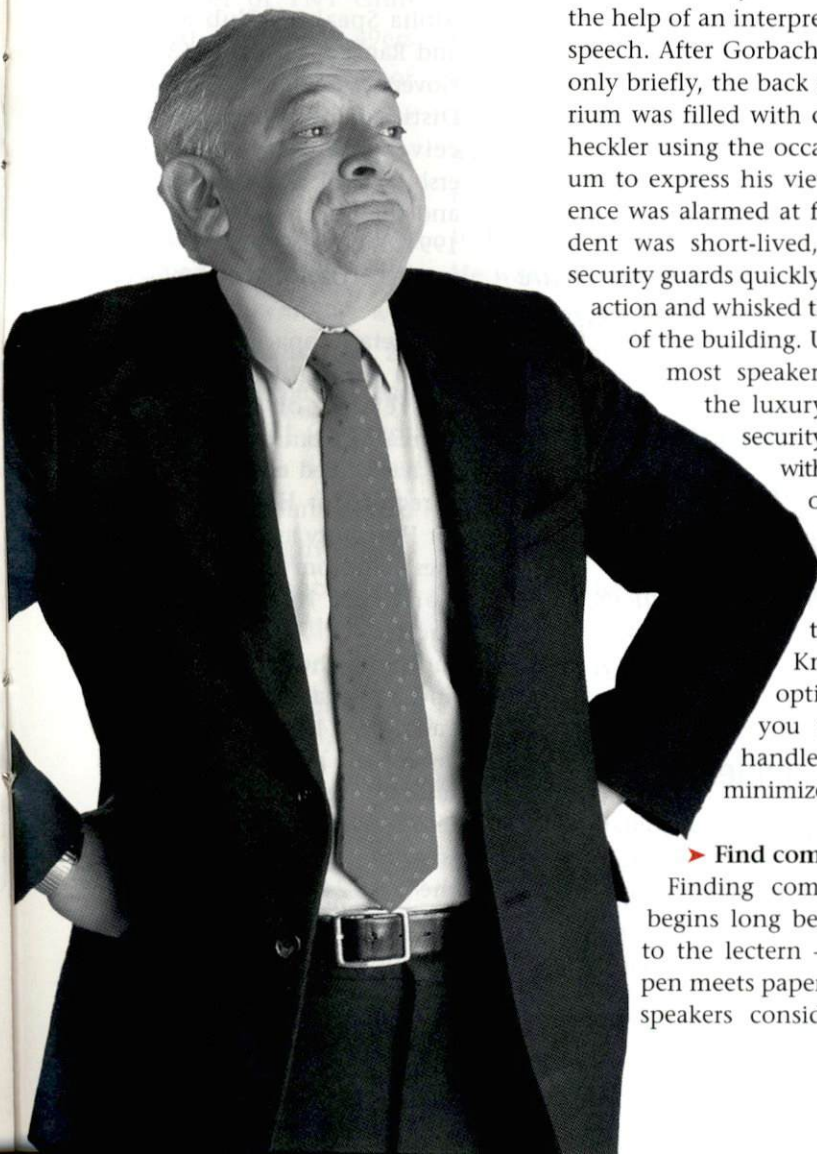
Finding common ground begins long before you step to the lectern – even before pen meets paper. Experienced speakers consider the audi-

ence they will be addressing and search for threads of commonality with supporters as well as with opponents. This way, speakers can build bridges and break down walls that otherwise could polarize those who may oppose their views.

It is human nature that people generally listen to, trust and identify with others who share similar values and beliefs. The late Richard J. Daley, a long-time mayor of Chicago, wore ordinary suits and crafted his speeches with ordinary language that virtually all could relate to. Even today, Chicago businessmen characterize Mayor Daley as "our friend," and labor representatives say, "Daley really understood the working man and his needs." Daley endeared himself to thousands of people, largely because of his ability to find common ground. Recognizing and addressing interests you share with opponents will lessen their resistance to your views.

➤ **Ignore them.** Ignoring hecklers can be extremely useful – especially when the distraction is minor. If the audience can, for the most part, hear you clearly, it makes sense to

(Continued on page 27)





YOUR 1999-2000 OFFICER CANDIDATES

Here's your introduction to Toastmasters International's 1999-2000 Officer Candidates. On Friday, August 20, you'll have the opportunity to vote for the candidates of your choice while attending the International Convention in Chicago, Illinois.

Candidates were nominated for the positions of President, Senior Vice President, Second Vice President and Third Vice President by the International Nominating Committee. The Committee's selection is presented here in accordance with Article VIII, Section 1, of the By-laws of Toastmasters International.

