

the Toastmaster[®]

january 1996

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A

Magical

Touch



Time - An Elusive Concept
The Dreaded First "Outside" Speech

Live, Learn and Lead



We are a learning organization, an organization in which we constantly expand our capacity to create our future. For Toastmasters International it is not enough that we retain the status quo – we must constantly re-frame the world and our role in it. We need to be clear about our future. We have goals and we will meet them.

Being a “learning organization” can mean two things: an organization that learns and/or an organization that encourages learning among members. I believe that it should mean both. When our members are truly learning, our clubs produce extraordinary results, and individuals grow and reach their goals rapidly.

An integral part of being a learning organization is strong mentoring programs. Who are our mentors? They are the significant, special people in our lives who teach us and reassure us when we are

discouraged. They share their experiences, values and beliefs, and their success offers inspiration. Mentors serve as role models, guides, tutors, coaches and confidantes. They offer knowledge, insight, perspective, wisdom and enthusiasm. In short, mentors bring out the best in each of us!

Mentoring is also face-to-face leadership. As leaders we are responsible for identifying the leaders of tomorrow. Just as we can be leaders or followers depending on circumstances, so we also can be mentors or protégés. This is part of our lifelong learning process.

A membership survey conducted last year revealed that only 31 percent of our clubs assign mentors, and of these the role of the mentor meets with varying degrees of success. So why not make the resolution to focus on matching mentors and their proteges and building these relationships in your clubs this year? Mentoring is a vital component of club quality, member service and member retention.

Make the best out of your club’s mentoring program. Having a list of mentors is one outward symbol of a club’s commitment to being a part of a learning organization. There is a saying that when the student is ready the teacher appears. I believe that the reverse is also true – when the teacher appears the student is ready!

Pay attention to the special people in your life. Learn from them. Emulate them but don’t lose your own identity, for you are a unique being who will attract mentors just as mentors will attract you. The Toastmasters club truly provides the forum to LIVE, LEARN AND LEAD!

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International President

the Toastmaster

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Features

- 8 KEEPING TIME**
Coping with an elusive concept.
by Deborah Flores
- 16 GIVE YOUR SPEECH A MAGICAL TOUCH**
We are all children at heart, with mouths open, waiting for the magician to pull a rabbit from his hat.
by David Roper
- 22 WHY STAY IN TOASTMASTERS?**
What can a professional speaker possibly gain from a Toastmasters club?
by Barbara Hickman



- 24 THE DREADED FIRST "OUTSIDE" SPEECH**
Remedies for common distractions.
by Frank Warlick

Departments

- 2 VIEWPOINT: Live, Learn and Lead**
by President Ian Edwards, DTM
- 4 LETTERS**
- 5 MY TURN: My Competition Speech**
by Jim Carmickle, ATM
- 6 LAUGH LINES: Unveiling a Secret Formula for Success**
by Randall R. Petrick, CTM



- 11 TI TIME CAPSULE: Famous Actor Applauds Toastmasters**
- 12 FOR THE NOVICE: Warming Up For Your First Speech**
by Janet Whitcomb, CTM
- 15 IDEA CORNER: You Can Help Students With Competitive Speaking**
- 20 MEMBERSHIP BUILDING: Build a Team, Build a Club**
by Channy Chow, CTM
- 27 CAN WE TALK?: True Motivation Vs. Snake Oil**
by Patrick Mott
- 29 HALL OF FAME**



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GET THE FACTS

Martha Henderson's article "Get the Facts" (October) was interesting. However, readers need to know that the *Government Reports Announcement* is not a general index to U.S. government publications – it's an index of government contract reports. *The Monthly Catalog of U.S. Government Publications* is the index to U.S. Government publications and is widely available in schools and public libraries.

One of the best documents for any researcher or speech giver is the *Statistical Abstract of the United States*, published by the U.S. Department of Commerce. The *Statistical Abstract* includes international statistics and provides direction to up-to-date and detailed information. Most libraries have this valuable book at their reference desk.

Pat Johnston, Reference Librarian
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PROOF POSITIVE

Christina Frank's article, "Scared Speechless," could have described me. Like Ms. Frank, I also joined Toastmasters in an effort to overcome my shyness.

In my ten-year association with Toastmasters, I have accomplished much. I learned all about leadership and teamwork by serving in various club officer positions and as area governor. I forced myself out of my "comfort zone" by participating in speech competitions, giving outside presen-

tations, conducting a Success Leadership program in my club, and being a facilitator at a District 30 Toastmasters Institute.

Most recently, my Toastmasters skills came in handy when I went to Traffic Court to contest a traffic citation I received. I was able to convince a judge that I didn't run a stop sign, even though the police officer who gave me the citation showed up for the hearing. I must have been successful in convincing the judge that I was "not guilty" because he returned my driver's license to me without requiring me to pay a fine.

Like Christina Frank, I am proof positive that Toastmasters can help someone overcome shyness.

Carole E. Schwartz, ATM
Allstate Speakeasys Club 3855-30
Northbrook, Illinois

80-YEAR-OLD CTM

In May, 1993, I was elected President of the Licensed Practical Nurses Association of Florida. I was frightened. I would have to conduct business for the Association for two years: preside at two annual conventions, make presentations to students in Practical Nursing Schools urging membership, give some graduation addresses, plus attend committee meetings with Allied Health Organizations. I was full of ahs and fright.

Following up on a friend's suggestion, I joined a Toastmasters club. I cannot say enough for Toastmasters. I am not nervous now, I am rid of most of the

ahs, etc., and I can think quicker on spontaneous questions. I feel good!

I recently celebrated my 80th birthday and I am proud to be a CTM at last.

Judy Holsclaw
Orlando Club 28-47
Orlando, Florida

REALITY BEFORE TROPHIES

I must comment on "Truth Before Trophies," a letter by Sybal Janssen published in December. Her comments suffer from the pitfalls of an apples and oranges comparison.

First off, I'm sure the heated debates preceding the signing of the Declaration of Independence would have had a completely different tone if the goal had been to win a popularity contest rather than lay the foundation for a new nation.

A Toastmasters Speech Contest is a unique animal, involving a lot of people all trained in the same methodology. This is not a bad thing – merely a situation that needs to be understood before going for the gold. You have to be aware of the vagaries of group consensus; the averaging affect is very powerful.

I regularly enter Toastmasters speech contests of all kinds and it has been my experience as well as others' in my club that what wins contests are three topics: I Love My Family, You Can Succeed with a Positive Attitude, and God Bless America. Please understand, this isn't a condemnation, merely an observation that in my

many years of Toastmasterhood I've yet to see a controversial or dour subject make it past the club level. If you don't believe me, buy one of the video tapes of the winners of past International Speech Contests. There's a lot to be learned by studying these top notch orators – not the least of which is that the topics will be about as startling and controversial as a gentle hug from grandma.

One of the things we learn in Toastmasters is to know your audience. In a contest the judges are your audience because they dictate who gets rewarded. I still enter contests, but rather than speak on a topic that bores me, I see the contest environment as a laboratory for refining my technique. I improve... and it still gives me a kick.

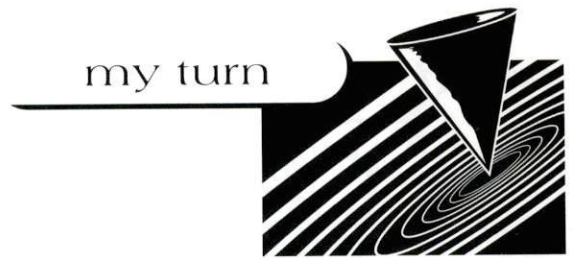
James R. Norman, CTM
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EXCHANGE IDEAS

Would your club be interested in exchanging ideas and information with one of the Toastmasters clubs in Northern California? Several clubs here in District 57 would like to "adopt" another Toastmasters club as a sister club. The exchange of ideas should stimulate and benefit both clubs.

Please send the name and address of your contact person to the District 57 Public Relations Officer:

Robin Rhodes, ATM
1701 Novato Blvd.
Suite 100
Novato, CA 94947-3002



Progressively raise your standards until you are the best speaker you can possibly be.

by Jim Carmickle, ATM

My Competition Speech

■ I GAVE A SPEECH FROM THE ADVANCED manual today to my Toastmasters club. My club has a perpetual Best Speaker trophy that the winner takes home for a week. I did not win the trophy, nor did I receive the blue ribbon that the Best Speaker gets to keep. I did, however, win the competition.

The competition I am in, you see, is not with the other speakers, it is with myself. It is just like the high-jumping athlete who starts by jumping over a low bar. Then notch by notch the bar is raised with each successful high jump. His *real* competition is not with his fellow high jumpers; it is with his own athletic ability. Similarly, my *real* competition is not with my fellow Toastmasters, it is with myself and my attempt to rise above the standards set by my last successful speech.

After having completed three or four of the Communication and Leadership speeches, I was complaining to one of my friends, "I don't think it is fair for the new members to be judged against the more experienced members of the club for Best Speaker." He patiently explained to me that the club members were *not* judging speaker versus speaker, but rather how well each speaker individually met the criteria of satisfying the assigned speech objective and staying within time limits.

After receiving that sage advice, I made a point of observing my club members vote for Best Speaker. Most of the time they did as he said they would. Many times the speaker giving an Ice Breaker won the Best Speaker trophy over the seasoned club speaker – not because of a benevolent gift for the newcomer, but rather because that

speaker met the criteria for the speech given.

Sometimes, of course, the trophy went to the most entertaining speaker, although the speech criteria were not met. That is why it is the responsibility of the Toastmaster to read the speech objectives and time limits to the audience and to keep reminding the members to judge the speaker against the objectives and time constraints set forth in the manual for that particular speech.

