

# TOASTMASTER®



## Leading with Love

The bottom line in  
corporate leadership.

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## Telling Tales at the Office

How storytelling leaves  
a lasting impression.

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## View from the Top



My home town of Dubai, in the United Arab Emirates, has Burj Khalifa—the tallest building in the world. This all started with a dream, a vision, a spark of hope—the hope that a tall building would turn Dubai into one of the top cities in the world.

I remember the early 1990s, when Dubai's ruler, Sheikh Mohammed bin Rashid Al Maktoum, gathered directors and managers from all departments of the Dubai government to discuss this magnificent idea. I worked in the police department at the time. We all shared our ruler's dream to put Dubai on the world

map—to put it at the top, so to speak. The journey of creating the tallest building in the world had begun, maybe not physically, but psychologically.

### As with any journey, a series of steps must be followed to get to the top.

Just like Dubai, Burj Khalifa offers a path to see the “view from the top.” When you reach the building's summit, you gaze upon a beautiful scene below. It gives one a sense of achievement and belonging, and the joy one feels is immense. But, as with any journey, a series of steps must be followed to get to the top.

**THE VISION:** It all starts with a single person's vision. That vision leads to a path of hard work, one that is taken not only by that individual, but by all the people who buy into it.

**THE KNOWLEDGE:** Acquiring the knowledge and experience others have accumulated is key to the success of implementing a plan. Lack of knowledge and experience will lead to several stumbling blocks.

**THE PLAN:** Without a structured plan, a vision will remain a vision, and one that may be snatched up by others to pursue.

**THE EXECUTION:** This is where the vision, the knowledge and the plan culminate to create an opportunity not only for the visionary, but for the many people of future generations who will enjoy the view from the top.

The interesting part of the journey, and the view that follows, is how each individual experiences it in a unique way, as if the experience were specifically designed for them. Every step provides a view to be cherished.

In this way, Toastmasters also stands at the top. The sense of achievement and excellence offers a treasured view. We, and Burj Khalifa, have much in common, especially the view from the top 

**MOHAMMED MURAD, DTM**  
International President

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## Toastmasters International Mission:

We empower individuals to become more effective communicators and leaders.



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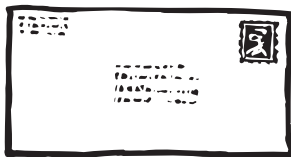
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“Humor can be your greatest ally. Use it wisely. Use it carefully. But use it.”

— Paul Cleary, CC

### Wit and Wisdom

Gene Perret’s article “3 Tips to Make ‘Em Laugh” (December) offers some good advice on using humor in public speaking. Here in Ireland, competition for the best humorous speaker is fierce, because we have 4 ½ million witty people on the island. Self-deprecating humor always goes down well here, as do “roastings” and tall tales.

Mr. Perret’s advice about “knowing your audience” and “tailoring your material” is very apt but pertains more to the content of the speech than the way it is crafted and delivered. We are lucky to have the English language at our disposal, which affords us wonderful wordplay tools such as puns, spoonerisms, malapropisms and oxymora. Toy with your audience ... bring them to the brink of a guffaw then leave them hanging. Then go in for the kill and come with a series of quick-fire hilarious anecdotes.

Humor can be your greatest ally. Use it wisely. Use it carefully. But use it.

**Paul Cleary, CC**

Castleknock Toastmasters  
Dublin, Ireland

### Speechwriting Strategies

Thank you, Amanda Dunford, for the article “Writing for the Commander” (about speechwriter Jason Garrett) and thank you, Julie Bos, for the Q&A “Flying High” with Michael Flynn. These two inspiring articles about speechwriting in the November issue of *Toastmaster* magazine focus on the important strategy of putting the “meat” before the “sizzle.”

As Dunford writes in her article, “Garrett warns that speechwriting is not for the faint of heart; you must have a passion for it, and a thick skin. Public praise

and recognition are not assumed.” To overcome writer’s block, keep writing. It helps to research the audience and get background information and ideas from CEOs, as well as from many others, because ideas for speeches are everywhere.

I also learned three important rules from Michael Flynn: Never miss a deadline, never take an edit personally and never use more words than you need.

**Lila V. Howell, CC**

Going Deep club  
Mechanicsburg, Pennsylvania

### A Princely Admission

While reading through the November issue, I watched Prince Harry [of the British royal family] on the TV news reveal his fear of public speaking. He said he feels “incredibly nervous” before making speeches, and anxious when he enters a room full of people. He made his comments in a video for a charity he co-founded, one that helps reduce the stigma associated with HIV/AIDS. “Now that I’ve confessed [about my fear of public speaking], I’ll probably be even more worried that people are looking at me,” Harry said.

He added that no one should feel shame about their secrets.

**Ed Goodwin**

The Speakers of Croydon club  
Croydon, England

### Just in Time

I was working on speech assignments that emphasize focusing on the audience’s interests when I read Steven D. Cohen’s article “It’s All About the Audience” (November). I learned how using inclusive pronouns in your speech is a fantastic way to establish a strong connection with audience members. Because it’s so important to learn what the listener cares about, I found Mr. Cohen’s guidance on searching the web for recent news, as well as looking at social media posts, to be incredibly germane to my situation.

And, although this may seem obvious, I needed a reminder to verbalize the benefits that my audience can gain from my speech. It’s a surefire way to generate interest and *connect* with the audience.

**Sharon Alfred, CC**

Old Town Toastmasters club  
Alexandria, Virginia

### Lifetime Journey

The article “Deliver an Epic Keynote” by Jane Atkinson (November) enlightened and inspired me. The three phases of preparation that the author recommends—preparing a phrase to be the thread through the entire presentation, having 60 percent of your speech “in your bones,” and creating your own style—are all wonderful ideas. They deserve a whole life of practice to make your speech perfect.

Delivering an epic keynote is still a goal that is far away for me, but that won’t stop me from pursuing it. The people who tell me I have impacted their lives with my talk would tell me to keep going, even though it is only a small beginning.

**Bruce Yang, DTM**

Taichung Toastmasters club  
Taichung, Taiwan

### A Win-Win

I recently decided to step up my speech-coach consultation work and expand on my love of public speaking and helping others improve. I took on an exciting new challenge when I was approached by a fellow college professor and a fellow Toastmaster from a different club; together we worked with a member on his speech. I later learned he won a competition with it!

Here’s the bottom line: Taking advantage of outside resources is always a good thing. Never be afraid to seek out help, whether from a mentor, a more experienced member in your club or a professional communications coach (like me). After all, you can’t put a price on confidence!

**Nicole M. Pace, CC**

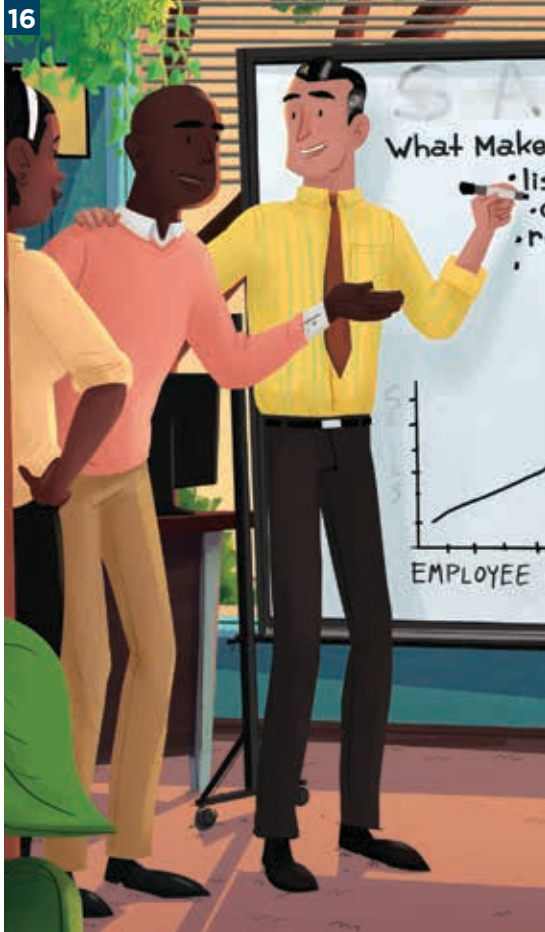
Jersey Shore Toastmasters  
Lakewood, New Jersey

### DO YOU HAVE SOMETHING TO SAY?

Write it in 200 words or less. State your name, member number and home club, and send it to [letters@toastmasters.org](mailto:letters@toastmasters.org). Please note: Letters are subject to editing for length and clarity, and may be published in both the print and electronic editions.



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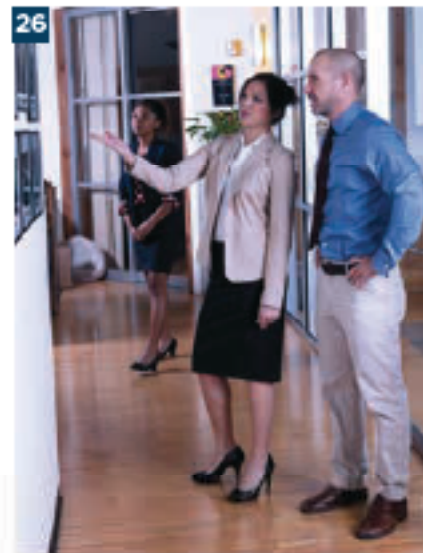
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## 3 ways to enjoy the *Toastmaster* on the GO!

See the February issue and past issues on these tablets:

- iPad (second-generation iPad and newer)
- Android (4.03 or newer)
- Kindle Fire HD

Simply download the *Toastmaster* magazine app for your tablet from the Apple, Google Play or Amazon app stores.

### February Special Tablet Features



Watch infamous handshakes.



See similarities between public speaking and baseball.



View more Traveling *Toastmaster* photos.

For more information, go to [toastmasters.org/magazine](http://toastmasters.org/magazine).

# AROUND THE GLOBE

## MEMBER MOMENT



## Embracing Cultures

For Anesa Burkic, Toastmasters is more than a club—it's a cultural exchange. Burkic, 32, is a member of the Embracing Cultures club near Portland, Oregon, a club dedicated to uniting and empowering women of diverse nationalities and cultures. Burkic applies her own diverse experiences to her role as the club's vice president public relations. She organized the club's first Speechcraft.