It is the right and duty of all clubs to participate in the vote, either through their representatives

at the Convention or by proxy. All members are urged to give careful consideration to the qualifications of each candidate.

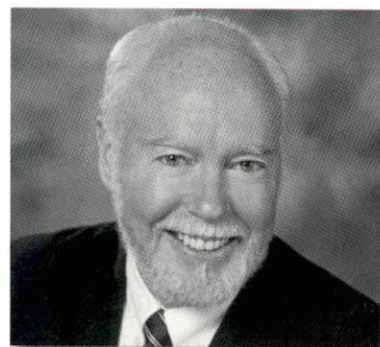
(Additional nominations for International Officers may be made from the floor at the Annual Business Meeting. International Director candidates will be nominated at the eight Regional Conferences to be held this month.)

Official Notice

The 1999 Annual Business Meeting will be held on Friday, August 20, at 8 a.m., during the International Convention, August 18-21, 1999, being held at the Sheraton Chicago Hotel and Towers in Chicago, Illinois, U.S.A.

Nominating Committee:

Ian B. Edwards, DTM, Chairman; Robert E. Barnhill, DTM, Co-Chairman; A. Edward Bick, DTM; Betty W. Eisenzimmer, DTM; Scott Williams, DTM; Denny Saunders, DTM; Pat Kirk, DTM; Peter Wofford, DTM; Frank Hirt, DTM; Ralph Compton, DTM; Nancy L. Brown, DTM; and Richard Logan, DTM.



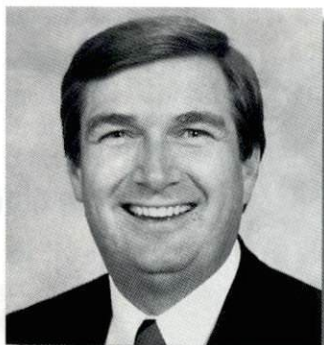
For International President

Timothy R. Keck, DTM – Senior Vice President, Second Vice President, Third Vice President, International Director 1992-94, and District 49 Governor 1989-90. Mr. Keck is a member of Pearl City Club 2805-49, Hickam Club 520-49, Aloha Speakers Club 5190-49 and Ramstein Club 2442-U. As Governor, he led the District to Distinguished District. He received the District 49 Leadership Excellence Award in 1992 and the Silver Gavel Award in 1994. He has a Ph.D. in history from the University of Wisconsin, is a summa cum laude and Phi Beta Kappa graduate, and was a Fulbright Fellow to the University of Marburg in Germany. From 1992 to present, he has served on the Board of Directors for Hawaii's Habitat for Humanity and was its Board President from 1993 to 1995. As Command Historian for the Pacific Air Forces, Mr. Keck supervises the Air Force history and archival program in the Pacific. He has won numerous awards as a program manager, a military historian, and human resources development specialist with the U.S. Air Force over the past 24 years. He and his wife, Laura Crites, CTM, reside in Honolulu, Hawaii. They have one adult child, Krista, and one granddaughter, Dani Mays.



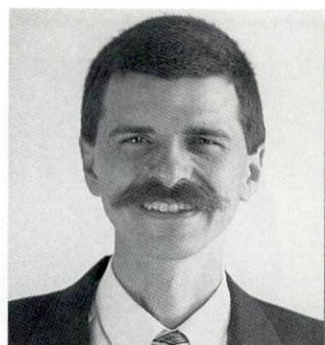
For Senior Vice President

Jo Anna McWilliams, DTM – Second Vice President, Third Vice President, International Director 1992-94 and District 25 Governor 1988-89. Ms. McWilliams is a member of TNT Club 4533-50 and Roving 49ers Club 6590-50. As Governor of District 25, she led the District to President's Distinguished District, and the District received the President's Extension Award during her term. She was named the District 25 Toastmaster of the Year and the District 25 Lt. Governor of the Year. She is a Certified Public Accountant and has been recognized for Academic Excellence by the University of North Texas. She is a member of the American Society of CPA's, Texas Society of CPA's, and Dallas Chapter of CPA's. Ms. McWilliams is Senior Principal Consultant for Oracle Corporation. She and her husband, Bruce McWilliams, CTM, reside in Dallas, Texas.



For Second Vice President

Alfred Herzing, DTM – Third Vice President, International Director 1995-97 and District 52 Governor 1990-91. Mr. Herzing is a member of 76 Speakers Forum Club 3327-F, Professional Speakers Club 9-F, Past District Governors Club 407-F and Yorba Linda Achievers Club 9591-F. As Governor of District 52, he led his District to Distinguished District. He was Club Toastmaster of the Year six times, and Area Toastmaster of the Year once. Mr. Herzing is Program Manager for the Unocal Year 2000 Project Management Office. He has a B.S. degree in Electronic Engineering from California Polytechnic State College. He is a past tribal chief and current treasurer of the Huya Nation in the Indian Guides and is a member of the Board for the Yorba Linda/Placentia YMCA. He and his wife, Margie, reside in Yorba Linda, California. They have one son, Adam.