It is the responsibility of every speaker, during the preparation and presentation stages of his or her speech, to follow the assigned manual objectives for that speech. By giving only manual speeches (because they have an objective criterion), and by observing the objectives, speakers will progressively improve. Like the high jumper, with each successful speech the speaker sets a new standard of excellence. If for some reason the speech is not as successful as it should have been, analyze the problem and try again. High jumpers get three chances to clear a specific height. Once they make it, the standard is raised to a new level. Progressively raise your standards of excellence through diligent and conscientious effort until you are the best speaker you can possibly be.

It matters not if you take home the trophy, the ribbon, the certificate or the prize, the *real* competition is with your own speaking abilities. If after every speech you can say to yourself, "Yes! I did it," you will realize, "That was another of my competition speeches." **T**

Jim Carmickle, ATM, is a member of Sunrise Speakers Club 1449-39 in Red Bluff, California.

"It matters not if you take home the trophy, the ribbon, the certificate or the prize, the real competition is with your own speaking abilities."



Unveiling a Secret Formula For Success

by Randall R. Petrick, CTM

Many words have been written on the topic of success. Napoleon Hill, in his book *Laws of Success*, takes nearly 1,200 pages to describe it. That's a lot of words. Today, however, there is good news: Modern archaeologists, working in an undisclosed location, have discovered an ancient formula for success that can be written in less than 20 typewritten characters. This "Secret Mathematical Formula for Success" is now being made public for the first time in the modern era.

Before we get to the formula, let's analyze the topic it deals with: "How To Win Success." We understand the word *how*. How is what we want to know. To *win*, according to *Webster's Dictionary*, means "to get possession of, especially by effort." Go back and highlight the word "effort" in that last sentence - it's important. The founding principle of the Secret Formula is effort. You must *work* the formula to experience its magic. What then is *success*? Again using Webster's, we find "the attainment of wealth, favor, or eminence" (eminence being "high rank, prominence, or superiority"). Put that all together and the secret formula tells us "How to use effort to

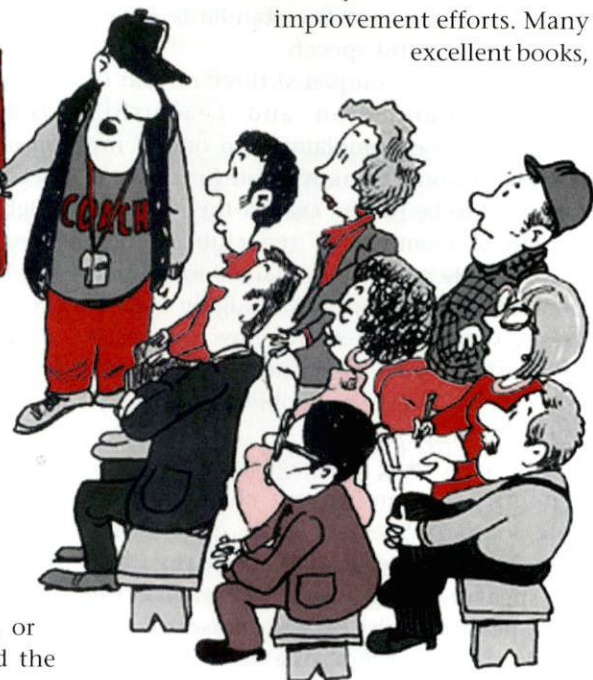
attain wealth, favor, high rank, prominence and superiority." Sounds good!

Are you ready to see the secret formula? Are you sitting down? Here it is: [(EA + TA + SO) x GS] L That's it! Can you believe it's that easy? EA plus TA plus SO times GS to the L power. Sixteen typewritten characters vs. 1,200 pages? Oh, this is just too wonderful! Let's see what it means...

EA: EDUCATION AND ATTITUDE

Education consists of your formal education and all of your continued self-improvement efforts. Many excellent books,

How to use effort to attain wealth, favor, high rank, prominence and superiority.



audio and video tapes are available for continuing your education. Education (your knowledge) is *multiplied* by Attitude. We could devote an entire article to Attitude, but let's condense it to this: With a great attitude, you can succeed even if you start with very little else. It's that important.

TA: THINKING ABILITY

The late Earl Nightingale said, "We become what we think about." If that's true, then we'd better start thinking about exactly what we want to become. Thirty minutes a day of thinking time keeps the competition away. Here's a unique idea: Associate with thinkers who already *have* what you want... Want to be rich? Want to be wise? Do you want to have a lot of etcetera? Then *find* someone who already *is* rich, already *is* wise, already *has* a lot of etcetera, and buy them lunch! Get them talking. Buy dessert. Keep them talking. Hey, five bucks at a local hamburger joint and he or she could give you ideas worth a fortune.

SO: SERVING OTHERS

If you help others succeed, your own success is guaranteed. It's been said that the amount of money we receive will always be in direct proportion to our service. Simply said, "As you sow, so shall you reap." Sow friendship, reap friendship. Sow love, reap love. Sow a lot of "G&B", get back a lot of "G&B." (That's "Good and Beneficial," in case you were wondering.) Albert Einstein was once asked, "Why are we here?" (I wish you could have been there to see the look on his face. He couldn't believe that someone would ask him a question that simple.) His answer: "We are here to serve other people." That's powerful.

GS: GOAL SETTING

You can work your "burro" off (burro being the polite word) and never get anywhere. Why? Hard work is not enough. You have to have goals. Don't know what you want? Don't worry. Treat life like a buffet: Taste everything on the table and then follow-up on what interests you. Make an assessment of where you are and where you'd like to be, establish a worthwhile goal and begin to think about it. Let your goal determine your decision.

The Little "L": LUCK

Have you ever heard someone say, "He (or she) has all the luck!" In our formula, notice that luck is an *exponential multiplier*. Everything that's gone before is magnified with a little luck. So just what is this thing called luck? Luck is just the intersection of two roads, the road of preparation and the road of opportunity. Doesn't it make sense that the farther you are along the road of preparation, the sooner you'll intersect the road of opportunity? If you'll furnish the effort and the preparation, you'll find the most lucky and serendipitous things starting to happen in your life.

Certainly success is a personal thing; success to you will be different than success to me. No matter – these principles, these "secrets," will work. As a closing thought, let me share one of the best definitions of success I've found. It comes from Ralph Waldo Emerson:

"To laugh often and much, to win the respect of intelligent people and the affection of children; to earn the appreciation of honest critics and endure the betrayal of false friends; to appreciate beauty, to find the best in others; to leave the world a bit better, whether by a healthy child, a garden patch or a redeemed social condition; to know even one life has breathed easier because you lived. This is to have succeeded."

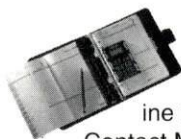
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Randall R. Petrick, CTM, is a member of Mid-day Forum Club 8599-33 in Westlake Village, California.

"Luck is just the intersection of two roads, the road of preparation and the road of opportunity."

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Coping with an
elusive concept.

Keeping

Time flies. Time heals. Time waits
for no man. Time reveals all. Time
is of the essence. Time is money.

*Time is an endless song. A time to every
purpose under heaven. No time like
the present. A captive of time. Sands
of time. Stream of time. Tooth of
time. Scythe of time. On the wings
of time.*

Since time immemorial people have been obsessed with the task of marking and interpreting the passage of their days. Poets, philosophers, playwrights and lyricists all have created metaphors for this dimension of existence. Some romanticize it; others mourn its swift passing. Scientists measure it. Businesspeople try to manage and control it. Whatever the frame of reference, each effort is part of the never-ending quest to define and comprehend this elusive concept and, in so doing, perhaps succeed in one day escaping its boundaries.

The monitoring of time intervals can be traced to early civilizations, many of which developed calendars based on positions of the sun, moon and stars and the rotations of seasons. Chinese water clocks and sand glasses were among the first mechanical clocks. More accurate time-keeping became possible in 1581 with Galileo's discovery that the duration of a pendulum's swing is independent of the scope of its swing. Since about 1950, pendulum clocks have been superseded by more precise quartz-crystal and cesium atom clocks.





by Deborah Flores

Time

In spite of their accomplishments, however, scientists – like the rest of us – remain in awe of the enigma of time. The late Nobel laureate Richard P. Feynman once mused: “What is time? We physicists work with it every day, but don’t ask me what it is. It’s just too difficult to think about.”

No matter how we slice it, subdivide it or try to explain it, the effects of time on humankind are pervasive. Says anthropologist Edward T. Hall in *The Dance of Life*: “...people are tied together and yet isolated from each other by invisible threads of rhythm and hidden walls of time. Time is... a primary organizer of all activities, a synthesizer and integrator, a way of handling priorities and categorizing experience, a feedback mechanism for how things are going, a measuring rod against which competence, effort and achievement are judged as well as a special message system revealing how people really feel about each other and whether or not they can get along.”

“No matter how we slice it, subdivide it, or try to explain it, the effects of time on humankind are pervasive.”

Indeed, man’s micro- and macro-timekeeping capabilities have reached mind-boggling proportions in the 20th century. The atomic clock used as the standard for determining the length of a second in the United States is accurate to within one second in 300,000 years. Scientists also can measure how long it takes light to travel across a proton (.000000000000000000000000000001 of a second) or light from a distant star to reach the Earth (at least 8,000,000,000 years).

Time is linear and sequential: Hour follows hour, day follows day, and year follows year. Each event in life is a discrete unit that can be placed on a continuum of past, present and future. Correct? Yes – if you are a North American or European.

This view of time is representative of what Hall has labelled “monochronic” or M-time. M-time is schedule-dominated and compartmentalized, thus making it possible to concentrate on one thing at a time. It also is tangible. Explains Hall: “We speak of it as being saved, spent, wasted, lost, made up, crawling, killed and running out... M-time scheduling is used as a classification system that orders life. The rules apply to everything except birth and death.”

