



**TOASTMASTERS**  
INTERNATIONAL



**WHERE LEADERS  
ARE MADE**

# THE TOASTMASTERS EDUCATIONAL PROGRAM

The Successful Club Series

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The Successful Club Series

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Item 300A



**WHERE LEADERS  
ARE MADE**

# THE SUCCESSFUL CLUB SERIES

Toastmasters International's *The Successful Club Series* is a set of presentations addressing the subject of quality club meetings. Members will learn about the skills and standards they must strive to achieve for their club to be successful.

Most presentations in *The Successful Club Series* may be offered by any club member and require 10 to 15 minutes to present.

## CONDUCTING THE PROGRAM

"The Toastmasters Educational Program" discusses the Toastmasters Pathways learning experience and the achievements members may earn for participating in it. This product consists of four parts:

- ▶ Definition and explanation of the presentation
- ▶ Guidelines for your introduction to the audience
- ▶ Outline for the development of your speech
- ▶ PowerPoint presentation to be viewed along with your speech

### ***In Your Own Words***

*The outline is not a script and should not be read word-for-word. Instead, use the document as a guide for presenting the material in your own words and with your own narrative style. The outline is a structure on which to build your presentation. Use the points of the outline to develop your speech, but be the author of your own oration.*

Here are some tips on using this outline to develop and deliver your presentation:

- ▶ Study the outline in this manual carefully. Familiarize yourself with the general structure. Preparation is the key to a successful presentation.
- ▶ Use the outline to build your own speech using your own words. Prepare a set of notes indicating where you wish to pause, gesture, or add special verbal emphasis. Highlight key words or sentences to help you present the material most effectively.
- ▶ When delivering your speech, be expressive. Use all of the presentation skills you have learned as a Toastmaster, including vocal variety and gestures.

## USING VISUAL AIDS EFFECTIVELY

Visual aids add interest to any presentation and help your audience retain information. If you plan to use the PowerPoint slides for this presentation as visual aids, make sure you have the equipment and technology needed to share the slides with your audience. It is recommended that you test your technology and equipment in advance. In the outline, there are indications for placement of the PowerPoint slides. Each is numbered. For example, V1 refers to the first visual.

Please note that the first slide in the PowerPoint is a title slide and is not included in this numbering system.

If your presentation is taking place in a fully in-person format but you do not have the equipment needed to share the PowerPoint, you could create a flip chart using the visuals from the slides. Follow these tips when using visual aids in an in-person setting:

- ▶ Set them up and test them before the meeting begins. Place them so they are easily visible to listeners.
- ▶ Bring backup equipment in case your technology fails.
- ▶ Display your visuals only when they are needed. If you are using a flip chart, flip the page back out of view when you are finished with it.
- ▶ Remember not to stand between the screen or flip chart and your audience or you will block their view.
- ▶ Maintain eye contact with your listeners. If you must turn your back to point out something, pause as you point it out, and then resume speaking only after you are once again facing your audience.
- ▶ Follow these tips when using visuals in the online or hybrid setting:
- ▶ Share your screen. Be sure your PowerPoint presentation is visible in the room and on the screens of those members participating from another location.
- ▶ Consider having someone else share the visuals so you can maintain eye contact with the camera.
- ▶ Consider an online whiteboard when sharing information, as it will be visible to both members in the room and those participating online.
- ▶ Consider enlisting the assistance of a partner to join the meeting on their computer in the room with you so that they can facilitate the remote attendees and monitor what is happening online. This is a good practice for all hybrid meetings.
- ▶ Test your online platform and technology before the meeting begins. Have an online participant confirm they can see everything as expected.
- ▶ Forgo visual aids altogether if you cannot be sure they will work for everyone in attendance.
- ▶ Share any handouts or other documents you use as part of your presentation with all attendees in advance or via the chat function of your meeting app so that all participants have access to them at the same time.

## **BENEFITS AND OPPORTUNITIES**

By giving this presentation, you will be helping your club build excellence and move toward the possibility of being a Distinguished club—or reaching an even greater Distinguished status.

While this is an outlined presentation, it still provides a good opportunity for you to further practice speaking and build your presentation skills.

