

TOASTMASTER®

Make Your Resolutions Stick!

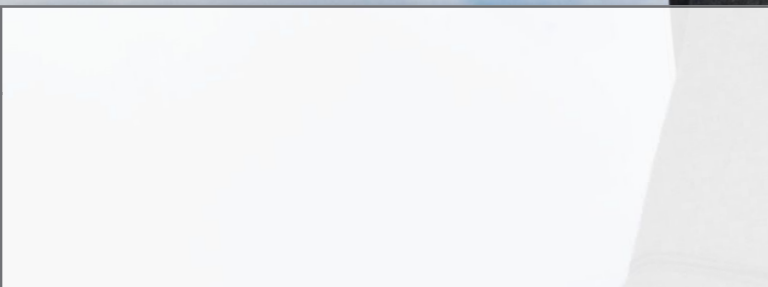
How to set tangible
goals for 2014.

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Revealing the Riches of Local Attractions

How some members take
the lead in educating tourists.

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When Toastmasters Turns 100



Happy New Year to all the members of our global learning community! The year 2014 marks the 90th anniversary of Toastmasters International. It is interesting to consider what our founder, Dr. Ralph Smedley, would think if he were to see our organization today.

First, he would be awed by how we are now a truly global organization of more than 14,350 clubs in 122 countries whose membership exceeds 292,000. Since 1973, when women were first admitted, female membership has grown to now represent more than half of all members.

Second, he would find it incredible that most Toastmasters business is conducted through a magic box that has been named a personal computer, and that information is passed instantaneously through thin air known as the Internet, as opposed to the leisurely mail delivery service he was accustomed to. If he found all of this hard to grasp, just as many of us still do, he would certainly be overwhelmed by the explosion of social media and mobile devices.

Yet despite these changes of epic proportion, Smedley's vision has remained unchanged: to empower individuals to become better communicators and leaders through overcoming their fears of public speaking and increasing their confidence.

If anything, despite the revolution in communication technologies, Smedley's vision remains more relevant today than when he developed that powerful insight almost a century ago. As our world shrinks rapidly and becomes increasingly complex, the need for more effective communication and leadership is now more important than ever before.

We are now into the fourth year of the 2010 Strategic Plan and preparing to formulate the 2015 Strategic Plan, which will carry our organization toward its centennial year. As we begin the new year in this era of accelerating changes, I would like to take this opportunity to invite everyone to participate in an exercise of imagining what the environment in which we operate will be like in the future, and how the organization will serve its members in the year 2024.

Let us look into the crystal ball to imagine Toastmasters at its centennial. For those of you who accept this challenge, consider sharing your vision or idea of what Toastmasters will look like 10 years from now during club meetings. You can develop your ideas as a theme in Table Topics or in meetings devoted to the history of Toastmasters.

To learn about the history of Toastmasters, visit www.toastmasters.org/timeline. 

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International President

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Toastmasters International Mission:

We empower individuals to become more effective communicators and leaders.



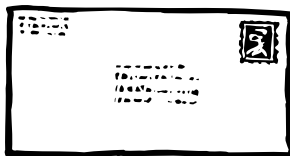
WHERE LEADERS ARE MADE
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In Harmony

I enjoyed the September Viewpoint by International President George Yen—in particular, the quote from Immediate Past District 76 Governor Kazuko Kawauchi, indicating the Toastmasters experience is *jin sei dojo*, or life's practice field. It struck a harmonious chord with me.

For years I have been saying (some say preaching) that the nervousness people feel when approaching the lectern to give a speech is really an asset. It is nothing more than energy that a speaker can use to make a more powerful connection with the audience. This is a similar idea to the management of internal energy used by practitioners of *tai chi* to focus and channel their chi in harmony with their movements and the environment.

I am gratified to learn from such august personages as Kawauchi and Yen that I have been right all along.

JOHN REECE, DTM
Adventurers club
Van Nuys, California

Welcomed Changes

I am responding to the letter "Not Happy with Magazine Changes" (October), which referred to the magazine as a journal for specialized professional groups. I was delighted by the July issue's medical theme. I know of many professionals who could improve their communication skills.

I have been conducting the Youth Leadership Program for Kaiser Hospital's Summer Youth Employment Program (SYEP) at the Vallejo Medical Center in California for five years. Kaiser has used the Toastmasters Youth Leadership Program for many years as part of its weekly SYEP Education Day. I asked my club members to donate their magazines to the young interns, and I received one for each of the summer's 10 interns.

Thank you for this arm of the communication skill-building program.

NANCY HUTCHINS, ACG, CL
Napa Toastmasters
Napa, California

Instant Connection

So many of the September issue's articles made me feel instantly connected. For me, that one moment in time [in reference to International President George Yen's Viewpoint] was five years ago when I joined Toastmasters. I felt connected while reading "Give Yourself a Hand" by Matt Abrahams because I recently delivered an education session on body language to my club.

Another connecting point occurred when reading "Say It with a Song," by Thomas Hopkins. I had done Project 2 in *The Entertaining Speaker* about The Carpenters. I began by singing their famous song "Top of the World." It grabbed my audience's attention, and I felt on top of the world!

However, what I loved best was "Round-robin Evaluations" by Linda Allen. I suggest we incorporate this practice into our club meetings. But the article I found most intriguing was about mental acuity ["Exercising the Mind" by Judith C. Tingley]. In the words of Steve Jobs, "Creativity is just connecting things."

I have a long way to go to connect with the infinite world of creativity.

SHALINI MENEZES, ACB, ALB
Kanoo Toastmasters
Dubai, United Arab Emirates

Merchant Psychology

I disagree with much of John Cadley's October article, "Marketing Mind Control." Copywriters probably don't delve deeply into the strategic operations of supermarket chains. Psychologists *do* advise on store merchandising: layout, color appeal, background music and positioning for impulse buying. I, for one, learned a lot of the tricks marketers use from author Vance Packard, who wrote about many of the ploys that are used to get us to buy.

ARTHUR THOMAS WARE, DTM
Dundas club
Dundas, New South Wales, Australia

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. Please note: Letters are subject to editing for length or clarity, and may be published in both the print and electronic versions of the magazine.



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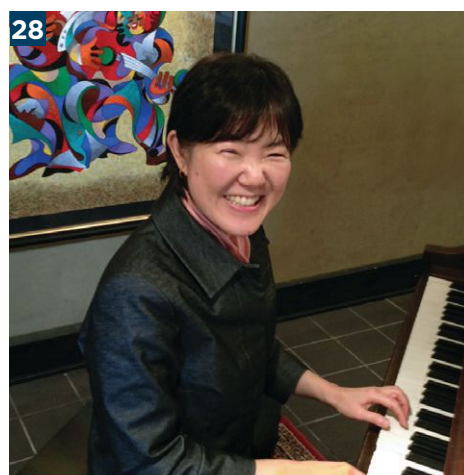
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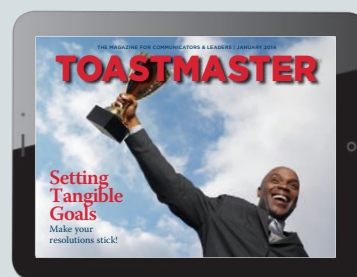
The September through December issues* are available for viewing on these tablets:

- iPad (except for first-generation iPad)
- Android
- Kindle Fire

Simply download the Toastmasters International app for your tablet from the Apple, Google Play or Amazon App stores.

For more information, go to www.toastmasters.org/magazine.

**The January issue will be available soon.*



January Digital Content Highlights

- Watch 7 buzzworthy speeches from 2013 on video
- Listen to the podcast discussion about the revitalized education program
- See fellow members in exotic places in the expanded version of *Traveling Toastmaster*

AROUND THE GLOBE

MEMBER MOMENT

Delving in Lens First



Adrian Melia ziplines in the Swiss alps.

Adrian Melia, CL, is a seasoned photographer of diverse subjects, including sports, dance, theater, travel and farming. He also takes photos for the media and for public relations purposes. Melia is club president of Kildare Toastmasters in Kildare, Ireland, and enjoys meeting new and interesting people and traveling the world. The great thing about being a Toastmaster, he notes, is, “you can reach out for assistance almost anywhere, and you are welcomed in any club in the world.”

How did you become interested in photography?

It all started when my mother gave me a camera when I was 12. At the time, I thought it was the most ridiculous present I had ever received. I took my first picture six months later and quickly realized I could photograph family and friends in

humorous situations, and so a belated love affair was born. I enjoy capturing movement, action and passion, which is why I love photographing sports and dance so much.

What is your favorite place to photograph?

The Jungfrau region of the Bernese Oberland in the Swiss Alps. I love the Bernese Oberland for its spectacular mountain scenery and glacier villages with the Eiger and Jungfrau mountains overhead.

What have you learned from your travels?

The more people I meet from diverse cultures and places, the more I realize we are all basically the same—regardless of race or religion.

Give an example of how Toastmasters helped you in your profession.

A few months ago I had to give a speech on behalf of the Press Photographers Association of Ireland at an exhibition opening, with sponsors, politicians and other guests in attendance. Everyone was totally focused on what I was saying. That, without a doubt, is due to Toastmasters.

Where have you looked for advice as club president?