Should you have your roots in a South American, Middle Eastern, African or Asian culture, you are more likely to possess a "polychronic" perception of time. A reflection of celestial and agricultural cycles and therefore cyclical in nature, P-time is simply defined by Hall as "doing many things at once." Simultaneous events – eating, talking, reading, conducting business – constitute the natural order of things.

"P-time stresses involvement of people and completion of transactions rather than adherence to pre-set schedules," says Hall. "Appointment times are not taken as seriously and as a consequence are frequently broken.

"P-time is treated as less tangible than M-time. For polychronic people time is seldom experienced as 'wasted,' and is apt to be considered a point rather than a ribbon or a road, but that point is often sacred."

The ramifications of these divergent ways of interpreting and organizing time are assuming greater proportions as a global economy daily thrusts together people of varying nationalities, traditions and cultures.

R. Roosevelt Thomas, Jr., executive director of the American Institute of Managing Diversity at Atlanta's Morehouse College, contends that "the complaints that you hear about people [in the workplace] and their attitudes about work often can be attributed to cultural differences." Chief among these differences are perceptions of time – how it is defined, used and valued – and how these perceptions, in turn, affect both human interactions and transactions. Unfortunately, M-time and P-time individuals often may find themselves at odds with one another.

"U.S. business is very task-oriented," says Thomas. "Being on time is highly valued. There are other cultures where that's not the case. If someone doesn't show up at nine, it's not an insult; it's just that time is not urgent. When they say nine o'clock, they probably mean any time between nine and twelve."

Iris Randall, a diversity consultant with the New York-based firm New Beginnings, agrees. She explains that polychronic types are more oriented to people than task and tend to be the persuaders and influencer in a group. She also believes that many women fall into this category.

"It's not that they are not interested or not business-minded," asserts Randall. "You have to remember that they may regard the networking and the relationships they're establishing over lunch to be every bit as important as the one o'clock appointment waiting for them back at the office. The feeling is that they can always stay later [at the office] if needed."

Once you identify and accept the fact that people have differences, what do you do about it? "Traditionally," charges Thomas, "what we have done about it is to try to change people. Managing diversity is distinct from affirmative action in the way it thinks about being different: It values and celebrates difference, and the manager is open to the possibility that he and the organization might have to change."

Time orientation is reflected not only in interpersonal relations but in the way information is transmitted, internalized and ultimately acted upon in different cultures; that process, in turn, has implications for planning and decision-making. Contrast the American and Japanese approaches to planning, for example.

"Americans always sort of jump into everything and worry about fixing it up later," maintains Randall. "That's why there's so much band-aid management. The Asian time frame is to think about things. They're more concerned with process and with the impact of a decision on the overall organization."

Time is such an integral part of the religious, social and cultural fabric of a nation that anyone attempting to do business abroad must also be sensitive to what are considered appropriate and inappropriate occasions for conducting business. In Italy and France, for example, most of the native-born abandon their

offices in August and head for the beach or the mountains to escape the searing summer heat. Virtually an entire nation goes on vacation, and anyone who works is regarded as suspect. The message seems to be: Call back in September.

One of the first steps in successfully negotiating today's global business and work environment may lie in expanding our personal views of time or at least in acknowledging that others experience time differently. Perhaps we can take a lesson from the Mad Hatter, who, at his tea party chided Alice for accusing the guests of wasting time asking riddles that have no answer.

"If you knew Time as well as I do," said the Hatter, "You wouldn't talk about wasting it. I dare say you never even spoke to Time!"

"Perhaps not," Alice cautiously replied, "but I know I have to beat time when I learn music."

"Ah, that accounts for it," said the Hatter. "He won't stand beating." **1**

Deborah Flores is a freelance writer living in Riverside, California. This article originally appeared in *The Rotarian*, July 1992.

"One of the first steps in successfully negotiating today's work environment may lie in acknowledging that others experience time differently."



THE WAY WE WERE: APRIL 1966

Famous Actor Applauds Toastmasters

This is the first in a series of occasional articles highlighting various aspects in Toastmasters history.

■ THE STAFF AT WORLD Headquarters' Education Department frequently hears from Toastmasters who have just earned their CTM award and wish to go on to the next level. "Now that I'm working toward my ATM," they say, "I'll need to give three speeches to audiences outside of Toastmasters. Where will I find these audiences – and what will I ever speak about?"

Good question! And just as relevant today as it was more than 30 years ago when *The Toastmaster* published an article addressing that concern by film actor Gregory Peck.

Three years after receiving an Academy Award for his moving performance in *To Kill A Mockingbird*, Peck asked readers of the April 1966 issue to consider giving speeches about the detection and prevention of cancer. The distinguished actor – who was serving as the American Cancer Society's National Crusade Chairman at the time – admitted that "I started out in life intending to be a doctor. But even if this were not true, how could one help but be moved by the tragic deaths of such coworkers as Gary Cooper [and] Humphrey Bogart?"

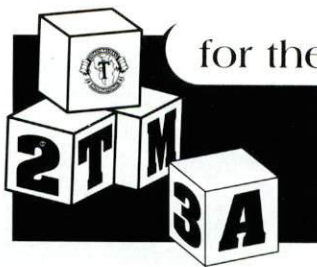
Peck then thanked those belonging to Toastmasters Speakers Bureaus who had



As National Crusade Chairman for the American Cancer Society, Gregory Peck presented Toastmasters International Vice President Earl Potter with the society's Year-of-the-Volunteer award for "the outstanding accomplishment of its members as volunteers in the cause of cancer control."

already spoken out on the subject. "I have learned of the fine work which Toastmasters International has done in this field over the years, and I speak for the Cancer Society when I tell you how grateful we are for the way your members consistently joined in the battle against ignorance, fear and indifference – so often reasons people do not get to their doctors in time."

Today the American Cancer Society and other nonprofit organizations still call Speakers Bureaus for Toastmasters assistance. If you would like to speak out for some community effort or concern, contact your District for information about their Speakers Bureau. If your District does not sponsor a Speakers Bureau and is interested in doing so, a Speakers Bureau Brochure (Catalog No. 127) with application form is available through the Orders Department at World Headquarters. **T**



for the novice

Warming Up for Your First Speech

by Janet Whitcomb, CTM

If you freeze up
when thinking
about your
Ice Breaker –
chill out!

What's the biggest hurdle to clear after joining a Toastmasters club? Ask any new member and he or she will probably say something like this: "I enjoy hearing other people speak, but I dread getting up there and giving my Ice Breaker speech!"

Those feelings of foreboding seem almost universal; many experienced Toastmasters *still* remember how nervous they were before giving their first speech. So I won't delude all of you rookie Toastmasters with a lot of Pollyannisms – that first assignment from the Communication and Leadership Manual *can* be a killer.

"Communication and Leadership Manual," I hear you saying. "What's *that*?"

A BRIEF OVERVIEW

If you've already filled out an application and submitted your membership fee, you should be receiving your own manual in a few weeks. That's because once your application and membership fees are received by Toastmasters' World Headquarters, a New Member Kit is sent to you within 48 hours. The kit includes your basic manual – a more familiar term for the Communication and Leadership Manual – which provides information on how to give 10 speeches that will qualify you for your CTM (Competent Toastmaster) award.

"You mean that after giving 10 entire speeches, I'll only be *competent*?"

Methinks thou doth protest too much. According to my thesaurus, "competent" is the equivalent of being adept, efficient, expert, qualified, proficient and skilled. So earning your CTM is a real achievement – but it

isn't unattainable. In fact, you'll be glad to know that Toastmasters is a self-paced program. In other words, no one's going to pressure you into giving a speech – although you'll probably receive a lot of encouragement!

Begin by talking with the officer in charge of scheduling speeches and other meeting roles, namely your club's Vice President Education. He or she will be glad to set up your first speaking engagement, and then you'll be on your way. Many Toastmasters speak about once a month. This means that by their first anniversary, they've probably earned their CTM and are ready to proceed to other Toastmasters projects.

But that's another story. In the meantime, let's get back to your Ice Breaker.

WHEN SHOULD I SPEAK?

Unless you possess nerves of steel or are already an experienced speaker, your first Toastmasters speech probably will be a little nerve-wracking. After all, most of us joined Toastmasters because we'd rather swim in piranha-infested waters than stand before an audience and muster a coherent thought. However, we've all survived first haircuts and first days at school, and we'll certainly survive a first speech in front of a few supportive, caring members – all of whom, I might add, were quaking in their boots during *their* first time at the lectern.

"Okay, you've convinced me. Now what do I do?"

Start by checking out the Ice Breaker objectives on page eight of your manual. As you can see, the first objective is to get you speaking before an audience – the reason

most Toastmasters join in the first place. Once they've plunked down their money, however, new members react in different ways. Some eager beavers want to give their Ice Breaker at the very next meeting. Others want to delay the project indefinitely. My advice? Adopt either approach at your own risk.

It's great to be enthusiastic and dive right into your Toastmasters experience. But a good Ice Breaker takes some planning, and if your club meets once a week, you may find yourself feeling rushed and unprepared. The truth of the matter? No one's going to think of you as a shirker if you take the necessary time to craft your introductory speech. In the meantime, get involved in other ways. Ask to participate as Timer, Ah Counter or Grammarian. If your club's meetings begin with an invocation or thought for the day, find out if you can make the next presentation. And always volunteer for Table Topics. Learning how to stay at the lectern for one to two minutes without the services of a paramedic is great practice for your first speech.

DON'T WAIT TOO LONG

On the other hand, some new members are less than eager to approach their Ice Breaker assignment. As time goes by, they lapse into The Spectator Syndrome: Although well-intentioned, they just keep watching... and watching... and watching... and the longer they watch and decline to participate, the more frightening the experience becomes.