# THE TOASTMASTERS EDUCATIONAL PROGRAM

## Introducing The Presenter

### TIPS FOR THE PRESENTER: WRITE YOUR INTRODUCTION

All prepared speeches in Toastmasters require an introduction. A proper introduction of you and your speech is important to the success of your presentation. Use the following as a guide in writing your introduction:

- ▶ Include the purpose of *The Successful Club Series*.
- ▶ Explain why “The Toastmasters Educational Program” is important for a Toastmasters club, stating the purpose and one or more objectives of your presentation.
- ▶ Incorporate some background about yourself.
- ▶ Read *When You’re the Introducer in A Toastmasters Wears Many Hats* (Item 1167E) for further details on giving a proper introduction.
- ▶ Give your finished introduction to the person who will be introducing you.

### TIPS FOR THE INTRODUCER

- ▶ Ask the presenter any clarifying questions.
- ▶ Rehearse the introduction.



# SUCCESSFUL CLUB SERIES: EDUCATION PROGRAM

## Outline

Toastmasters Education Programs are the heart of every Toastmasters club, helping members fine-tune public speaking, communication, and leadership skills through regular practice. Toastmasters core education program is the Pathways learning experience, which offers six specialized learning paths and more than 300 unique competencies. This self-paced program allows members to learn at their own pace and earn awards and recognition along the way.

### PATHWAYS LEARNING EXPERIENCE

There are six paths included in the Pathways learning experience:

- ▶ Dynamic Leadership
- ▶ Engaging Humor
- ▶ Motivational Strategies
- ▶ Persuasive Influence
- ▶ Presentation Mastery
- ▶ Visionary Communication

These paths are designed around five core competencies:

1. Public speaking
2. Interpersonal communication
3. Strategic leadership
4. Management
5. Confidence

Members develop these skills step by step as they progress through their path and complete increasingly challenging projects. Each path includes five levels that build in complexity and allow members to pursue both required and elective projects.

### BASE CAMP

The Pathways learning experience is an interactive and flexible program that features online content, allowing you to learn anytime, anywhere. Base Camp is the digital system where all your learning material is housed.

To access Base Camp, log in to the Toastmasters website. You can visit the learning hub or, once you've selected your first path, click the Go to Base Camp tile on My Home.

- ▶ Through Base Camp, you can:
  - Access your selected path
  - Track your progress
  - View awards and recognition
  - Complete digital evaluation resources
  - Interact with others in your club, including club officers.
- ▶ Your digital projects are interactive and feature videos, questionnaires, and opportunities to reflect and store your responses for later reference.

V1

V2

- ▶ PDFs of some content, such as evaluation resources, are available to download and print so you can bring them to your club if you wish.

V3

## LEARNING PATHS

Regardless of which path you pursue, you'll develop public speaking skills and have the opportunity to practice leadership and build confidence. However, each path has a slightly different focus to fit the goals of individual Toastmasters.

V4

### Confidence, Speech Writing, and Delivery

While every path requires members to complete speeches in their club, two paths have a primary focus on public speaking itself. These paths would be a good choice for anyone who wishes to concentrate on building confidence and learning to speak effectively to a group or larger crowd.

- ▶ **Presentation Mastery.** This path focuses on the core skills needed to be a confident public speaker who effectively reaches an audience. By choosing this path, you will learn how different groups respond to you and improve your ability to connect to an audience. Public speaking techniques such as speech writing and delivery are core components of each project. The final project in this path involves an extended speech that allows you to apply everything you've learned.
- ▶ **Engaging Humor.** Through this path, you can grow your confidence as a public speaker and build the ability to deliver effective presentations and speeches with humor. You will learn how audiences respond to different types of humor and develop your unique style of humorous delivery. This path will help you understand and apply public speaking techniques such as writing and delivering humorous stories. The final project involves an extended humorous speech where you can apply what you've learned.

V5

### Interpersonal and Strategic Communication

While all of the paths involve opportunities to learn and practice leadership skills, they do so to different extents and in different ways. Two paths have a particular focus on the interpersonal communication skills needed to lead strategically, especially in team-based environments, and resolve conflict in various situations.

- ▶ **Motivational Strategies.** The projects in this path center around developing the skills needed to be a powerful and effective communicator. You will learn strategies to build connections with those around you, motivate others, and lead small groups to complete tasks and accomplish goals. This path culminates in a comprehensive team-building project that brings together the skills you've developed.
- ▶ **Dynamic Leadership.** This path emphasizes the skills you need to perform as a strategic leader. You will discover the leadership and communication styles that work best for you and develop the ability to understand group dynamics and resolve conflict. Through the projects in this path, you will also grow your capability to facilitate change in an organization or group. This path culminates in a leadership project where you can apply the skills and strategies you've learned.