For Third Vice President

Gavin Blakey, DTM – International Director 1994-96 and District 69 Governor 1990-91. Mr. Blakey is a member of Western Suburbs Club 2477-69. As Governor, he led District 69 to President's Distinguished District. He won the District Evaluation Contest in 1992. Mr. Blakey is a Principal with the City of Brisbane, the largest local authority in Australia. He has an Honor's degree in Civil Engineering, a Post Graduate diploma in Management, and a Masters of Business Administration. His career has included roles in consulting engineering, management, project management, program budgeting, strategic asset management, lecturing in communication at two universities, labor relations, total quality management, policy development, and communication training for Australia's elite athletes. He and his wife, Bea Duffield, ATM, reside in Brisbane, Queensland, Australia.



For Third Vice President

Jon R. Greiner, DTM – International Director 1991-93 and District 54 Governor 1988-89. Mr. Greiner is a member of Caterpillar Employees Club 79-54 and Decatur Commodore Club 654-8. As Governor, he led District 54 to Select Distinguished District. He has been named District 54 Outstanding Toastmaster and Outstanding Division Governor. He is a District Evaluation Contest winner and has received a Presidential Citation. Mr. Greiner is Technical/New Product Introduction Manager in the Large Mining Trucks Department of Caterpillar, Inc. He has a B.S. degree in Mechanical Engineering and a B.S. degree in Business Administration. He is a member and a Past National President of the Equipment Maintenance Council and is active in the United Way and his church choir. He and his wife, Belinda, reside in Forsyth, Illinois.



MANNER OF SPEAKING

By Phillip J. Stella

While this is the oldest among presentation support tools, it is also the most effective, easy to use and least expensive.

The Overhead Projector – The Presenter's Workhorse

As business presenters at the dawn of the new millennium, you have an increasingly sophisticated array of support tools at your disposal to enhance your messages and simplify the process of producing visual support. Hi-tech computer-generated graphics systems, multimedia technology, video projectors and LCD panels all can provide you with visual pizzazz unheard of or much too expensive only a few years ago.

That said, one of the most effective and widely used presentation support tools is also one of the simplest, oldest and least expensive – the overhead projector. Long considered the presenter's workhorse, you'll find these units in boardrooms, training centers, meetings rooms and classrooms all over the world.

First introduced in the 1940s, the overhead projector didn't really catch on in the corporate arena until the advent of laser printers, color copiers and computer graphics software. Business presenters could

then produce visuals to support their messages that were quick, easy, inexpensive and creative.

DON'T LET THE TAIL WAG THE DOG

The latest models are lighter, brighter and more compact, flexible and sophisticated than ever. But the overhead projector is still only a tool. The best unit on the market today won't plan or design visuals for you or use them effectively in a presentation – you still have to do that.

Remember that your visuals don't deliver the message, they merely

or depict complex concepts. Properly done, they'll enhance audience attention and retention as well.

What follows is a quick review of tips and techniques to help you put the presenter's workhorse to work for you, whether for a marketing presentation, a training class or your next manual speech at a Toastmasters club meeting.

DON'T OVERLOOK SETUP

Before you start, consider the needs and limits of the tools you'll be using. Be sure to set up the room and equipment in it for maximum impact.

► **Screen and image size.** Choose the type of projector lens and size of screen to produce a large enough image so the people in the back can see clearly and read

easily. Raise the screen high enough off a flat floor so that the bottom of the projected image can be seen easily over the heads of people in front.

► **Seating.** The distance from the nearest seat to the screen should be at

"In the hands of competent and creative

Toastmasters like you, this simple tool

can help make wonderful presentations."

support it. You deliver the message. Having a visual just to have a visual is rarely a good strategy. A dark screen is better than an ineffective or unmotivated visual. Your visuals should explain the flow of the message, reinforce key points or clarify

least twice the height of the projected image. The distance to the farthest seats shouldn't be more than eight times the image height. Stagger chair placement in adjacent rows to increase visibility.

► **Projector stand.** Try to get a stand that has a recessed space to hold the projector and has shelves on either side for the acetates. Ideally, the projector lens should never block anyone's view.

► **Covers.** Use clear covers for your acetates to keep them clean and free of scratches. Use a horizontal layout and mask any of the projector deck that shows when an acetate is in place.

