

# Invest in a Brighter Future

Transform your company by improving your employees' communication and leadership skills.

## Why should I sponsor a Toastmasters club in my workplace?

Sponsoring a Toastmasters club is the smart and economic solution to provide training and development for your employees. Why spend thousands hiring a corporate trainer or sending one employee to a seminar or conference, when you can spend **less than \$3,000 USD** to train 20 employees for a year? By focusing on improving your company's communication and leadership, you will save money and be more prepared for transformation.

### Sponsoring a Toastmasters club in your workplace can lead to:



The most cost effective way to develop, enhance, and retain staff



Employees who speak more confidently in front of clients and executives



Camaraderie across teams and departments



Employees with enhanced soft skills



Employees with improved communication, public speaking, and leadership skills



Improved meeting facilitation



More confident staff who can think better on their feet



Organizations that say leadership development is critical to their success are **29 times more likely** to have a successful transformation than those where leadership is viewed as not important.

*-The 2018 State of Leadership Development, Harvard Business Publishing*

Miscommunication costs companies of 100 employees an average of **\$420,000 per year.**

*-Top Ten Email Blunders that Cost Companies Money, Debra Hamilton*

### Who is Toastmasters International?

Toastmasters International is a nearly-100-year-old nonprofit educational company committed to helping individuals develop their public speaking, communication, and leadership skills.

### What is a Toastmasters club and where do they meet?

A Toastmasters club is a self-run program that usually meets for an hour a week. Clubs meet all over the world, including in nearly 300 of the Fortune 500 companies.

### When can I get started?

Toastmasters is the affordable option to augment your existing training programs, so don't delay, start a club today! Email [corporaterelations@toastmasters.org](mailto:corporaterelations@toastmasters.org) or visit [www.toastmasters.org/start-a-club](http://www.toastmasters.org/start-a-club) for more information.