At the last area officer training, I was asked to deliver a presentation on a subject I knew nothing about, so I asked for help on LinkedIn. I got a great worldwide response, which helped make a good presentation.

To learn more about Melia and his photography, visit www.amtravelimages.com or www.adrianmeliaphoto.com.

In Brief

TRAVELING TOASTMASTER HAS MOVED

See pages 10 and 11 for a special two-page spread.

RESOURCES FOR NEW MEMBERS

After your club's new members are sworn in, refer them to the resources available at www.toastmasters.org/newmember. There they will find the Ice Breaker project and free, helpful manuals to get started.

SHOW OFF YOUR CLUB VIDEO

Share your club's story and enthusiasm for the brand by entering the Toastmasters Video Brand Contest. Your club could win one of the following: a banner, lectern or marketing materials. For contest details, and to see the latest winning club video, please visit www.toastmasters.org/brandportal and select “Brand Contests.” The contest ends January 31, 2014.

TOASTMASTER MAGAZINE SUBMISSIONS GUIDELINES

Do you have a story to share about overcoming obstacles and lessons learned? The *Toastmaster* magazine welcomes articles for the My Turn column. For submissions to any other section of the magazine, please complete an article submission form at www.toastmasters.org/writerguidelines.



Members from 16 different clubs throughout Singapore show off their diverse nationalities through native attire and national flags. District 80 Governor Pradeep Kumar, DTM, is seated to the right in the front row.

CLUB SURVIVAL TIP

Grammarian Guidance

What good is compelling or interesting speech content if the language is hard to follow? Proper grammar is an important aspect of clear communication. The grammarian plays an essential role at a club meeting; among other duties, he or she listens to the speakers and points out “any awkward use or misuse of the language (incomplete sentences, sentences that change direction midstream, incorrect grammar, malapropisms, etc.),” according to the *Competent Communication* manual. Keep these pointers in mind when you serve in this role at your next meeting:

- **Do some research.** To be an efficient grammarian, you must know basic rules of English grammar. Browse through a grammar book or use the Internet to brush up on subject-verb agreement and the correct use of words. In addition, look up interesting

vocabulary words you can share with members.

- **Learn to listen.** Documenting speakers’ use of language and their handling of grammar requires concentration and attention to detail.
- **Give examples.** Instead of merely pointing out errors, state examples of correct usage.
- **Use visual aids.** If your club has a “word of the day,” write the word, its part of speech (noun, verb or adjective) and its definition on a poster board—in letters large enough to be seen by everyone in the room.
- **Be polite.** No one’s grammar is perfect, especially in impromptu speeches like Table Topics. Avoid acting like the grammar police, and simply point out the mistake without dwelling on it. In addition, be sure



to recognize the positive: Mention examples of vivid and creative language use.

WHAT'S THE BUZZ?

What advice do you have for creating a strong speech conclusion?

"Give a call to action, when appropriate. It's always helpful to give audience members somewhere to go or something to do with the information you've shared with them. It is also helpful to tie your conclusion to your introduction. For example, I once saw a speaker use a prop during his introduction; he later brought it back for the conclusion. You could also draw attention in an introduction to a quote or a point that may at first be ambiguous, and later give listeners an 'a-ha' moment by repeating the same quote or point in the conclusion."

Kevin Markl, ACS, ALB
Lamorinda club, Lafayette, California

"Consider developing your idea by first limiting your message to no more than 10 words. This strategy will help you focus your speech and will make it easier to prepare a strong conclusion. Just remember: No cheating! Don't go over 10 words when creating your message. See if it works for you."

Marcia Roberts, DTM
Eyeopeners club, Tucson, Arizona

"In his education session at the August 2013 International Convention, Darren LaCroix suggested the following: Write the essential message of the speech first. Then list key points to support it (a maximum of three in a seven-minute speech). Finally, write the conclusion by first reinforcing the key points, and end with the one thing you hope your audience will remember from your talk. In contrast, try writing the conclusion before writing the opening."

George Marshall, DTM
Star Search club, Freemont, California

Members contributed to the discussion on the LinkedIn Official Toastmasters International Members Group.

QUOTE OF THE MONTH

"Four steps to achievement:
Plan purposefully. Prepare
prayerfully. Proceed positively.
Pursue persistently."

— William Arthur Ward

MEET MY MENTOR



Rubén Huertas, DTM



FROM LEFT TO RIGHT: *Mentee Elbia I. Quinones, and her mentor, Rubén Huertas, DTM.*

No one has the potential to influence a member's experience like a mentor. Elbia I. Quinones, DTM, founder of Fast Growth International and member of Puerto Rico Toastmasters in Rio Piedras, Puerto Rico, shares how her mentor Rubén Huertas, DTM, has helped her.

Why did you join Toastmasters?

At first, I did not want to join Toastmasters. I had stopped all efforts in personal development. I felt stalled and frustrated, and was afraid to face my own limitations. I attended the first Toastmasters demo meeting in Puerto Rico prior to the creation of what is now the Puerto Rico Toastmasters club. When I joined the club, my life changed. My self-esteem rose and I became a better communicator and writer.

What does your mentor do for a living?

He is a commercial real estate executive and an entrepreneur.

How long has he been your mentor, and what has he taught you?

Rubén has been my mentor for four years. He taught me that if I could visualize something in a clear and specific manner, I could achieve it. But I first needed to develop my idea step by step. I learned how the same discipline that is used to develop a speech can be applied to creating a new life.

How does Rubén give feedback?

First, he analyzes my written speech, and then he listens to an audio recording of my speech delivery. He also watches me in a live video practicing my speech, and identifies areas for improvement while making recommendations.

Does your mentor give you honest feedback?

Yes. His feedback is firm but kind, and given in a way that makes me want to improve.

What goals have you accomplished while under your mentor's guidance?

I served as club president and area governor, and I became a mentor.

How has Toastmasters inspired you in meeting your professional goals?

I created a personal development firm and became a published author. I regularly conduct educational activities, events and programs for the community, and especially for young adults.

What do you like best about your mentor?

It's the depth of his understanding and his mastery of the leadership and communication learning process within the Toastmasters program.

INTERNATIONAL INTERPRETATIONS

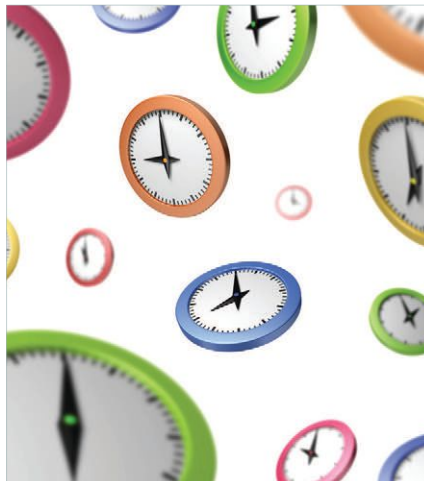
Around the Clock – Around the World

At the start of a new year, people often become contemplative, especially while pondering the passage of time. After all, depending on one's perspective, it can whiz by in the blink of an eye or linger slowly. Here are some colorful expressions, or idioms, from the book *I'm Not Hanging Noodles on Your Ears* by Jag Bhalla about the perception of time from different cultures.

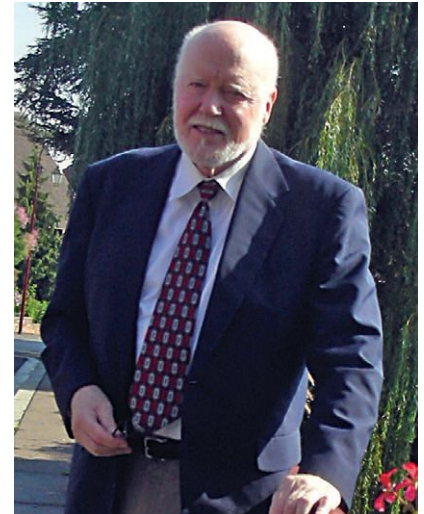
For Costa Ricans, time passing quickly is "like a poor person's funeral," while the Chinese think of it as "a white colt passing over a crevice." An extremely urgent matter for the Chinese is "like eyebrows on fire."

Those who are a little more impatient may feel as though things move "as slow as molasses," a popular American idiom. Other cultures have similar sayings about this idea. In Yiddish, time "creeps like a bedbug." And Italians claim that time can be as "slow as hunger."

Idioms are also used to indicate a time period many years ago. In Spanish-speaking cultures, for example, expressions often refer to animals when describing the distant past, such as "when snakes wore vests" (Chile) or "when dogs were tied with sausages" (Uruguay).



LEARNING FROM OUR PAST
INTERNATIONAL PRESIDENTS



TIMOTHY KECK, DTM

1999–2000

Basye, Virginia, USA

A Memorable Moment

Toward the end of my term as International President, I received a letter from "Robert," a Gavel club president and inmate at the Oregon State Penitentiary in the United States. He wrote in response to my Viewpoint article in which I had written that at the heart of Toastmasters lies "a life-transforming empowerment."

Robert wrote to affirm this thought and to say: "Yes, we are convicted criminals, yet within the learning laboratory of our club, men flourish [and become] empowered to realize their own potential and have the courage to change."