## Innovative Leadership

Finally, the following two paths prioritize learning skills needed to be a leader in any environment. Through the required projects, members will develop their leadership abilities as a team member, manager, volunteer leader, and more.

- ▶ **Persuasive Influence.** This path concentrates on the skills needed to be an innovative communicator and leader, particularly as a person looking to effect change in their community, volunteer organization, or workplace. You will learn to negotiate positive outcomes and build strong interpersonal communication and public speaking skills. The projects focus on using leadership skills in complex situations and creating innovative solutions to challenges. The final project is an assignment that involves building a team and leading them to complete a project of your design.
- ▶ **Visionary Communication.** Through this path, you will build your ability to be a strategic communicator and leader. The projects focus on developing the skills to share information effectively with a group, plan communications, and create innovative solutions. This path culminates in an assignment where you develop and launch a long-term personal or professional vision.

## Pathways Level Progression

Each path includes five levels that grow in complexity, allowing members to continue challenging themselves and building increasingly advanced skills. As members progress, they will complete projects that are more tailored to the specific focus of their path. When they reach higher levels, they can customize their path to match more particular goals through the selection of electives.

### Level 1

To give each member a consistent foundation to start off their Toastmasters journey, each path begins with the same four projects:

- ▶ Ice Breaker
- ▶ Writing a Speech With Purpose
- ▶ Introduction to Vocal Variety and Feedback
- ▶ Evaluation and Feedback

Since Toastmasters was founded, the Ice Breaker has been the first speech delivered by every member. The additional projects in Level 1 are designed to introduce members to public speaking and familiarize them with the club experience.

### Level 2

In all paths, Level 2 includes the Introduction to Toastmasters Mentoring project, as mentoring is an important component of every Toastmasters journey. Other projects in this level start to tailor more to the focus of each individual path.

V6

V7

V8

V9



Path	Tailored Level 2 Projects
<b>Dynamic Leadership</b>	<ul style="list-style-type: none"> <li>✓ Understanding Your Leadership Style</li> <li>✓ Understanding Your Communication Style</li> </ul>
<b>Engaging Humor</b>	<ul style="list-style-type: none"> <li>✓ Know Your Sense of Humor</li> <li>✓ Connect With Your Audience</li> </ul>
<b>Motivational Strategies</b>	<ul style="list-style-type: none"> <li>✓ Understanding Your Communication Style</li> <li>✓ Active Listening</li> </ul>
<b>Persuasive Influence</b>	<ul style="list-style-type: none"> <li>✓ Understanding Your Leadership Style</li> <li>✓ Active Listening</li> </ul>
<b>Presentation Mastery</b>	<ul style="list-style-type: none"> <li>✓ Understanding Your Communication Style</li> <li>✓ Effective Body Language</li> </ul>
<b>Visionary Communication</b>	<ul style="list-style-type: none"> <li>✓ Understanding Your Leadership Style</li> <li>✓ Understanding Your Communication Style</li> </ul>

V10

### Levels 3, 4, and 5

Starting at Level 3, each path includes at least one required project specific to the focus of that path and offers electives for each member to choose from. This allows every Toastmaster to customize their Pathways experience to match their particular goals, needs, and strengths. These electives include topics ranging from learning to deliver social speeches and inspiring your audience to preparing for an interview or presenting based on research.

- ▶ Level 3 includes one required project and allows members to select from up to 15 electives, completing a minimum of two electives for credit.
- ▶ Level 4 includes one required project and allows members to select from up to 8 electives, completing a minimum of one elective for credit.
- ▶ Level 5 includes one required project and allows members to select from up to 6 electives, completing a minimum of one elective for credit.

V11

### Path Completion

After the completion of Level 5, every path culminates in the Reflect on Your Path project, where members:

- ▶ Look back on their path
- ▶ Reflect on how they've grown
- ▶ Share their experience with their club

This project is included in the Path Completion section and is the last step before members receive credit for their path.

V12

### Awards and Achievements

To encourage members to progress in their paths and recognize them for their success, there

are many awards and accolades given to members throughout their journey. Typically, these are achieved by completing levels and entire paths.