Born in Banja Luka, Bosnia, she moved to Germany with her family in the 1990s to escape the civil unrest in Bosnia, and immigrated to the United States in 2000. She is fluent in three languages: German, Bosnian and English, and is proficient in French. Burkic is currently earning her graduate degree in Applied Linguistics and plans to teach English as a second language, as well as intercultural communication.

### How did you learn about Toastmasters?

A manager reached out to me on LinkedIn about a job. I asked her about the Toastmasters awards on her profile and she referred me to a member in Portland. Through him, I learned about a university job fair where the Embracing Cultures club hosted a booth, and they invited me to an open house with a potluck. Being a huge fan of international foods, I was sold.

### What makes your club unique?

Embracing Cultures offers a welcoming and safe space for women to talk about their personal development and desires, family and beliefs and values, while practicing public speaking and leadership.

### How has living in different countries influenced your life?

I did not just meet many people, I also encountered myself. I learned to use curiosity and listening skills to find out more about a person's cultural upbringing, education and experiences. This allowed me to connect with people and find similarities instead of differences.

### What do you hope to accomplish with the skills you're learning in Toastmasters?

I would like to lead personal development workshops. I believe Toastmasters has an excellent platform and tools that offer skills for life.

### Which speech project did you like delivering the most so far?

My Ice Breaker! It was all about putting myself out there—with sweaty hands, all eyes on me. I started by singing an African song. It was amazing!

### What does a successful life mean to you?

Self-reflection, and knowing and loving yourself. The secret to living is giving and being present.

### How do you most enjoy spending your free time?

I live in the gorgeous Northwest. I love hiking through big parks, forests and neighborhoods. I take pleasure in discovering new restaurants. I organize and attend meetings with the travel community of Portland through a network called Couchsurfing where travelers stay with locals in their homes instead of hotels. I also attend community meditations in a nearby Kundalini Yoga Temple.



Anesa Burkic

photo credit: Joe Lyman

## In Brief

### PARTY ON!

Pay tribute to the rich history and legacy of Toastmasters International and celebrate its 90th anniversary in your club or district. You'll find the branded anniversary logo and fun resources to use through October 2015, at [toastmasters.org/90thAnniversary](http://toastmasters.org/90thAnniversary). Send your festive celebratory photos to [history@toastmasters.org](mailto:history@toastmasters.org).

### HALL OF FAME

See monthly DTM awards at [toastmasters.org/dtm](http://toastmasters.org/dtm) and club anniversaries of 20 years or more at [toastmasters.org/clubanniversaries](http://toastmasters.org/clubanniversaries). Both lists are updated regularly.

Recognize new DTMs with one of the medallions from the Toastmasters Shop. Go to [Toastmasters.org/Shop](http://Toastmasters.org/Shop).



### TOASTMASTERS PUBLICITY

Check out highlights of recent news coverage of Toastmasters events around the world at [toastmasters.org/About/Media-center](http://toastmasters.org/About/Media-center).

### COOL WEBSITE

Create, broadcast live and stream audio online with Spreaker. Listeners are able to provide feedback on a message wall. [spreaker.com](http://spreaker.com).



## SNAPSHOT



Members and guests of Highway Toastmasters club in Pinetown, KwaZulu-Natal, South Africa, celebrate the organization's 90th anniversary. Photo credit: Alison Lilly.

## FACTS WORTH KNOWING

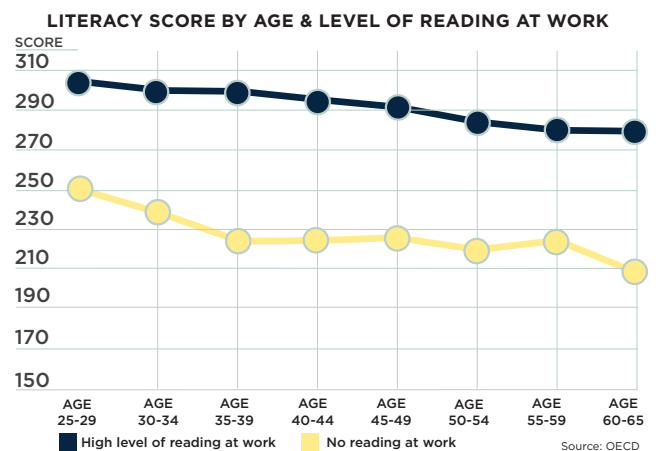
### The Case for Continuing Education

The Organization for Economic Co-operation and Development (OECD)'s 2014 study found that from about 25 years of age on, people's skill levels tend to decline. The good news is that greater involvement in reading or number-crunching—at home or at work—may slow that decline.

However, the basic skills of reading, writing and arithmetic may no longer be enough. To remain productive, non-cognitive skills—those used for social interaction—are key. Researchers have identified communication, working in teams and problem-solving as “21st century skills,” stating that “non-cognitive skills are at least as important as cognitive skills for individual development and labor-market success.”

In addition, the Institute for Social and Economic Research of the University of Essex (in the United Kingdom) analyzed the results of a British Household Panel Survey and indicated that adult education is good for both mental *and* physical health. Continued learning provides a greater sense of well-being, self-worth and self-confidence, and increases satisfaction with one's social life and use of leisure time.

Source: [thelearningcurve.pearson.com](http://thelearningcurve.pearson.com)



*This graph shows the correlation between how much reading people do at their jobs and their literacy scores as they age.*

WHAT'S THE BUZZ?

**Do you listen to music when writing or editing your speeches?**

"I use music a lot when I create a speech, and sometimes I imagine it as theme music for trumpeting my entrance or for playing in the background while I speak. Most of the time I create with music."

**Jeffrey L. Stein, DTM**  
Niles Township Toastmasters  
Morton Grove, Illinois

"I have never thought of playing music while writing a speech. I think I will give it a try. Off the top of my head I think I will play either classical or light jazz."

**John Luszcz, CC**  
Hackettstown Toastmasters club  
Hackettstown, New Jersey

"I find music, TV, radio and even conversations going on around me distracting. I prefer silence when I craft a speech."

**Linda Karalfa, ACS, ALB**  
Spokane Falls Club  
Spokane, Washington

"I go to a coffee house to write speeches. I learned a long time ago to shut out distractions and focus on what I'm doing to complete a project, but I find distractions allow me to open my mind to possibilities when I'm stuck on something. Sometimes I even elicit help from someone nearby."

"Regardless of any distraction, I find it necessary to have a regularly scheduled time slot for doing my work, and selfishly guarding that time slot keeps my writing moving forward."

**Steven Cornell, ACB, ALB**  
Ann Arbor Toastmasters and Friends  
Ann Arbor, Michigan  
Members contributed to the discussion on the LinkedIn Official Toastmasters International Members Group.

QUOTE OF THE MONTH

"A LEADER is BEST when people barely know he exists, when his work is done, his aim fulfilled, they will say: WE DID IT OURSELVES."

— LAO TZU, CHINESE PHILOSOPHER

INTERNATIONAL INTERPRETATIONS

Up Close and Personal

When you have a conversation with someone, do you tend to talk close or at a distance? Do you sit in the empty chair next to a stranger, or choose the next seat over?

The study of personal space, or *proxemics*, refers to understanding the comfortable amount of distance we require between ourselves and others in various situations. According to renowned anthropologist Edward T. Hall, who coined the term proxemics in 1963, people generally require 18 inches (45.72 centimeters) to four feet (1.219 meters) of personal space with people they know well, four feet (1.219 meters) to seven feet (2.134 meters) with co-workers and acquaintances, and 12 feet (3.658 meters) to 25 feet (7.62 meters) with strangers.

The amount of personal space we're comfortable with, however, varies by culture. Understanding these cultural differences can help us in our interactions with others in our own country as well as abroad.

North Americans tend to prefer the most personal space, requiring a minimum of 18 inches (45.72 centimeters) between each other in conversations. By comparison, in some Arab, European and South American countries, the accepted social distance is half of North Americans' preferences. In South America, people tend to sit closer to strangers and bump into each other in public, without apologies given or expected. This also applies to densely populated countries where personal space is not readily available, such as India and Egypt, where city streets are flooded with foot traffic and microbuses are filled beyond their capacity with passengers.

Sources: National Public Radio, "How Different Cultures Handle Personal Space"; and Center for Spatially Integrated Social Science, Edward T. Hall: Proxemic Theory, 1966 by Nina Brown



The amount of personal space people are comfortable with varies by culture.



90TH ANNIVERSARY

Club Growth through the Years

Today Toastmasters International is a global organization with 14,650 active clubs hosting more than 313,000 members. But it began small. Toastmasters was founded by Ralph C. Smedley in 1924, and in the early 1930s there were about 20 clubs, according to Smedley's book *The Story of Toastmasters*. However, that number kept climbing, and by the early 1950s there were about 1,000 clubs.

In the 1950s, *Toastmaster* magazine reported the organization's consistent growth by publishing the numbers of active clubs. By 1960, Toastmasters had more than tripled its club numbers from a decade earlier, recording more than 3,000 active clubs.

JANUARY 1951	920 ACTIVE CLUBS
DECEMBER 1951	1,020 ACTIVE CLUBS
JANUARY 1952	1,020 ACTIVE CLUBS
DECEMBER 1952	1,206 ACTIVE CLUBS
JANUARY 1953	1,225 ACTIVE CLUBS
DECEMBER 1953	1,415 ACTIVE CLUBS
JANUARY 1954	1,454 ACTIVE CLUBS
DECEMBER 1954	1,670 ACTIVE CLUBS
JANUARY 1955	1,694 ACTIVE CLUBS
DECEMBER 1955	1,928 ACTIVE CLUBS
JANUARY 1956	2,005 ACTIVE CLUBS
DECEMBER 1956	2,285 ACTIVE CLUBS
JANUARY 1957	2,305 ACTIVE CLUBS
DECEMBER 1957	2,632 ACTIVE CLUBS
JANUARY 1958	2,667 ACTIVE CLUBS
DECEMBER 1958	2,875 ACTIVE CLUBS
JANUARY 1959	2,895 ACTIVE CLUBS
DECEMBER 1959	3,055 ACTIVE CLUBS



## MEET MY MENTOR



# Darlene E. Jordan, ACB, CL

No one has the potential to influence a member's experience like a mentor. Sherry A. Sims, ACS, ALB, a writer and inspirational speaker, is a member of the Leadership Masters club in Tulsa, Oklahoma. She shares how her mentor Darlene E. Jordan, ACB, CL, a technical assistant for a contract drilling company in Tulsa, helped her.