In this letter I found an eloquent affirmation of the profound good Toastmasters does in the world. It reinforced a conviction borne of my experience in this wonderful organization. It is one I will carry for the rest of my life.



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CZECH REPUBLIC



SLOVAKIA



RUSSIA



ETHIOPIA



ZIMBABWE



MALI

FACTS WORTH KNOWING

A Closer Look at Flags

In the past, the Toastmasters International Convention has kicked off with the Parade of Flags during Opening Ceremonies, where the national flags of countries that have at least five clubs are presented. Have you ever wondered about the symbolism of all those flags?

Vexillology is the study of flags. Almost all national flags use a combination of some or all of just six colors: red, white, blue, yellow, green and black. Countries in different regions tend to use similar colors (Eastern Europe tends to use red, white and blue. Africa tends to use red, yellow, green and sometimes black). Stars are a common motif in flags, symbolizing ideology, religion, parts of the country or the country itself.

Even organizations have their own flags. Upon Toastmasters International's rebranding in 2011, a redesigned flag was adopted with the current logo on a yellow background.

If you are traveling and you see an unfamiliar flag, ask a local resident what it means. It's a good way to put your Toastmasters skills to use!

BY DAVID KENDALL, DTM,
a member of the Vital Words club in
Winnipeg, Manitoba, Canada

TRAVELING TOASTMASTER



1 | JOAN (LEFT) AND ROCCO DI LILLO FROM HUDSON, OHIO, smile by a windmill in the Netherlands.

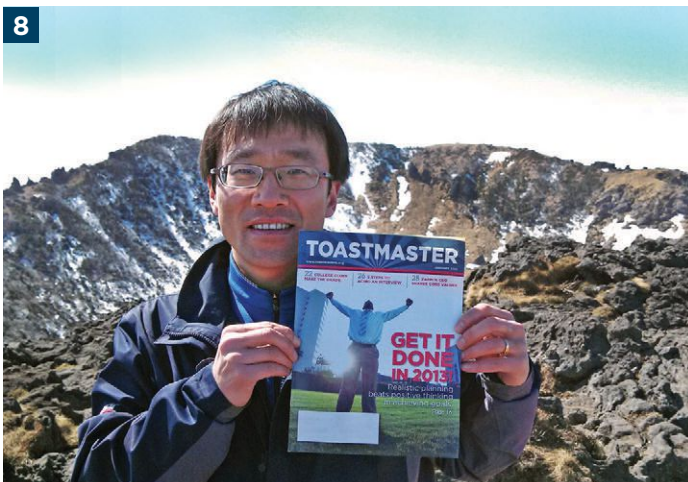
2 | CHARLES STRACHAN, ALSO KNOWN AS CHARLIE THE CLOWN, FROM LAS VEGAS, NEVADA, poses at the "Welcome to Fabulous Las Vegas Nevada" sign.

3 | MILLIE TANNEN FROM JACKSONVILLE, FLORIDA, and her camel climb Mount Sinai in the Sinai Desert in Egypt.

4 | BARB LEWIS FROM CALGARY, ALBERTA, CANADA, explores the white sand beaches of the Bahamas.



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. Bon voyage!



5 | MARY ANNE CHEW (LEFT) AND MIGUEL A. MORALES-TOIA, BOTH FROM IOWA, jump for joy near Machu Picchu in Peru.

6 | WARWICK DEAN FROM SYDNEY, AUSTRALIA, stands on Mount Werner in Steamboat Springs, Colorado.

7 | DEBBIE MINICOLA FROM JAKARTA, INDONESIA, travels to Villingili Island in the Maldives.

8 | M.I. CHO FROM YONGIN, REPUBLIC OF KOREA, visits Hanla Mountain, the highest mountain in South Korea.



VIEW MORE PHOTOS on your iPad or on our Facebook page: Toastmasters International Official Fan Page.

Fake It 'Til You Make It

How I tricked myself into putting on a good show.

BY NATHAN MAGNUSON, CC

When military personnel are deployed to combat zones, they sometimes make life-altering decisions. I made one such decision when I served in Iraq in 2008, as a member of the United States Army's 418th Civil Affairs Battalion.

While stationed overseas, I was housed reasonably close to an Internet connection. Between the hundreds of missions we ran by day, I enrolled in two online classes in the Army's organizational leadership program. Studying for my classes one night, I came across this quote from John C. Maxwell, Toastmasters International's 2012 Golden Gavel recipient: "Everything rises and falls on leadership."

Good leaders are good communicators, and I realized that my experience in public speaking was severely lacking. Right then and there, I decided to join a Toastmasters club when I returned home.

In the bid to sell yourself—whether as a speaker, a professional or simply as a person—always start high.

A year later, I was back home in North Carolina and I joined a club. I signed up for a speaking date and waited until it was finally my turn to give my Ice Breaker. As I sat there nervously, I recalled watching some of the other club members giving their first speeches. Invariably, they all began their Ice Breaker in about the same manner: The rookie speaker would walk to the front, slip behind the lectern, stiffly arrange his or her notes, fidget, and then say something to the effect of, "Wow, I'm really nervous!"

I decided I wasn't going to let on how nervous I was. Instead I planned to convince my audience that I was a seasoned professional. I decided to *fake it until I could make it*.

When my name was finally called, I did my best to walk assertively to the front. I think my legs might have been shaking a little once I got behind the lectern. From there, I just gave it my best shot and launched ahead. Whenever I started feeling flustered, I took a breath, checked my notes and kept going.



Nathan Magnuson uses self-talk to convince himself, and others, that he can deliver a good speech.

Finally, I made it to the end. My audience gave me a rousing round of applause.

I didn't escape without receiving plenty of tips for improvement. One member told me not to lean on, or "hug," the lectern. Another said I needed to better alert my audience when I was about to make a transition. But I knew my plan was a success when I heard the Toastmaster of the meeting say, "It's clear you've been doing this for quite some time."

I've given plenty of speeches since that night, at Toastmasters clubs, at work and in the community. And I still draw on that same motto: I fake it until I make it. Just recently I delivered a boardroom presentation to the highest-ranking senior client I had worked with so far. The pressure was on. I became so tongue-tied I almost didn't make it out of the starting gate!

Then I remembered my game, and it worked. My recommendations were

accepted and I earned the praise of my bosses.

Let me tell you about the time I participated in an impromptu taste test at a party. The two entries were identical homemade pies; however, one was a brand name and the other was generic. The generic pie won the most votes for best overall taste.

The point? What's on the label is not nearly as important as what is on the inside. Ultimately, there's only one person in the world who can sell you—and that's you. So in the bid to sell yourself—whether as a speaker, a professional or simply as a person—always start high. **T**

NATHAN MAGNUSON, CC, a member of the Masters Toastmasters club in Leawood, Kansas, is a leadership coach and consultant. Learn more about him at www.nathanmagnuson.com.

HOW HAS THE TOASTMASTERS PROGRAM HELPED YOU? Do you have a story about overcoming obstacles and lessons learned? Please share it in this column using 700 words or less. State your name, member number and home club, and send it to submissions@toastmasters.org with "My Turn" in the subject line. For more information, visit www.toastmasters.org/WriterGuidelines.

Looking Back on Social Media in 2013

In 2013, Toastmasters' social media participants found inspiration and club ideas on the organization's Twitter and Facebook pages. The following summarizes their top posts. To join the conversation, go to www.toastmasters.org/socialnetworking.

TOP POSTS Tips and Quotes

60 people retweeted the following quote on April 11:

"Before you are a leader, success is all about growing yourself. When you become a leader, success is all about growing others." — Jack Welch

57 retweets, April 8:

"If your actions inspire others to dream more, learn more, do more and become more, you are a leader." — John Quincy Adams

57 retweets, September 9:

"I learned that courage was not the absence of fear, but the triumph over it."
— Nelson Mandela
#Toastmasters #PublicSpeaking

52 retweets, September 5:

#PublicSpeaking tip: Add stories & anecdotes to your speech. People will remember your message more if it is tied to emotion!

40 retweets, August 12:

#Toastmasters Tip: One of the best methods to reduce anxiety is #practice. It immediately reduces fear and helps build #confidence

MOST POPULAR POST on the Facebook Fan Page

Drumroll please!

The winners of the 2013 World Championship of #PublicSpeaking are:



- 1ST PLACE: Presiyan Vasilev
from Chicago, IL D30
- 2ND PLACE: Kingi Biddle
from Rotorua, New Zealand D72
- 3RD PLACE: Shurooq AlBanna
from Dubai, United Arab Emirates D20

TOP TOPICS of Facebook Members Only Group



Club policies and procedures



Table Topics ideas



Best practices for officers



Club retention



Speech contests



Membership dues



History of Toastmasters



Education tracks,
including specific manual projects



Speaking opportunities



Recruiting new members

Buzzworthy Speeches of 2013

7 speeches that caught the public's interest in a major way.

BY DENISE GRAVELINE

They accepted awards, encouraged graduates, shared ideas at TED—and at the same time, these speakers in 2013 inspired, stunned, excited or challenged their audiences, in person and online. They delivered “buzzworthy” speeches. By definition, buzzworthy speeches attract the public's interest and attention, whether through media coverage, word of mouth or social media sharing. Such speeches get the rest of us talking, long after they're over.