- ▶ **Badges:** You can earn digital badges on Base Camp to show fellow Toastmasters what you've accomplished. Every time you complete a level, you'll receive a badge to signify your achievement. You will also receive a badge when you complete a path.
- ▶ **Certificates:** Digital certificates are awarded when you reach important milestones in Pathways. To celebrate your accomplishments when you finish a level or complete a path, you can download and/or print a certificate directly from Base Camp.
- ▶ **Employer Letters:** Many members of Toastmasters join to build skills and confidence to apply in their professional lives. To support this, World Headquarters will send official letters to a Toastmaster's workplace upon request. These can be requested and sent when you complete Level 3, Level 4, or Level 5 in a path.
- ▶ **Email From the International President:** Completing a path is a major accomplishment in the Toastmasters experience. To celebrate this, members can enjoy a celebratory email from the International President congratulating them on their success.
- ▶ **Certificate of Proficiency:** To further celebrate the completion of a path, members will receive the accolade of "Proficient" once a path is complete. This is accompanied by a certificate that declares the member to be proficient in that path. For example: "Toastmaster Maria completed the Motivational Strategies learning path and is now Motivational Strategies Proficient."

### Distinguished Toastmaster Award

Completion of their first path isn't the end of a member's Toastmasters experience. They can journey beyond being Proficient and work toward the Distinguished Toastmaster (DTM) award. This is the highest individual honor that can be achieved in Pathways. A DTM can be achieved by fulfilling the following requirements:

- ▶ Complete two unique learning paths.
- ▶ Serve as a club officer for two six-month terms or one annual term. This includes participating in the preparation of a Club Success Plan and participating in a District-sponsored Club Officer Training.
- ▶ Serve a complete one-year term as a District leader.
- ▶ Serve successfully as a club mentor or coach.
- ▶ Serve successfully as a club sponsor OR conduct a [Speechcraft](#) or [Youth Leadership program](#).
- ▶ Complete the DTM Project. (Members are required to create and implement a project of their own design, in which they demonstrate the skills and expertise they have gained.)\*

\*Members can receive access to the DTM project on Base Camp once they have completed one path and Levels 1, 2, and 3 in a second, unique path. To receive this path, members can email [educationprogram@toastmasters.org](mailto:educationprogram@toastmasters.org).

Members can refer to the [Distinguished Toastmaster Award Application](#) for a complete list of requirements.

V13

V14

V15

V16

V17

## Conclusion

Think back to your reasons for joining Toastmasters and what your goals were. Why did you choose a particular path? Did you primarily want to learn public speaking and communication skills, or were you also focused on your leadership abilities?

Now consider other goals new members may have. How would you help guide them to choose a path?

- ▶ If they want to improve their interpersonal communication skills to accomplish goals in their volunteer organization, perhaps Dynamic Leadership or Motivational Strategies could be good choices for them.
- ▶ If they are an aspiring entrepreneur who wants to be a confident leader, you could guide them toward Persuasive Influence or Visionary Communication.
- ▶ Or, if they simply want to conquer their fear of public speaking and learn to have fun presenting to a large group, Presentation Mastery or Engaging Humor could be the right choice.

It is important to ensure that all club officers are well-versed in the Pathways learning experience and can help guide new members—or existing members starting a new journey—to the right path for them.

### **Presenter:**

*More information about the Toastmasters Pathways learning experience and other education programs can be found on the Toastmasters International website: [toastmasters.org](http://toastmasters.org). Members can also access Base Camp and purchase paths through the website.*

*This presentation is part of the Successful Club Series, one of several educational series designed to support our club. You can access The Successful Club Series, The Better Speaker Series, and The Leadership Excellence Series on the Toastmasters website.*

## Evaluation Guide

Evaluator's Name \_\_\_\_\_

Presentation Title \_\_\_\_\_ Date \_\_\_\_\_

- ▶ How effective was the speaker's introduction in helping the audience understand the purpose of *The Successful Club Series* and the presentation itself?
- ▶ Was the presenter adequately prepared? How heavily did the presenter rely on notes?
- ▶ How did the speaker use vocal variety to enhance this presentation?
- ▶ What other techniques did the speaker use to personalize and augment the presentation? Were they effective? How?
- ▶ Did the speaker display the visuals smoothly and at the appropriate times? How could the speaker improve?
- ▶ What aspect of the speaker's presentation style did you find unique? Why?
- ▶ Did the speaker present the material clearly and simply so audience members could easily use the information to improve their own skills?
- ▶ What could the speaker have done differently to make the presentation more effective?
- ▶ What did you like about the presentation?

## Notes

## Notes



## Notes



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