► **Lighting.** Overhead projectors can be used with all lights on full, but slightly dimmed is better. If possible, turn off the ceiling light closest to the front of the screen to decrease image wash-out. Or try removing the bulbs from that fixture or covering it with dark paper.

CONTROL YOUR VISUAL

Now that your tools are set up properly, you're ready for a dynamic and memorable presentation. But don't forget to take control of the visuals and remain the focal point of the presentation – even when using the projector.

► **Positioning.** Stand to the right of the projector (audience left) when you're introducing a point or when you are speaking in between visuals. Glance at the visual on the deck or the notes on the covers as a reminder without losing eye contact with the audience. *Never* talk to the projector – only to your audience. After you've revealed a new visual, step backward to the screen. This keeps the audience from paying attention to the visual instead of to you. Deliver the rest of the message that the visual supports from this position. Look at the visu-



al if you need to as a reminder, but never talk to the screen – only to your audience.

► **Pointing.** Some presenters like to use a wooden, telescoping metal or laser pointer on the screen. The pointer can become a distracting – and dangerous – toy in the hands of a nervous or fidgety presenter. To solve this problem, use only your left hand to point to or in the direction of information on the screen. But don't move into the projected image so much that the light hits you in the face.

► **Notes.** Try to deliver your presentation without holding notes. This leaves your hands free to gesture effectively and work the overhead smoothly. Notes can get in your way and tempt you to read your presentation. If you must use

notes, keep them off to the side on a lectern, but only glance at them when you need to. Never talk to your notes – only to your audience.

So put the presenter's workhorse to work on your next presentation. Just don't let the tail wag the dog. Properly used acetates can add cost-effective value and professional pizzazz to your message.

Yes, the overhead projector is only a simple, unsophisticated tool. But in the hands of competent and creative Toastmasters like you, this simple tool can help make wonderful presentations. **T**

Phillip J. Stella is a professional speaker, freelance writer and consultant specializing in presentation skill training and coaching. He is a former member of ASTD Club 3881-10 in Cleveland, Ohio.

STRE-E-E-E-E

How to Expand Your Speech Without Putting the Audience to Sleep

If you enjoy giving outside speeches, it's bound to happen: You're asked to speak on a familiar topic, but you have just 15 or 20 minutes worth of material and the program director wants you to give a two-hour presentation. What to do? How can you expand a speech without boring the audience? Here, seasoned Toastmasters tell how they can inform, educate and entertain with long speeches.

ADD FACTS: "Do more research on the topic," advises Jerry Weitzman, a 25-year Toastmaster and member of the Arrowhead Club in San Bernardino, California. The more you know about the topic, the longer you can talk about it.

I once put together a 10-minute speech about the history of the local cemetery. When the program director at a private school invited me to speak on that topic for 45 minutes, I knew it meant more research. To add to my speech, I explored the lives of some of the early pioneers buried there. This gave me plenty of material to talk about and the students seemed aptly entertained.

Someone with a personal story might expand it by including statistics and facts relating to the situation and by including similar stories of others. For example, maybe your life was saved by a trained rescue dog and you have designed a 15-minute speech to relate the story. When you're booked for a longer speech, you can add statistical information reflecting the number and types of rescue dogs in your area and include additional true rescue stories.

INVOLVE YOUR AUDIENCE:

A major speech stretcher used by Toastmasters is audience participation. Not only does this alter the pace of a program, but people are more interested if they feel involved in what's going on.

If it's a small audience, ask each of them to introduce themselves. Ask what they hope to get out of the presentation. Not only will this help you decide what to emphasize, it will contribute to a feeling of rapport with the audience and it will take up time.

If the group is large, get to know audience members by asking pointed questions. Let's say you're speaking before a group of citizens about the possibilities of building a community skateboard park. You might ask, "How many of you skate or have children or grandchildren who skate?" "How many of you see kids skating in public places throughout the community?" "Where?" "Are they causing damage with their skateboards or are they endangering themselves or others?" You've learned something about the audience and they've become a part of the program, not simply observers.

TALK ABOUT YOURSELF: Another good way to use time and to establish a sense of unity in the room is to introduce yourself. This is also your opportunity to establish your credentials. Your listeners will most want



ETCH:



to know who you are and what's your background in the topic. Throw in an anecdote or two, if appropriate.

Q & A: A question-and-answer session is a great ice-breaker; it encourages audience participation and it changes the pace of a program. Although most presenters think of Q & A as the opportunity for the audience to ask you questions, it also can go the other way around.