We've selected seven speeches that, for various reasons, were compelling, popular and shared on media platforms in the U.S. and around the world.

February 26: Irish rock star and humanitarian Bono spoke at TED2013, in Long Beach, California, to share “The Good News on Poverty.”

Known for immersing himself in the causes he supports, Bono says in the speech, “I have truly embraced my inner nerd. So exit the rock star. Enter the evidence-based activist—the factivist.” He takes the audience on



Bono

a tour of the developing world and states the statistics that outline its progress in reducing extreme poverty. Bono helps the audience envision a not-so-distant day when poverty could be eradicated. “And if you live on less than \$1.25 a day, if you live in that kind of poverty, this is not just data. This is everything.” Bono's talk drew attention from his music fans as well as followers

of his philanthropic work, making it the one of the 20 most-viewed TED talks of the year. <http://ow.ly/qWADa>

These speakers in 2013 inspired, stunned, excited or challenged their audiences, in person and online.

March 1: Former *Wall Street Journal* reporter Joshua Prager recounts his trip to Israel in his TED2013 talk “In Search

of the Man Who Broke My Neck.” Just 19 when a car accident made him a hemiplegic (someone who is paralyzed on one side of the body), Prager became a reporter, pecking out stories with one finger. When he went back to



Joshua Prager

Israel (where the accident had occurred) and found the driver, he found more—and less—than he had hoped for. He learned that “what makes most of us who we are, most of all, is not our minds and not our bodies and not what happens to us, but how we respond to what happens to us.” He says, “You know death, and so you may wake each morning pulsing with ready life.” TED.com viewers rank this as one of the most inspiring talks of 2013, perhaps because his two stories—one about his

amazing recovery and the other about confronting the man responsible for the accident—end in a positive way. <http://ow.ly/qWAFK>

May 4: Major media and social media paid attention to Twitter CEO Dick Costolo's 2013 commencement speech

at his alma mater, University of Michigan. He encouraged graduates to take risks and to live in the moment, noting that no one who helped start Twitter could have envisioned that it would play a major role in



Dick Costolo

presidential elections and natural disaster relief. Perhaps as a result of his early career in improv theater, Costolo connected with the audience on many levels through his humor and self-deprecating manner. He said, “When I was your age we didn't have the Internet ... that's how bad it was.” When you want to create a buzz, it helps to run the company that's the second-largest social network, with more than 500 million users—not just to get Twitter users talking, but to get additional media attention. <http://ow.ly/qWAJs>

July 12: Malala Yousafzai's speech at the United Nations, on education for women and girls, took place less than a year after the Pakistani teenager was shot in the head by a Taliban terrorist—a fact that captured the attention of people and media worldwide. Yousafzai had given only a short

video statement after her recovery and prior to this speech, there was a lot of buzz about her ability to speak after a major brain injury. Her United Nations address, broadcast live on television and social media, called for more access to education for women and children around the world. It was given on her 16th birthday, dubbed “Malala Day,” but she said, “Malala Day is not my day. Today is the day of every woman, every boy and every girl who have raised their voice for their rights. I speak not for myself, but so those without a voice can be heard.” <http://ow.ly/qWALz>



Malala Yousafzai

July 18: TV anchor Robin Roberts’ speech at the ESPY (Excellence in Sports Performance Yearly) Awards came after she had waged a very public battle with breast cancer and myelodysplastic syndrome. She spoke just before she was to begin treatment for further complications of her disease. Much loved in the broadcasting world as the anchor of ABC’s *Good Morning America*, and with a nationwide audience already following her illness and recovery, Roberts delivered a speech that received



Robin Roberts

extensive media coverage and social media sharing, such as in USA Today.com, *Extra* and *The Huffington Post*. An anchor for the ESPN network at the start of her career, Roberts spoke directly to her viewers and to previous winners of the award: “I draw strength from you. You give me the courage to face down any challenge, to know when fear knocks, to let faith answer the door.” <http://ow.ly/qWANp>

August 11: Ashton Kutcher’s acceptance speech at the 2013 Teen Choice Awards went viral with more than 6 million views on YouTube and thousands of retweets (he has 15 million Twitter followers and an equal number of Facebook fans).

The speech received major news coverage from *The Huffington Post*, *Business Insider* and *Forbes.com*. The first celebrity to gain more than a million Twitter followers—he accomplished the feat in 2009—his fan base was one key to this speech’s popularity. Kutcher quickly downplayed his achievements and revealed his real first name—an unexpected element for many viewers—saying, “There are some really amazing things I learned when I was Chris.” He urged the audience to work hard, be smart and build, rather than just live, their own lives. “The sexiest thing in the entire world is being really smart. And being thoughtful. And being generous.” <http://ow.ly/qWAP2>



Ashton Kutcher

August 24: Today, Bulgarian native Presiyan Vasilev lives in Chicago—but he’s a world citizen as the winner of Toastmasters’

2013 World Championship of Public Speaking. His “Changed by a Tire” speech was posted on the Toastmasters International Facebook Fan Page, and it became the year’s most popular post on that site. He didn’t just talk about the experience of a car breaking down and the challenge of replacing a tire, but he also demonstrates it (complete with sound effects) in a physical and funny speech that was covered internationally. His message about the importance of being able to ask for help inspired as well as amused the audience: “I believed reaching out was a weakness, but I discovered my weakness was in refusing to reach out.” Everyone loves a contest winner, and no doubt Vasilev’s fellow Toastmasters were his secret weapon in creating buzz around his winning speech. <http://ow.ly/qWBkJ>



Presiyan Vasilev

DENISE GRAVELINE is a Washington, D.C.-based speaker coach and communications consultant who blogs about women and public speaking at eloquentwoman.blogspot.com. She chaired the European Speechwriters Network Conference in Brussels in September.



Make Your Resolutions Stick!

Set goals that are tangible and time-bound.

BY PETER A. BALASKAS

What will your New Year's resolutions be? Eating better? Organizing your finances more effectively? Giving more Toastmasters speeches? Becoming a club officer?

Whether you set goals inside or outside of Toastmasters, establishing concrete objectives can be very helpful. It allows you to reflect on what you want to do to improve yourself, and gives order to your ambitions.

“The practice of goal-setting is not just helpful; it is a prerequisite for happiness,” writes leadership expert Michael Hyatt on his blog, *Helping Leaders Leverage Influence*. “Psychologists tell us that people who make consistent progress toward meaningful goals live happier, more satisfied lives than those who don’t.”

The process is enriching, but not always easy. After all, pushing yourself can mean roaming outside your comfort zone. For example, perhaps you’re inconsistent with exercise but you nevertheless resolve to join a running group or sign up at the local gym. Or maybe you decide to reach out beyond your normal social circle to make new friends.

“The benefits of being challenged physically, intellectually, emotionally and vocationally are enormous,” says Gary Ryan Blair, president of the GoalsGuy Learning Systems, which has offices in New York and Florida. “Each of us has great potential; however, it will never burn as bright as it could if we do not willingly put ourselves in a position to test our limits.”

Make a List

Too often, we set grand New Year’s goals but then watch our good intentions go by the wayside. How do we make our resolutions stick? Start by writing your goals down. That makes them tangible. To make the process more effective, says Hyatt, keep your list relatively short—a handful of goals is good. Also, make your resolutions specific and time-bound.

“Every goal needs a date associated with it,” Hyatt writes in his blog post, titled “The Beginner’s Guide to Goal Setting.” “A goal without a date is just a dream. Make sure that every goal ends with a *by when* date.” Don’t write “Lose 20 pounds,” he says—write “Lose 20 pounds by December 31.”

Andy Smith, another goal-setting expert, adds this piece of advice: State your goals in positive terms. “If you frame your goals negatively, like ‘I will not smoke’ or

‘I will not be overweight,’ you’re putting an image of what you *don’t* want in your mind,” he says. “You need to frame your goal in positive terms: ‘I reach my target weight and maintain it.’”

Smith coaches leaders around the world, including executives in the Middle East and Southeast Asia. When business leaders set goals for their employees, he notes, they have to motivate other people to accomplish their objectives—therefore, leaders must articulate the goals in a way that inspires the team. That means communicating not just with words or figures on a PowerPoint slide, but with images, says Smith.

“What will it look like when you achieve your goal? What will it sound like? What does it feel like?”

“If you can communicate that clearly, it will capture people’s imaginations and inspire their emotions—which is what will really motivate them to make the goal happen.”

It’s also important that business leaders set realistic expectations for their employees. In a highly publicized 2009 academic paper titled “Goals Gone Wild,” the authors said that managers need to be flexible and cautious when setting goals for their teams. For example, they have to remember that employees need to have the skills and training to enable them to reach the goals, says the report, and employees’ short-term efforts to reach a goal shouldn’t come at the cost of long-term work objectives.

Make It Manageable

Sometimes we set goals that are too difficult to achieve, or we get overwhelmed by our list, finding our resolutions too daunting. Make the process manageable by taking it one day and one goal at a time, says Lesley Stephenson, ACG, CL. A member of clubs in Switzerland and Australia, Stephenson says participation in Toastmasters helped her achieve her goal of becoming an international corporate communications trainer and keynote speaker. If there is a lesson she likes to share with others, it is something a teacher once taught her.

