

TOASTMASTER®

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AUGUST 2012

5 CONFESSIONS OF
A BRAND CONVERT

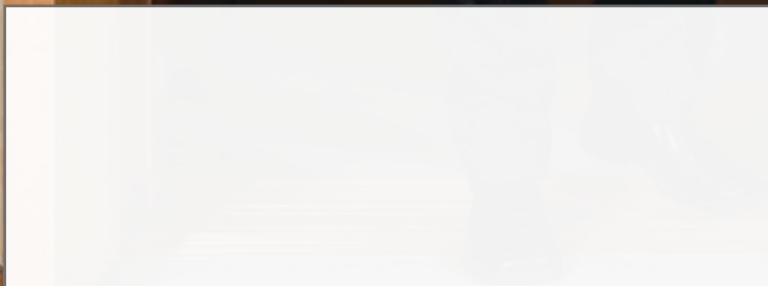
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A JOYFUL JOURNEY



This is my last Viewpoint.

What a wonderful year it has been serving as your International President, capping 27 years as a Toastmaster. In May 1985, I joined Toastmasters as a shy college student at the University of California, Berkeley, hoping for a little help with a graduation speech. My speaking goal was simple: to stand on my feet without falling on my face. I never dreamed of becoming a club officer, speech contestant or district leader. I only hoped to get through a speech and move on.

But I never left. I saw great speakers and leaders emerge, passive wallflowers transformed into dynamic forces of oration and

influence. Then the ground shook and I felt the gentle call of service leadership. With heaps of encouragement, I took a baby step, then a full step, and then a leap of faith into Toastmasters leadership. Each new leadership opportunity stretched my potential. I jumped off the cliff and found my wings on


"I leave this position even more excited about the future of Toastmasters than when I started."

the way down (most of the time). If I crashed, I dusted myself off and tried again. As the years spun by, Toastmasters built my courage, character and confidence — and yours, too.

I leave this position even more excited about the future of Toastmasters than when I started. Our updated brand shines brightly, providing a consistent, unified message that tells the world who we are and what we offer. "Where Leaders Are Made" reflects the unique synergy between communication and leadership that is distinctly Toastmasters.

The world is changing rapidly, and Toastmasters International is changing with it. As developing nations grow into producing nations, they hunger for accessible and effective communication and leadership training, and they are looking to us.

Thank you to our volunteer leaders, our passionate and dedicated Board members, and our caring and professional World Headquarters staff. Thanks to my kind hosts in districts 12, 83, 36, 37, 55, 30, 10, 64, 82 and 41, who turned my presidential visits into unforgettable memories.

Saying goodbye is never easy. Countless speeches, interviews and television appearances ago, we launched a leadership journey together, and later this month I will pass the baton to our new International President. This month I also celebrate a half-century of life and enter the back 50 as an older, wiser Toastmaster. Fellow Toastmasters, thank you for your support. Best wishes for continued success. 

MICHAEL NOTARO, DTM
International President

TOASTMASTER®

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Article submission:

submissions@toastmasters.org

Letters to the Editor:

letters@toastmasters.org

To change address, log in to: www.toastmasters.org/members

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WHERE LEADERS ARE MADE
www.toastmasters.org

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Since 1924, Toastmasters International has been recognized as the leading organization dedicated to communication and leadership skill development. Through its worldwide network of clubs, each week Toastmasters helps more than a quarter million men and women of every ethnicity, education level and profession build their *competence* in communication so they can gain the *confidence* to lead others.

By regularly giving speeches, gaining feedback, leading teams and guiding others to achieve their goals, leaders emerge. They learn to tell their stories. They listen and answer. They plan and lead. They give feedback — and accept it. They find their path to leadership.

Toastmasters International. Where Leaders Are Made.



“Ruth Nasrullah’s article, ‘You’re Speaking About What?!’ (April), was an inspiring beacon and guide to all Chinese Toastmasters who still possess independent thinking.”

Rock Niu, CC
iGrow Toastmasters club
Shanghai, China

Taboo Topics

I was glad to read Ruth Nasrullah’s article on Toastmasters taboos (April, “You’re Speaking About *What?!*”). Given the reality of China, the article and the encouraging opinions in it were of especially significant value to all Chinese Toastmasters. Across all clubs in mainland China, each time before the start of a Toastmasters meeting the president or host has to announce the four speech-topic taboos: politics, religion, sex and low taste.

How to eliminate the shackles and restrictions imposed on young Chinese Toastmasters and prevent them from being deprived of common rights and freedom of speech are great concerns to me. This article was really an inspiring beacon and guide to all Chinese Toastmasters who still possess independent thinking.

Rock Niu, CC
iGrow Toastmasters club
Shanghai, China

I Can Relate

I enjoyed Beth Blair’s article, “Professional Travelers” (April). I chuckled over the part about the “local” person [the word *local* had been confused with the Spanish word *loco*]. I had a similar experience of miscommunication.

From 1993 to 2003, I visited a company in Thailand once or twice a year as an electrical engineer. I learned Thai from a tape and my pronunciation improved daily. But on the first day of my first visit, the local engineer didn’t seem to understand me, and I wondered why. I explained to him how I learned Thai, and our dialogue

became like that of a teacher and a student in a Thai conversation class. This experience has resulted in a deep friendship between us.

Misao Inuzuka, CC, CL
Nagoya Toastmasters club
Inuyama City, Aichi Prefecture, Japan

Traveling Abroad

Thank you, George Hamilton Main, for your timely article “Want to Visit a Club While Traveling?” (April). It reminded me that Toastmasters International *is* international.

While presenting at a conference in Brussels, my wife and I attended a fantastic meeting at the Brussels Toastmasters club, which claims to be the oldest Toastmasters club in Belgium. If it wasn’t for the article, I would have continued to take for granted the global network of wonderful and gracious Toastmasters.

Roberto Gaitan, CTM
Arlington Nooners Toastmasters
Arlington, Texas

Common Ground

I just finished reading Mary Nesfield’s Q&A about Faye Dunn, “Overcoming Boundaries” (June). It is nice to hear stories like Faye’s. It inspired me, because English is my second language too, and I know how difficult it is to engage with the Australian community without knowing the language well.

The part about the toilet paper was funny. Thanks for the story!

Cristina Millingalli
Victoria Park Toastmasters
Victoria Park, Western Australia, Australia

Google Place Page Update

In my article “Location, Location, Location” (July), I wrote about trying to improve the online visibility of your Toastmasters club for perspective members using Google Place Pages. Since that time, the migration of existing Google Place Page content to Google+ Local Pages has begun. In some cases no change is apparent, but Google’s long-term goal is to replace every Google Place Page with a Google+ Local Page.

What does this mean to Toastmasters clubs? The information in the article continues to be critical for search functionality, and the Google Place Page dashboard continues to serve as the data entry site; however, a club’s vice president public relations must have a personal Google+ account to administer a Google+ Local Page for a club. In addition, there is a new process for having your Page rated. Google now uses the Zagat review website to populate ratings. Reviews and photos carry more weight, and social interaction (between group members and online visitors) has become paramount for ranking in competitive locations.

To learn more about Google’s change, visit <http://support.google.com/plus>.

Vera Ambuehl, CC
Whidbey Sounders Toastmasters club
Oak Harbor, Washington

Do you have something to say?

Write it in 200 words or less. Include your name, address and club affiliation, and send it to letters@toastmasters.org.

CONFESSIONS OF A BRAND CONVERT

By educating others, I became a supporter.

By Paul White, DTM

I must admit that when I first heard about the updating of the Toastmasters brand, I was against the idea. And I said so. It happened January 2011 at a Mid-year Training in Philadelphia, Pennsylvania, when representatives from Toastmasters International presented their vision of the brand refresh.

I said I was concerned about the organization losing diversity if it implemented a single international logo for the entire Toastmasters world. I followed up, writing to World Headquarters with examples of how our district (27) used its local logo and the Toastmasters International logo, often together.

Having been a vocal naysayer, I was surprised to receive a letter from Toastmasters Executive Director Daniel Rex a few months later, asking if I would serve as a brand ambassador. I was still a skeptic, but I wanted to learn more, so I accepted. I designed a PowerPoint presentation and delivered several education workshops on the subject of the brand refresh at the District 27 Toastmasters Leadership Institute (TLI) elective sessions.

Veteran Toastmasters asked me what was “broken that required fixing,” while others questioned why the new tagline, “Where Leaders Are Made,” did not have the wording that reflected the historical emphasis that Toastmasters has placed on communication. But thanks to the strong educational materials provided by World Headquarters, the thought and

effort that went into the brand refresh became evident, and through my presentations I found acceptance for this historic rebranding.