So if you plan to deliver *the* perfect speech, take a look at the next Ice Breaker objective. The manual says your first speech is designed "to help you understand what areas require particular emphasis in your speaking development." In other words, lighten up! This doesn't mean you should approach the lectern unprepared and make it up as you go along. It's just that no one is expecting you to be perfect the first time around. So go ahead and plan your speech - then take the plunge. The idea is to determine what you can already do, then figure out what you need to work on during the next nine assignments. Just think of the improvements you'll make and the compliments you'll receive!

"But the manual says I'm supposed to speak for four to six minutes. How am I ever going to do that?"

Trust me, you will. Let's look at the third and final Ice Breaker objective, "to introduce yourself to your fellow club members," and you'll see what I'm talking about.

YOU, TOO, CAN BE A STAR

I'll bet most of us know more about that old television show, *Quantum Leap*, than we do about quantum physics. And probably only a few of us remember all those names and dates we crammed into our brain cells the night before our last final. But there's one subject we're all experts on - ourselves. So it's fairly safe to say that once you start talking about what makes you tick, your four to six minutes will go rather quickly.

Still at a loss? Ice Breakers, like fingerprints, are unique to each individual. But here are some suggestions for developing and structuring your first speech:

"No one's going to pressure you into giving a speech - although you'll probably receive a lot of encouragement."



“The idea is to determine what you already can do, then figure out what you need to work on during the next nine assignments.”

- Some people tell their story chronologically, beginning with their earliest childhood memories, then proceeding to school experiences, job histories and the like.
- Others choose a specific theme. Mine happened to chronicle previous speaking experiences – most of them disastrous! – and at the end I spoke briefly about my objectives as a Toastmaster. But I’ve heard other Ice Breakers focus on a particular hobby or interest (e.g., reading, music, sports) and how it has influenced the person’s life.
- Consider talking about what you wanted to be when you grew up – and how your goals have changed since that time. For good measure, add some information about your current day-to-day existence – a typical eight hours at your job, what you like to do with your weekends – or perhaps your favorite vacation (real or imagined), and you’ll find that you’ve more than met the four-minute minimum.

“I see,” you reply with a wary glint in your eye. “In other words, spill my guts!”

Still looking for excuses? No one expects you to release startling confessions or dramatic revelations. Certainly you should feel free to personalize your Ice Breaker with stories, humorous or moving, about your life experiences. On the other hand, it’s not necessary to present yourself as a candidate for one of those tell-all talk shows!


YOU’RE IN CHARGE

That’s the beauty of the Ice Breaker: It can be anything you want it to be. The most important requirement is that you get up there in front of your fellow Toastmasters and talk about yourself until the green light comes on. Then you’ll be on your way to acquiring some excellent new skills, achieving your CTM, and becoming an active, accomplished member of your club.

Good luck, and welcome to Toastmasters!



Janet Whitcomb, CTM, is a member of Rancho Speech Masters Club 9113-F in Coto de Caza, California.



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You Can Help Students with Competitive Speaking

■ Are you or your club members looking for opportunities to help students develop their speaking skills? Academic decathlons may provide just such opportunities.

Academic decathlons are 10-subject competitions for high school students. They cover a variety of subjects, including mathematics, fine arts, economics, language, literature, science and social science. Thousands of schools in countries around the world conduct decathlons each year.

One competition involves prepared and impromptu speaking, and students often need help in preparing.

Two Toastmasters in Orange County, California – Ruth Nippe, DTM, and Nathaniel Lamm, DTM – have been coaching students for the Academic Decathlon speaking competitions for several years.

“Back in the fall of 1992 I was a judge in the Orange County Academic Decath-

lon,” said Ruth. “I soon realized that the students were not performing as well as they did in former years (in the speaking competition) and was told that due to budget cuts, most high schools no longer had speech teachers.”

Ruth contacted Nathaniel, who at the time was the Administrator for Academic Events at the Orange County Department of Education, and the two began offering their services as speech coaches to local high schools. The response was overwhelming and each year an increasing number of high schools asked for help. Ruth eventually had to recruit more Toastmasters to coach the students.

Service as a speech coach usually requires meeting with a group of students several times before the competition. During meetings the coach helps the students to select topics, develop speeches and use gestures and vocal

variety in their prepared and impromptu presentations. Serving as a coach differs from Toastmasters International’s Youth Leadership program in that the coach’s sole duty is to train students for the speech segment of the decathlon. No officers are elected, nor do students learn how to conduct meetings.

If you or any of your Club members are interested in volunteering their services as speech coaches, Ruth and Nathaniel recommend contacting your local high school or school district. Chances are good they’ll welcome your services! **T**

15)



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We are still children at heart,
with mouths open, waiting for the
magician to pull a rabbit from his hat.



“Here he is, the man you’ve been waiting to see and hear, the head football coach of Notre Dame... Lou Holtz!”

A small intense man steps to the microphone. A slight smile on his face, he holds up a newspaper with headlines regarding the Fighting Irish. Flipping through the paper, he pokes fun at the latest news stories about himself and the football team.

Then Holtz starts tearing off strips of the newspaper and says, “People can tear you up and destroy you.” Wadding up the pieces in his hands, he notes that one’s attitude is more important than whether or not others speak well of you. “If you have the right attitude,” he says, “you will always remain whole and usable for future challenges!” His hands flip the pieces – and the newspaper is miraculously restored!

Later, the coach does a humorous routine with a jumbo-sized card that has spots on each side. Confusion reigns as the spots disappear, reappear and then multiply. After the laughter dies down, Holtz turns serious. “It’s fun to pretend that real magic happens,” he says. “Unfortunately, there is no such thing as magic. What appears to be happening is not reality.” And when we are challenged by life, Holtz says, we cannot depend on hocus pocus; rather we must depend on hard work and determination.

Knowing that most people associate him with sports, I recently asked Lou Holtz why he uses magic in his speeches. He replied, “It captures people’s attention. It shows that you have done something other than coach football! People enjoy that.”

Lou Holtz is one of many speakers who have discovered the benefits of adding a magical touch to their presentations. Jim Nagle of St. Louis, Missouri, presents his motivational seminar all over the United States on “M.A.G.I.C.: Make A Greater Individual Commitment.” A marketing consultant features money magic in her presentations, a crime prevention officer uses magic to deliver anti-drug messages and a fireman builds his program on fire safety around magic. The list could go on – anyone who has to stand before a crowd and “deliver” can use magic. The benefits are several:

■ **It’s different.** If we are not careful, we can get in a rut in our presentations. The person who tries something different is generally appreciated.

■ **It’s interesting.** Most people enjoy a good trick. We are still children at heart, with mouths open, waiting for the magician to pull a rabbit from his hat.

■ **It’s effective.** It can get your point across in a way that will be remembered. (Also, the climax of a trick provides a built-in applause cue!)

A magic trick is used like a good story. Sometimes, the magical effect has nothing to do with your subject, but is used merely to warm up your audience – the way your favorite story does. I often start my after-dinner speeches with a humorous rope routine (“To help you remember that my name is Roper, I’ve brought along a piece of rope...”).

Again, the magic can be used to introduce a point you want to make – just as you use a story to lead into your topic. Lou Holtz’s routine with the dotted card introduces his comments on “not depending on magic.”

Then, there can be a close relationship between the magic routine and the remarks you want to make – such as the torn-and-restored newspaper routine Holtz uses to teach lessons on reacting to criticism.

If you would like to add “a magical touch” to your speeches, there are several ways to reach that goal. The quickest way is to find a magic shop with a helpful dealer who will demonstrate his wares and make suggestions. The supplies for many of my magic tricks were purchased from dealers. My favorite audience warm-up prop is a commercial product called the “Hot Book,” which bursts into flames when opened. For a speech to children, the book jacket could be titled, “How to Prevent Forest Fires by Smoky Bear.” For a Scout group, it could be called, “How to Start a Fire Without Matches.” With civic groups, it could identify the dairy of the club Casanova (“hot stuff”).

Another approach is to enlist the help of magicians. This has been Lou Holtz’ basic approach. While he was head football coach at Arkansas, those who worked with

him included well-known local magicians. If a magician lives nearby, call and ask what he or she would charge to help you.

The least expensive route is to learn from books. Your local library and bookstores should have several books on magic. Most of my routines originate from books and magazines. For instance, my favorite rope routine is a compilation of effects from magic-related publications.

Regardless of where you get your tricks, there are two approaches you can use: You can start with the trick and figure out a way to make it fit into your presentation, or you can start with the point you want to make and figure out a magical way to illustrate it. The latter approach is more satisfactory, but requires a greater knowledge of magic.

Most who try adding a magical touch never become full-fledged magicians, but there are several dictums of magic you must observe whether you learn one trick or a hundred. The first is to practice, practice, practice. While some routines are harder than others, each trick depends on doing it well. You need to overlearn it so you can do it automatically.

Secondly, remember that the presentation is as important as the trick itself. As a Toastmaster, words are your stock in trade. Use everything you've learned as you decide what you will say while doing the trick. Avoid stating the obvious: "Here is a glass... I will pour the water

into the glass... etc." Add a touch of humor if it fits your personality.

Other rules are also important:

- Do not repeat a trick to the same audience (one of the routines mentioned in the following article is an exception).
- Do not tell your audience exactly what you are going to do before you do it; the surprise is half the fun.
- And the obvious: Do not reveal how the trick was done. Professional magicians make their living with these effects. In fairness to them, keep the method a secret. If asked "How was it done?!" smile and say, "I hope I did it well."

After trying your hand at magic, you may decide it is not for you. On the other hand, you may find that you and your audience love it. In fact, after a while your listeners may be disappointed if you do not include some mystery. As the coach of the Fighting Irish says, "The newspaper trick has become synonymous with Lou Holtz. If I don't do it, it's sort of like Bob Hope not singing 'Thanks For the Memories!'"

David Roper of Judsonia, Arkansas, is the author of several books, including *The Comedy Magic Textbook*.