### What drew you to Toastmasters?

I first learned about Toastmasters in 2006 when Darren LaCroix, 2001 World Champion of Public Speaking, came to Tulsa to speak and promote the value of Toastmasters. I joined three years later. I am a 20-year breast cancer survivor. I wanted to write about cancer prevention and conduct seminars on the subject, but I needed to increase my confidence first.

### Please tell us about your mentor.

Darlene has been my mentor since July 2013. She is a true servant leader, overflowing with compassion, encouragement and incredible vision.

Darlene first joined Toastmasters to connect with others. In 2007, after five years as a member, she accepted a position on a U.S. military base in Kuwait. For more than two years, as a liaison between nine branch managers and 500 employees, she oversaw employee transactions and delivered daily reports to the U.S. Army.

She returned to Tulsa, and in 2011 won the Humorous Speech Contest at the area level. She served as chair for District 16's 2012 fall conference, and was named the 2012–2013 Toastmaster of the Year in our district. In 2013–2014, she became the only area governor in her district to lead all her clubs to President's Distinguished within one term.

### How has Darlene helped you?

Darlene provides me with creative ideas, enormous support and valuable insight. She challenged me to continue serving as a club officer,

and encouraged me to compete in the 2014 International Speech Contest.

### What is the best advice you received from her?

She told me to step out of the box and go for it! Because of her confidence in me, I was able to overcome my self-consciousness and compete in the International Speech Contest.

### What is your favorite thing about Darlene?

It is her love and compassion for people.



FROM LEFT: Sherry A. Sims and Darlene E. Jordan

### NOMINATE YOUR MARVELOUS MENTOR!

Do you know an exceptional mentor who has positively influenced you or other Toastmasters? Send a 200-word description and photo (1 MB or larger) of you and your mentor to [MentorMoment@toastmasters.org](mailto:MentorMoment@toastmasters.org).



**TABLET SPECIAL:** Download the tablet edition for a new mentor tip each month.

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### Sue Gaulke

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# TRAVELING TOASTMASTER



**1 | JASON LANTE FROM GOLD COAST, QUEENSLAND, AUSTRALIA,** takes the Toastmaster to his first dive while celebrating his fiancé's 30th birthday at the Great Barrier Reef in Australia.


**2 | PATRICIA COSTELLO, ACB, ALB, FROM SYRACUSE, NEW YORK,** tours Bryce National Park, Utah.

**3 | DANIEL BROWN FROM OTTAWA, ONTARIO, CANADA,** visits Tian Tan Buddha (also known as Big Buddha, a bronze statue standing 34 meters, or 112 feet tall) at Lantau Island, Hong Kong.

**4 | SARAH BASS, ACB, ALB, FROM MADISON, WISCONSIN,** visits Römerberg Square in Frankfurt, Germany.



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or on our Facebook page: Toastmasters International.

 **PICTURE YOURSELF HERE!** Pose with the *Toastmaster* magazine in your exciting surroundings. Email your high-resolution image (at least one megabyte) to [photos@toastmasters.org](mailto:photos@toastmasters.org). Bon voyage!



# From the Batter's Box to The Stage

5 ways baseball made me a better speaker

BY BRIAN D. BARTON, ACB

**N**o matter how you look at baseball, some life lessons can be learned from the game, including how you overcome failure or deal with success. When you think about it, baseball can even help you be a better speaker. It helped me.

## Owning the Stage

As a child, I was afraid of standing in front of a room and being the center of attention. Reading a prepared speech would send chills down my spine and leave me a nervous wreck.

On the baseball field, I was a different person. I embraced the crowd and the cheers—

I soaked it all up. I saw playing baseball as a performance, and I knew how to own *that* stage. I didn't view public speaking the same way. Eventually, that changed.

Before going on stage, I learned to visualize myself stepping into the batter's box while the crowd cheered me on. I imagined the field's bright lights and the opposing team's pitcher. This visualization process made me more at ease—I was ready to “step up to the plate,” or in this case, the lectern.

## The Prep Work

In the game of baseball, “the routine” is extremely important to players as they prepare for each game. From the time I arrive at the field to the start of the game, my routine is strictly regimented. In addition to stretches and exercises, I also prepare mentally. I even do some light reading. But every player's routine is different. It's not about putting on that lucky pair of socks for physical comfort, it's about the emotional aspect.

I now apply a similar regimen when I prepare for a speech. I follow a disciplined routine of outlining my thoughts, gaining a thorough understanding of my topic and practicing my delivery. It has made all the difference. I practice enunciating my words, projecting my voice and matching my body language to the content of my speech. This settles my mind and has made me a more confident speaker.

## Going for the Home Run

The home run is one of the most exciting plays in baseball. It brings the crowd to its feet. There is nothing like the euphoric feeling of



*Brian Barton and his mother, Malisia, in 2012.*

floating around the bases after connecting with a ball that sails over the stadium fence.

I am learning how to get this same effect from my audience as I speak. I set people up by building their anticipation—and then *WHAM!* I knock it out of the park with my message. If I get the desired response (laughter, applause or tear, depending on the anecdote), I know I've hit it out of the park.

## Playing Small Ball

We can't all get home runs every time we're up to bat. At times, we have to play a little “small ball.” In baseball, that means accomplishing the smaller tasks,

like taking one base at a time, bunting and moving other runners toward home base. Each small task is important in the game. When speaking, “small ball” means paying attention to every detail of my delivery. Even if I initially think these details won't matter, they do.

## Closing

One of the most difficult things to do in baseball is to close out a game, especially when teams are neck and neck. It takes composure, confidence and good instincts to get the job done when the game is on the line.

The same holds true when competing in a speech contest. I learned that success depends on how well I close my talk. I don't want to jeopardize my entire presentation on a weak ending, so, when I get to the end, I bring in the “closer,” just like baseball teams bring in the closing pitcher.

A successful speech, just like a winning game, depends on how you open, play and close. Every part, every second counts. **T**

**BRIAN D. BARTON, ACB**, is a former major league baseball player with the St. Louis Cardinals and Atlanta Braves who has written the book *Stats and Situations: The Game Plan to Success*.



**TABLET SPECIAL:** Download the tablet edition for more on how baseball applies to public speaking and learn some baseball lingo you can use every day.



# Patricia Fripp Seizing an Audience— and Opportunities

Dynamic speaker and entrepreneur knows how to captivate a crowd.

BY PAUL STERMAN

It is a little after 9 a.m. on a Saturday morning, at the 2014 Founder’s District fall conference. About 200 people sit in the audience as the keynote speaker is introduced. Then Patricia Fripp strides to the center of the stage, where for the next 90 minutes she commands the space. Wearing a fashionable navy-blue suit, Fripp speaks with purpose and panache, engaging the Southern California crowd with her colorful anecdotes, tough-minded advice and lively humor.

The veteran speaker may be small in stature, standing a little over five feet tall, but she is a large presence in any room.

Toward the end of her presentation, she does on-the-spot coaching, inviting audience members to come up onstage and practice the beginning of their speech. (Being Toastmasters, they



*Patricia Fripp, shown here speaking at the 2014 Lady and the Champs conference, has keynoted many Toastmasters events.*

“You have about 30 seconds to captivate an audience.” — Patricia Fripp

all have openings at the ready.) One stocky man wearing dress suspenders is among the volunteers. Fripp gets straight to the point—or in this case, the pants: A suspender strap is protruding from his right pocket, so she reaches down and removes it, telling him to put it back over his shoulder. Then she checks his left pocket to make sure it’s clear too.

Clothing worn in the wrong way, loose change that jangles, holding the microphone improperly—all can divert an audience’s focus. “Do not distract from your message before, during or after your speech,” Fripp says.

Her own message today focuses on how to connect with and inspire your audience. Not wanting to limit her reach, Fripp alerts the crowd to social-media possibilities whenever she shares a particularly valuable nugget. “Tweet that!” she says. “Hashtag Fripp.”

## A Hair-Raising Journey

Whether tweeting or talking about her, there’s much to say about this longtime trailblazer. Fripp first made a name for herself as a hairstylist. At 20, she landed a job cutting women’s hair at a swank San Francisco hotel, having moved to the city from her native England. She quickly moved up in the business. “In 1969, I became one of the first women to enter a new industry, which was men’s hairstyling,” she says in an interview after her speech.

The charismatic Brit gave presentations at hairstyling events and eventually parlayed her experience into paid speaking gigs. She joined San Francisco’s Cable Car Toastmasters club in the mid-’70s, and in 1977 she delivered the keynote at the Toastmasters International Convention. Then, in 1984, she was selected as the first female president of the National Speakers Association (NSA).

Practice and preparation were keys to her rise in the industry, says Fripp, an NSA Hall of Fame speaker. “You get yourself ready and the opportunities will present themselves, and that’s a universal principle, whether you know it or not.”

## A Lady in Las Vegas

For Fripp, the opportunities keep coming. She runs a high-powered speaking and coaching business, and teams up with Toastmasters World Champions of Public Speaking to present an annual conference. Held in Las Vegas, it’s aptly titled “Lady and the Champs.” This year’s program is February 28–March 1, and it’s headlined by



Fripp and champions Craig Valentine, Darren LaCroix and Ed Tate.

In keynote speeches and breakout sessions, the conference offers speakers and business people a variety of strategies for improvement. This year, for the first time, it will be streamed live, providing access to those who can't make it to the desert city.

"There's an international component to this event because of the world champs," says Fripp. "Last year at Lady and the Champs, people from 16 different countries attended the event."

The conference will also feature motivational speakers Tim Gard and Robert Fripp, Patricia's brother, who happens to be a legendary rock guitarist. He founded the groundbreaking band King Crimson,

and in 2003, as his sister proudly notes, he was ranked 42nd on *Rolling Stone* magazine's list of the 100 greatest guitarists of all time. "My brother got the brains, and I got the personality," quips Fripp.