When you ask the questions, audience members must change from observer mode to participant. Their thought processes shift and they experience a little energy boost. They're more alert and attentive. It's when you drone on unceasingly that you lose your audience.

Ask questions that help lead to the next point. For example, you might ask your audience of community residents, "What do you see in the immediate future for these young skateboarders?" or "What would you like to see happen – a ban on skateboards in the city or the city providing a safer place for the kids to skate?" These are probably topics you will want to cover in the following segment.

GIVE ASSIGNMENTS: For longer speeches, give the audience something to do that illustrates what you're teaching or proposing. For the skateboarding speech, for example, you might ask audience members to share stories illustrating how they have been affected

by skateboarders, either as a parent of a skateboarder who loves the sport or as an observer of skateboarders who are destroying the beautiful walls around a local church by using them as ramps. The audience remains involved and time marches on.

AUDIENCE INCENTIVES: Sometimes it's appropriate to offer incentives for participation. For the skateboarding example, you might create colorful coupons on the computer and each time someone participates, reward that person with one. At the end of the day, the person with the most coupons wins the latest skateboard logo T-shirt from a local sporting goods store.

ADD MORE VARIETY TO A LONGER SPEECH: Not only is variety the spice of life, it also keeps an audience awake and alert. No one likes to sit and listen to someone speak for hours. In fact, the attention span for most of us is somewhere between 20 and 40 minutes.

Whenever you're asked to speak for 20 minutes or longer, incorporate variety into your presentation – the longer the speech, the more variety. You might consider intermingling a slide or video show, a song, jokes or demonstrations into your speech.

"When you ask the questions, audience members must change from observer mode to participant. Their thought processes shift and they experience a little energy boost."

If it's a small audience, take them on a field trip. On a nice day, go outside for a demonstration or play lively music and march around the building together. A change of pace and scenery can do wonders for the weary mind and body.

Ted McIlvain of the NMAC Toastmasters Club in Dallas, Texas, also believes in variety. He says, "I've become a master at stretching material to fill time slots. I tend to do it by audience involvement. I keep a series of activities with me – some are simply in my mind and others are in my briefcase – and I encourage audience participation."

DEMONSTRATIONS: Demonstrations are a marvelous speaking tool when you have a lot of time. If you're speaking on travel safety, for example, demonstrate the right and wrong way to handle cash during an ATM transaction. A speech featuring women inventors might be illustrated by a demonstration depicting one of their inventions from the prototype to the patented product.

HUMOR: Toastmaster Rich Giroux of Old Millstream Club in Ohio advises, "In a longer speech, humor is an absolute must and it must be used at various intervals." It goes without saying that something light and fun will keep an audience's attention longer than something heavy and serious. Put some humor in your speech if it's at all appropriate. If you're not a funny person or you can't pull it off very well, practice. Get some pointers from others about how to do humor and find some good material.

USE ANECDOTES: Rose Lane, DTM, a member of the Calabasas Club in Calabasas, California, suggests when stretching a speech: "Simply add more examples and/or personal stories relating to the subject. People love stories much more than they do theory. Stories help them remember the theory."

Illustrate your speech on travel safety with a story about your friend who was held up at gunpoint when he left his hotel room door ajar for just a few minutes. Or talk about the time someone walked off with your cousin's purse when she left it dangling on the back of her chair in a busy restaurant.

Anecdotes can make the difference between a boring speech and a lively one. They are a necessary part of any long speech.

PUT ON SKITS: One innovative way to stretch your material while making a point is through a skit. Going back to the travel safety theme, act out someone flaunting his money while paying a restaurant bill and the possible consequences. Then show the smarter way to handle cash discretely.

SHARE THE SPEECH: If you don't have enough material to speak for the length of time required, get some help. Weitzman suggests: "Ask someone who knows the topic to give part of the speech."

Using the rescue dog scenario, the speaker who was rescued by a dog could team up with someone who trains rescue dogs for a shared speech. If you've perfected a speech on cooking with herbs, invite someone to expand on your theme by speaking on the medicinal uses of herbs.

As you can see, there are many ways to stretch your material while greatly enhancing your speech. So the next time someone asks you to give your 15-minute speech in a two-hour time slot, don't faint at the thought. Use these tried and true methods and bask in the applause of an appreciative audience. **T**

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Patricia L. Fry, CTM, is a writer and frequent contributor to this magazine. She lives in Ojai, California.

Handling Heckling

(Continued from page 19)

continue in hopes the disturbance subsides. A speaker who appears strong, unshaken and in control often projects an image that persuades the heckler to give up the attempt to disturb. Realize, however, that this tactic can backfire as hecklers may increase their efforts to gain an audience and distract from your speech. Nonetheless, ignoring the hecklers and speaking a bit louder is one of the best initial approaches for minor disturbances.