“I was moaning about not being able to finish a mammoth biography project I had taken on [when my teacher] asked me if



Goal-setting Resources

Consult these resources for help on setting and achieving your goals.

- The Toastmasters International module *Goal Setting and Planning* (Item 314) offers tips on how leaders can set goals and develop plans to achieve them. The module, which is part of The Leadership Excellence Series, is available through the Toastmasters Online Store at www.toastmasters.org/shop.
- *Toastmaster* magazine has published articles related to goal-setting. The following articles can be found at www.toastmasters.org/pastissues:
 - “Make a Goal ... and Score Big!” by Sushma Subramanian (January 2010)
 - “Set SMART Goals for Speaking Progress” by Dena Harris, ACB, CL (September 2008)
 - “Visualize Success—And It Can Be Yours!” by Judy M. Bailey (January 2008)
- Leadership expert Michael Hyatt’s blog is *Helping Leaders Leverage Influence*, at www.michaelhyatt.com. He has several posts related to goal-setting, including “The Beginner’s Guide to Goal Setting.”
- Gary Ryan Blair is the author of many books on goal-setting and the president of the GoalsGuy Learning Systems (www.goalsguy.com).
- Andy Smith is a leadership and emotional-intelligence coach who has written articles about goal-setting and a book titled *Achieve Your Goals: Strategies to Transform Your Life*. His website is www.coachingleaders.emotional-climate.com.

GOAL-SETTING

I knew how to eat an elephant. When I said 'No,' he replied: 'You eat an elephant the same way you eat a chicken. One bite at a time.'"

Taking small steps was a lesson that Eugene Yiga, CC, learned while creating "The Monumental Life," an online personal development course he created for his company's self-coaching platform.

"Every goal needs a date associated with it. A goal without a date is just a dream." — Michael Hyatt

"It was a huge task and one that required over a year and a half of planning, researching, writing and more," says Yiga, vice president education for the Grove Toastmasters in Cape Town, South Africa. "The biggest obstacle was trying to achieve such a complex goal while still making time for other professional and personal responsibilities."

His solution was to follow a series of tips that he recommends:

- Attack your goals one step at a time.
- Have a firm grasp on *why* a goal matters. This boosts your motivation to achieve it.
- Create a meticulous timeline for completing your goals.
- No matter how difficult your goal becomes, never give up.
- Ask for help when you need it.

Stay Positive

Yiga says the most important lesson he learned is not being too harsh on yourself when you fall short of reaching a goal. The key is to keep trying. "It's important to remember that failing doesn't make you a failure," he says. "As long as you stay open to new approaches and refuse to give up, you can make it to success."

When you do achieve the goals you set, your confidence surges. Dee Dees, DTM, knows this well. When she joined

Toastmasters more than 30 years ago, she wanted to overcome her shyness.

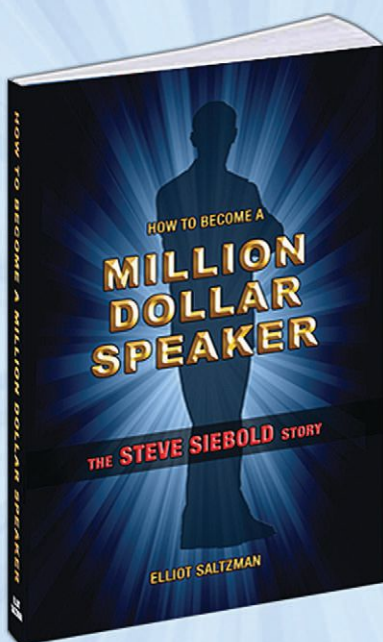
"My short-term goals were just to be able to speak to a small group of people without stammering and getting red in the face," says Dees, a past international director and a member of the Gilbert Toastmasters club in Gilbert, Arizona.

Once she moved past that barrier, she developed a long-term goal of working her way through Toastmasters' leadership track.

"These [leadership] positions were ones I used to look at and think, I could never do that!" Dees recalls. "And yet, by moving up through the positions, one step at a time, I was able to attain goals far beyond what I thought I was capable of." **T**

PETER A. BALASKAS is a Southern California-based freelance writer, voiceover artist and former publisher and business owner. Learn more about him at www.peterabalaskas.com.

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A Trove of Topics

For members working toward their CC award, finding speech topics can seem like an intimidating task. Many Toastmasters struggle to come up with ideas on what to talk about.

The reality is: Life serves up a smorgasbord of speech topics. Earl Kersting, DTM, recommends carrying a small notebook around (or installing a note-pad application on your smartphone) to record ideas as they come to mind.

"The instant you have a thought that causes you to think, 'That would be a great speech topic,' jot it down until such time as you have a chance to evaluate it, outline it and determine how you can make it into a worthy speech project," Kersting says.

Consider these additional tips for generating speech ideas:

- **What subject captivates you?** Are you intrigued by the paintings of Picasso? Or how to build a model airplane? Or the best recipes for making dessert pastries? Delve into something that interests you and build a presentation around it.
- **Who has influenced you?** Give a speech about people who have had a major influence on you, such as family members, friends, teachers or colleagues.
- **What interesting experiences have you had?** Craft speeches around your experiences, such as jobs you held, places you visited or adversities you overcame.

The *Toastmaster* magazine is a great resource for speech topics; it has published many articles related to the subject. Here are three—you can find them at www.toastmasters.org/pastissues:

- "Speech Topics are Everywhere" by Tammy A. Miller, DTM, AS, PID (February 2011)
- "How To: Eureka! A Speech Idea!" by Sandy Jacobson, CC (January 2010)
- "What Not to Talk About" by William Daisak, CTM (January 2008)

— Paul Sterman

Aim High in 2014

Earn your next award by June!

BY PAUL STERMAN

It's a new year, filled with opportunities for growth, learning and achievement. As a Toastmaster, what do you want to accomplish before the end of the 2013-2014 program year?

Consider this as a New Year's goal: If you are working toward your Competent Communicator award, or any other education award, aim to complete the journey by the end of June.

Finishing the requirements for an education award in the next six months is an exercise in discipline. Set your goal and stick with it. The reward for meeting the challenge? A big boost to your confidence and a chance to show off your new and improved speaking skills.

Marina Lussich, CC, CL, says she was excited to work through the *Competent Communication* manual on her way to earning her CC award last year. A member of the EADA Toastmasters in Barcelona, Spain, she works as a change management consultant and also teaches university classes.

"The Competent Communicator project allowed me to refine techniques and avoid common mistakes I hadn't even realized I was making—like moving too much and distracting people with my arms," she says.

Earning your CC or another award by the end of June carries an additional bonus: You can be part of history. With the revitalized education program scheduled to launch in the second half of 2014, you can earn an education award before the program's debut.

Although there will be a significant period of overlap between the current education program and the revitalized one, you can take special pride in earning an award before the revitalized education program starts.



Earning a Competent Communicator award lifts your confidence and improves your speaking skills.

Stay On Track

A key to completing your CC is to give speeches consistently—don't space them too far apart. Committing to speak on specific dates helps make you accountable to yourself, as well as to your fellow club members, says Earl Kersting, DTM. Remembering his own CC journey nearly five years ago, he recalls how a clipboard was passed around at club meetings to give members a chance to sign up for speeches or meeting roles up to eight weeks out.

"I would make darn sure I had my name in some slot for every one of those eight weeks," says Kersting, a member of clubs in both Ohio and Kentucky.

"If you have a deadline you can physically see in print, you are more likely to stick to your plan," he adds.

Kersting says it helped him greatly to work with a mentor as he plunged ahead on the 10 projects in the CC manual. His mentor was Brad Harris, who has earned multiple

TOASTMASTERS GOALS

DTM awards and who exhorted Kersting to participate, participate, participate. Working with a mentor gives you someone to bounce ideas off of and to push you when your motivation dips, says Kersting, now a mentor himself.

“That individual keeps prodding you to stay on track and to not find excuses to avoid your next speech.”

Lussich, too, says she benefited by working with a mentor—in her case, Sue Chien Lee, CC—as she delivered speeches from the CC manual. “She was very encouraging, not just from a methodology perspective but also by showing me how this experience could benefit me as a professional and as an individual,” says Lussich.

Take Advantage of Feedback

Another benefit to giving speeches consistently, notes Kersting, is you can act soon on the feedback you receive from your evaluator. “What helped, for me personally, was that if I gave a speech that day

and knew that I would be giving my next one four weeks later, it was enough time to really incorporate the feedback I got that day and to learn from it.”

“[A mentor] keeps prodding you to stay on track and to not find excuses to avoid your next speech.”

— Earl Kersting, DTM

Taking a goal-setting approach to achieving an education award will help you in other aspects of the Toastmasters experience. In her early days as a member, Jana Barnhill, DTM, AS, the 2008–2009 Toastmasters International President, set a goal to achieve her CC by a specific date. She has said that she used that same

motivation strategy—establishing specific dates as deadlines to meet goals—years later when she was running for a Toastmasters leadership office and pursuing the Accredited Speaker designation.

So aim high when you chart your Toastmasters course for 2014. As has often been noted, you get out of Toastmasters what you put into it. Kersting, a senior manager of division sales support for the Kroger Company, a giant retailer based in Cincinnati, Ohio, says his Toastmasters training helped him immeasurably on his professional path.