### Coach's Corner

She still delivers speeches around the world, but most of Fripp's time now is spent coaching. Her clients include executives, speakers, authors and business people looking to improve their sales presentations.

At the November Founder's District conference, about 20 people line up to get her advice on their speech openings. Her coaching talents are on full display as she listens and makes quick assessments. A common theme is the importance of creating a sense of story—and advancing the story quicker. "You have about 30 seconds to captivate an audience," stresses Fripp.

Vernon Budinger, CC, an investment manager in Monrovia, California, takes his turn. He begins by touting an investment strategy. A few sentences in, Fripp stops him. Before you sell the economic benefits, she says, you have to establish a connection with the audience—a sense of trust. Then the financial details can follow.

In her presentation, Fripp also emphasizes the need to be specific, exhorting speakers to be as precise as possible in the words and details they choose. Words like *stuff* and *lots* are strictly off-limits.

(Unfortunately, I run afoul of the specificity rule shortly after Fripp ends her speech. Talking to her about our interview, I somehow utter *stuff*—and immediately hear about it. "Don't use the word *stuff*!" she scolds while punching me playfully, but hard, in the arm. Point taken.)

Craig Harrison, DTM, has watched Fripp do her onstage mentoring at many Toastmasters events where she

has keynoted. "Her speech coaching is masterful," says Harrison, who helped form a club with Fripp in the late '90s. "She whispers suggestions in the speaker's ear and you can see them incorporate her coaching immediately, and the difference is palpable."

### Looking Back

Fripp is full of stories about her evolution as an entrepreneur and speaker. One thing she says was a big help in the beginning: She was a natural talker. When she worked as a hairstylist, many of her customers were business heavyweights from San Francisco's financial district; Fripp says she used the opportunity to learn from them, asking questions while cutting their hair. *How did you flourish in business? What are the most valuable things you learned when starting out? How did you stay on top?*

"Everything I learned about business, I learned behind the chair," notes Fripp, who ran her own salon for many years.

"With both speaking and hairstyling, I did not start either with great talent," she adds. "I started with a real interest in, and commitment to, becoming good, and I had a personality that was well-suited to both." **T**

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**PAUL STERMAN** is senior editor of the *Toastmaster magazine*.



**Download the tablet edition** for more advice from Patricia Fripp's Twitter account.

Visit [fripp.com](http://fripp.com) to learn more about Patricia Fripp and her speaking and coaching business. To learn more about the Lady and the Champs conference, visit [worldchampslive.com/ladychamps](http://worldchampslive.com/ladychamps).



Judy Carter, a speaking coach and humorist, won her audience over by directly interacting with them at the 2013 Toastmasters International Convention in Cincinnati, Ohio.

## A Speech Is a Love Affair

How to seduce, engage and win your audience's heart.

BY JACK VINCENT, ACS, ALS

**V**alentine's Day is quickly approaching, making February the month for lovers in many parts of the world. So let's talk love; let's talk romance.

From attracting and connecting for the first time, to focusing on someone else and touching someone's emotions and feelings as much as their mind, a great speech is like a love affair. A great speech seduces audience members, engages them and then wins their hearts.

### Seduce

Attraction is a product of emotion. It's spontaneous. We don't control it, and it's impossible to change who—and what—attracts us. Sometimes it's instantaneous, like a spark. Famous playwright William Shakespeare and poet Christopher Marlowe both included this famous line in their works: "Who ever loved that loved not at first sight?"

As speakers, we can use this powerful emotion of attraction in our presentations—especially at the beginning of our speeches—to seduce our audiences. The key is to keep it simple. Simplicity sparks emotion. Complexity gets in the way of making jaws drop. It may be helpful in the body of your speech, but in the beginning, simplicity rules—simplicity seduces.

An example: *I spotted him when he walked in. Then he looked my way, looked away, then looked back, and it took my breath away.*

That's simple. Some call it an opening "grab."

"Jump smack into an exciting story," says John Zimmer, ACB, ALB, a member of the International Geneva Toastmasters club in Switzerland and a five-time winner of District 59 speech contests. "Offer a surprising statistic,

cite a quotation, make a provocative statement or ask a provocative question. Your opening is one of the most powerful moments of your speech. Use it to hook your audience."

A brief pause after being introduced can also be powerful and seductive. A pause draws the audience in, not rationally but emotionally. Making a well-crafted opening grab and pausing *again* can literally take an audience's breath away.

And perhaps the most powerful seduction tool of all is confidence. This should not stray into arrogance or cockiness; just show genuine confidence. In romance, business and presentations, almost everyone is attracted to someone who has a strong sense of self. So don't be shy about drawing the audience in with a powerful opening, sprinkled with pauses and genuine confidence.



## Engage

Attraction is powerful, but it only gets you so far in relationships and speeches. Engagement is key, it keeps you moving forward. On a first date, for example, talking too much about yourself can be the kiss of death. You need to listen to your date, too: *Enough about me; let's talk about you.*

One way to do this in a speech is to provide context for your speech after you deliver a breathtaking opening. Outline your main and supporting points and tell your listeners what your speech will mean to them. At this point, audience members will get their breath back, and start to get comfortable. They will be engaged. They will have an idea where on this journey you will take them, and they'll know why it will be meaningful.

This requires knowing your audience, of course. Whether your speech is for an industry conference, a marketing-strategy review or a club presentation, it's essential to know what your audience loves and what its "hot buttons" are.

Gary Vaynerchuk is a social media, branding and blogging guru. His book *Jab, Jab, Jab, Right Hook* is all about connecting with customers. As a conference speaker, he practices what he preaches. He's famous for having "conversations" with the audience.

Vaynerchuk often pulls a chair to the front of the stage, or sits on its edge, and asks his audience questions. He listens intently to the replies. This highly engaging practice makes audience members a part of the presentation. It creates a relationship between the speaker and the audience.

Of course, the conversation, much like the body of a speech, needs to remain relevant to the purpose of the speech and the audience's interests. A masterful facilitator will know when to politely navigate the conversation back to the core topic. And a masterful presenter will make sure he or she stays on topic or risk

losing the audience's interest, regardless of the quality of the delivery.

This is where "not wasting a word" comes in. When in doubt, leave it out. Every word should count and contribute to all the key points.

## Win Their Hearts

They say it's the little things that make a healthy relationship—but big things matter too. Audience members can just *feel* it when you're passionate about your topic, and when you're giving them your energy and your love. I often tell sales teams and presenters alike, "If you want them to believe it, you've gotta' *love* it."

## Stay authentic, be passionate about the importance of your content, and deliver it with love.

You need to cherish your audience, but you also have to cherish your content, your product or your material. You have to truly believe what you say can either change the world or, at the very least, make the audience's day. Delivering a message with passion is not the same thing as over-dramatizing it in your delivery. Stay authentic, yet be passionate about the importance of your content, and deliver it with love.

Content today needs to be personal. It needs to be human and touching. It needs to go deeper than spontaneous emotions, and provoke deep thoughts and feelings. This is where meaning comes in, and this is where great storytellers shine.

For those who haven't read the *Harry Potter* series, it tells one of the greatest love stories of our time. Potter is surrounded by love, while his arch-nemesis

Voldemort has never loved, nor has he ever been loved.

Toward the end of the last book in the series, *Harry Potter and the Deathly Hallows*, Potter meets his mentor, Professor Albus Dumbledore, halfway between heaven and earth. Potter laments the innocent who have died in the quest to vanquish evil. Dumbledore says, "Don't pity the dead, Harry. Pity the living and above all, those who live without love."

The quote is famous, and hints at the theme of the series—the whole reason J.K. Rowling wrote the seven books. She wrote 1,084,170 words to convey the meaning of three words: "Love conquers all."

So what is the provocative human theme in your speech? What does it stand for? How will you touch your audience's heart?

Even a marketing presentation can be moving. You can end with a story of someone getting something—more food, more joy, a deeper relationship—just by using the product you are selling.

A great speech should not only use the tools of romance—seduction, engagement and love—it should be a love affair. It should seduce with a powerful opening. It should engage the audience through relevant content, and involve the audience whenever possible. And it should touch people's hearts.

Spread the love. Happy Valentine's Day! 📌

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**JACK VINCENT, ACS, ALS**, is a sales advisor, speaker and trainer who divides his time between Woodstock, New York, and Lucerne, Switzerland. His upcoming book, *A Sale Is a Love Affair—Seduce, Engage & Win Customers' Hearts*, is available at [ASaleIsALoveAffair.com](http://ASaleIsALoveAffair.com).

# Leading with *Love*

This corporate formula for success goes beyond the profit margin.

BY LINDA ALLEN, ACS, CL

“Leadership would be easy if it weren’t for people,” wrote Mac Anderson, founder of Successories and Simple Truths, two businesses that produce inspirational and motivational products and books.

He’s right.

You may think that leadership is about you, your skills and your experience, but leadership is really about others—all the people you deal with in business, in your community and even in your family. Without people, leadership is a one-size-fits-all skill.

“Leading” and “love” are words seldom spoken together in business or leadership discussions. *Love* has long been a word shunned in the business world because it conveyed emotions that implied weakness. Instead, businesses favored words associated with strength and force to convey power and influence.

But the business climate is changing. Those who incorporate love into their leadership style are attracting attention. These successful business leaders are creating work cultures that

value individuals as team members—not as assets or liabilities. Corporations are shifting the focus from profit-driven bottom lines to collaborative environments that support, encourage and empower employees to grow and develop, both personally and professionally. The “love of power” is transforming into the “power of love.”

### A Caring Attitude

Joel Manby, CEO of Herschend Family Entertainment (HFE), takes love seriously. He leads the largest family-owned theme-park organization in the United States—it’s the ninth largest in the world. For Manby, love is a verb, and it works inside and outside the workplace. His 2010 appearance on the first





season of CBS' *Undercover Boss* allowed millions of viewers to see HFE's leadership model in action. Manby went undercover to the frontlines of his company, working side-by-side with his employees giving "Ride the Duck" tours, participating in early morning park clean-ups and other duties performed at the park. Along the way, he encountered employees who were down on their luck. He became motivated to do more for them.