Post-Convention Positivity

Thanks to the good work done at the International Convention, interest in the rollout was strong. As a brand ambassador, I no longer had to sell the idea and convince members to take appropriate actions. District leaders returned ready and willing to use the new brand, and convention attendees went back to their clubs wanting to know more.

Area and division governors, and those who attended the District 27 TLI workshop sessions, began requesting copies of my PowerPoint presentation and script to share with club members. I received presentation requests, answered questions and found that my materials began to show up on club websites.

To my mind, true change takes hold at the member and club levels. I am an active member of 10 clubs and soon found that many of these clubs, as well as others, were starting to use the new branding. Districts 27 and 29 were outstanding local examples of the refresh, implementing it consistently and to great effect. For a variety of clubs, the branding began showing up on marketing fliers, contest certificates and business cards. Club website banners reflected the new branding as clubs started using FreeToastHost 2.0 to host their websites.



The “Where Leaders Are Made” tagline has now gained wide acceptance. Questions about its wording have subsided as members have come to better understand the synergy between building competence in communication and gaining confidence in leadership.

Next Steps

Is there more to do? Yes. Is there still a role for brand ambassadors? Yes. We need to continue our work to ensure that the firm foundation already established will continue to grow and expand — especially at the member and club levels.

Even I was converted. I might still be taking potshots at the initiative had I not been recruited to serve as a brand ambassador. By doing my homework, I went from being a naysayer to being a rebrand supporter. Perhaps because I made the journey from skeptic to supporter, my message resonated well with those who had doubts or questions.

I am proud to be part of this important initiative. Our rebrand conveys what Toastmasters is and what it offers in a single message backed by stunning imagery and graphic design. **T**

Paul White, DTM, is a brand ambassador and a member of 10 Toastmasters clubs — an officer in eight of them. As the 2010-2011 District 27 Governor, he helped oversee the split of the district into districts 27 and 29. Reach Paul at PEWhite@msn.com.

AROUND THE GLOBE

▶ INTERNATIONAL INTERPRETATIONS

DATE FORMATS



Depending on where you live, you may have to research date notations to ensure your message is clear. Generally, most countries use the “little-endian” format, which lists the *day* first, followed by the month and year. For example, in Australia, South America and India, August 10, 2012, is written as 10/08/12.

But other countries, China and Korea for example, use the “big-endian” format, which lists the *year* first, or 2012/08/10.

The United States is one of a handful of countries that uses the “middle-endian” format, which lists the *month* first, followed by the day and year. For example, August 10, 2012, is 08/10/12.

Know what format a country uses to avoid confusion when traveling or receiving letters from abroad.

▶ WHAT DO YOU SAY WHEN...

SOMEONE ASKS YOU WHY YOUR CLUB IS SUCCESSFUL?

Members from the Experian Toastmasters club in Costa Mesa, California, respond:

“We think of the members as friends, not just fellow Toastmasters. No matter how many people are there, five or 20, we have a good time as well as learn to communicate.” — **DEVONNE LIEBELT, ATMB**

“Our dedication inspires people to serve. Our membership includes several DTMs, area governors and professional speakers. This stable core is part of how the club has weathered its ups and downs.” — **JENS HUDSON, ACS, CL**

“The framework is flexible, and the members’ camaraderie gives a sense of belonging. Whatever you do is seen as positive, because it is progress. Whenever everything is so positive, it encourages and helps people to grow.”

— **USHA NARASIMHAN, CC**

Congratulations to Experian Toastmasters club on its 25-year anniversary!

▶ SNAPSHOT



District 75’s International Speech Contest participants, including winner Hermie Garrobo (third from left), celebrate after the contest, which was held in Samal Davao, Philippines, in April.

Photo/Jeffrey Belotindos, ACB, ALB

BOTTOM LINE

Convention Sneak Peek

Listen to the Toastmasters Podcast series for a sneak preview of the convention’s speakers and education sessions.
www.toastmasters.org/podcast

Videos Offer Tips

More new videos have been added to the Toastmasters video series of time-tested tips for improving communication. Watch them at www.toastmasters.org/videos.

Have Questions?

Check out the updated Toastmasters International FAQ webpage for answers to members’ most commonly asked questions.
www.toastmasters.org/FAQ

▶ MARKETING TIP

PROMOTE YOUR CLUB WITH SOCIAL MEDIA

- **GET OFFICIAL.** "Like" the Official Toastmasters International Facebook Fan Page ([facebook.com/ToastmastersInternationalOfficialFanPage](https://www.facebook.com/ToastmastersInternationalOfficialFanPage)) and follow @Toastmasters on Twitter. Being linked to both sites can help prospective members discover your club and help you connect with members and clubs globally.
- **STAY ACTIVE.** Post on Facebook or tweet at least once a day so your account stays relevant. For example, post an event flier on Facebook or tweet the date and location of your next club meeting.
- **NETWORK.** Post questions on your Facebook status update to poll opinions, follow accounts and link to members' pages. Re-tweet and use hash tags (#Toastmasters and #WhereLeadersAreMade) to boost visibility and participate in trending conversations.

MEMBER MOMENT 'HOLLYWOOD' CONNECTIONS

Ricky Powell, ACS, ALB, is a supervising associate director for [TV] program preparation at NBC Universal. A former child actor, he appeared in 1970s TV shows such as *Bewitched* and *The Mod Squad*. Powell is a member of two clubs in the Los Angeles area. He invited his NBC colleague, the popular Los Angeles weathercaster Fritz Coleman, to accept the Toastmasters International Communication and Leadership Award at the District 52 Spring Conference, which resulted in coverage of Coleman's appearance on NBC's evening newscast.



Ricky Powell (left) and Fritz Coleman at the District 52 Spring Conference

How well did you know the C&L award recipient?

I've worked at NBC for more than 20 years and have been saying hello to Fritz in the halls since the beginning. He is gracious and always helps out in the community. When our district governor mentioned she would like to honor Fritz with the award, I knew it was as easy as asking.

How has Toastmasters helped you in your TV career?

Toastmasters has revitalized my career at NBC and given me an entirely new career as an author, speaker, coach and consultant. Through competing in club, area and division contests, I met amazing professionals in the speaking, marketing and publishing businesses. I've written my first book, *Happiness Rocks*.

Why did you join Toastmasters?

I joined because I believe we are never done learning. Communication and leadership are two of the most important skills for advancing in almost any career, and Toastmasters is the perfect place to learn, practice and hone those skills.

Learn more about Ricky Powell at LifelongHappiness.com.

Enjoy the Convention Wherever You Are! Two popular convention events will be available online via live streaming video. Watch the Board Briefing for free on August 15 at 1 p.m. Eastern Daylight Time (EDT), and pay a one-time fee to experience the World Championship of Public Speaking on August 18 at 8 a.m. EDT. Visit www.toastmasters.org/convention for details.





A BRAND CELEBRATION

A year after the brand refresh, the organization portrays a stronger and more consistent image.

It is hard to believe that one year has passed since Toastmasters International unveiled its refreshed brand for the purpose of strengthening, modernizing and unifying the organization. Congratulations to the members around the globe who have come together and who continue to work toward that common goal.

“No matter where you go in the world, you will recognize Toastmasters.”

Brand Success

In the past, the organization suffered from an inconsistent look, feel and message across clubs and districts that led to misunderstandings about the Toastmasters program and its purpose. Michael Notaro, who took office as Toastmasters’ 2011-2012 International President shortly after the refreshed brand was announced, addressed the issue of

brand confusion. “To accomplish our mission, Toastmasters members, clubs and districts must provide one single, consistent message that demonstrates what Toastmasters is and what we offer the world,” he said in the September 2011 issue of the *Toastmaster* magazine.

As a result of the commitment and collaborative efforts of club and district

leaders, brand ambassadors, World Headquarters staff and the Board of Directors, the first year of implementing the refreshed Toastmasters brand has exceeded expectations.

“When I visit clubs, I see them display banners with the new branding, use stationery with the new branding, and take one step at a time to adopt the new brand elements,” says Atul

Nayak, DTM, District Brand Showcase winner and 2011–2012 District 4 public relations officer. Today, nearly all districts have transitioned to the refreshed brand, and more than 5,000 clubs are using branded banners.

Brand Champions

Congratulations to the clubs, areas, divisions and districts that have re-branded. You have strengthened the Toastmasters organization by using branded club and district banners, marketing materials and Toastmasters templates. By updating your websites and social networks, you have made it easier for members and potential members to associate your group with the professional worldwide Toastmasters community.