“The skills I developed in Toastmasters caused my career to fast-forward and propelled me to the corporate office,” he says.

“I’ve not only seen what Toastmasters has done for me,” adds Kersting, “but I’ve seen what it has done for so many others.” **T**

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



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CEO Daniel Rex and PIP Pat Johnson, DTM

What You Should Know About the Revitalized Education Program

Daniel Rex and Pat Johnson share their enthusiasm in a podcast.

This year will mark the debut of one of the most significant Toastmasters initiatives in recent memory: the revitalized education program. The project represents the first in-depth look at the Toastmasters educational experience in many years.

Members will play an integral role in the revitalization project. The program will reflect feedback received from members throughout the development process.

Many member volunteers from around the world are participating in the revitalization process. They are divided into two groups: Learning Masters and Ambassadors (including Chief Ambassadors). Learning Masters offer feedback on the Toastmasters educational experience, and visit clubs to observe how the education program works around the world. Ambassadors update members on the progress of the revitalized program, and communicate its many benefits.

The revitalization process started with the Board of Directors' 2010 Strategic Plan, which called for a renewed focus on leadership and a modernized communication program. Expected to launch in the second half of 2014, the enhanced program will reinforce core competencies and give communication and leadership equal weight.

The traditional values and principles of the Toastmasters education program will remain intact. Recognition and achievement are still central, and club meetings will have the same elements and structure. But the revitalized education program will offer improvements. Benefits include:

- Tailored learning to help members meet personal and professional goals

- A greater use of technology to boost self-directed learning
- Leadership and communication skills that are relevant to real-world needs
- A clearer path for achieving education awards

In November, Toastmasters Chief Executive Officer Daniel Rex and Past International President Pat Johnson—who is leading the Learning Masters group—spoke about the revitalized education program on the Toastmasters Podcast. The following are highlights from the program, with excerpted comments adapted for the purposes of this article.

On the program's technology benefits:

Rex: The plan is to enable individuals to choose how they want to receive their educational materials and then how they want to experience the program. So imagine if somebody wants to get a New Member Kit printed like New Member Kits are printed now—that's fine. You can do that. But also imagine that in addition to your printed materials, you'll have access to e-learning modules and video learning that will support the manual experience.

If you want to engage educationally through a tablet or through any type of personal computer, you'll also be able to do that.

On how Toastmasters' renewed focus on leadership complements its focus on public speaking:

Johnson: There's a great synergy that's created between the two. Communication is one of the absolute critical skills to be a leader. If you can't communicate, you can't

portray a vision, and one of the characteristics of leadership is having a vision.

On the period after the program launches:

Rex: There's going to be a significant period of overlap, and we haven't defined that yet. But we know from experience that when we've changed either the recognition path or the education program, it's important to allow those who are continuing in a current mode to be able to complete that mode within a reasonable amount of time.

On member involvement:

Johnson: One of the things I know as a change manager and somebody who's certified in change management is that you need to get people involved, and you need to consult your stakeholders, and World Headquarters has gone to the Nth degree to do that, both with the [existence of] Learning Masters and the Ambassadors.

A closing message:

Rex: The Toastmasters program has been very successful for nearly 90 years, and our clear objective here is to improve the program, create a stronger educational foundation, and have, as a result, a product that's better than it is now. But there are also risks inherent with that. We're being very deliberate about the steps we're taking, so as not to put the organization and our worldwide brand reputation in a place where we don't want it to be.

So thanks for being patient. The program will be spectacular when you see it. **T**

Editor's Note: To listen to the full podcast, go to www.toastmasters.org/podcast.

Revealing the Riches of Local Attractions

How some members take the lead in educating tourists.

BY LIN BALLEW, DTM

Everyone is surrounded by history to one degree or another. Many Toastmasters, including myself, use communication and leadership training to serve as tour guides—bringing history to life for others.

For more than seven years, I worked in the tour program at St. Jude Children's Research Hospital in Memphis, Tennessee. I talked about St. Jude's 50-year-plus history and its mission to vendors, business partners, faculty and students. I was unaware the hospital had a Toastmasters club until I heard one of the other guides leading a tour. I complimented her on her flawless delivery, and she told me she was a Toastmaster.

I had previously been a member of another club myself, and I quickly joined the hospital's club: the St. Jude Toastmasters. I thought I was a pretty good speaker, based in large part on what I had previously learned, but getting back into a club regularly improved my tour delivery and increased my confidence.



I enjoyed sharing my wealth of knowledge about the mission that I loved. History and the future intersected throughout the hospital. I believe my passion and enthusiasm were infectious to those on my tours.

Ye Olde Britain

Other tour guides have also benefited from their Toastmasters experience. Bob Finch, DTM, joined Toastmasters 25 years ago and is a member of the Camulodunum Toastmasters club in Braintree, England. The name of the club echoes the name of the town during the period when the invading armies of the Roman Empire occupied the area around 43 AD. Archeologists have found evidence of settlements there dating back some 3,000 years.

"The fact that I live in Britain's oldest recorded town does encourage me to get to grips with the history of the locality," says Finch. Whether talking about William of Normandy's castle—which is still in use, built following the 1066 invasion of Britain—or describing religious buildings that were partially destroyed in 1648 during a siege related to the English Civil War, Finch has only one wish: to share the town's history with others.



Tour guide Robert Finch, right, shows visitors the painting “The Hay Wain” by John Constable, which depicts the Willy Lott house and River Stour in Suffolk, England, much as they look today, during a tour he conducts at the site.

Preparing to recount such a long and rich history required that he attend nearly six months of historical lectures, followed by tour training and then shadowing other seasoned tour guides. One of the aspects he enjoys most about the work, he says, is meeting people from around the world.

Earlier this year, Finch became a guide for the National Trust of Great Britain, to give tours of the villages and surrounding areas made famous by the 19th century landscape painter John Constable. Tours are given by walking the area or sometimes by showing the painter’s work in PowerPoint, followed by discussion. Finch shows his guests how much of the area painted by Constable is almost unchanged, in many cases still recognizable from the paintings.

“Leading a guided tour is quite like a series of Table Topics on the move,” says the

Englishman, who has held many leadership positions in Toastmasters over the years.

Showing the Wonders of Nature

Cara Wasden, ACB, CL, a member of the Toast of Petaluma club in Petaluma, California, leads third- and fourth-grade students on nature tours at the Bouverie Nature Preserve in Glen Ellen, California. Eight years ago, a friend complimented her on her tours and suggested that she might enjoy Toastmasters. Wasden attended a club meeting and never looked back.

As a nature guide, Wasden enjoys seeing children get excited about being exposed to the outdoors, because she knows her efforts might lead them to become stewards of the land one day. These walks—hikes, really—last for hours and cover tricky terrain. Wasden is familiar with difficult journeys,

being that she daily traverses the rocky path of Tourette syndrome, a disability involving involuntary physical tics.

“Before joining Toastmasters,” Wasden says, “I was absolutely terrified of speaking impromptu. I wouldn’t even raise my

“Leading a guided tour is quite like a series of Table Topics on the move.”

— Robert Finch, DTM

hand in a class or group if I had a question. The only way I felt comfortable speaking in front of a group was if I was fully prepared with a presentation.”

Wasden received formal training to become a tour guide, which allowed her mastery over her content, and she began



Harrison Lee, front right, accompanies tourists as they ride through Norway's Jostedal Glacier National Park on their way to the Briksdal glacier, one of the many tours that Lee offers.

leading tours at Alcatraz Island and Hearst Castle—famous California sites. She relishes sharing her enthusiasm with others. So whether giving speeches at her club or leading nature tours, Wasden experiences sweet relief, taming her Tourette's somewhat by focusing on her passion.

As a nature guide, Wasden enjoys seeing children get excited about being exposed to the outdoors, because she knows her efforts might lead them to become stewards of the land one day.

Broadening Horizons

Harrison Lee, DTM, a member of the Legacy Toastmasters club in Taipei City, Taiwan, began conducting local tours for TourOne Travel Group in Taipei in 1980. Seven years later, he broadened his horizons—literally—when he began conducting tours around the world, as tour leader for Hi-Light Travel Agency, also in Taipei. “My primary job was to escort local [Taiwanese] people in their travels around the world,” says Lee. Since then, he has led tours throughout more than 100 different countries.

Lee also works as a professional trainer for tour guides and other travel industry-related professionals. In addition, he conducts training sessions for various schools, universities, corporations and government agencies.

“I wear many hats,” he says. “I’m a tour guide, a tour leader, a trainer, a public speaker, a conference interpreter and a master of ceremonies.”

Lee says his participation in Toastmasters has helped him in the various aspects of his work. “Through Toastmasters, I learned to communicate more effectively. I am better able to answer questions, and I can present ideas in a humorous and organized way.”

In his work, Lee strives “to become better every day, not only to satisfy my clients’ needs but also to exceed their expectations.”

Finch, Wasden, Lee and I all share history in a way that helps people listen, participate and learn, and we all developed confidence and leadership skills from Toastmasters. ■

LIN BALLEW, DTM, is a member of the Naval Support Activity (NSA) Mid-South Toastmasters in Millington, Tennessee.