At the end of the episode, Manby gave back to alleviate the hardships of those employees he had met. The response to the show was overwhelming—it inspired Manby to write *Love Works: The Seven Principles*. In it, he explains the principles that guide his life and career. He believes leaders can be successful and care about employees by implementing patience, kindness,

trust, unselfishness, truthfulness, forgiveness and dedication in their interactions with coworkers.

Manby says, "HFE trains our leaders to love each other, knowing that if they create enthusiasm with their employees, the employees will in turn create an enthusiastic guest experience."

### Follow Your Heart

John Mackey is co-founder and co-CEO of Whole Foods Markets, a natural and organic food market that supports environmental stewardship. *Fortune Magazine* named Whole Foods one of the 100 Best Companies to Work For in 2014—a distinction the company has held for 17 consecutive years.



In an interview with American media host Oprah Winfrey, Mackey described the company's mission: To sell healthy food, make a living and have fun. He advises following your heart when choosing a career. Mackey shared his story about how he dropped out of college, learned to cook and moved to a vegetarian co-op in Austin, Texas. It awakened his food consciousness and became his passion. He and his then-girlfriend borrowed and raised a total of \$35,000 to open SaferWay, a market and health food restaurant. After two years, SaferWay merged with Clarksville Natural Grocery and reopened as the first Whole Foods Market. Mackey now leads a corporation of 380 stores with 80,000 employees known as team members.

Mackey says leaders have a responsibility to develop their own consciousness. For him, love means being a good steward of all resources, including employees, investors, suppliers and customers. Whole Foods extends its practice of leading with love to the earth through sustainable practices.

### Finding Solutions

Since 1948, Kimray has manufactured equipment for the oil and gas industry worldwide. Tom Hill, CEO and chairman of the board, takes a personal interest in the lives, aspirations, families and well-being of his employees. "I've learned through the years that every

## Leading with love dissolves limitations and opens the playing field so each person can create, achieve and grow.

person is living a story," says Hill. "I may not know all that is going on in their lives, so I need to treat them with grace, patience and understanding instead of assuming everything is okay."

During an economic downturn, Kimray chose not to lay off its employees. Instead, the company "loaned" its employees out to charitable and civic organizations while continuing to pay their salaries. When the downturn reversed, the company brought them back "home" to work, and did not have to retrain them—a win-win solution.

In another instance, when Kimray's management realized how some poor decisions adversely affected the company, they developed a program, "Character First." Designed for all employees, the program encourages a culture of good character—the inward motivation to do what is right. Kimray's program has now been implemented in businesses, school districts and communities throughout the U.S. and in 28 countries.

Hill says, "One benefit of developing a culture of character and leading with love is that it makes Kimray an attractive place to work. We retain good people because they enjoy working here,"

says Hill. "We also attract new employees who want to work in a safe, positive and healthy environment, which allows us to have a positive impact on our employees beyond their jobs—to their families and community."

### Maintaining a Balance

From global to local, these new types of leaders can be found in large corporations as diverse as manufacturing and agriculture to small, family-owned businesses.

Paul Freeman is owner and CEO of Anchor D Bank, with branches in three rural communities in western Oklahoma. He admits it's easy to get caught up in productivity, spreadsheets and profitability models, but, "While those are tools," he says, "there must be a balance between bottom-line thinking and doing the right thing—not only for our customers but also for the employee *and* the employer."

Freeman measures that in customer satisfaction with the company's products and services. He asks questions like: *Are our customers going to have a better day because of their visit to the bank? Are they smiling when they walk out?* He says that goes for employees also. Freeman's bank model is having happy employees because it "transfers to the level of service they provide our customers." Anchor D works with employees to develop each one's career path within the bank.

Employees' personal concerns are also addressed. When Anchor D recognized the stress its employees were under due to their financial inability to provide their children an adequate education, the bank implemented a tuition program to cover post-high school education expenses.

Anchor D leaders experienced an "aha" moment when they realized their goals should not be based on numbers, but instead should focus on the direction they take, and the culture they create, to determine the company's outcomes.

Freeman says, "If we spend the money to create the best environment, training and culture we can ... the rest will come. It's all about doing the right thing."

### The Greater Good

The stories behind successful leaders reveal core values that are communicated to employees, both in policies and procedures. These corporate leaders also model the values in their work, ethics and management methods. This shifts the power from the ego to a sense of collaboration and cooperation for the greater good. As Manby says, "It's thinking about yourself less, not less of yourself."

Speaker, teacher and author Marci Shimoff wrote the best-selling book, *Love for No Reason: 7 Steps to Creating a Life of Unconditional Love*. In it, she devotes one chapter to "The Doorway of Communication: Coming from Compassion."

*When the Doorway of Communication is open, you speak and listen in a way that increases compassion and connection. You authentically share what you're thinking and feeling, instead of editing yourself or saying things you don't mean to win approval. You listen empathetically to hear the feelings and needs beneath the words people are saying.*

Shimoff includes exercises for Nonviolent Communication (NVC) and Compassionate Listening. NVC deals with observation, feelings, needs and requests. Compassionate Listening teaches effective and empathic listening by being fully present, without distractions, and honoring the speaker and his or her thoughts. Every exercise encourages treating each person you meet as a VIP.

Shimoff suggests expressing appreciation each day for at least one thing a person has done, whether it's a family member, friend or co-worker.

### **A Culture of Appreciation**

Leading with love does not require a large investment of dollars or resources, but it does require taking a personal interest in the words, ideas and lives of individuals, and appreciating how a company's success depends on the efforts of all. Insincerity can be sensed, and therefore showing respect and appreciation—like greeting employees by name, saying “please” and “thank you,” and hand-writing notes of encouragement—is critical. The power of affirmative words lies in their ability to encourage others to grow and achieve their potential.

Employees feel valued by—and are loyal to—companies that ask for their input on business discussions and decision-making and offer benefits such as team lunches, off-site outings and project-completion celebrations.

### **The Bottom Line**

Companies that practice leading with love report increased profits, lower employee turnover and fewer accidents and sick days. The practice dissolves limitations and opens the playing field so that each person can create, achieve and grow. And you don't have to be the CEO of a corporation—although you may be some day—to lead with love.

For example, Demetrius Office, a member of Enid Speakers of the Plains Toastmasters club, in Enid, Oklahoma, started a young men's basketball group about five years ago to help the players make positive decisions and action plans to improve their lives. He established trust and open communication between the group's members, but, just when they were beginning to feel confident in the environment, a new member joined and disrupted the group's unity.

“I knew I needed to strengthen my interpersonal skills to help this individual,” Office says. “That's when I found Toastmasters.”

Office credits Toastmasters with giving him skills to reestablish trust within the basketball group and lead the members to create goals and a vision for the future. “With the help of my Toastmasters family, I learned to communicate in a way that I could speak from my heart.”

Leading with love offers a formula for success that goes beyond a profitable bottom line and a checklist of achieved goals. Leading with love makes a greater, longer-lasting contribution to the world by impacting, improving and inspiring lives.

With a formula for success like that, how could you not? **■**

**LINDA ALLEN, ACS, CL**, is a member of Enid Speakers of the Plains Toastmasters in Enid, Oklahoma. She is a writer, speaker and trainer who specializes in professional and personal development and leadership programs.

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*The King's Speakers club in London helps people with speech impediments break free from the debilitating fear of public speaking.*

## A Crowning Achievement

London club helps people who stutter speak freely.

BY JENNIFER L. BLANCK, DTM

**T**he movie *The King's Speech* (2010) put stuttering and King George VI on a global stage. It showed the king's frustration, fear, isolation and insecurity because of his speech impediment. But like King George and others have demonstrated, stuttering doesn't need to hold anyone back from achieving success and inspiring others.

The King's Speakers Toastmasters club in London proves this every day. On a recent trip to the city, I visited the group and talked to club members. Started in 2012 by Harminster Dhillon, King's Speakers is one of three known Toastmasters clubs in the world formed specifically for people with speech

impediments. (The other two are in Australia and the United States—more on them later.) The King's Speakers' mission also includes helping people with severe social anxiety.

Dhillon, ACB, CL, began to stutter at age 13. For decades, he suffered a crippling fear of speaking to people. He tried a range of therapies, but nothing was particularly helpful. When he discovered Toastmasters, he found a place to change all that.

Dhillon's stammer still ranges from mild to severe, but he no longer fears speaking. In fact, he now runs training workshops on topics related to personal growth, such as assertiveness and conversation skills,

and has been invited to present sessions in places like Estonia, Holland and Belgium.

"Toastmasters has helped me to change my sense of self-belief," Dhillon says, "to the point now that I cannot imagine life without public speaking."

### A Struggle for Many

Winston Churchill, Marilyn Monroe, James Earl Jones, Bill Walton and Carly Simon. All famous, all known for, among other things, their communication skills—and all people who stuttered. According to the Stuttering Foundation, stuttering—which is also known as stammering—affects approximately 1



percent of the population worldwide. The story of King George VI's struggle highlights what 68 million people face every day. As the British Stammering Association puts it, "When talking is hard, life can be difficult."

Dhillon started King's Speakers to offer fellow stutterers the opportunity to break free of the fear of public speaking, naming the club after *The King's Speech* for a positive, regal association. While this fear is widespread among the general population, it takes on another dimension for people who stutter. Unlike "fluent" speakers—the word used for people without a speech impediment—people who stammer have added speaking concerns related to trigger words, the involuntary repetition or lengthening of words, and uncon-

**"I can now face challenging situations at work. My friends are overloaded by my phone calls, and think I am more sociable."**

— Sabrina Hasni, CC

trolled moments of silence as the speaker struggles to form the sound. There can also be facial and body movements triggered while speaking.

Sabrina Hasni, CC, began to stammer around age 5 or 6. The more she worried about her speech, the more it controlled her. "Every speaking situation became a challenge: speaking to friends, reading or making presentations in the classroom, and socializing," she says. "I became enclosed in my world."

She joined Toastmasters in 2010 to face her fears in a supportive environment. She met Dhillon when he visited her club. They spoke after the meeting, and Dhillon asked her to help charter the King's Speakers club. Speaking in the club has been invaluable, say club members.

"Toastmasters gave me a very safe environment to practice in," notes Dhillon, who works in the finance industry. "I stumbled and failed many times on the stage before I found my feet, and never once did I feel judged, or belittled."