► Acknowledge them.

This can be effective, especially when a confrontation is evident. President Bill Clinton used this tactic when facing angry chants from hecklers protesting his appearance at the Vietnam Veterans Memorial. He acknowledged the hecklers by saying, "To all of you who are shouting, I have heard you – now I ask that you hear me." Although these words did not silence the hecklers completely, his acknowledgment was noticeably effective. Moreover, the hecklers were drowned out as Clinton supporters cheered. Clinton's acknowledgment served as an effective transition to his opening remarks.

► Share the podium.

Giving hecklers time to speak is generally not recommended. It is not fair to the audience to turn the podium over to someone they were not planning to hear. It is also risky in that once you turn control over to a heckler, it may be difficult to regain control.

There are, however, instances in which this ap-

proach may be applicable. Consider the case of a town meeting in a small community. As you rise to address the assembly, an individual who lives in town heckles you. In such an informal setting, where the heckler is part of the group, sharing the podium may be OK.

You would not, however, want to simply turn control of the lectern over to the individual. It is best to invite the heckler to speak with some restrictions. For instance, offer the lectern under these conditions:

1. If the group leader approves.
2. For no more than a set time limit.

3. After you speak or at a future meeting.

This is a democratic way of handling the situation and is similar to the practice at local government meetings across the country where citizens are allowed five minutes to voice concerns. Remember that this approach is best used only in informal situations such as the one cited above.

► **Call security.** Calling security or the sergeant-at-arms is perfectly acceptable, especially if hecklers are creating a large disturbance or violence erupts. Make sure before you call security over the public address system that security personnel is available to handle the situation. Otherwise, you are left standing on the podium looking out of control.

If speaking at an event in which controversy is likely, it is best to discuss a plan for handling disturbances with security before the speech. Working out details while standing at the lectern facing the audience can be unnerving. If you suspect or know that a particular group will heckle you, arrange seating so that this group is as far as possible from the podium.

Hecklers can intimidate even the most experienced speakers so be prepared to face them. Employing strategies outlined in this article will tilt the balance in your favor and provide an effective means to deal with the disruption. **T**

H O W T O

Handle Hostility

By Marjorie Brody

As a presenter, you may find yourself facing a hostile questioner. Your skill at disarming verbal attacks will reflect on your credibility with the audience and the impression your listeners have of both you and your presentation. The following approach works well to diffuse a hostile challenger.

- Let the antagonist say whatever he or she wants to say. Listen while he vents.
- Paraphrase what he has just said and how he seems to feel, without being condescending.
- Ask probing questions to try to learn what the real issues are.
- Then reply with one of the following statements:
"I know what your issues are; now let me respond."
"Let's problem-solve together to work this out."
"Let's look into this after I conclude my presentation."

By using this approach, you have indicated that you value the questioner's thoughts and feelings.

You will diffuse the hostility and win the audience's respect at the same time.

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Marjorie Brody is a professional speaker and seminar leader whose company, Brody Communications Ltd., is based in Elkins Park, Pennsylvania.

.....
Brian W. Armentrout, CTM, is a former Toastmaster living in Richmond, Virginia.



The ultimate reason for using PowerPoint is to present your data electronically.

The speaker clicks a button on the computer mouse. The electronic presentation includes a cool “checkerboard” transition to the next slide. This new slide contains just one bulleted item; yet wait, with a click of the mouse another bulleted item appears and the previous one is dimmed. The next slide contains a screeching brake sound. How did the speaker do that? Welcome to the world of electronic presentations.

What is PowerPoint? A Microsoft Product, PowerPoint is a valuable software program for designing visual aids. These visual aids can be overheads, 35-mm slides, speaker notes, handouts or electronic presentations. I even use PowerPoint for fliers and agendas. Why the word “power” in the title? Because PowerPoint “checks” your visuals and looks for “no-no’s” such as too much data on a slide, inconsistent grammar or font sizes that are too small. Some of PowerPoint’s features include:

► **Overheads:** A popular use of PowerPoint is for creating overheads and opting to skip the electronic presentation. Advantages? Less hardware is required – you are still using the good old overhead projector. PowerPoint will still check your slides, control the font size and amount of data on a page, allow you to add some cool borders, and print speaker notes, among other features.

The Dunce’s Guide to PowerPoint

► **Agendas:** I collapse the outline view of the PowerPoint document. This displays just the titles of each slide. A great instant agenda! And people think I spent so much time preparing for the meeting...