Many members have shared their encouraging opinions about the brand. One such member is past District 60 Governor Phyrne Parker,

District 4 Toastmasters
Fall Conference
PROGRAM
 SATURDAY NOVEMBER 12TH 2011
 Embassy Suites - 150 Anza Blvd Burlingame 94010

DISCOVER YOUR BRAND

TOASTMASTERS INTERNATIONAL — where leaders are made

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Fall Conference
Discover Your Brand
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 Learn from the best speakers from eight Divisions in District 4
- ▶ **Jim Tucker** – From Voice to Value
 (by Tucker, DTM is a *two-time* World Champion of Public Speaking Contest)
- ▶ **Karen Kang** – Take Charge of Your Brand
 Karen Kang is CEO of BrandingHaven
- ▶ Special presentations of the optional evening reception including David Heitko – Senior VP Engineering & Operations, LinkedIn
- ▶ Early registration rate* – Conference only \$60
*Early registration closed Nov 4 2011 Conference + reception \$80

Register: www.d4tm.org/fall2011

TOASTMASTERS INTERNATIONAL — where leaders are made

▶ Congratulations to District 4 on winning the District Brand Showcase in May! To see more from the winning district and to see the runner-up, District 34, please visit the Official Toastmasters International Members Facebook Group at facebook.com/ToastmastersInternational Official Fan Page.



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- ▶ Home
- ▶ Calendar Of Events
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- ▶ Training
- ▶ Resources

Welcome to the District 62 Toastmaster Website

Congratulations to our...

New District Officers and Evaluation and Humorous Speech Contestants

Installed by William Stewart for the 2011-2012 Conference Year:

We sincerely thank to the newly elected representatives who will start during the coming meeting 2011 of the following members in this District:

Leadership positions:

- District Governor – Jeff Brown
- President/General Education & Training – Steven S. Williams
- Vice President/Networking – Ted Pfeiffer
- Treasurer/Secretary – David Williams
- District Executive – Gordon Lee
- District Administrator – Jeff Williams

We also thank the following staff who are supporting District 62: Executive Committee, District 62 Public Relations Committee, Evaluation and Humorous Speech Contestants, District 62 Public Relations Committee, District 62 Executive Office, Website and Web Support. Please visit one of the following links. District 62 Executive Office and Staff:

TOASTMASTERS DISTRICT 62 WEBSITE

The following content will be updated on a regular basis:

- New District 62 Officers and Staff
- New District 62 Officers and Staff
- New District 62 Officers and Staff
- New District 62 Officers and Staff
- New District 62 Officers and Staff

District 62 Humorous Speech Contest & Evaluation Contesting Guidelines

The following content will be updated on a regular basis:

- New District 62 Officers and Staff
- New District 62 Officers and Staff
- New District 62 Officers and Staff
- New District 62 Officers and Staff

Contact Us: 2011
 District 62 Executive Office
 District 62 Executive Office



▲ In April, at the International Speech Contest (Areas C3 and C4) in Warsaw, Poland, Ania Witkowska, CC, CL, chief judge and treasurer of the Speaking Elephants Club, presents Milena Paluchowska, ACB, ALB, president of the same club, with an award for second place in English (Area C4). Monika Królak, DTM, won the Evaluation Contest and the International Speech Contest in Polish (Area C4).

DTM, whose favorite aspects of the brand are the consistency and the tagline “Where Leaders Are Made.” “No matter where you go in the world,” she says, “you will recognize Toastmasters.”

It’s true that great strides have been made toward global brand consistency. But there is still work to be done. In coming months, clubs will increase their branding efforts to uphold the strength of our organization.

Thank you to everyone who embraced the refreshed Toastmasters branding. You have invigorated the organization by portraying a consistent look and message. Together, on our one-year brand anniversary, let’s celebrate our success and take the final steps to unify Toastmasters around the world. 🇹

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Christy Demetrakis
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| Brand Manual: color codes, fonts and guidelines | www.toastmasters.org/brandmanual |
| Brand-related questions | brand@toastmasters.org |
| Business cards, letterhead, agendas, newsletters and other stationery | www.toastmasters.org/stationery |
| Contests, brand-related | www.toastmasters.org/brandshowcase |
| Creating custom Toastmasters materials | www.toastmasters.org/creatingmaterials |
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Keri Cook: PR STAR

College grad wins prestigious prize with poised presentation.

By Julie Bawden-Davis

In the early 2000s, while in elementary school, Keri Cook had her own publishing house. As a fourth- and fifth-grader, she churned out mini-magazines for her classmates, offering beauty advice and highlighting accomplishments of her peers.

“My magazines announced when someone won an award or soccer game, or it gave hair and style tips,”

PRWeek, a trade magazine for the public relations industry. Competing for the annual prize with 250 other students from the United States, she won the \$5,000 award and a paid internship with one of the world’s largest PR firms — New York City-based Hill & Knowlton, a leading communications services firm with national and global clients.

direct-mail piece featuring rebate offers and test-drive invitations at key points in a millennial’s life, such as college graduation, marriage or starting a family.

Cook was one of five finalists chosen to go to New York City to present her campaign to a panel of expert judges. She also had to make a media pitch to a journalist and formulate a spur-of-the-moment crisis response. During the process, Cook relied on the confidence and skills she gained in Toastmasters. “Because of what I learned in the club, such as research and preparation and the ability to respond in an impromptu manner though Table Topics, I was confident, poised and polished,” she says.

The judges clearly agreed. “I’d put her in front of a client tomorrow,” said one.

Cook’s former professor, Angela Widgeon, requires the students in her public relations strategy class to enter the *PRWeek* competition. “Keri possesses an unusual mastery of the field of public relations and a deep desire to learn,” says Widgeon. “Her creative, well-researched campaign stood out.”

Joining Toastmasters as a Student

Cook joined Toastmasters as a junior at Liberty University, because as a communications major, much of her

“It’s so satisfying to see a young person of her caliber succeed in such a big way.”

says the 22-year-old Toastmaster, who recently graduated from Liberty University in Lynchburg, Virginia, earning a bachelor’s degree in communication studies with a specialization in public relations and advertising. “Everyone anticipated the release of my little magazines, and that was my first experience in determining what an audience is interested in and how to deliver it in a unique way that resonates.”

Cook says it was her time as a junior publisher, and, more recently, her experience as a Toastmaster, that helped her earn this year’s coveted PR Student of the Year award from

“The training I received in Toastmasters absolutely contributed to my success in receiving the award,” says Cook. The rigorous competition included submitting a PR campaign to showcase the technological innovation of Ford Motor Company to the millennial generation (people born after 1980). After extensive research on the wants and needs of people in that age group, Cook developed a customizable “My Kind of Ford” campaign, which included a strategic partnership with the National Collegiate Athletic Association’s annual college basketball championship, a user-generated video contest on YouTube, and a



► **Keri Cook, 22, won *PRWeek* magazine's PR Student of the Year award over 250 other students from the U.S.**



Keri Cook

coursework involved oral presentations. “While I never dreaded public speaking and didn’t get nervous, at the same time I wasn’t super-confident and comfortable speaking in public,” she says. “Knowing how valuable and powerful communication skills are, I wanted to hone those skills to add to my professional value, so I checked out Toastmasters.”

As the youngest member of the Lynchburg Toastmasters — a club not far from campus — she was initially intimidated, but soon found the members welcoming and helpful.

Brooke Mattingly, ACB, immediate past president of the club, says of Cook, “She may be young, but Keri quickly proved herself as a valuable member. She is a class act, and we were thrilled to hear that she won the contest. It’s so satisfying to see a young person of her caliber succeed in such a big way.”

Cook grew up in Harrisburg, Pennsylvania. In high school, she was involved in leadership organizations, such as student government, and spent a great deal of her free time writing fiction. Once in college, Cook searched for a career in which she could blend writing with leadership skills.

“When I declared my major, PR seemed like the best fit in the communications field,” says Cook, who served as president of Liberty University’s Public Relations Student Society of America chapter her senior year in college. “After I finished with my general education and started PR classes, I soon realized how substantial the field truly is, and I knew I was in the right place.”

Giving PR Some Good PR

Cook is intent on changing what she says is often a negative perception of the field of public relations. “There are preconceived notions about PR, such as that it’s just about getting a story or trying to cover something up,” she says. “Public relations is a key management function in the corporate world, and the PR person has the responsibility to act as the social and ethical conscience for the organization.

“Fortunately, the industry is getting more recognition for playing that role lately. Even course curriculums are addressing issues such as social responsibility.”