Hasni says the confidence she's gained has been crucial. "I can now face challenging situations at work. My friends are overloaded by my phone calls, and think I am more sociable."

### Hiding the Pain

Some people hide their stuttering by avoiding certain words or simply minimizing the times they speak. These individuals are "covert stutterers." Suzana Kalcic considers herself in this category; she has kept her talking to a minimum, even with some family and friends. Kalcic has stuttered ever since she can remember.

"I just felt like I had created a psychological prison for myself, with my perceived limitations, and it was time to break free," she says. "I knew Toastmasters could help me to do that." It has, and Kalcic is now excited to take on new challenges, such as speaking professionally and leading teams.

Graeme Bass also thinks of himself as a

"covert stammerer." As an English solicitor, Bass has not worried about speaking in court; however, he has minimized talking in team meetings. He has also tried to avoid his known trigger words, which, ironically, include *solicitor*. "The fear of stammering when I am trying to get my point across is something that is always in the forefront of my mind," he says.

The King's Speakers club is helping him change all this, says Bass, who now allows himself the freedom to speak in front of anyone, using whatever words work. With the self-confidence he has gained, he is also taking on volunteer leadership roles.

This kind of success is shared by other people who stutter. Halfway around the world, the Smooth Speech club in Burwood, New South Wales, Australia, will celebrate its 30th anniversary in October 2015. In 1985, Doug Spinks, DTM, and Laurie O'Donoghue, ATM, co-founded the group—the first known Toastmasters club for people who stammer.

"We found that as treated stutterers we were taught a new technique—a new way of talking—but nothing we were taught gave us the confidence to talk," O'Donoghue says.

This is where the Smooth Speech club came in, says O'Donoghue. In a letter to the *Toastmaster* magazine published last year, O'Donoghue wrote, "I want to say thanks to Toastmasters, because I now speak fluently and with confidence."

The Smooth Speech club has a "fluency evaluator" at its meetings. This person gives feedback to members on how well they are using the speaking techniques that help them avoid stuttering.

### New Nashville Club

The Bill Wilkerson Toastmasters is the third and newest club for people who stutter, and for their supporters. Demonstration meetings started in May 2014, and the club, based in Nashville, Tennessee, chartered toward the end of the year.

The club mentor is Eugene Johnson, and it was his experience that drove the formation of the group. For many years, Johnson's stutter caused him to avoid conversations with people, even though he describes himself as a natural extrovert. He joined a Toastmasters club in Nashville—the Parthenon Club—three years ago, and now he not only is confident in conversations but speaking in front of groups.

"I no longer have the fear of stuttering, which is a major hurdle to overcome for a person who stutters," he says. Because of his success in Toastmasters, the staff at Nashville's Vanderbilt University Stuttering Foundation Program is sponsoring the Wilkerson club.

These Toastmasters, and other members around the world who stammer, prove that it's possible to face your fears and succeed. They are inspiring. As Kalcic, of the King's Speakers club, says, "What seemed impossible before, now feels achievable with hard work and dedication." ■

**JENNIFER L. BLANCK, DTM**, is a charter member and vice president mentoring of the *Skylarks* Toastmasters club in Budapest, Hungary. She is a career consultant and regular contributor to the *Toastmaster* magazine.



**Download the tablet edition** for tips on how to support those who stutter or stammer.

Breaking the Gender Barrier:

# From Toastmistress to **TOASTMASTER**

BY CINDY PODURGAL CHAMBERS, DTM



The year was 1966, and Toastmasters executives were working to develop a succinct slogan to sum up the true intent of the growing organization. The final selection, “Listening, Thinking, Speaking Program for Men on the Move,” not only summed up the group’s intent but also highlighted a distinct inequity—the fact that women were barred from membership.



The idea of admitting women into Toastmasters would have been considered peculiar back in 1906 when YMCA Educational Director Ralph Smedley first began dreaming of training people to be better speakers and leaders. After all, he was working for the Young Men's Christian Association, and his job was to help men, not women, gain self-confidence.

By 1924, when the first Toastmasters club was established in Santa Ana, California, the group had developed specifically to serve local businessmen. That the “weaker sex” might require the skills necessary to survive in the business world would have been considered far-fetched. Besides, the thinking went, why would women want to enter a men's organization? Most didn't. Instead, by the 1930s, some “wives and sweethearts” of Toastmasters had decided to form a parallel organization of clubs where women could gain the same skills. Usually termed “Toastmistress” clubs, their formation was at first met with resistance, as evidenced by the following June 1937 notice published in the *Toastmaster* magazine, under the heading *We Women Want Recognition: “We agree not to cause you trouble if you will give us a chance to associate with you. Most of us are wives or sweethearts of Toastmasters anyway, and we believe the general cause of Toastmasters clubs can be helped if you will let us enlist. Give us a chance.”*

While the tone of the notice may seem quaint to us today, offering assistance to the organization no doubt appealed to the men in charge. And because Toastmasters were pledged to help others, it was an appeal that could not be refused. “There are decided advantages when parallel organizations are maintained,” said an article in the June 1937 issue of the *Toastmaster*. “The men's club and the women's club can hold joint meetings, exchange programs, aid with criticism and help each other mightily.”

With the guidance of Ralph Smedley and other Toastmasters leaders, International Toastmistress Clubs (ITC) was incorporated in 1939 in Lynwood, California. With Ernestine White—the wife of a Toastmaster—at its helm, the group chartered more than 30 clubs that first year.

In June 1940, ITC President Mrs. Walter F. Hansen—historical records don't list her first name—summed up her organization's benefits with a tone that was distinctly ahead of its time:

*A Toastmistress is a woman who can preside over any kind of group meeting—not just a dinner meeting. A real Toastmistress is one who can conduct a forum, a discussion, a panel, a conference—one who knows when, where and how to use the various forms of procedure. Speech and leadership cannot be separated. A Toastmistress is not one who makes sweet little talks about the weather or about the rise and fall of women's skirts or gives rehashed material from a magazine. When she speaks, she really says something.*

Although in many regards the Toastmistress group was similar to the organization that inspired it, the informal bond between the two began to widen with time. In 1985,

International Toastmistress Clubs changed its name to International Training in Communication, and the public speaking group is now called POWERtalk International. According to its website, the organization has about 400 clubs worldwide. Its members are both men and women.

### Changing Times

Throughout the 1950s, most Toastmasters' wives were content to lend moral support to their husbands as the men pursued their public speaking goals. But with the advent of the turbulent '60s, the climate changed and women began to request permission to form ladies' auxiliary Toastmasters clubs on an international level. The 1965-66 Executive Committee of Toastmasters' Board of Directors met on the subject, cautiously compromised, and gave clubs the right to support such groups if they chose to do so.

It wasn't until a landmark ruling in November 1972 (which delegates approved in 1973) that clubs on federal properties were permitted to decide whether or not to admit females. The move came almost two years too late for the woman

**“The men's club and the women's club can hold joint meetings, exchange programs, aid with criticism and help each other mightily.”**

— from a June 1937 article in the *Toastmaster* magazine.

who would go on to become Toastmasters' first female International President, Helen Blanchard. In 1970, Blanchard was working at a U.S. Navy research and development center and saw a flier for an on-base Toastmasters club that proclaimed, “Present With Confidence. Join Toastmasters!” She phoned for more information, only to be told the group did not accept women. However, she was told she could visit, and later the club voted unanimously to accept her as a member.

Knowing she couldn't be listed as Helen Blanchard on the application form, she instead applied as “H. Blanchard.” Even that didn't pass World Headquarters' scrutiny, and the form was returned, along with a request for a first name. So during the club's next Table Topics session, members were asked to choose a new one for her. The winner? “Homer.”

Blanchard, who passed away in May 2013, wasn't the only woman willing to join a Toastmasters club that way. Androgynously named applicants probably boosted membership a great deal by the early 1970s. By 1973, when the “women optional” ruling allowed Homer Blanchard to officially return to being Helen, she had already been elected club president.

While the 1972 ruling allowed women the freedom to join Toastmasters, few clubs took advantage of it. Most chose to remain “men only,” causing some newly recognized female Toastmasters



# A TOASTMISTRESS' PERSPECTIVE



Lesley Van Borssum, a former member of the Forest Toastmistress club in Sydney, Australia, poses with her son Greg. Shown on the far right is a newspaper article that highlights the club's 10th anniversary.

**BY MARY NESFIELD**

Lesley Van Borssum joined the Forest Toastmistress club in Frenchs Forest, Sydney, Australia, in 1971—the year her son Greg was born. She remained a member for more than 22 years.

Years later, when Greg suffered severe stage fright while delivering a keynote address at his former high school, Lesley advised him to join Toastmasters. He eventually did—as described in an article in the January *Toastmaster* magazine. Today, his mentors are Graham and Wendy Clark, whom Lesley had met years ago at an interclub competition between a Toastmasters and Toastmistress club.

Recently, Lesley put her Toastmistress experience in perspective.

**How did you learn about the Toastmistress group?**

My neighbor had seen an advertisement in the newspaper that read, “Do you want to build self-confidence and be able to speak up for yourself? Join Toastmistress.” We both went to a meeting.

**What was that meeting like?**

It was nerve-racking! But I knew I needed to stay. My childhood had been stressful. My father had returned from the front line of the war with war neurosis and I had lost two sisters growing up. This, coupled with the Depression era and my mother raising seven children, made for a tough time—on many levels. I suffered from agoraphobia and when I began raising my own family, I realized I was starting to inflict the same family patterns on them. To be a good mother, I needed to change—to build self-confidence. I knew I had to go back [to the club], if not for myself, for my family.

**How did your Toastmistress club operate?**

The club met every two weeks. We had about 30 members—it was very popular. We had an instruction manual, one that was

similar to the *Competent Communication* manual that exists in Toastmasters today. We did prepared speeches, Table Topics and impromptu speaking. The impromptu speeches were the most difficult, but in the end they are what built the most confidence in me, as they taught me to think on my feet. We learned through evaluations, and that was how we improved. We also did tall tale speeches and that was even another leap forward, as it taught me to be a creative speaker.

**Did the club assign leadership roles?**

Yes, we had all the leadership roles that exist in Toastmasters today. I held every position in the club—from secretary to president.

