



TOASTMASTERS
INTERNATIONAL

SERVICE AND LEADERSHIP

The Leadership
Excellence Series



**WHERE LEADERS
ARE MADE**

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The Leadership
Excellence Series

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Item 320A



**WHERE LEADERS
ARE MADE**

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THE LEADERSHIP EXCELLENCE SERIES

Toastmasters International's *The Leadership Excellence Series* is a set of presentations addressing the subject of leadership. Members will learn about the skills they will need to be successful leaders inside and outside of Toastmasters.

Presentations in *The Leadership Excellence Series* may be offered by any club member and require 10 to 15 minutes to present.

CONDUCTING THE PRESENTATION

"Service and Leadership" discusses how leaders serve others by offering their knowledge and skills to help others achieve a goal. 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

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 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.
- ▶ Be expressive when delivering your speech. 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 show 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.

SERVICE AND LEADERSHIP

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 Leadership Excellence Series*.
- ▶ Explain why "Service and Leadership" 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 Toastmaster Wears Many Hats* (Item 1167D) for further detail on 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.

SERVICE AND LEADERSHIP

Outline

INTRODUCTION

A leader's role is to serve the team members by helping the group work together, to provide structure, and to facilitate discussion. Team leaders are focused on goals and team members. They offer knowledge and skills to help others and encourage team members to challenge themselves and grow while working to accomplish the team's goals.

EFFECTIVE LEADERS

A leader's true role is to serve the team members. Effective leaders:

- ▶ Provide a clear direction through their vision, mission, values, goals, and plans
- ▶ Foster collaboration through team building, delegation, coaching, and a service leadership attitude
- ▶ Motivate achievement by providing feedback, support, and recognition, and by resolving conflicts

*The goal of many leaders is to get people to think more highly of the leader.
The goal of a great leader is to help people to think more highly of themselves.*
— J. Carla Nortcutt

CHARACTERISTICS OF TEAM LEADERS

Team leaders put the needs of the team members ahead of their own. They have confidence in the abilities of the team and feel an obligation and desire to help them. Team leaders:

- ▶ **Encourage participation.** They want team members to participate in the decision-making process. They value team members' creativity and knowledge, asking for their input and suggestions.
- ▶ **Facilitate communication.** They listen to others and clarify what they are thinking. They encourage the flow of information among team members and strive to keep everyone focused and united.
- ▶ **Facilitate problem-solving.** They help team members identify problems and work together to solve them.
- ▶ **Tolerate mistakes.** They recognize that people will make mistakes and they also learn from mistakes.
- ▶ **Help team members grow.** Team leaders recognize the personal and professional potential of each team member and strive to help each achieve this potential. They serve as mentors, offering encouragement and support. They know that developing the knowledge and skills of each team member benefits both the team and the individual.
- ▶ **Persuade.** Team leaders don't force others to follow a course of action. Instead, they persuade others to act. This fosters commitment and collaboration among team members.

V1

V2

V3

BENEFITS OF TEAMS

Using teamwork can benefit a company or organization by:

- ▶ Improving the quality of work life
- ▶ Increasing productivity
- ▶ Reducing costs
- ▶ Enhancing product or service quality
- ▶ Improving the quality of the company or organization

Working in teams can produce stronger, healthier companies and organizations. When leaders and team members work together, everyone benefits.

SERVING THE GROUP

When team leaders serve their individual team members, they also serve their organization, company, or community. These leaders blend the goals of the individuals with those of the larger group by keeping individuals mindful of their own goals and reporting exactly how their personal progress helps the team as a whole.

V4

*A person who is worthy of being a leader wants power not
for himself, but in order to be of service.*

— U.S. Senator Sam J. Ervin, Jr.

CONCLUSION

Successful leaders understand that their role is to serve others. They serve their team members and their organizations, and they help the organization they lead to serve the community as well. These leaders give others opportunities to learn and grow, creating even more leaders. By applying this concept in your own leadership efforts, your team will flourish and everyone will benefit.

Evaluation Guide

Evaluator's Name _____

Presentation Title _____ Date _____

- ▶ How effective was the speaker's introduction in helping the audience understand the purpose of *The Leadership Excellence 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 leadership skills?
- ▶ What could the speaker have done differently to make the presentation more effective?
- ▶ What did you like about the presentation?

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Notes



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