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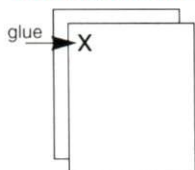
The Torn & Restored

Napkin

by David Roper

■ Lou Holtz' torn-and-restored newspaper effect requires a complicated set-up, but anyone can do the torn-and-restored napkin. Here's how:

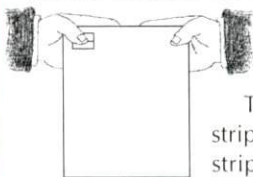
PREPARATION:



Open out two paper napkins. Lay one on top of the other. Use a spot of glue to fasten the two together near the upper left-hand corner. When the glue is dry, fold up the napkin on the back until it is a small packet. Put a clip on the packet to keep it from unfolding.

PERFORMING:

Reach into your brief case, taking hold of the napkin with your left hand, holding the packet in place with your left thumb. Remove the clip with your right hand. Bring the napkin out, holding it by the corners. Show the napkin casually, taking care not to expose the hidden packet. Tear the napkin into strips, placing the strips on top of each other. Wad up the strips tightly, turning the packet over as you do so. Open up the napkin that was hidden at the back. It looks like the napkin has been restored.



Dispose of the napkin before anyone gets a chance to examine it.

ADD A SUCKER EFFECT:

Wad up a third napkin tightly and have it in your briefcase, near the gimmicked napkin. When you bring out the napkin, have the extra wadded-up napkin in your right palm. Take care not to let the audience see it prematurely. When you are ready to open the "restored" napkin, "accidentally" let the wadded napkin fall from your right hand. Let it fall somewhere where everyone can see it – on the floor or banquet table. The audience will think they "caught" you. Ignore the napkin (and any remarks about it) and open the "restored" napkin. After appropriate by-play, pick up the napkin on the floor (or table) and open it. Instead of the audience catching you, you caught them!

VARIATION: "THE EXPLANATION"

Make up two sets of napkins that have the extra napkin glued on the back. Take one set and wad up the front napkin. Put this set, along with an extra napkin, in the bottom of your brief case. On top of this, put the other gimmicked set.

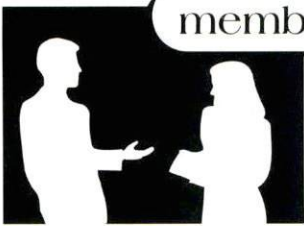
When you are ready to perform, pull out the top set of gimmicked napkins. Tear up the napkin and "restore" it. Wad it up and put it back in your briefcase. Then ask (as though an afterthought), "Would you like to learn how to do that trick?"

When they respond "yes," reach into the case and pull out the second set of gimmicked napkins as though you were pulling out the wadded-up napkin you just put in the case. Open up the wadded napkin and hold in your left hand, the glued-on packet at the back, ready to do the regular effect. Say, "The secret is that you have an extra napkin hidden in your hand." Reach in your case and pull out the extra napkin. Wad the extra napkin into a ball and hold it awkwardly in your right hand, allowing part of it to show. Go through the regular routine, tearing up the napkin in your left hand and so on until you have turned over the packet so the "restored" napkin is in front. Then say, "Now you exchange the good napkin for the torn-up napkin." Pretend to exchange the napkin in your right hand for the napkin in your left hand. Smile and say, "Then open the good napkin – and it looks like you have done a miracle!" Open with a flourish, then put the "restored" napkin in your case with your left hand.

Look at the wadded-up napkin still visible in your right hand and say, "Of course, it is very, very important that you never let the audience know about this extra napkin – because it can be very embarrassing if you are caught with the torn-up pieces in your hand! If that ever happens, do this, (do whatever 'magic' thing you did earlier to restore the first napkin) so the pieces come back together." Open the napkin and show it is "restored." Show the napkin freely front and back, saying, "And that is the secret of the torn-and-restored napkin." As you put the it away, add, "Don't tell anyone how it's done."

SOME IDEAS FOR USING THIS EFFECT IN A SPEECH

- Use either the "sucker" routine or the "explanation" routine as a fun attention-getter, moving from it to your speech.
- Use the "sucker" routine or the "explanation" routine to lead into remarks on, "Don't be deceived."
- Use the basic routine as Lou Holtz does, to talk about people trying to "tear us up and destroy us." If you want to add the sucker effect, at the end pretend to notice the extra ball and say, "I dropped this piece of paper to stress that they key thing is (open the paper) your *attitude* (written on the paper is the word "attitude"): Keep it positive!"
- Use the basic routine to talk about recycling. Perhaps have "bottles, paper, plastic" and the like written on the paper. If you use the "sucker" effect, on that piece of paper, have the words "Don't Litter!" (or whatever the local slogan is.)
- On the paper have the name of a current project. As you tear up the paper, talk about obstacles that will be faced. "But I am confident we will be successful in bringing this project to completion (open the 'restored' paper)." If you use the "sucker" effect, on the extra piece of paper have the key factor to success ("Cooperation," "Extra Effort" or whatever). You take it from there!



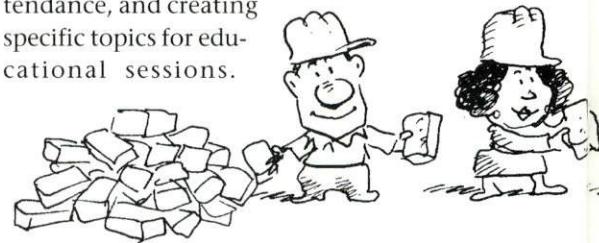
Here's how one club re-charged itself, adding energy and enthusiasm to its meetings and doubling attendance.

Has your club gotten into a rut, doing the same things over and over again without much variety or change? That is what happened with our club. For a while, we lost our sparkle as we followed the same program, meeting after meeting, with the same people. It wasn't fun anymore, and the poor attendance at meetings shouted out that message.

We needed a change and a push to get us out of that groove, but how? How could we re-charge our Toastmasters club with energy and enthusiasm? We started by building a strong and dedicated executive team. Then the energy of those officers radiated out to the rest of the club, affecting each and every member. Here's a step-by-step plan of what we did to recharge and rebuild our club and how you can do the same:

3. Plan for the Whole Year.

Using suggestions for the survey, our club President and Vice President Education mapped out an outline of programs and activities for the upcoming year. Suggestions incorporated into the year's program included having joint meetings with other clubs, planning more varied meetings with different themes in order to increase membership and meeting attendance, and creating specific topics for educational sessions.



BUILD A TEAM.

by Channy Chow, CTM

1. Have a Vision.

First, really believe in what you want to accomplish and be confident that it will happen. Our club President shared that vision with the club by delivering an inspirational speech at the induction of the new club officers. The speech highlighted the importance of club growth, mutual support and encouragement, thus setting the tone for the next year.

2. Conduct a Membership Survey.

Over the summer, our club President contacted every member of our club to ask for their thoughts on how our club could be better. The members were assured that their suggestions and would be used in club programming. Each member also was asked about their degree of commitment to the club, their goals, and what they were prepared to contribute to the club. The responses to the survey were summarized and published in our club newsletter.

The overall program for the year started as an outline or skeleton which was filled in as the year progressed.

4. Develop Goals for Officers.

Each executive member developed specific goals for his or her position. These goals were summarized and became the overall goals for the club. For instance, our Vice President Membership developed a plan for recruiting members that included a system of monitoring everyone's participation in bringing guests and new members to the club. A series of awards was proposed for members who brought the most guests and recruited the most new members.

5. Help Members Meet Their Goals.

During the year, our Vice President Education reminded all members of their goals and together they decided how the members would follow through with their commitment. A plan was devised to monitor the

progress of each member in terms of presenting prepared speeches and participating at meetings. When members deviated from their goals, they were reminded of their commitments. This method not only ensured that each member was scheduled to perform different roles at regular club meetings, but also that everyone had an equal opportunity to participate in the various roles. For example, each member was scheduled to be the Toastmaster once or twice a year, so the same people wouldn't have to perform the same role over and over.

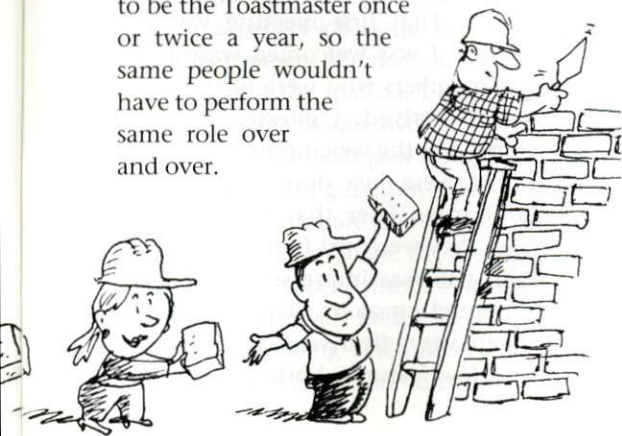
dition, our club news letters informed members of what was about to happen or had happened within the club.

8. End the Year with a Celebration.

We ended the year with an awards presentation conducted in a format similar to the Academy Awards. The club President presided as host for the evening, and our Vice President Education and Vice President Membership made presentations in the various categories that were tracked over the year. Awards were given for educational achievement, member recruitment, bringing guests, etc. We also had fashion awards for the wildest tie and pantyhose. It was a great and fun way to end a very spectacular year!

Organizing the activities and programming for a Toastmasters year is not that much different from organizing a speech. There should be a definite beginning and end, with a well-structured and flowing body. To help put the plan into place, start by building a strong and dedicated executive

"Organizing the activities and programming for a Toastmasters year is not that much different from organizing a speech."