Equally fired up about how Toastmasters can help the younger generation succeed, Cook has ideas for spreading the word. “A key strategy

for recruiting the younger generation is to target college campuses with a physical presence,” she says. “Send representatives to schools to make presentations about the organization, such as in speech classes. And take advantage of the presence of any millennials in your club. Have them reach out to their friends, use social media to promote your club’s activities, and invite fellow young professionals from their workplaces.”

Cook plans to further hone her public relations skills by gaining at least five years of experience in a public-relations-agency environment working on projects for a variety of clients. She then intends to pursue a master’s degree in London to gain business and international experience. “My dream job would be to work with Coca-Cola’s public relations team,” says Cook.

Considering her vision and follow-through, that dream may well become a reality. **T**

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Filmmakers Brian Weidling
and Paul Galichia

SPEAK, THE MOVIE

Documentary chronicles the journey to the World Championship of Public Speaking.

Filmmakers **Brian Weidling** and Paul Galichia embarked on a two-year road trip across North America to visit Toastmasters clubs. They covered thousands of miles

of Public Speaking. The film offers a behind-the-scenes look at the International Speech Contest and examines common hurdles encountered by those who have to face an audience.

“Public speaking is a topic that doesn’t seem important on the surface, yet it permeates daily life so completely.”

to witness speeches given by local Toastmasters. The result is their newly released documentary, *Speak*, which chronicles the triumphs and setbacks of six individuals, on and away from the stage, as they compete for the coveted title of Toastmasters World Champion

The filmmakers are excited about introducing their feature-length work to a wide audience of Toastmasters. Here, they share their journey to the road that led to the release of *Speak*, in limited theaters this month and on DVD September 18.

What inspired you to choose public speaking as the subject of your film?

Brian: The fear of public speaking was an untouched area for a documentary — which is rare — and it seemed odd that nothing substantial had ever been done on what is such a primal fear and universally relatable topic. That led us to Toastmasters and the World Championship of Public Speaking.

Why is public speaking a good topic for a documentary?

Paul: It’s reported to be humankind’s number one fear, even more than death. That primal aspect of public speaking fascinated us. And public

ABOUT SPEAK

Speak filmmakers Brian Weidling and Paul Galichia traveled for two years, covering thousands of miles to witness speeches given by local Toastmasters.


Since January 2012, *Speak* has screened at various sites on an international grassroots screening tour. In partnership with Toastmasters International and the National Forensic League, the *Speak* team is bringing the film to local clubs, universities, churches and other organizations. The film is available to anyone interested in hosting a screening. It will be released in select theaters this month and on DVD September 18.

To host a screening, visit www.speakthemovie.com and fill out the hosting form, or email Alexandra@picturemotion.com to learn more.

can change it. *Everyone* should speak out and share their message.

Why should Toastmasters see this film?

Brian: *Speak* is an inspiring story — it completely affirms the whole Toastmasters experience. Witnessing the power of communication and the importance of public speaking in daily life can be a great motivator for people to join an organization like Toastmasters.

Paul: If you need to be inspired to push yourself along your path of success, this is your film. If you like watching inspiring stories that will make you laugh and cry, this is your film. 

speaking is so important to success, to power, to leadership. ... It's a topic that permeates daily life.

What role does Toastmasters play in *Speak*?

Brian: The Toastmasters organization fascinated us from the very start; that is why we started filming in the first place. While we found the fear of public speaking fascinating, it meant little until we visited a Toastmasters club in Los Angeles. We immediately responded to the stories of personal transformation and the palpable energy in the room — a positive energy that made people feel safe. One person described it as “being in a room where you feel safe enough to fail.”

Paul: The camaraderie of the members and their passion for speaking was powerful. When we heard about the World Championship of Public Speaking, we knew we had found a story.

What's the film's core message?

Brian: It's that every person has a story to tell — every person's story matters — and if you share that story, you can change somebody's life.

Paul: There's nothing to be afraid of if you articulate who you are, where you've been and what you love. Speaking is powerful, transformational, inspirational and vital to living a fully realized life.

How did you select these six main characters in the film?

Brian: We followed several contestants throughout the months of filming, and they were all fascinating in their own ways, but we had to edit it down to six.

What do these finalists have in common?

Paul: Passion drives each one of them, and we found that incredibly inspiring.

These speakers live their lives deeply, search for wisdom to share, and put their heart and soul into every speech they give. And, although they all want to win the championship, they simply love public speaking and share a passion for Toastmasters and the uniting force that it plays.

Brian: The characters we follow in the final film are some of the most compelling and inspiring people we've ever met. These contestants focused all of their efforts to be the best, not just the best speaker, but the best human they can be. They took on life's hard moments, learned from their mistakes and dug deep inside themselves to live their dreams and share their experiences with the world.

Paul: The subjects we filmed also shared a second characteristic — the underdog competitor. They all felt they were coming from behind.

What do you hope audiences will take away from the film?

Brian: Throughout the two-year process of filming *Speak*, we were constantly in awe by how connected we felt to these people we had just met. We were struck by the stories they told, by the lessons they shared from their own lives, and by how we related to those stories. We felt like we were introduced to a piece of shared humanity. The idea that we each have a story that is relevant is a powerful testament to the possibilities of human connection.

Paul: Making *Speak* was a transformative process for us — both as filmmakers *and* as people. We truly believe in the power of words to change lives and witnessed it on this journey multiple times. We hope that the audience for *Speak* takes away the idea that *every* voice matters, *every* person has a story to tell, and if you *share* your life, love and message with the world, you



THE POWER OF THE PEN AND THE VOICE

Writing skills will help your speaking — and vice versa.

By Judith Tingley, DTM

Mentors give new Toastmasters this speaking advice: “Grab their attention right off the bat, then keep them listening.” Similarly, writing teacher Julie Larios advises students, “If you can’t write an opening sentence that motivates the reader to keep reading, it’s all over.”

The importance of this cannot be overstated. The opening hook is one of the many similarities between writing and speaking. It is the impetus for

and asked, “What is your number one challenge today, at this hour, at this moment?” The presenter spoke about his challenges as a writer. He described solutions that worked for him, varying the volume and pace of his speech. He employed nimble body language and good eye contact but did not use notes, which unfortunately, forecast the lack of substance in the speech. The absence of meaningful content dissolved the audience’s early excitement.

Writing out a speech also provides the opportunity for more creative word use and helps with building word pictures. Both elements make a speech stronger. At a recent meeting of the Park Central Toastmasters, members railed against worn phrases such as “Let’s get on the same page” and “Think outside the box.” At the same meeting, a speaker used unusual metaphors (“the abyss of pain” and “the shock absorber of the soul”), stimulating the audience with fresh word pictures.

Writing provides the opportunity to think through sentence structure and check the dictionary or thesaurus for a word that fits and flows with the rhythm of the speech. The act of writing the most fitting word or phrase makes it easier to remember that word or phrase when you need it later. There will be less need for filler words (*uh*, *ah* and *um*) to plug a momentary mind void.

Speakers can also learn to paint word pictures by reading, imitating or actually borrowing (with acknowledgement) the words of good writers. For example, Oliver Sacks in *The Mind’s Eye* writes, “When she flipped open the score of Mozart’s Twenty-First, she found it, to her bewilderment, completely unintelligible. Although she saw the staves, the lines, the individual notes sharp and clear, none of it seemed to hang together, to make sense.” Even if you know nothing about music but want to speak

“The Toastmaster’s red timing light and the red editing pen deliver the same message: ‘too many words.’”

my question: “What skills can speakers and writers share with each other to enhance outcomes?”

“Speakers and writers tell stories,” says author Betsy Dillard Stroud, ACS, CL, a member of Park Central Toastmasters in Phoenix, Arizona. “As two equally powerful instruments, the pen and the tongue have many commonalities.”

Stories, spoken or written, have an introduction, a body and a close. Within this three-part structure, writers and speakers find many ways to boost each other’s confidence and augment the quality of their presentations.

Writing Skills for Speakers

The audience of 35 writers buzzed as the speaker jumped to the lectern

By initially writing out a speech in full, presenters can be more certain that their speeches impart ample substance and tell a story in an organized and compelling manner. Dillard Stroud finds that writing out her speeches also stimulates originality. “Writing is a godsend, because as I write, ideas emerge from the ether,” she says.

In writing, as in speaking, brevity is key. The Toastmaster’s red timing light and the red editing pen deliver the same message: “too many words.” Speaking in her Toastmasters club forces Dillard Stroud to pare down to the bare bones of a theme. It tightens her thinking from stream of consciousness to talking points. Her mantra? “Edit, simplify and delete.”

A DREAM ...