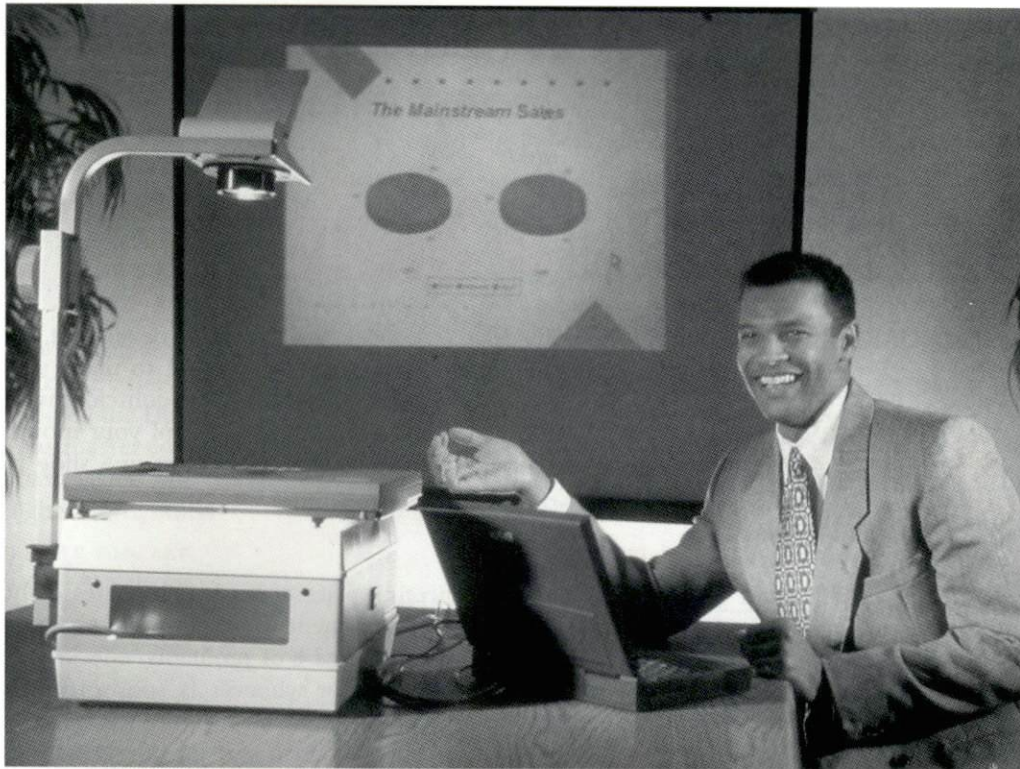
► **Handouts:** Imagine handouts with the left column containing three mini-graphics of your actual slides, the right side containing blank lines for note taking. These handouts, along with other formats, are available simply in the Print Setup window. No extra work required!

► **Electronic Presentations:** The ultimate reason for using PowerPoint is to present your data electronically. Sounds, such as an audience applause, can be added anywhere. A musical CD can be synchronized to play any time, maybe 30 seconds of music during a particular slide. Many speakers end the presentation with a blank last slide that plays music. The animation

effects are wonderful – imagine a bird flying or a boat sailing into the slide after 10 seconds.

► **Action Items:** If you present electronically, PowerPoint includes a useful Action Item feature. In the middle of the presentation, the speaker can add items to the action list, including due dates, names, topics and other information. This data becomes the last slide (and perhaps the agenda for the next meeting). Your teammates are less apt to “forget” a task when their name is displayed on the screen for the entire room to see.

Is PowerPoint easy to learn? Yes, if you understand your operating system (most likely Windows) and have experience with another Microsoft application software such as Word. To control and grasp your computer, you must have a solid understanding of your operating system, which is usually a Windows



“Many PowerPoint users know how to manage the software and can develop a presentation that will amaze the audience. But they fail miserably when presenting because they lack an understanding of how to use PowerPoint as a speaker’s tool.”

product, probably Windows 3.1, Windows'95 or for you hotshots with newer stuff, Windows'98. As a computer trainer, I can easily spot users who lack a background in Windows. I once witnessed a spreadsheet “computer geek” print 500 pages of a document he did not want. He did not know how to cancel a print job – part of the Windows operating system. Amazing that he could create and manage a spreadsheet of that proportion!

What hardware do you need for electronic presentations? Two popular setups are LCD Panels or Data Projectors. A LCD panel can rest on top of an overhead projector. The Data Projector only needs to be connected to the computer. Of course, both methods need cables. If you are including sounds in your presentation, you need those loud speakers!