Learning About Lisbon

Attend one of the “Special Sessions” of the Lisbon Toastmasters club in Portugal and you’ll be in for a wonderful surprise. At these gatherings, club president Paulo Rodrigues, CC, ALB, leads the group on field trips to areas of historical or cultural interest in Lisbon.

Started a year ago, the Special Sessions occur one weekend a month, augmenting the club’s regularly scheduled meetings. (Rodrigues says he typically selects Sunday mornings for the sessions, because museum attendance in Portugal is often free at that time.) The club gatherings are in public areas, so gaining permission to hold meetings at these sites is not necessary.

Among the places the club has visited: Mosteiro dos Jerónimos, a prominent monastery; Parque das Nações, a thriving urban district; and the Park Calouste Gulbenkian, a 19-acre site with an exceptional garden.

Often the theme of the session is tied to the venue that is being visited. Besides seeing treasured sites and learning about them, members learn to speak in environments outside their club meetings, mimicking real-life speaking challenges such as dealing with the acoustics of a museum or competing with the sound of marathon runners passing by.

Another benefit of gathering in unique public areas, says Rodrigues, is that it sparks the curiosity of bystanders. “People ask what we are doing there, and what Toastmasters is all about,” he says. “These Special Sessions allow us to expand the Toastmasters concept and recruit new members.”

— Lin Ballew, DTM

Cara Wasden, ACB, CL: Rising Above the Stigma

A tour guide with Tourette syndrome leads by example.

BY MARY NESFIELD



Cara Wasden (center) leads students on nature tours at the Bouverie Nature Preserve in Glen Ellen, California.

Some lucky Toastmasters have witnessed Cara Wasden, ACB, CL, compete as a speaker. In six years of participating in speech contests, she has reached the district level five times, twice placing second and twice placing third.

At first, Wasden's Toastmasters journey appears typical. Like many others, she lacked confidence while growing up. However, unlike most others, she struggled with Tourette syndrome—a neurological disorder characterized by involuntary movements and sounds called tics. Wasden began having tics in the fourth grade and was officially diagnosed with Tourette's in her freshman year of high school. She struggled academically and became dependent on others.

"Growing up, I was so shy and insecure that it was extremely difficult to talk to another person," says Wasden, a member of Toast of Petaluma Toastmasters in Petaluma, California. "With my disabilities, I felt like an idiot and believed anything I uttered would sound stupid."

Wasden says her parents didn't know how to encourage her, and she "gave up on life." "My parents are the most loving, generous people I have ever met," she says, "but they had no idea and no support system to help them raise a daughter with disabilities."

In college, she was encouraged by the head of the disabilities department. "He believed in me way back then. But it wasn't until I joined Toastmasters many years later that I truly started to believe in myself."

As a speaker, Wasden disarms her audience by tackling her Tourette syndrome head-on—and with humor. In fact, she bills

herself as the "Tourette Tic Comedy Chick." In one speech, she jokes about having attended an art auction: "My tics began and it seems I purchased \$10,000 worth of art."

Wasden now works as a nature guide and elementary school tutor, and she takes full advantage of the Toastmasters mentoring program, both by being mentored and mentoring others. Reflecting on the painfully shy and self-conscious girl she once was, she says she feels a rush of pride when someone seeks her out as a mentor.

While in college, Wasden took a children's theater class. "I hadn't discovered that I loved speaking in front of a group until then. It is what led me to work as a tour guide at Hearst Castle and Alcatraz Island."

As a speaker, how do you deal with tics?

When anyone asks why my body acts strangely, I always give a straight answer. Once people know, most are fine with it. There was one exception. Years ago, when I spoke in a division competition, one judge approached me afterwards and said my tics were distracting and made her uncomfortable. My tics must not have affected the other judges the same way, because I won that night.

Does humor help your speeches?

I do think humor relaxes an audience and helps them warm up to the speaker. It also puts the speaker at ease when hearing laughter and seeing the audience smile.

How did you overcome your self-consciousness to become an effective speaker?

It's the best feeling in the world to be on stage and make people laugh. When something feels that good, you push through obstacles. If I'm not speaking about Tourette syndrome, and my audience doesn't know I have it, they may wonder why my eye is blinking or my shoulder is twitching. However, my tics subside a great deal when I am on stage.


I make myself step out of my comfort zone to take on one challenge after another. When things get too difficult, I do my best to tell myself it's not okay to give up. We have such an amazing group of people in my club, Toast of Petaluma. We set high expectations, and we nicely nudge each other to take on new challenges. We are there for one another.

What do you like about being a nature guide?

When I became a nature guide, a whole new world opened up. When I take children on hikes, I get them to open their eyes to the journey. Every few steps bring something new to learn and exciting to experience.

What prompted you to become an elementary school tutor?

I enjoy helping children develop confidence in their abilities to do things on their own. I do my best to help them learn to think for themselves. **T**

 Watch a speech by Cara Wasden at www.youtube.com/watch?v=ulr5CISYqjY.

MARY NESFIELD is associate editor for the Toastmaster magazine.

Emiko Hori, DTM: A Musician's Mindset

Pianist makes the connection between music and speech.

BY CRAIG HARRISON, DTM, PDG

For Emiko Hori, a shy girl born in Osaka, Japan, learning to speak was difficult. In kindergarten, she hardly spoke a word of her native tongue, Japanese. Arriving in California as a 13-year-old, her reticence also made it difficult to learn English.

“If I did not have music, I don’t think I’d have survived in the United States.” — Emiko Hori

“I was timid. I did not want to learn English. I did not want to make friends,” says Hori, DTM, a member of the WRY Toastmasters in Bellevue, Washington.

Instead, she channeled her energy into playing the piano. “Piano became my passion,” she says. “If I did not have music, I don’t think I’d have survived in the United States.”

Music also became the key, along with joining Toastmasters, to overcoming her

personal and cultural shyness. In fact, Hori has made such a successful transformation that she is now a professional speaker.

Hori won various competitions as a teenager before enrolling in one of the top music schools in the United States, Indiana University’s Jacobs School of Music in Bloomington, Indiana.

Immersing herself in the study of music, and especially piano, Hori studied classical composers; mastered the art of preparation, performance and appraisal; and developed a singular focus on her goals. While piano became her primary instrument and music her favorite “language,” speechmaking remained foreboding for Hori. However, her background as a concert pianist would turn out to provide a foundation for becoming a good public speaker.

Learning to Speak Up

After graduating, Hori delivered piano recitals throughout the United States, Canada and Europe. She wanted a more financially stable career, so she took evening classes

at Boston University in computer software programming while teaching piano during the day. However, transitioning into the high-tech field was a tough challenge. She recognized her need to speak up more at work and assert herself.

“In Asian cultures, and especially in Japan, women are not supposed to speak up,” she says. To survive, Hori needed to adapt to American culture. Still speaking with a thick accent and lacking formal training in business presentation skills, she sought help, and found Toastmasters.

Hori became a member of the WRY Toastmasters. She practiced her Ice Breaker like she practiced on the piano. She scripted her speech in Japanese, translated it into English, and for two weeks practiced like her speech was a musical score, rehearsing its rhythms, cadence and pauses.

When Hori presented the Ice Breaker, she engaged her audience. Little did she know she had made the connection between music and speech.



Emiko Hori's book draws parallels between preparing and playing music and preparing and presenting speeches.

A Novel Idea

A few years later, Hori gave a speech about the parallels between piano performance and presentation. “People loved it, and marveled that they’d never thought about speechmaking in this way,” she says. “This became my ‘light bulb’ moment.”

Hori went home and catalogued all the ways practicing, preparing and performing piano was similar to speechmaking. With the encouragement of her club members, she expanded on the theme. She published a book in 2013 titled *Let’s Play Speech!: How to Give a Better Speech Using the Principles of Musical Performance*.

Through her book, Hori helps readers understand the many similarities between preparing and playing music and preparing and presenting a speech. She takes readers through the musician’s mindset—on and off stage—in technique, backstage preparation and onstage performance. In other words, she describes how to own the stage.

Her book is written in a way that beginners can use its concepts as they learn to write and deliver their speeches. More seasoned speakers will find numerous tips that resonate with their own practices for preparing and delivering presentations. And music lovers will smile at references

to pieces by Chopin, Debussy, Mozart and other classical composers.

Helpful Principles


For Toastmasters competing in contests, Hori’s stories of mentally and physically preparing for piano recitals will be especially helpful in thwarting nervousness and exuding confidence. She describes the 120/80 principle that’s popular in music circles: preparing 120 percent of what one wants to accomplish to achieve 80 percent of what is expected. Even her approach to performance appraisal parallels the speech evaluation process.

Others have sung Hori’s praises after attending her *Let’s Play Speech* workshop at a recent district conference where she both spoke and played piano. Diann Hitzel, DTM, a past District 2 governor, says, “I especially enjoyed Emiko’s stories about how she learned various performance secrets like the use of the pause and measure, preparation and delivery.”

Joyce Nugent, a past District 2 chief contest judge, says, “Emiko Hori had energy and enthusiasm to spare, and she lets both shine bright.”

Hori transformed her life by applying musical techniques to her speechmaking.