By Gordon W. Dale

If I were to record my presentations as a movie, I'd start in the atrium of McNally Robinson Booksellers in Winnipeg, Canada, with a shot of the podium and 20 or so empty chairs. I'd show people arriving and seats being filled as the staff brought in more chairs to accommodate the crowd. I'd pan the audience and show my father and son smiling from the front row.

Then a hush would fall. I'd follow the host as she made her way to the podium, a copy of my novel in her hands. I'd keep the shot tight as she introduced me, then pull back to show the big picture. I'd show myself stepping to the front, planting my feet and looking out at the faces in the crowd. I'd let a few beats pass before capturing my opening: "Ladies and gentlemen, I can't tell you how happy I am to be here today...."

Next, I'd cut away to show a poignant incident from my childhood. But I'll spare you that.

... COME TRUE

In truth I was happy that day in Winnipeg. It was a dream come true — the launch of my first novel before a hometown crowd. I hadn't been all that happy when my publicist first set it up. "Good grief," I said. "What if I embarrass myself in front of my father and son?"

My schedule included promoting my book through speaking engagements, and I hadn't spoken much in public since moving to California. I needed help getting back into the groove, so I turned to Toastmasters.

I joined the Genentech Toastmasters club in south San Francisco with my first book reading six weeks away. I didn't have time to waste, so the week after I joined I did my Ice Breaker. I spoke candidly of my fears and of needing the club's support to practice my bookstore patter. My fellow Toastmasters couldn't have been more supportive. "Sure, practice on us," said the club president. "We'll love it."

And so I did. I soon delivered my second speech, which I used to further refine my material. A few days later I had my first bookstore event. A lot of books were sold, and people said they'd enjoyed my presentation. I now had five weeks to prepare for the Winnipeg reading. I became Table Topicsmaster — a role I've since come to love more than any other. The following weekend I flew to Canada to be on a panel at a writer's conference in Victoria, British Columbia.

Six days later, I presented at Winnipeg. We sold even more books at that event, which resulted in my novel being number one on the Winnipeg bestseller list that week. The presentation itself was a huge success, and my father and son insist I didn't embarrass them. Best of all, I didn't embarrass myself.

Gordon W. Dale is a member of the Genentech Toastmasters club in south San Francisco. His novel *Fool's Republic* was a finalist in the USA Best Books 2011 Awards. Visit him at gordonwdale.com.

about a moment of confusion, Sacks' words are a model for expressing the bewildered experience.

When you are both the writer and the speaker, you may end up motivating and inspiring yourself, as well as your listeners, to greater heights. Jon Favreau, President Obama's head speechwriter, said in a 2008 *Newsweek* magazine article, "You always hope that the person [speaking] can match the lofty moment that the writer dreams up." As a speechwriting Toastmaster, perhaps you can match that peak of speaking performance.

Speaking Skills for Writers

A newly published author recently presented a lecture and book reading. With a soft, tremulous voice, she said, "I must apologize in advance. I'm not at all a public speaker. I'm sure I can't keep your interest or attention for the length of time allotted, but I'll try." She then read from a written script for 50 minutes. I thought to myself, Even just a brief time in Toastmasters would help this writer improve dramatically. She had depths of unfolding substance, but not a pinpoint of panache.

Authors marketing their books must speak publicly. In the current world of publishing, writers build a platform and persuade readers to buy their books. Writers can learn from speakers how to overcome their early anxiety and become comfortable in the public eye. They also can learn to influence their audience.

Fear of public speaking becomes a new angst that often shrinks writers' confidence. The fears of both writers and speakers originate in negative self-talk: the inner critic saying, "I can't do this. I'm a private person, a writer. I can't be a public speaker." Here are some techniques speakers use to succeed:

- ▶ Block out negative thoughts with a repetitive mantra such as, “One step at a time. I can do this.”
- ▶ Reframe your role from an old, negative frame such as, “This is me. I can’t do this,” to a new, realistic frame: “This is me. I write and tell stories.”
- ▶ Breathe deeply and slowly, saying *re* upon inhaling and *lax*, with your inner voice, upon exhaling.

Writers usually face a warm audience when they speak at a book signing or book discussion group. Readers show up to find out more about the author, as well as the book. Answering readers’ questions is like telling a true short story, with a beginning, a middle and a close. It’s simple, because you know the answers. “Who was the inspiration for the main character?” “How do you manage the writing life?” “What do you like to do in addition to writing?” People tend to listen for commonalities — these serve to increase their attraction to you and your book.

Know Your Work

As you begin giving speeches to promote your writing career, use

your writing skills to describe your work in one sentence. Next, describe it in one paragraph, and then again in one page. Write out answers to questions you think people may ask. “The writer-turned-speaker is well served by note cards highlighting topics he can expand on extemporaneously,” says Tony Brenna, a member of U Speak Easy Toastmasters on Bainbridge Island in Washington. “What you have to say as a speaker should not sound ‘written.’ It should sound friendly, sincere and colloquial.”

The writer-speaker delivery has the power to attract an audience. Read a piece that calls for emotion on your part. This leaves listeners curious and anticipative. Practice by speaking out loud when alone. This helps you gain a greater understanding of how words feel and sound to both the reader and the listener. Practice in front of a mirror, and practice again with family or friends — or anyone who can give you realistic, constructive feedback.

Give your speech a trial run in your Toastmasters club before giving it to a more critical audience. “The speaker-audience connection available in the Toastmasters

laboratory remains a unique way for me to sharpen my skills as a speaker, writer and more effective thinker,” says poet Tom Cleary, ATMB.

Writers and speakers are potential collaborators who can offer each other empathy in regard to their fears and struggles. They can draw upon one another’s experiences and gain information on how to improve their respective skills.

“Skillful writers and speakers become more efficient thinkers,” says Cleary, “and they can engage in a process that refines and enhances thought, just as a sculptor shapes stone into an image of solidity and significance.” What a word picture! In my mind’s eye, I see Auguste Rodin’s sculpture “The Thinker” surrounded by writers and speakers with open mouths and pencils in hand, emitting little balloons of brilliant words.

What do you see? **T**

Judith C. Tingley, DTM, is a member of U Speak Easy Toastmasters on Bainbridge Island, Washington. She is a psychologist, author and freelance writer. Visit her blog, intelligentwomenonly.com.

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PR TIPS FOR SPEAKERS

Use publicity campaigns to increase your visibility.

By Pam Lontos

Publicity can come from anywhere and take many different forms. It can be as simple as having a letter published in the editorial column of your local paper or as dynamic as having a front-page article with your name splashed across the headlines. But a successful publicity campaign is harder than you may think. It takes huge effort on your part to get your business noticed by the media.

So why bother? Is publicity really that important? Yes, yes ... a thousand times, yes! If you are a professional speaker, the effectiveness of your publicity campaign will ultimately determine the success of your speaking career. Publicity increases your exposure without the outrageous cost of advertising. It adds credibility to your message and develops name recognition in your field. Essentially, publicity makes you stand out, above

all the other speakers, to the meeting planners and business leaders.

Now, you don't have to be a public relations expert to maximize the results of your publicity campaign. Use the following trade secrets to increase your visibility and book more speaking engagements:

Get to Know Your Audience

According to a survey conducted by Jericho Communications, the typical American Fortune 1000 CEO is more likely to have watched *The Simpsons* than to have watched all three presidential debates. So what does this mean for your publicity? Simple: It means you can't make assumptions about your audience.

Understanding your audience and what appeals to them is important if you want to get noticed. Keep in mind that you have a variety of different

tastes that go beyond your work, and so does everyone else. Figure out what magazines your audience reads and what shows they watch, then read and watch the same things.

Create News

By familiarizing yourself with publications that are popular with your audience, you should gain an understanding of what issues are important to them and what interests them. Understand what they find newsworthy and develop your publicity around these issues. Tie your topic to current events and target your audience directly when you pitch stories.

For example, if your keynote focuses on home organization, you can reach a business audience for "Clean Off Your Desk Day." Or if you help businesses implement time management strategies in the workplace, you can reach an

at-home audience with an article on how to tackle the home improvements you started but never completed. Don't be afraid to stretch the boundaries of your topic. And remember, create news that interests your audience, not one that interests you.

Send Press Releases

Press releases are the easiest and quickest ways to advertise to a large audience, and they inform the media that you have something to offer. Press releases are also a good method for getting your speeches reviewed in pub-

Also include sample questions about your topic that the writer or host can use during the interview. Put all this information together in a professional folder, and present it to media professionals before interviews.

Solve Your Contact's Problems

When it comes to stories, each reporter and producer has a unique personality and unique needs. If you can figure out what they want, you make their jobs much easier. And when you make the job of media professionals easier, they will come back to you for more quotes


on the topic, you'll keep the media professionals interested.