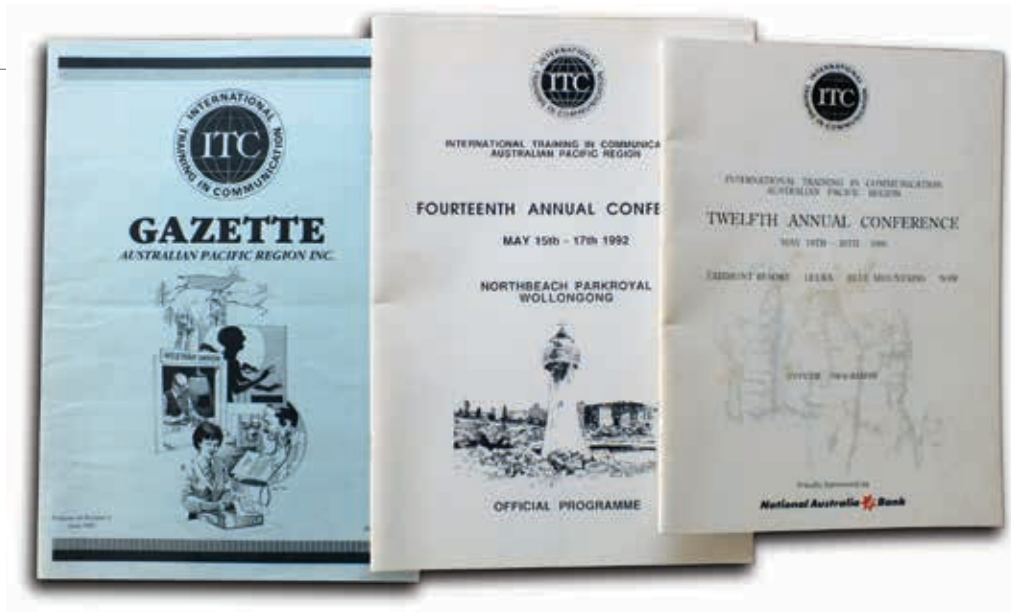
**Did you participate in speech contests?**

Yes, and I competed in many club and some interclub competitions—it was fantastic. We had combined functions with a Toastmasters club and they were a great deal of fun. As club president, I would arrange interclub competitions with Toastmasters members. This is when I met Greg’s current mentors, Graham and Wendy Clark. Wendy and I were both teachers. I think it is wonderful that they are now mentoring my son in a Toastmasters club.

**What did you gain from the experience?**

Toastmistress was life-changing, as it allowed me not to concern myself with what people thought of me. It helped me get over my issues with agoraphobia and become a better mother, wife and teacher, as I was able to identify and encourage children who might be suffering to come out of their shell and grow.

**MARY NESFIELD** is an associate editor of the *Toastmaster* magazine.



*International Toastmistress Clubs (ITC) was incorporated in 1939. Shown above are ITC's conference materials from the early 1990s, after the organization changed its name to International Training in Communication. Today the public speaking group is called POWERtalk International.*

to counter with “women only” clubs. The dispute was finally quelled five years later, when the organization announced the clubs could no longer organize along gender lines.

For Blanchard and many women, it was a time of exciting change. The Toastmaster magazine, which before 1973 had published articles with titles like “The Care and Feeding of a Toastmaster” and “The Critical Spouse in the Toastmasters House,” now began featuring articles with headlines like “The Feminine Influence: How Important Is It?” The answer, stated the author, was “very important...especially when you consider that a club without women is missing half

the population, half the marriages and half of all the people who control the money in the world.”

It also missed half the potential leaders; a role many women were eager to assume. “The men put me to work right away in club offices,” recalled Blanchard in a long-ago interview. After finishing up her term as club president, she took on a series of leadership roles in Toastmasters and became International President in 1985.

Blanchard set the stage for female achievement in the organization. By the time Pauline Shirley became the second

woman to assume the presidency, in 1994, times had truly changed in Toastmasters. Since then, three other women have served as International President: JoAnna McWilliams in 2000, Jana Barnhill in 2008 and Pat Johnson in 2010. **I**

**EDITOR'S NOTE:** *This is an updated and condensed version of an article that originally was published in the October 1999 Toastmaster magazine. Written by Cindy Podurgal Chambers, it is part of a series of history-inspired articles published during this 90th anniversary year of Toastmasters International.*



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# Telling Tales at the Office

Storytelling is a valuable tool in the business world.

BY CAREN S. NEILE, PH.D., ATMS, CL

I was once hired to write a speech for the host of a reception honoring the nation's top financial planners. The client explained how he needed "the storytelling touch" to make this particular event come alive. I interviewed the men and women he planned to honor and created stories for him that demonstrated why these people were the best in their field.

While I was not present during the speech, I knew what the outcome would be. As the host relayed each story, audience members were able to visualize the situation he described as if they were present when it occurred. The visualization process allowed listeners to empathize, appreciate and identify with each story, which then left a lasting impression.

It is this effect that is the reason for using storytelling in the workplace. From the pages of the *Harvard Business Review* to the website of your favorite restaurant, business professionals celebrate the persuasive power of a well-told story.

### Why Tell Stories in Business?

"Stories are experiences," wrote Karen Dietz and Lori L. Silverman in *Business Storytelling for Dummies*. "When you share a story, you relive an experience and invite others to share in it with you. In this way, you move people from focusing on the tangible and intangible qualities of products and services to memorableness. And today's customers want memorable experiences." They are willing to pay more for them too.

According to Dietz and Silverman, stories are also transformational. When



*People tell stories in the workplace—whether to co-workers, clients or employees—because it drives home their point in a vivid and persuasive manner.*

customers are encouraged to make a link between your company's story and a change for the better in their own lives, they are connected to your company in a more profound way than simply through the purchase they make.

### Who Tells Stories in Business?

Carolyn O'Hara, in her post "How to Tell a Great Story" on the *Harvard Business Review Blog Network*, wrote "We tell stories to our coworkers and peers all the time—to persuade someone to support our project,

to explain to an employee how he might improve, or to inspire a team that is facing challenges." The same is true for the CEO of a bank who tells his board of directors how his grandfather founded the company with his own money, or the manager who motivates his team by sharing the story of a satisfied customer, or the injured worker who is asked to begin a safety training session by sharing the tragic tale of how ignorance of the rules caused her accident.

As you can see, unlike many other forms of communication, storytelling is



not a top-down process. It is just as useful when peers tell stories to peers, or employees to bosses. That's because storytelling is the great equalizer. The sharing of story is such a potent activity that it imparts power to the powerless, and gives voice to the voiceless.

### What Makes an Effective Story?

The legendary communication scholar Walter Fisher believed that effective stories required *coherence*, *probability* and *fidelity*. What he meant was that a story must hang together, sound plausible and adhere to listeners' values and their understanding of the world.

Consider these tips for effective stories:

**1 Be specific, yet universal:** If you tell a story that occurs in any city, it's more difficult for listeners to live in the world of the story. Be specific with places, names (even if they are changed for anonymity) and other details to make the story more believable.

## The sharing of story is such a potent activity that it imparts power to the powerless, and gives voice to the voiceless.

On the other hand, if the experience and the details you describe are *too* specific, listeners cannot relate them to their own experiences without the storyteller's help. If an employee tells about her experience in a particularly unique job, she can connect with her listeners by comparing the job to something people in her audience know.

**2 Employ imagery:** When you use imagery to help tell a story, it simply means you evoke the five senses in a colorful way. Most beginning storytellers rely only on the sense of sight—that is, "Her hair was brown." But if you say, "The plate was as hot as burning coal," you have not only helped listeners feel they are in the story by promoting the sense of touch, but you have also done so in an interesting way. One caveat, however: Avoid clichés. They make you look lazy—as a mule.

**3 Refer to your own experience:** There's a nice little business parable in which the output of two woodcutters is compared when one takes frequent breaks, and the other doesn't. At the end of the test, the man who took the breaks cut more wood. Why? Because each time he walked away, he sharpened his axe.

That's a good way to introduce the importance of vacation time, but more often than not, listeners will respond even more intensely to a story that happened to you. If you don't have a terrific story, it's OK to embellish it a bit. If you don't have one at all, however, tell someone else's, as long as you don't say it is your own.

**4 Solve a problem:** Stories, at their heart, are about problems that are solved. If you can identify the problem, question or itch that needs to be scratched in the story you plan to tell, you are well on your way to success.

### When Are Stories Used in Business?

Uses for storytelling in business include:

- **Knowledge management**—That is, maintaining and transmitting the accumulated skills and knowledge of employees, past and present.
- **Strategic planning**
- **Mission/vision statement creation**
- **Conflict resolution**
- **New employee initiation**
- **Morale boosting**
- **Meetings**—Case in point: I once had a university student who did a class project on storytelling in business. As part of her research, she encouraged telling five-minute stories during her company's weekly conference calls, asking managers to share an incident that occurred in their departments in the past week. She reported that her boss was delighted with the resulting openness, learning and connections, and intended to make storytelling a regular feature of the meetings.
- **Sales**—Salespeople may be the most accustomed to using storytelling in their work. Whether it's a joke to foster a connection, or a personal story to demonstrate how a product or service worked for another customer, storytelling sells, and sales people know it.
- **Training**
- **Public relations and marketing**
- **Commemorative events**—Anniversaries or retirement parties offer good opportunities for storytelling.

### What Is the Best Way to Present a Story?

It depends on the occasion. Live storytelling is particularly useful because the storyteller and the listener share the same time and space. This provides the speaker the opportunity to tailor the tale to each audience. When this isn't convenient, always employ Skype or another teleconferencing technology to share stories. Printed stories and digital presentations (including video, audio and images) are also effective ways to relay a story.

So how can your business live happily ever after? Simply foster a culture of storytelling for all employees, in person or through books, video, teleconferencing or images. **T**

**CAREN S. NEILE, PH.D., ATMS, CL,** *teaches storytelling at Florida Atlantic University in Boca Raton, Florida. A professional storyteller, she has presented at two Toastmasters International conventions.*



**TABLET SPECIAL:** Just as individuals can tell stories to conduct business, companies can too. **Download the tablet edition** to learn how companies utilize storytelling.