BUILD A CLUB

6. Have a Variety of Meeting Types.

By following the master plan and suggestions from the survey results, we were able to ensure variety and diversity in our meetings. During the year, we planned four educationals, a debate, two joint meetings with other clubs, four dinner meetings, three social events, and a special Chinese New Year banquet (at which representatives from 27 other Toastmasters clubs attended). Once again, by planning in advance, all members of the club's executive team helped plan and organize the various special events. This way, no one carried an overwhelming load and got burned out in the process.

7. Keep the Members Informed.

A day or two before each meeting, our secretary faxed out an announcement about the upcoming meeting. These reminders kept all members informed and were especially useful to members who attended sporadically. In ad-

dition, our club news letters informed members of what was about to happen or had happened within the club.

team with specific goals and objectives. Then have the executive team work with the membership to ensure that everyone is meeting their individual goals and objectives. As club President, I developed the overall plan and framework at the beginning. By the end of the year, attendance at our meetings had more than doubled and enthusiasm was high. We were having difficulty scheduling all the members who wanted to participate in the weekly programs. The club was running so smoothly that members forgot about the plan in the first place. As President, I carried out the up-front work of building a strong executive team, provided them with direction and then let the executive team work on building the club. After all, isn't that what teamwork and leadership is all about? **T**

Channy Chow, CTM, is a member of Golden Mountain Club 864-42 in Edmonton, Alberta, Canada.



a presentation on controlling anxiety to the members at a future meeting and wanted to preview my future audience. I introduced myself without giving a hint of my intentions.

That first meeting was impressive. I was welcomed warmly by some members who were in the room when I arrived. I guessed they belonged to the welcoming committee and were just doing their job. I learned later that was not so — they were just friendly people. I also was impressed by the talented speakers. The evaluators, too, were very effective, tactfully pointing out a few features, both positive and

Why Stay in Toast

by Barbara Hickman

What can an experienced professional speaker possibly gain from a Toastmasters club?

Since I have both a Bachelor's and a Master's Degree in Speech Communications; have taught public speaking at the college level; and currently offer workshops on oral presentations, persuasion and controlling excess anxiety, people often ask why I joined Toastmasters and why I remain an active member. They wonder what this group can possibly offer me since presumably I already know more about public speaking than most Toastmasters do. While it's true that I have a lot of experience, so do most long-time members.

Why stay in Toastmasters when you already know what you joined to learn? For those members who have achieved their CTM and higher awards and are thinking of quitting Toastmasters, I have discovered three benefits of Toastmasters for those of us with prior public speaking experience. But first let me give a little background.

When I joined Toastmasters, I joined incognito. I attended the first meeting as an unidentified guest because I planned to give

negative, that I had overlooked as I listened to the presentations.

Although I had seen what I came to see by the end of the meeting, I decided to come a second time. The members were again friendly and worth hearing. Even though I already knew how to give presentations, by the end of my third visit I wanted to become a part of this group. However, I felt a need to justify my decision to join. What would an experienced, professional speaker gain from a Toastmasters club?

1 Enjoyment. After careful thought and consideration, I realized that I didn't need to "gain" anything from my Toastmasters membership; I could just enjoy it. And that is a benefit. I am proud to be a part of my club, and when I have to miss a meeting, I truly miss it and the people involved. We get down to business quickly at our meetings, but the camaraderie, good-natured banter and encouragement given between members are never omitted.

2 Giving. Before long, I realized that as an experienced speaker, I don't need to gain; I can *give*. I can help others. I can serve as a model, to either follow or reject. (I'm experienced enough to realize that just because I know how to give a quality presentation, I don't always do a perfect job in the eyes of my audience.) As I present the manual speeches I can cover some of the material I use in my workshops, dividing it into five- to seven-minute increments. I also can pass along information I've picked up along the way, hints that aren't found in books but are gained mostly through experience. I can evaluate the speeches of my fellow club members with the insight of my experience. At the very least, I can be an audience member, applauding when needed and giving fellow members the support they deserve.

make a real connection." And I *need* to hear those things if they're true. In Toastmasters we hear it all, the major blunders and the minor distractions.

We also can exercise our listening skills as we evaluate speeches, and hone our leadership skills serving as club or even district officers.

So there you have at least three ways experienced speakers can benefit from a Toastmasters club: Toastmasters are fun people to be with, we can help other members develop their skills, and they can help us polish ours. I have talked to a few former Toastmasters who quit their clubs because, "I'm not getting anything out of it anymore; I've learned all I can there," and "I wasn't gaining anything." I always want to

*"The camaraderie,
good-natured
banter and
encouragement
given between
members are
never omitted."*

astmasters?

23

3 Learning. The third benefit of remaining in Toastmasters is that I've found that I *have* gained from my involvement in several ways.

We always can learn from others. Even the newest Toastmasters can offer valuable opinions in their evaluations. And every Toastmaster can provide good and not so good examples as they present their speeches. Toastmasters also provides us with an audience. It's a place where we can try out new ideas, techniques and visual aids, practicing presentations for work, and gaining more experience in front of a live audience. A Toastmasters audience is usually kind and gentle at pointing out our faults and remembers to give us praise when it's due.

From the evaluations I receive at the end of my workshops, I might learn that my "delivery style is excellent" and "the content is very complete" and so on. But no one adds, "Your gestures were too animated," or "You said 'ah' 24 times in the first five minutes" or "You don't hold your eye contact long enough to

tell them, "Maybe now it's your turn to *give*." You can transfer to a different club if you want a fresh start or a new audience, but don't quit. *Stay* in Toastmasters - we can all help each other. **T**

Barbara Hickman is a member of Hacienda Park Club 4453-57 in Pleasanton, California.

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Members of your club convinced you that this would not be hard. "Speeches outside the club are no different than speeches given to a Toastmasters audience," they said. But a quick survey of the room makes you uneasy. The guy in the first row is well on his way to intoxication. An elderly woman in the back is asleep, and that couple on the left is having an animated conversation. How can you possibly concentrate on your speech? What if you forget what to say? All the nervous energy that usually is so helpful just knotted your stomach. You feel like a novice all over again!

But it doesn't have to be like that. Not too many months ago you wanted to learn how to speak in public; you wanted to be able to get up in front of a group to make yourself heard and understood; you wanted to have the ability to effectively communicate your ideas to others. It may have been hard at first to speak up at your Toastmasters meeting before a room full of strangers. But now you have some solid experience as a speaker. And, with some planning, giving your first outside speech is going to be a positive experience.

As you know, there is a long list of items to consider before (and during) making a speech before any audience:

PRELIMINARIES

You've checked the composition and purpose of the audience to make sure your speech will be appropriate. You've inquired about the meeting room layout, provided an introduction for your remarks, and – if you require it – have made sure there will be a lectern. (Of course, if possible, it's ideal to bring a portable lectern with you.) Audience handouts are ready, any needed power requirements are understood, and any audio-visual equipment has been secured.

AT THE MEETING

You have made sure the lighting is acceptable, audience handouts are ready to be distributed, visual aid equipment works fine and appropriate backups and light bulbs for the visual aids are handy. The seating configuration and lectern placement allow you good visual access to the audience. You have already provided your introducer with a written introduction, but you are prepared to alter the opening of your speech to include any vital points your introducer may omit.

DISTRACTIONS

The real difference in speaking before an outside audience lies in the distractions. Toastmasters audiences are very attentive

The Dreaded First "OUTSIDE" Speech

Remedies for common distractions.

by Frank Warlick

since they know what you are going through as a speaker-in-training. Unfortunately, outside audiences, while generally sympathetic to a speaker, feel no compunction to be perfectly mannered. So while a Toastmasters audience works at being focused, an outside audience is easily distracted.

How you cope with the distraction often depends on the nature of your invitation and the type of speech you are giving.

For example, if you have been invited to train an audience in some skill, you would respond differently than if you were invited to be an after-dinner or keynote speaker.

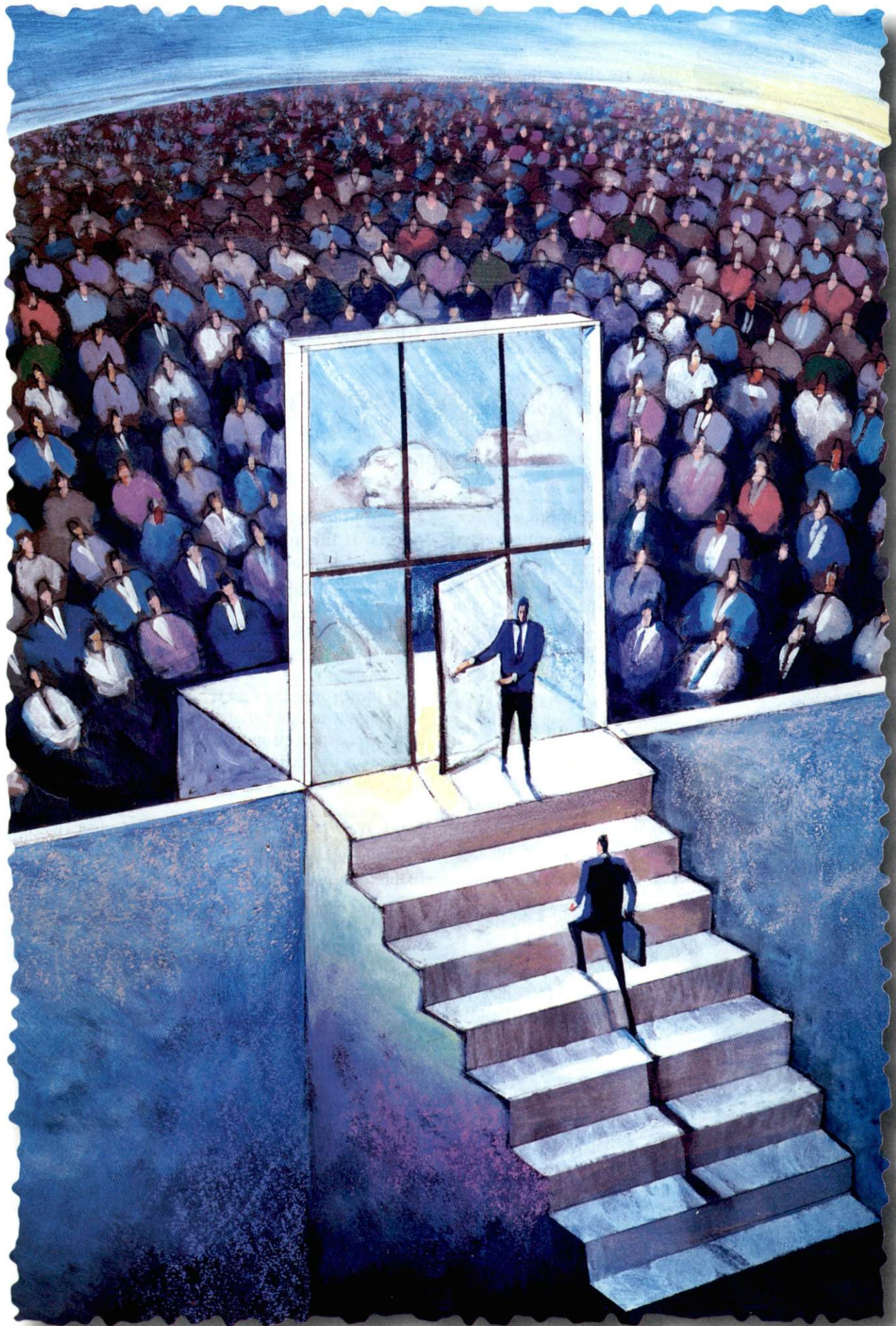
Here are some common types of distractions you will probably have to contend with, at one time or another:

■ Surroundings

Since you will be in different surroundings and experience a different atmosphere than your Toastmasters club, you may feel easily distracted. And if the time of day is different from the meeting time of your Toastmasters club, you also could be thrown off kilter. Fortunately, this problem is easily remedied. Try to attend a meeting of the group prior to your engagement date. This will give you a "lay of the land" firsthand. Make a point of meeting the person who will introduce you and settle any questions either of you may have. If you are unable to visit the site at a prior date, be sure to arrive early on the date you are speaking so you will have a chance to familiarize yourself with the surroundings. Also, introduce yourself to several of the group's members – this will provide you with some friends in the audience.

■ Talkers

You can do several things to remain on track when one or more audience members start to talk. Begin by glancing at your notes; this will refocus your attention to your speech and distract you from the talkers. Or momentarily focus on someone who is obviously being attentive – do not allow your eye contact to shift to the talkers. If you are in a lengthy training session and the same people keep talking and interrupting, tactfully speak to them privately at the first break. If the problem persists, politely stop speaking and make a general request for silence, mentioning no names. If that does not work, address the specific offenders during the session courteously yet firmly.



■ Drinkers

If alcohol is being served, odds are that someone will overindulge. (Just make sure it isn't you!) When an audience member has had one too many, it sometimes helps to make early eye contact with that person. But if the drinker is too far gone, this technique may fail to work. If you are making a brief speech try to ignore the matter. But when speaking for a longer period of time, discuss the problem at the first available break with those who are in charge. Should the problem behavior continue, however, consider it a lesson learned and don't accept future speaking requests until your own skills are more fully developed.

■ Sleepers

These are easy to deal with – unless, of course, they make up the majority of the audience. But that won't happen with your first outside speech, right? Occasionally, someone will nod off during a speech. That's all right. If, however, you are training employees at a business meeting, this might be of some concern to the employer. In cases like these, a person can be awakened by raising your voice volume or changing the cadence of your delivery. Or make a point by pounding the lectern or clapping. Sometimes moving near the person will rouse the sleeper, or someone nearby will see and awaken the person. If all else fails, just ignore it.

■ Restlessness

If your presentation is an after-dinner speech, has been scheduled for the end of a meeting, or is more than twenty minutes long, expect people to become restless. A few may even get up and walk around. If you haven't experienced this – and some Toastmasters clubs are very

strict about their audience members remaining seated until adjournment – then you'll find it quite distracting. The remedy? First, check your notes to ensure you don't lose your train of thought. This also has the advantage of moving your gaze from the offending party to some other place. When you resume your audience eye contact, start at the opposite side of the audience from the person leaving or walking about; this will give your peripheral vision a chance to adapt to the environmental change. But get used to this one. It is probably the most common problem a speaker faces – other than bad food at dinner meetings.

■ Hecklers

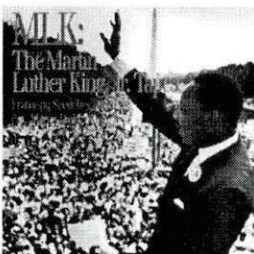
Usually heckling doesn't occur unless the audience is intoxicated or very familiar with the speaker. If the audience is known to the speaker, go into the meeting expecting some heckling and be prepared to answer with polite, but poignant, retorts. If the audience is unknown, avoid alienating them and instead try to ignore the offender. Talk a bit louder and avoid eye contact with the heckler. If that doesn't work, handle it as mentioned above in the "Talker" section.

"The audience is not always like you expect, so be ready for them."



Keep these suggestions in mind if you have any apprehensions about making that first "outside" speech. As with any other aspect of public speaking, you can be prepared to take on the extra challenges of speaking to groups outside your club.

Frank Warlick is a freelance writer living in Morrow, Georgia.



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True Motivation vs. Snake Oil

■ IN A PERFECT WORLD, THERE WOULD be no motivational speakers.

This is not to say that motivational speakers are obnoxious (though they easily can be), but rather that the need for them is based on a convenient human flaw: We have a nearly bottomless capacity for self-doubt.

The canny motivational speaker knows that if a person is nicely self-actualized, if his marriage is humming along on the rails, if his balance sheet is black, if his serene soul is firmly attached inside his healthy body, then he will be out playing golf with a few of his many pals, not parked in front of the TV listening to the Elmer Gantry *du jour* tell him the secret to turning around his wretched life.

But, because we tend to believe the other guy is always having more fun than we are, the sharp motivational speaker stands a good chance of getting rich.

Some of them deserve it. I sat fascinated recently while watching Deepak Chopra hold forth on PBS on the nature of the soul and our place in the cosmos. Pretty weighty stuff, and sometimes difficult to get your arms around, but it kept my mind lubricated for days. In journalistic argot, this would be called "news you can use," not a doom-and-gloom recitation followed by a list of facile bromides. Besides, Chopra is articulate, disarming and speaks without a trace of bombast or cant. Also – I can't help it – I like the musicality of his accent.

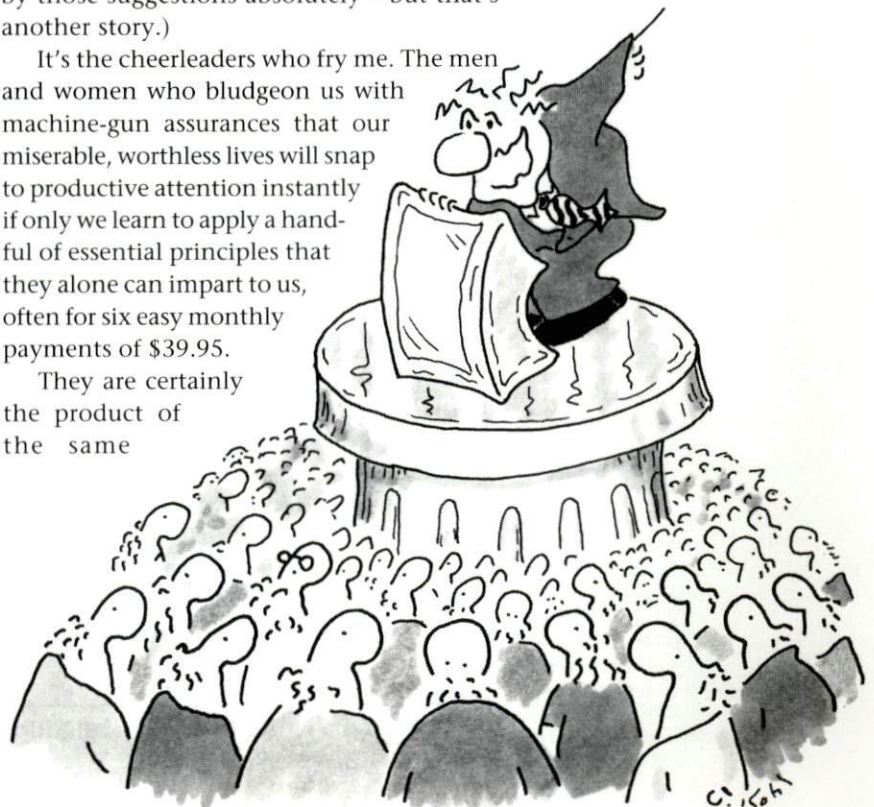
In short, I didn't feel that Chopra was trying to sell me something. I felt free to make up my own mind.

Neither do I have much quarrel with the folks who are imported occasionally to give company employees a few handy tips on such arcana as time management and realistic goal-setting. (The only problem with these speakers occurs as a result of the corporate bosses accepting the speakers' every word as gospel and compelling their workers to abide by those suggestions absolutely – but that's another story.)

by Patrick Mott

It's the cheerleaders who fry me. The men and women who bludgeon us with machine-gun assurances that our miserable, worthless lives will snap to productive attention instantly if only we learn to apply a handful of essential principles that they alone can impart to us, often for six easy monthly payments of \$39.95.

They are certainly the product of the same



gene pool that produced P.T. Barnum, Billy Sunday and every other snake oil hawker on the planet. They are forceful in their speech, which is no sin, but it is poisoned by a painful, wide-eyed earnestness that suggests that they have been anointed and are simply passing The Word along to the unenlightened.