Before the interview, take time to prepare three to five main points you'd like to cover. Then, if the conversation goes astray, you can revert back to these points with ease. Also, don't be pushy about what you want. They may or may not have room in their story to mention your speaking topics; but, if you ask nicely, you'll have a better chance of getting them mentioned.

Follow Up

Once you've established contact with media professionals, maintain the relationships and follow up for more exposure. Avoid nagging with "did you decide yet" calls, but do ask when the article will be published or when the show will air. Maybe you can offer a new bit of information in your follow-up call. And remember to reintroduce yourself, because reporters and producers talk to many different people every day.

Another important aspect of follow-up and common courtesy is a thank you note. These added touches of consideration let the media professionals know you appreciate them and make them want to work with you again in the future.

Publicity is the key to filling up your engagement calendar. With these seven secrets, you can maximize your public relations success and start filling up your schedule with speaking engagements. 

"You don't have to be a public relations expert to maximize the results of your publicity campaign."

lications. Watch the breaking news and if something ties to your topic, send a press release to the newspapers, radio and television shows, and magazines offering your take as an expert to interview about the situation.

Give your press releases a professional look by using your letterhead. Keep it short (two pages maximum), and double-space if possible. Direct it to a specific reporter or editor whose name and area of interest you have confirmed, and always use a slant aimed at the audience for the particular publication or show. And perhaps most important don't forget your contact information.

Develop a Winning Media Kit

As you approach the different media outlets, you'll need to send them a media kit. Think of your media kit as your resume; it tells the media professionals about you and your business. A professional media kit should include your short bio, your press release and your contact information.

and more interviews. So ask them what other stories they're working on and for what other publications they write. Ask how you can help them and what other topics they'd like to see. Let the reporter, editor or producer know you care about their stories and their audience, because in the end, you'll both look good.

Establish working relationships with media professionals and develop a strong contact for increased publicity. Learn everything you can about the show or publication, and about its competition, so you can really make it shine.

Give a Great Interview

You know what it's like to talk to boring people — they drone on for hours about topics that don't interest you, and all you can think about is getting rid of them. Keep this in mind when you talk to the media, because if you're boring, they won't want to talk with you ever again. But if you have energy and keep your responses

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Reel 'Em In: THE ANTI-ELEVATOR PITCH

How to attract business contacts in less than 10 seconds.

By Cliff Suttle, DTM

Since the 1950s, sales and networking trainers have harped on the idea that everyone needs an elevator speech — a pre-scripted 30-second-to-two-minute pitch about yourself or your company. Even though the term “elevator pitch” was first coined in 1995, the prac-

the “anti-elevator speech.” This speech is not a pitch or a commercial, but an invitation to start a conversation. You remember conversations, before the days of Facebook, Twitter and texting? You *talked* to people. They talked to you. It felt good, didn't it? Well, the art of conversation is still

how I wanted you to react. I wanted your confusion. Curiosity is an excellent conversation starter. When people are curious, they want that curiosity satisfied. Stay silent after presenting the hook and they'll usually follow with “What do you mean?” By asking a second question, the contact has made an investment in the conversation. He wants to hear more.

Crafting a good hook is the key to starting a conversation. There are four elements to a great hook:

- ▶ **Make it short.** Since the attention span of the average adult has shrunk, you have less time to catch his or her attention. “You dream it up, we make it happen” is about the longest you would want your hook to be. The hook for my current company, “We excite audiences,” is even shorter.
- ▶ **Make it confusing.** Nowhere in your hook should you ever tell how you do what you do. When you start with “I'm a car dealer,” people jump to conclusions. Don't make them jump to conclusions. Make them jump to confusion. I'm sure no one has guessed what type of company “You dream it up, we make it happen” describes. That's what you want. If you can make them ask for the information, they are more likely to be interested and will remember what you said.

“You must still avoid going into a sales mode. Instead, go into a relationship-building mode.”

tice has been around in one form or another for decades. It demonstrates how to attract business contacts during brief interactions.

Let's review this idea as it applies to today's fast-paced business world. What the elevator speech actually represents is a commercial. Who wants that? If you ask someone, “What do you do?” and the first thing he or she says is, “I'm an insurance agent,” what is the general response? To run!

The average American is exposed to thousands of advertisements daily. Would you want to add to that? Very smart people invented the DVR to allow us to fast-forward through commercials. Do your contacts ever fast-forward through *you*?

This is why, for the last two decades, I have not subscribed to the elevator speech doctrine. Instead, I use

alive and kicking, if you know how to get one started. That's what the anti-elevator speech does — it starts a conversation.

I've been using the anti-elevator technique since 1985, but it wasn't until 2008 that I decided to share it in my book about the topic. The concept is easy to remember, simple to apply and intrinsically makes sense.

The Hook

The anti-elevator speech starts with a hook, or a short statement that attracts attention. Here's an example of a hook I used to promote my company in the 1990s:

When someone asked, “What do you do for a living?”

I replied, “You dream it up, we make it happen.”

When you read that, did it make you wonder: What? That is exactly

▶ **Tell people exactly what you do, but not how you do it.** If you sell high-end sports cars, you sell an experience. If you supply home loans, you sell the American dream. If you sell drill bits, you sell holes. Great business people realize they need to focus on what the customer wants, not on what they have to sell. What do you really do?


▶ **Include an action or feeling word.** People respond to emotion. If you can connect with this part of people, their interest in you will rise. In my hook, the word *dream* fulfills this requirement. In my current hook, “We excite audiences,” *excite* is a great word. Other words, such as *love*, *hate*, *push*, *drive*, *exhausted*, *stress* and *joy*, also work.

Let’s take a look at some other hooks:

- ▶ “We sell 15-minute vacations.” — luxury car dealer.
- ▶ “We make your special day more special.” — florist.
- ▶ “We make sure you never forget.” — photographer.

It’s also important after you present your hook to say nothing. Be quiet and wait for another question. If you receive a reply, you have the person hooked, but he’s not in the boat yet. If you go into a sales mode at this point, you’ll lose your contact. That’s where the “reel” comes in. It begins to point out how you do what you do, but it doesn’t give away the show. Let’s look at my computer company’s reel:

The anti-elevator speech takes some thinking, tweaking and practice, but it is worth the effort. If your hook doesn’t work well, rework it. For the small percentage of people who don’t respond to your hook, consider this a gift. Those people are just not interested in what you have to offer, and they have just told you so.

Good luck and may all of your contacts be successful. 

Cliff Suttle, DTM, is a member of Novi Toastmasters in Farmington Hills, Michigan. He is a professional speaker, founder of **Excite Your Audience.com** and author of *The Anti-Elevator Speech* and *How to Become Meeting Royalty*. Reach him at **Cliff@CliffSuttle.com**.

“Don’t make them jump to conclusions.
Make them jump to confusion.”

So let’s review “You dream it up, we make it happen” based on this four-point system. Is it short? Yes, it’s only eight words. Is it confusing? Definitely. This could describe any number of businesses or products. Does it say what I do, but not how I do it? I’ll explain this in a moment. Does it contain an action word or feeling word? Yes.

The Reel

Now it’s time to reveal what my company did. I ran a computer software company that specialized in custom software development for anything from add-ons and accounting systems to running robots. That’s *how* my company did what it did, but what we *really* sold were solutions to problems. Imagine if I had started a conversation with, “Hi, my name is Cliff. I’m CEO of a custom computer software company that specializes in database design. We work with companies ... yada, yada, yada ...” I’m bored already, and it was *my* company.

“What do you do?”

“You dream it up, we make it happen” (followed by silence).

“What do you mean?”

Reel: “We get your computers to do what you bought them to do in the first place” (followed by silence).

“How do you do that?”

In my reel, I start to point out how I do what I do, but I stop short of giving away the plot. My reel places people in the world of computers, but offers no further details. I await another question. “How do you do that?” would be the ideal response. Now you’re in a conversation, but you must still avoid going into a sales mode. Instead, go into a relationship-building mode. To paraphrase John F. Kennedy: Ask not what your *contact* can do for you, but what *you* can do for your contact. The truth is most people do business with people they like. Be the likable, trustworthy and helpful person — and that will make you the successful person.

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2014 CONVENTION TO BE HELD IN KUALA LUMPUR

For the first time in Toastmasters' history, the organization will hold its International Convention outside North America. The 2014 convention will take place in **Kuala Lumpur, Malaysia.**

The selection of this Southeast Asian city reflects the global nature of Toastmasters International as well as its evolving membership. More than 30 percent of all Toastmasters now live outside North America, and the

▶ **Location:** Kuala Lumpur is central to a broad pool of members, which will give more members the opportunity to attend.