What do you need to know if you want to present your data electronically? You need to follow the

instructions listed below. I have witnessed some speaker mistakes that make for great “war stories.” Many PowerPoint users know how to manage the software and can develop a presentation that will amaze the audience. But they fail miserably when presenting because they lack an understanding of how to use PowerPoint as a speaker’s tool.

- Confirm that your software is compatible with your PowerPoint file. I once saw a speaker walk in with just a diskette and a lot of confidence, until she discovered the software provided in the room was an older version than her diskette file.
- While practicing your show on a stand-alone PC, press “F1” on your keyboard. All kinds of useful tips are provided in this built-in electronic Help book.
- Know how to navigate. Someone in the audience wants you to return to slide No. 2? Not a prob-

lem, press “2” on your keyboard and press enter.

- Bring a paper backup copy. Be prepared to present without the technology. What if the computer crashes?
- Know how to turn the screen white if the discussion in the room deviates from the slide. Remember, as Toastmasters we know that a visual aid is a distraction unless it pertains to the current topic. How is this accomplished? By pressing “W” during a show. Oh, an even bigger question, how do I return to my slide show? Press “W” again!

Bottom line, if you need help, right click. A pop-up menu will appear that will allow you to quickly press on. **T**

Katie Von Holdener, ATM-B is a freelance trainer, living in Belleville, Illinois. She is a member of Toastmasters Club 994-8 in O’Fallon, Illinois.



HOW TO

By Paula Kurtzweil

The slides should enhance your message, not duplicate your speech.

Tips for Smooth Slide Shows

YOU'VE SETTLED INTO A SEMI-DARKENED CONFERENCE ROOM, eagerly waiting to hear a slide presentation on your favorite topic when the speaker begins by saying, "I know you can't see this but..." Then he or she proceeds to show a slide

you wouldn't be able to read if someone handed you a telescope.

Or how about speakers who interrupt themselves a few minutes into their presentations with a show of bewilderment over operation of the slide projector? They fiddle around for a few minutes, asking questions of anyone who'll listen, while you sit there exasperated and impatient until a knowledgeable person speaks up and shows them how to use the remote control from the podium.

Distractions like these are a sure way to lose credibility and bore an audience. If the audience is lost, so, too, is the speaker's message. Speakers can minimize distractions by following a few rules on design basics, practice and preparation, as well as good delivery.

Illegible slides spell doom for any presentation. The problem might be too much text, too small typeface or not enough contrast between the text and the background color. The audience can't read the slide.

When designing slides, keep in mind that their purpose isn't to replace the speech but to illustrate key points. The general rule is "6-6." This means no more than six lines of text per slide and no more than six words per line of text. Complete sentences aren't necessary.

To make the text as readable as possible:

- Choose black type on a white background; studies show this combination to be easiest to read. Other colors may work well too, but they should sharply contrast with each other.
- Select serif type, and be consistent with typefaces; using a variety can be distracting.

To make slides more appealing, consider art, such as photographs, charts or cartoons. If you don't feel up to the job of designing the slides, check with a professional graphic designer.

Once the slides are developed, rehearse the presentation to make sure the timing of the slides coincides with the words coming out of your mouth and the transition from one slide to the next flows smoothly.

PREPARE PROPERLY

- Arrive at the meeting place at least 30 minutes early. Confirm that the equipment works properly and you know how to use it. In case of problems, check with the audiovisual expert or whoever is sponsoring or coordinating the event.
- Check placement of the screen and see how the slides look on the screen. Stand in various spots around the room to ensure the screen and slides will be visible and readable from all angles.
- Darken the room and determine if your slides still are legible.
- Practice using the remote control. Try forwarding and reversing several slides. Learn how to focus them.
- Arrange for a backup person who can adjust the projector should any problems arise.

DELIVERY TIPS

With good design, practice and preparation, your slide show is off to a good start. To keep it running smoothly:

- Don't read your slides. The slides should enhance your message, not duplicate your speech.
- Distribute handouts after you've completed your presentation. If you hand them out before or during the presentation, the audience will start to read them and won't pay attention to what you're saying.
- Never apologize. If, despite your best efforts, there's a glitch or two, don't draw attention to it. The problem may not be evident to anyone but you.

Slides can effectively complement just about any presentation. But to ensure their full potential, aim for a smooth delivery by keeping in mind these tips. **T**

Paula Kurtzweil is a member of NIH Evening Speakers Toastmasters Club 3691-36 in Bethesda, Maryland.



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 Chelmsford, 4031-31

Timber Talkers, 3986-32
 Early Risers, 4023-33
 Nations Bank, 3971-37
 Lakelanders, 4002-42
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 Headliners, 4017-47
 Hangar 9, 3996-55
 Post Oak Persuaders, 4037-56
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