# The Handshake

How to make a good impression before you say a word.

BY MOIRA BEATON, DTM

*“Ninety percent of what we think about a person is determined in the first 90 seconds we meet them.” — Anonymous*

One form of the handshake is said to have originated centuries ago as a strong arm and handclasp to check if the other person was armed. It was used as a way of dislodging weapons hidden in sleeves in medieval times. Today, handshaking is used to greet others, congratulate someone or seal an agreement—not to check for weapons.

In Toastmasters, we shake hands often, not only as a greeting but also as a way of relinquishing control of the meeting to the next speaker. As a Toastmaster for more than 10 years,

**A good handshake—when hands are aligned, grip pressure is equal and eye contact is made—creates a positive impression.**

I have shaken many hands. Some handshakes stand out—for better or for worse. In the latter category, I have experienced “wet fishes,” “bone-crushers” and “socket-wrenchers.”

The simple gesture of shaking hands relays a message, and it can make or break a first impression.

### **To Shake or Not to Shake**

In many cultures people don’t shake hands. If you intend to visit another country, it’s worth finding out the proper way to greet others. In Japan, people bow. With heels together and palms on thighs, both men and women bow from the waist. The deeper the bow, the more respect is paid to the other person. There are strict rules attached to bowing, and, although foreigners are not expected to be experts, an attempt made at following protocol is usually appreciated. If, however, you’re visiting

a Toastmasters club in Japan, shaking hands is likely the norm.

“We don’t normally shake hands in Japan when greeting each other, but at our Toastmasters clubs we do shake hands, as it’s the Toastmasters way,” says Sumiko Futana, DTM, of the Kitakyushu club in Fukuoka, Japan.

Dr. Kevin Lee, ACS, CL, was born in Malaysia and is now a major in the British army medical corps. He is stationed in the United Kingdom but takes many trips abroad and has visited Toastmasters clubs in a number of different countries. From what he has observed, people shake hands in Toastmasters clubs even in countries where handshakes are not a common greeting.

“It’s a Toastmasters tradition,” says Lee, a member of two clubs in Scotland. “Shaking hands is done in districts all across the world.”

### The Toastmasters Way

Even though shaking hands is a Toastmasters tradition, it’s best to know how a club’s members hand over control of the floor before you attend a meeting. If you don’t know, take your lead from the meeting Toastmaster. And if you’re still unsure, allow others to reach out to you first, since an unwelcome handshake can be more embarrassing than no greeting at all.

For example, in some clubs, especially during flu season, members may use elbow bumps, fist bumps or a nod of the head to avoid spreading germs. And some members may have religious reasons for not shaking hands.

However, when it’s welcomed, a handshake creates a brief connection between two people. A good handshake—when hands are aligned, grip pressure is equal and eye contact is made—creates a positive impression.

### Best Hand Forward

It’s important, therefore, to pay attention to your handshake, whether it occurs at a Toastmasters meeting or elsewhere. And shaking hands in club meetings is good practice for life outside the club, such as at business and social gatherings, where first impressions can be crucial.

The next time you assume the role of meeting Toastmaster at your club, reach out first to welcome speakers, make eye

contact, smile, and turn control of the floor over with a good handshake. You’ll make an excellent first impression. **T**

**MOIRA BEATON, DTM**, is a freelance writer and communication coach. She is a member of the Waverley Communicators club in Edinburgh, Scotland. Learn more about her at [moirabeaton.com](http://moirabeaton.com).

## INFAMOUS HANDSHAKES

What constitutes a bad handshake? Body language experts Allan and Barbara Pease identify some in *The Definitive Book of Body Language*.



**The Bone-crusher:** This person grabs your hand and squeezes hard. Musicians and arthritis sufferers may want to avoid shaking hands with the bone-crusher. The handshake is painful and can also damage your hand.



**The Stiff-arm Thrust:** Determined to keep a person at a distance, this hand shaker will stretch out his or her arm to clasp your hand, preventing you from coming closer.



**The Socket-wrencher:** Unlike the stiff-arm-thrust hand shaker, this person uses a strong grip to pull you into his or her space. It can sometimes feel as if your arm is parting company with your shoulder.



**The Pump Handle:** This over-enthusiastic hand shaker grabs your hand and energetically pumps it up and down. Sometimes this person holds on for too long, not knowing when to stop.



**The Wet Fish:** This flaccid, clammy handshake can indicate that the person suffers from hyperhidrosis (the medical condition of excessive sweating), or is extremely nervous.



**TABLET SPECIAL:** View these handshakes in action on the tablet edition.





# Go Monkey Hangers!

Why sports teams might want to rethink their names.

BY JOHN CADLEY

**T**he name of a sports team is supposed to strike fear in the hearts of its opponents, or so I've always believed. For instance, there's an American football team called the New York Giants. Who wants to fight men the size of mountains? Another is dubbed the Jacksonville Jaguars. Anyone care to tangle with ferocious jungle cats? As a lover of precise language, however, I'm not sure these names have the effect their authors intended. For instance, Goliath was a giant and look what happened to him. Perhaps the team from the Big Apple would be better served by calling itself the New York Davids. As for jaguars, they hunt nocturnally. Does that mean all games in Jacksonville are played at night?

**As a lover of precise language, however, I'm not sure these names have the effect their authors intended.**

Yes, I'm being facetious, but some names offer reason to pause. Consider the New Orleans Saints, another American football team. Far from fearing them, I would look forward to the contest. Being thrown violently to the ground by a saint can only make me a better man. He wouldn't do it if I didn't deserve it.

Moving from the gridiron to the baseball diamond, we have the San Diego Padres—again, a name with decidedly religious overtones. “Padre” means a priestly father, which, as a Catholic, gives me great consolation. It's nice to know that when I hit a single, the first baseman will offer to hear my confession.

Beyond American shores, of course, soccer is the world's athletic obsession. In England most clubs are known simply by where they're from: Liverpool, Chelsea, Andover Town. It's a nice idea until you have Tottenham Hotspur vs. West Bromwich Albion, in which case I would hate to be the announcer. Occasionally, the Brits will add nicknames like the Tamworth Lambs or the Morecambe Shrimps. They don't frighten me but they do make me hungry. As for the Exeter City Grecians and the Hartlepool United Monkey Hangers, who knows *what* they were

thinking? The former gives me visions of tough, working-class British lads wearing loincloths and wreaths on their heads; the latter suggests I'll be playing a very curious trade union.

In neighboring Ireland the team in Bray is known as the Wanderers and those in Shamrock and Sligo are called the Rovers. One can only wonder if they'll stay on the field long enough to finish the game.

Elsewhere, team names are often inspired by the military. Thus, you have the Botswana Defence Force, the Pakistan Army and the Philippine Air Force. You don't lose to these teams. You surrender.

In Egyptian soccer you will play the Arab Contractors. When the game is over they get out their tools and repair your stadium.

And then there's cricket, a legacy from the days of the British Empire that seems to be played everywhere, from Australia to Sri Lanka. The teams don't have names—just the word “Club” or “Association” after their place of origin (e.g., the Ragama Cricket Club or the Bengal Cricket Association). This might be a vestige of the British penchant for understatement. It could also be because with a game that has more rules than the U.S. tax code and can last up to five days, cricket is less a sport than a second career.

For all these sports played with a ball, let us not forget the one that is played with a puck. You could argue that hockey is tougher than rugby and American football combined, yet the sport's team names belie that fact. The Anaheim Ducks (are you going to peck me to death?), the Montreal Canadiens (yes, we know Montreal is in Canada), the Ottawa Senators (are we going to play or caucus?), the Dallas Stars (my, don't we think a lot of ourselves), and the Toronto Maple Leafs (it's *leaves*, OK? *Leaves!*).

It seems if we want names that truly cause us to tremble, we must turn to the ladies—specifically, women's roller derby. Lace up your skates and prepare to take on the Toxic Shocks, Tent City Terrors, Prim Reapers, Belles of the Brawl, Brass Knuckle Betties, Venomous Vixens, and the ever popular Psycho Killers.

Now I am scared. **T**

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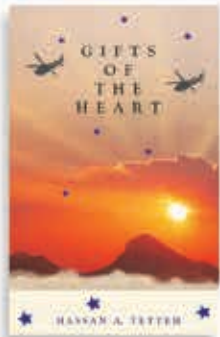
**JOHN CADLEY**, a former advertising copywriter, is a freelance writer and musician living in Fayetteville, New York.



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In addition to all the good stuff in life, we tend to mess things up a lot too, and ignoring our difficulties or detrimental behavior doesn't make it all go away. In general, a lot of our problems arise from our self-centered and materialistic orientations along with our negative or violent emotional swings. Hey, isn't it about time we started getting ourselves...

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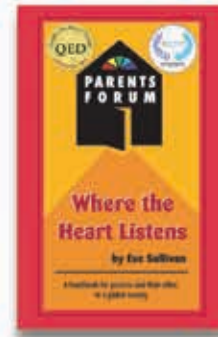
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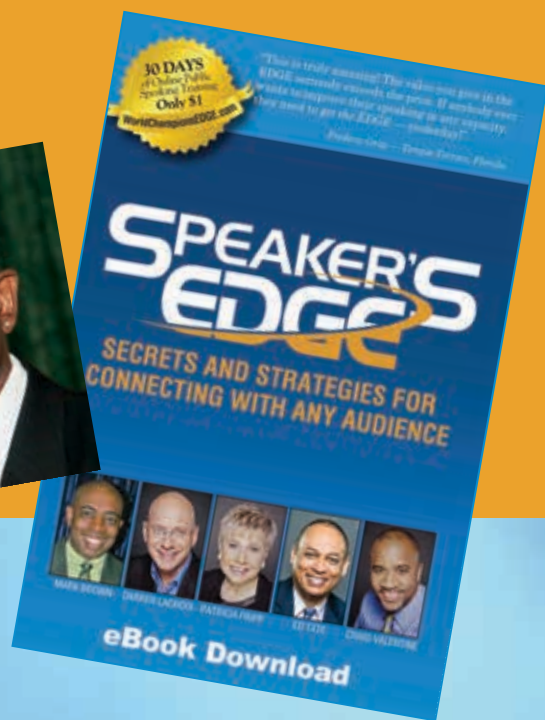
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