▶ **Cost:** The expected attendance and a large volunteer force will help defray costs. The expense of staging the convention outside North America will also be offset by financial incentives provided by the Malaysian government, as well as reduced cost for food and lodging.



“High on the list of international travel destinations, Kuala Lumpur is a thriving metropolis with a rich cultural scene.”

greatest membership growth is in Southeast Asia.

“After considering many other sites, it became clear that Kuala Lumpur offered the most benefits to our members and the organization as a whole,” says Toastmasters International Executive Director Daniel Rex. “As a global organization, having as many people as possible attend the convention is always our goal.”

High on the list of international travel destinations, Kuala Lumpur is a thriving metropolis with a rich cultural scene. Millions of people visit every year. Though the principal language is Malay, most Malaysians speak English, and Kuala Lumpur is a melting pot of races and religions that spans Malay Muslims, Chinese Buddhists, Hindu Indians and other groups.

Kuala Lumpur was chosen as the site for the 2014 International Convention for many reasons:

▶ **Accessibility:** Public transportation in Kuala Lumpur is inexpensive and convenient. The city has a sophisticated railway system — including a high-speed train link and monorail service — that provides visitors with an excellent means of transport throughout the area.

▶ **Convention-friendly:** Kuala Lumpur boasts many top-rate restaurants and attractions. In 2011, Kuala Lumpur staged nearly 80 international association meetings, ranking it 21st in the world as a meeting destination, according to the Amsterdam-based International Congress and Convention Association.

During Toastmasters' convention-site selection process, a number of other locations were considered, including Sydney and Melbourne, Australia; Singapore; Dubai, United Arab Emirates; and New Orleans and Reno in the United States. The



locations were compared using common criteria, such as travel, lodging and meeting place expense; business and social climate; and the population of members in the surrounding districts and regions. The many benefits of Kuala Lumpur made it the clear choice. **T**

For more information about Kuala Lumpur and the 2014 convention, visit www.toastmasters.org/2014convention.



THE 10 P's OF POWERFUL PERSUASION

Learn to connect with your audience the way advertisers do.

By Karl Richter, DTM

What do advertising and public speaking have in common? As both an ad agency owner and professional speaker for more than 30 years, I have faced the challenge of breaking through the daily clutter of 3,500-plus competing messages. Accordingly, I have developed a proven 10-step communication process — The 10 P's of Powerful Persuasion. This plan helps both the advertiser and the speaker gain and hold an audience's attention, foster better understanding, and promote a response or action of some kind. Here's how:

1 Purpose. Every advertisement or presentation must have a purpose, an objective or sense of mission,

or else it should not be done. Who needs this communication, and why do they need it? What is the desired result or action?

2 Passion. A message delivered without passion and conviction becomes clutter. Whether the message is broadcast, written or spoken, it must come alive and burn itself into the audience's consciousness. Passion makes a message memorable; it is as important as the message itself. For speakers, passion becomes evident in the form of personal conviction, facial expression, voice inflection, enthusiasm, body language and humor. Speak from the heart and your message will be remembered.

3 Positioning. Your message must be clearly framed to differentiate it from other communications or competing points of view. Ask yourself, Is this a book review, committee report, "how-to" speech, educational workshop, after-dinner keynote speech, toast, tall tale or celebrity roast? Your audience needs a frame of reference to more easily process your information and anticipate what to expect. Speakers themselves should also be properly positioned (e. g., "Mr. Enthusiasm," "The Mayor of Orlando" or "The Author of *The One-Minute Manager*"). Positioning strategy comes into play during the promotion of your presentation via emails, newsletters, fliers, mailings or written introductions.

4 Packaging. Product packaging is critical in marketing and advertising. Similarly, every speech or presentation needs a title — the more creative the better. Packaging provides the audience with an additional “handle” by which to identify your message. For example, my humor workshop is called “How to Win Your Audience with Bombproof Humor.” It clearly identifies the seminar’s purpose. Your speech title also can contain humor, thus generating your first laugh before you even get to the lectern. My keynote speech is titled “Laugh at Yourself, Others Are.”

Another part of the package is your introduction. It begins the communication process by clarifying your purpose and positioning you as an authority on your topic.

5 Pique. Just as a commercial has to quickly grab you or lose you to the refrigerator, your speech has to

“Passion makes a message memorable; it is as important as the message itself.”

immediately hook your audience. You must quickly pique their curiosity or you risk losing them altogether. This can be accomplished in the form of a provocative question, humorous story, unusual prop or visual aid, dramatic gesture, clever metaphor, song or compelling statistic.

This technique captures the imagination and signals the speech’s importance. For example, the question “What would you do if you found out you had only six months to live?” is an attention-getting opener for a speech on the subject of living life to its fullest. After you’ve hooked your audience members, pique their curiosity with rhetorical question and startling statements.

6 Promise. In its advertising, Seven-Up, Inc. promised a refreshing lemon-lime flavor as an alternative to cola drinks. As a speaker, once you

have the attention of your audience, it is critical that you promise a payoff. People want to know what they will gain by considering your message. They are reluctant to invest the energy required to figure out “what’s in it for me?” Give them an incentive to stay with you.

For example, in the beginning of a recent speech about financial independence, I said, “I have five proven ideas that will quickly build your net worth.” This statement promised that my speech would deliver valuable information.

7 Premise. To add validity to your promise of a payoff, state a premise that gives the audience a hint of how the payoff can be achieved. The cold remedy NyQuil promises a good night’s sleep. Its premise is that it minimizes the cold symptoms that tend to keep you awake.

Similarly, to support the opening promise of my financial independence speech, I grounded that promise by adding: “These five ideas do not require the earning of additional income — just a rethinking of what you do with the income you already earn. Here’s how.” The premise, then, is your stated game plan for achieving your promise.


8 Points. Good advertising copy delivers key benefits that convince people to buy. Likewise, key points in the body of a speech comprise the “meat” of your message. These points are the fulfillment of the promise and the proof of the premise.

Audiences want to hear ideas with relevant practical applications to their lives. Reinforcing key points with humor fosters improved understanding and makes a message memorable. Self-deprecating humor is especially

effective. It endears you to your audience and lets people know you don’t take yourself too seriously.

9 Pictures. Today’s advertising often uses flashy computer-generated images and compelling action or comedy to add dramatic impact. In speaking, it is critical that you bring your message to life with a variety of mental and visual images. Mental images include word pictures, metaphors, human interest stories, quotes, humor, shared personal experiences, analogies and statistics. To appeal visually, use props, body language, visual aids, graphics and handouts.

10 Provocation. To get people to buy your product, embrace your point of view, complete a survey or write your local government official, you must provoke them to take the next step. This means giving them a clear and specific call to action that propels them toward the promised payoff. In other words, ask yourself: What do you want them to do with the message that you just delivered? Have you achieved your purpose? Consider wrapping up your speech with humor. This provides a double payoff as there is no sweeter sound to a speaker’s ears than the sound of applause and laughter as he or she leaves the lectern.

To break through the communications clutter and get results, build your message with as many of the 10 P’s of Powerful Persuasion as possible. Make a difference, not just a speech! 

Karl Richter, DTM, was awarded a Presidential Citation for lifetime achievement in Toastmasters in 2001. He is a member of two clubs in the Orlando, Florida, area: Orlando Conquerors Toastmasters and Winter Park Toastmasters. He is a professional speaker, corporate trainer and author of *How to Win Your Audience with Bombproof Humor*. Reach him at karl@richter.com.

THE WORLD IS HIS STAGE

An actor uses leadership skills to direct in a broader sense.

By Mary Nesfield

Carl Walsh, ACB, takes to the stage every chance he gets. His calling came when, in his second year as a college theater student in Los Angeles, he saw a posting for a one-month Shakespeare workshop at the Royal Academy of Dramatic Art in London. Performing the Bard's plays was a powerful experience, and it eventually led Walsh to pursue a career in theater.

Co-founder and previous manager of one of Los Angeles's first union-sanctioned small theaters for professional actors, Walsh followed his dream for 20 years, working as a stage performer and director. Eventually he brought his skills to the corporate world, directing employees with the goal of achieving consistent quality standards internationally. Now a leadership and team-building trainer and communications coach at his company, Performance Communicators, in Pasadena, California, Walsh teaches business professionals, actors and students how to become better communicators and presenters.

Walsh joined Toastmasters in 2005 and is a member of three clubs in the Los Angeles area. He remains true to the philosophy that practice makes perfect: When Walsh gives a speech, he presents it to all three of his clubs. In 2009, he was a finalist in the Toastmasters World Championship of Public Speaking.