You've seen them. They want to make you rich by lighting a fire under you with several "personally tested principles" or "keys to success." They offer themselves as examples of how well their plans work. They are rich. They are successful. They are beautiful.

They are happy. Their life is one endless, cushy dream.

They are not offering you true information. They are offering you *their* information, often at a handsome price, and are implying none too subtly that if you don't take advantage of it you're a fool.

And, in the most egregious instances, they exhort you to do something oddly motivational immediately, such as leap out of your seat and cheer, or chant slogans, or "give yourselves a big hand."

A lot of people buy this. A lot of people buy pasteurized process cheese food instead of cheese.

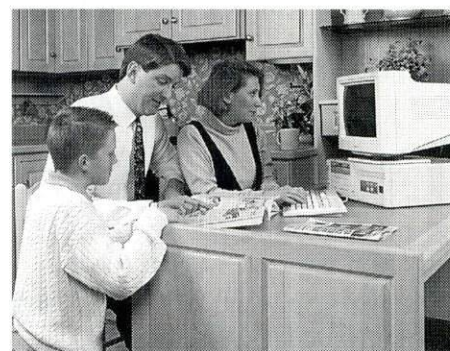
True motivational speakers motivate their audiences to think and decide, not simply to act. They appeal to the discerning intellect, not the knee-jerk ego. They recognize alternatives. They don't fulminate. They don't strut. There isn't a hint of smugness or condescension anywhere.

Why don't more motivational speakers do this? Because it's easier – and often more profitable – to yell. To posture. To sink into melodrama.

We are imperfect people in an imperfect world. We sometimes fail, but we often succeed, too. Many times on our own. Recognizing this gives a good motivational speaker an empathetic edge, and real worth. T

Patrick Mott is a writer living in Camarillo, California.

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H. Allen Bernard, 1013-6
Charles Burrell, 1601-6
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Jean M. Inabinett, 283-8
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Kathrin J. Goodwin, 5946-11
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Clarence Baylor, 5051-14
Taft H. Mizell, 5489-14
Sandra A. Garrett, 5997-14
Linda Bell England, 8352-14
Jerry E. Hardesty, 3723-15
Thomas L. Bach, 1566-16
Jerry Diggs, 8369-18
Elizabeth Robb, 671-19
Imogene Montgomery, 2709-30
Tony Brown, 9838-30
Ulysse Maillat, 7434-31
John P. Cushman, 1864-33
Ma. Thalia Dominguez, 6009-34
Francis D. Cushman, 782-35
Peggy J. Monroe, 3390-35
Michael A. Zier, 3797-36
Richard T. Reece, 4867-37
Kera Greene, 3954-38
Selena B. Fuller, 7039-38
Laura J. Dubois, 142-39
Robert H. Terrell, 1210-40
P. Louise Fyffe, 5382-45
Patrick Cox, 6581-47
I. Chester Cooper, 6796-47
Wanda J. Harper, 5732-48
Thomas W. Herman, 5887-50
Cindy Law Mun Lee, 5679-51
David Lyerla, 8796-52

- Leonard J. Laskowski, 3176-53
John J. Murphy, 8762-53
Lawrence J. Geffert, 3116-56
Cynthia S. Abdon, 5737-56
Tony Von Wegner, 2729-60
Morgan Harris, 9058-60
Adrienne Murray Parris, 3004-63
Robert Scott Traxler, 3305-66
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Arnold E. Pedersen, 2987-69
Stella Etherington, 7418-69
Jill Sykes, 2274-70
Alan Burrow, 3387-70
Patti Bertram, 6691-70
Evelyn Ryan, 1896-71
Alan Northcote, 3511-72
Rex Allen, 7819-72
John L. Boyd, 8823-72
Eileen Marks, 9537-72
Eamonn Patrick Moran, 3270-73
Diane Davies White, 5804-73
Steve Webb, 2122-74
Carolann Louw, 3888-74
Charles Bertram Davies, 4125-74
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Adelin Louise Nebelsick Montgomery, 4081-11
Susie Carter, 5834-14
Judith Johnson, 8289-20
Joaquin Melendez, 2642-26
Susan M. Chichester, 5018-26
Kimball R. Gross, 5574-31
Carolyn Weisbart, 4670-33
Namon Harris, Jr., 1684-43
Erma L. Beckley, 5666-43
N. Andy Cole, 211-44
Vickie Ruth Sigler, 7432-44
Robert Trawick, 7163-47
April Lauper, 2386-56
Catherine Y. Santana, 2091-58
Ronald deVera Barredo, 3930-63
Nancy J. Holder, 6906-63
Fay Palmer, 3944-69
Sally D'Innella, 6691-70
Lynda Parsons, 8501-70

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Faran W. Roper, 9509-2
Roy Wheaton, 3931-3
Mildred E. Johnson, 1886-5
Michelle M. F. Gaydos, 4709-6
Clay De Forge, 364-7
Jane Messenger, 1056-8
Ruth Werning, 5332-11
Robert E. Wagener, 7543-11
Miriam S. Aston, 12-12
Olivia Newbury, 7213-12
Alfred Wiseman, 5216-14
Nathaniel G. Jackson, 5803-14
Jerry E. Hardesty, 3723-15
Bernadette Schaub, 1979-16
Sudhir A. Shah, 1914-18
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Thomas S. Karwaki, 1792-27
Richard A. Haefs, 3078-27
Hsu Terry Wang, 8282-27
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Marc Sullivan, 6694-28
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Elizabeth C. Larson, 7305-40
Andrew Edward McDonald, 1171-42
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Joe D. Allen, Sr., 3663-50
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 Rhonda Graham, 151-10
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 Vimaladevi G. Goud, 2093-10
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 Ava Turner, 9003-37
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 Prentis Hall, 8513-38
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 Ghislaine Lepage, 5107-42
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 Cleophas Ishmael, 3007-53
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 Michael McMeniman, 1407-62
 David Shellenbarger, 1926-62
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 Dean Butler, 8476-62
 Helen Compton, 1371-63
 Marinda P. Simmons, 1371-63
 Jane Bryant, 2409-63
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 Rowland Francis Fell, 4412-69
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Anaheim, 2-F

60 years

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Mc Keesport, 901-13
 Hub, 924-41

40 years

Sea-Ren, 1994-2
 Sunrise, 160-9
 Desert Prof. Speakers, 1969-12
 Timberline, 1965-26
 New York, 1949-46
 Great Fort Lauderdale, 2004-47

35 years

Revelliers, 1796-24
 Greater Communicators, 2114-24
 Delaware County, 3204-38
 Yawn Patrol, 1187-41
 Lakeland, 2262-47

30 years

Executive, 408-10
 Red Bank, 2091-58
 Epsom, 2487-71

25 years

Missicroix, 2813-6
 Greenfield, 53-11
 Tampa Noonshiners, 3909-47
 Black Walnut, 3320-60

20 years

San Marcos, 2504-5
 Westinghouse Motivators, 3689-18

15 years

Wallmasters International, 4428-7
 HP Speakeasies, 4427-15
 Bemidji Area, 1640-20
 AT & T Communicators, 899-26
 Community, 4420-30
 Dale Elec. Nooners, 3424-41
 Northern Marin, 166-57
 Chemical Valley, 1483-62
 Chinatown, 4426-75

10 years

Dah-Kotah Tale Spinner, 6090-6
 Baer Field, 6089-11
 Peachtree, 6096-14
 Mission, 6095-21
 Simispeak Professional, 6083-33
 Rockville Chamber, 6075-36
 Lakewood Piners, 6070-38
 D39 Computer, 6085-39
 Paragon, 6097-42
 Day Break, 6086-43
 Downtown, 6084-47
 Elder Gate, 6078-71

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Permanente, 7294-F

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El Segundo, California

Saguaro Speakers, 3262-3

Phoenix, Arizona

No No Kame, 4385-3

Tucson, Arizona

Bear & Bull, 6226-3

Phoenix, Arizona

Rhetorex SpeechMasters, 5743-4

Campbell, California

Skyline, 7383-5

Lemon Grove, California

Top-Talkers, 750-8

Moberly, Missouri

Energizers, 7623-8

Decatur, Illinois

Spellbinders, 3209-12

Riverside, California

Riverwalk, 7106-14

Augusta, Georgia

Free Speakers, 1502-18

Dover Air Force Base, Delaware

Hy-Vee Corporate, 6582-19

West Des Moines, Iowa

Bayer, 7956-22

Kansas City, Missouri

Wausau Insurance, 2913-25

Irving, Texas

Wind River, 4814-26

Riverton, Wyoming

Sweet Talkers, 7816-30

Chicago, Illinois

Noon Talkers, 4230-33

Thousand Oaks, California

Leon, 4352-34

Leon, GTO, Mexico

Demostenes, 6329-34

Leon, GTO, Mexico

Riverside, 132-36

Riverdale, Maryland

DFAS-CO, 7114-40

Columbus, Ohio

PanOrators, 6823-42

Calgary, Alberta, Canada

Daybreak, 7545-42

Hythe, Alberta, Canada

Colt, 7687-42

Calgary, Alberta, Canada

Communicators, 6506-43

Fort Smith, Arkansas

Toastbytes, 2133-46

Parsippany, New Jersey

LTCB's Quest, 2336-46

New York, New York

Tower and Bridge, 2841-46

Somerville, New Jersey

P&Q, 4059-46

E. Rutherford, New Jersey

St. Paul A.M.E. Church, 7320-47

Miami, Florida

T1 Talkers, 3145-56

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This year, share the benefits of Toastmasters with others – invite your friends and associates along for the trip! Help them take the first step toward obtaining the communication skills that will enable them to travel past the barriers and fears in their personal and professional lives.

When new members join Clubs, their sponsors are eligible to earn the following awards:

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