Q. What piqued your interest in acting?

A. When I was 7, my mother dropped me off at the theater to see the four-hour movie *Lawrence of Arabia*. I was mesmerized by Peter O'Toole's performance, and I wanted to have that kind of effect on people. After my third year at UCLA [University of California, Los Angeles], I auditioned for the program at the Royal Academy of Dramatic Art in London, from which I graduated three years later and returned to Los Angeles to start a theater group.

In what plays have you performed?

In the first six months after graduating from the academy, I played the treacherous Iago in Shakespeare's *Othello* at a Hollywood theater. After that I spent six months playing Ferdinand in *The Tempest* by Shakespeare. Others that come to mind are Shakespeare's *Romeo and Juliet* and *The Winter's Tale*, and Tom Stoppard's *Dirty Linen*. But my favorite was *The Norman Conquests* trilogy by Alan Ayckbourn. I also enjoyed directing the U.S. premiere of *The Philanthropist* by Christopher Hampton.

What challenges did you encounter?

I experienced physical challenges. I was short, cross-eyed and spoke with a

stammer. Surgery corrected my eyes and I overcame my stammer through acting. To this day, there's nothing I can do about my height. But I haven't given up!

Why did you join Toastmasters, and what challenged you there?

A company I worked for formed a Toastmasters club. I thought I could use some work on presentations — besides, I thought it might be fun — and so I joined. It was through Toastmasters that I learned how to speak *to* an audience instead of *for* one. On stage there's a false wall; speaking to an audience is a completely different mindset. I was able to break through that wall by thinking of the audience as a character in the scene of a play. In 2009 I made it to the finals of the Toastmasters World Championship of Public Speaking, and then I did the keynote speech for the Founders District's Fall Conference in California. That put me on my current path.

What in your background prepared you for public speaking?

In addition to the vocal and verbal exercises I learned at the academy, I also participated in some rigorous physical therapy sessions. If your body is free and loose, your voice will work!

What is your favorite play?

William Shakespeare's *Henry IV*. It was my first play at the academy. I



► **Past International President Pat Johnson, DTM, contest chair for the 2009 World Championship of Public Speaking, congratulates Carl Walsh, ACB, on competing as a finalist.**



was an extra. It's my favorite not because it was my first play, but because I love the story and its characters.

Who are some of your favorite actors?

Peter O'Toole remains my favorite, but I also like Imelda Staunton. She was nominated for an Oscar a few years ago for Best Actress. [The English actress was nominated for the film *Vera Drake* in 2005.] She was a contemporary of mine at the academy and a wonderful person. Cary Grant and John Cusack are also high on my list. If Cusack is in a film, I'll see it because of the interesting and unusual choices he makes in his material.

Speaking of the Oscars, what did you think of this year's acceptance speeches?

None of them were my fault! All kidding aside, most film actors are shy. They are used to performing in front of that "black eye" called "The Camera." Film actors don't usually make speeches in front of live audiences, so they aren't always comfortable in that genre.

How did your skills come into play in corporate management?

I had to get people to listen, as well as to communicate. Communication is the biggest block to teamwork. I had to get everyone in the team moving in the same direction.

What do you value most about Toastmasters?

Toastmasters serves as a laboratory. Members can test out their thoughts and practice communicating them in a supportive environment. It's a place where people can be adventurous and explore at will.

What influenced you to become a trainer and coach?

It was my passion for directing [theater]. Directing is great training for business. A director has to communicate a vision and gain acceptance and commitment from a group of professionals who have their own ideas. In essence, I directed corporate teams — nothing was better than seeing team members get promoted. Each time management snatched away one of my team members, I knew I had done something right.

It's the same with coaching. I get a charge out of seeing kids go from not being able to speak long enough for a Table Topics response, to giving full-bodied speeches after eight weeks in my Youth Leadership program.


What advice helped you most in regard to public speaking?

Memorize the ideas, not the words. Memorize images of ideas and portray those mental images. You don't have to memorize a speech to successfully communicate your ideas.

Think of it as a movie running in your head and describe what you see.

What advice do you have for overcoming stage fright?

Most of us are trying to overcome some sort of fear. David Brooks, Toastmasters' 1990 World Champion of Public Speaking, said there are three stages in developing a speech: focusing on yourself, focusing on your message and focusing on your audience. By focusing on your message, you take the focus off of *you*, and by focusing on your audience, you *lose* your fears.

Don't think about yourself. Don't worry about being nervous. It's okay to be nervous because it shows respect for your audience. Think in mental images. Concentrate on telling a story. Don't worry about words. This will help you step up to the plate, and you'll end up going further than you'd expect. 

Reach Carl Walsh at carl@carlwalshspeaks.com.

Mary Nesfield is an associate editor for the *Toastmaster* magazine. Reach her at mnesfield@toastmasters.org.

HELP YOURSELF

Self-help books help who?

By John Cadley

I'm thinking of writing a self-help book. Not for myself, of course, even though technically that's what the term means. If you write a self-help book for other people, they're not helping themselves, you are. If they could help themselves, they wouldn't need your book. So what I'm really writing is a Let-Me-Tell-You-How-to-Live-Your-Life book, only that sounds a little presumptuous. Besides, if I call it "self-help," I'll be in a category that sells upwards of \$10 billion a year. I wouldn't mind helping myself to a little of that, so "self-help" it is.

your spouse, hug your inner child, embrace change, follow your bliss, tap into your hidden potential and live in the eternal now. You just don't do it. And you feel badly about it.

So you'll buy a book to prove you're serious this time, which comes close to doing it without actually doing it. Then you'll finish the book and feel you've accomplished something. But in terms of actually putting what it says into practice ... well, that's where the self-help comes in. "Self" means *you*. "Help" means do it. That's *hard work* and you won't

Which brings me back to the self-help book I'm not going to write. It's called *I'm Not OK, You're Not OK, and That's OK*. I mean, really — are any of us ever really OK? Sure, for a day or two, or maybe a week if you're lucky, a month if you lead a charmed existence. But if you're walking around this earth on two feet, you're not OK. You've got jobs and spouses and in-laws and houses and cars and mortgages and credit cards and health insurance and teenagers and taxes and suspicious moles — and the odds of them all being OK at the same time are about as good as your chances of getting out of this world alive (which, by the way, is the ultimate reason why, even if everything else were OK, things are never going to be *really* OK).

If "self-help" has any meaning at all, it applies to the people who write these books and turn them into a multi-million-dollar cottage industry of seminars, lectures, workshops, DVDs, T-shirts, refrigerator magnets and coffee mugs. He helped himself pretty good, I'd say.

So let's get rid of the "Self-Help" section in the bookstore, and replace it with a sign that says "Books That Will Make You Feel Better for Reading Them and Worse for Not Doing What They Say. If You Really Feel the Need to Punish Yourself This Way, Help Yourself." 📖

John Cadley, a former advertising copywriter, is a freelance writer and musician living in Fayetteville, New York. Reach him at fcadley@twcny.rr.com.

"So you'll buy a book to prove you're serious this time, which comes close to doing it without actually doing it."

What qualifies me to write this book? Nothing. That's the beauty of self-help books. They're completely unregulated. Anybody can write *anything*, and considering that Amazon has 413,197 choices in this category, apparently just about anybody *does*.

How can I help you? By telling you what you already know. I'll write things that you'll underline and highlight and asterisk and write "Yes!" to in the margin — not because they're anything new, but because you've finally found someone who thinks just like you! You've known all along you should set goals, practice self-discipline, be a better listener, stay out of debt, lose weight, drink protein shakes, simplify your life, take cleansing breaths, say "no" without feeling guilty, quiet your inner critic, be your own best friend, communicate with

see any *immediate rewards* — the two things that have always stopped you from doing all this stuff in the first place. They're still there. The book didn't make them go away.

You see where this is going? I'm not really writing a self-help book. I'm telling you why you should stop reading them. Perhaps the most popular self-help book of all time was published way back in 1967. It's called *I'm OK, You're OK*. Fifteen million people bought it. It should have been the last self-help book ever written. If I'm OK and you're OK, then we can stop right there. Everybody's OK. But apparently being OK wasn't enough because people kept buying more self-help books — a lot more. Maybe they got greedy. *I'm OK, You're OK* became *I'm OK But It's Really Kind of Just OK. What Else You Got?*

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Jennifer Correa Sonora from Waipahu, Hawaii, tours the ruins of the Colosseum in Rome, Italy.



Edward Beck from West Mifflin, Pennsylvania, visits Blarney Castle in Ireland, to kiss the Blarney Stone.



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