A former area governor, she recently leveraged her Toastmasters training to become a professional speaker. Among her recent engagements, Hori has spoken to audiences of high school students, parents, faculty and hospital patients through the Transplant Recipients International Organization (TRIO) about the connections between music and speech, and between music and communication. She has also spoken to the Swedish Medical Center (now Prudential Insurance) in Seattle, Washington.

You needn’t aspire to be a professional speaker to benefit from Hori’s discoveries. And you needn’t be musically inclined to learn from her musical approach to speaking. Her stories of overcoming shyness and fear will surely strike a familiar chord with many. 

CRAIG HARRISON, DTM, PDG, founded *LaughLovers Comedy club* in Oakland, California. For more information about him, visit www.ExpressionsOfExcellence.com.

Read a sample chapter of Emiko Hori’s book at <http://emikohorispeaks.com/lets-play-speech-12080-principle>.

Keys to Speaking Success

Here are speech delivery tips from musician Emiko Hori.

| Music term | Meaning of the term | How to apply to speaking |
|-------------------|--|--|
| <i>Dolce</i> | Sweetly | Soften the voice and smile often. Use to describe something precious (i.e., baby’s cheek or blooming flower). |
| <i>Crescendo</i> | Growing; i.e., progressively louder | In speech development, build the story with suspense, tease the audience with curiosity, and finally reach the climax. |
| <i>Espressivo</i> | Expressively | Express strong emotions (happiness, despair, joy, love or agony), particularly in dialogues. |
| <i>Encore</i> | Again | In case of a standing ovation, give a short recap of what was presented to the audience. |
| <i>Pizzicato</i> | Pinched, plucked; i.e., in music for bowed strings, plucked with the fingers as opposed to played with the bow. | Emphasize a particular word repeatedly in a short, rhythmic way (i.e., Go, go, go!). |
| <i>Arco</i> | Italian for bow. It is used as an indication to string players that they should use the bow, rather than pluck with the fingers (see <i>pizzicato</i>). | Generate a longer phrase within one breath. This requires control and projection of the voice to go from point A to B using a longer, steady breath. |

The Power of the Pause

Silence speaks volumes; use it as a tool.

BY JENNIFER L. BLANCK, DTM



Pausing during a speech provides the audience time to think about what the speaker just said.

"We have two ears and one mouth so we can listen twice as much as we speak."

— Epictetus

Are you afraid of silence? If you are, you're not alone. Many people are uncomfortable with silence and want to fill it with noise. But silence can be a powerful device in your speaking and leadership toolbox.

Eminent orators have long understood the power of not saying anything. "Silence is one of the great arts of conversation," said Cicero, the Roman philosopher and statesman. As a longtime career consultant and veteran Toastmaster, I know that employing the tool of silence offers many benefits, and it can be deftly incorporated into speeches, negotiations and conversations.

Speeches

The benefits of silence can begin before you even utter a word. Rodney Fisher, ACB, uses silence to gain his audience's attention before he begins a speech. "When there is an extended silence, people look up, possibly thinking that something is wrong," he says. "When we make eye contact, I see a look of recognition, even curiosity from listeners. This makes me feel engaged with them and makes the speech that much more enjoyable to deliver."

Silence can provide an opportunity for speakers to focus on the audience, their presentation or their own presence. Fisher, a member of the U.S. Senate club in Washington, D.C., says the silence before his first words "helps me to focus. I look at the audience's friendly faces and remember that these are people who want me to succeed."

Taking a momentary pause before talking, or even during a speech, can help you stay calm and channel any anxiety into energy. It also helps draw an audience's attention and provide time for them to think about or react to what you just said.

You might ask a rhetorical question, share a dramatic or powerful statement, tell a joke or make a startling statement. By pausing and being silent immediately following any of these types of comments,

substitute to what you just proposed. Don't get antsy and utter apologetic or defensive words. By staying silent, you affirm what you just said, and you can focus on how the person is reacting.

Another time for silence is after someone makes you an offer or suggests an alternative proposal to your pitch. Take time to absorb what the person is saying. Think about the offer and be aware of your instincts. If you're too busy talking or

in Hungary, recognizes that silence has benefits beyond speeches and has incorporated it into his work life. As a supervisor, he uses it to develop better relationships with his team members. "I used silence when I had their individual performance review discussions," he says. "After we discussed his or her performance, I intentionally stayed silent. I was surprised how they opened up. They shared very personal things with me, which I believe was purely caused by shutting my mouth and opening my ears."

Being silent after you ask a question also allows the listener time to formulate the most effective answer, whether in a job interview, business meeting or Table Topics session. If you are on the receiving end of a question, give yourself time to consider what the best answer might be instead of immediately replying with an answer. Those extra five seconds or so might mean the difference between an adequate response and one that impresses the people in the room.

The next time you give a speech, try adding a brief silence at the lectern after being introduced and before speaking. Or plan to inject some pauses into your speech. If you're negotiating an agreement, wait a bit before responding. And during business or personal conversations, pay attention to how engaged you are and focus on others while they are talking. The more you use your silence as a tool, the more comfortable you will be with it. **T**

JENNIFER L. BLANCK, DTM, is a member of Budapest Toastmasters in Hungary and the founding Director of Career Services at the Central European University's new School of Public Policy.

A little silence goes a long way in delivering your message with impact.

you can ensure that listeners fully absorb what you just said without missing what's coming next. The silence can be planned, or you might need to pause unexpectedly. Either way, it's important to understand how a little silence goes a long way in delivering your message with impact.

Negotiations

In their book *Ask For It: How Women Can Use the Power of Negotiation to Get What They Really Want*, Linda Babcock and Sara Laschever advocate using silence as a negotiation tactic. "Many people feel uncomfortable with silence and talk to break the tension, and end up saying too much or backtracking from what they want," they write. "Don't rashly answer for the other negotiator if he's taking his time responding: Give him time to reflect and wait to hear what he has to say."

A critical time to pause during negotiations is after you make your pitch. Don't undermine yourself by filling the silence with non-essential talk or, worse,

thinking about what you'll say next, you might miss something.

In *Getting to Yes: Negotiating Agreement Without Giving In*, Roger Fisher, William Ury and Bruce Patton note that "without communication, there is no negotiation." The authors say people don't often listen well when negotiating, and they recommend silence to promote active listening. "Listening enables you to understand their perceptions, feel their emotions, and hear what they are trying to say," they write. "Active listening improves not only what you hear, but also what they say."

Conversations

Silence and active listening are also instrumental during professional and personal conversations, both formal and informal. This was noted long ago by Greek philosopher Epictetus: "We have two ears and one mouth so we can listen twice as much as we speak."

Balazs Gergely, vice president membership for Budapest Toastmasters club



Happy New Year?

Not if it starts with January.

BY JOHN CADLEY

It's January, and I don't like it. I don't drink, so I can't even wake up with a hangover from New Year's Eve and give myself one last excuse to do nothing. January 1 comes into my bedroom like my mother used to do when I was a kid, pulling the covers off and yelling, "Get up! You're late for school."

Really. I open my eyes, lie there, and think of all the things I didn't do that I said I would—and wonder how I'm going to do them this year. New Year's resolutions? Are you kidding? If I kept the resolutions I made last year, I wouldn't have to make them again this year. Like that gym membership. I went three times

If I kept the resolutions I made last year, I wouldn't have to make them again this year.

the first week, two times the second, one time the third, and then gave myself a break—for the rest of the year. I could see it in the guy's eyes when I signed up. He *knew*. And he took my money anyway. That's not fair.

I'm also another year older. Who needs that? As you get older, time goes by faster. January comes and I think, *Wasn't it January two weeks ago? Boy, this whole "life" thing is really moving along. Just last month I was 37, now I'm 67. I don't know where it went—but I know where it's going ... and I'd rather not go there, thank you very much.*

Worse yet, it all starts with New Year's Day—my *least* favorite day of the year. All through the holidays leading up to New Year's Day you're going to parties with friends and family you hardly ever see, eating and drinking too much (I don't drink alcohol but a half gallon of eggnog probably isn't so good for you either)—and on New Year's Day they're all right back in your living room, eating and drinking again! It's like, *Let's have New Year's Eve all over again without the funny hats!*

Where I live in upstate New York, it's cold, too, and January is when it starts getting *really* cold. This is the time of ice-scraping, frozen pipes, budget-busting heating bills, dead car batteries, and

seeing all your neighbors abandon you in Siberia for the lambent breezes of Florida. I would go to Florida but I don't swim, golf or fish, and I'm not particularly jazzed by the senior discount on the Sunday brunch at Pirate Joe's Clam Cove.

Or they take cruises. I can't afford a cruise, and I wouldn't go even if I could. When my neighbors pull out of their driveways and wave goodbye, I feel like saying, "Bon Voyage! Have a great time getting stuck in the middle of the ocean for five days with no electricity or plumbing!"

January is also the season for football games. If you really want to start the year filled with self-loathing, sit on a couch and watch 300 hours of football on television while your wife cooks the food, cleans the house, shovels the driveway and does your smelly laundry.

Let's not forget those credit card bills that come due this month, either. When you're through paying for the holiday shopping you did, you get to make a choice: Either (a) Pay your mortgage, or (b) Buy food. Pick one.

I know, I know—I'm a pessimist. I'm only looking at the negative side. What about the promise of a new beginning? My problem with that is I go overboard. I think of all the promises I failed to keep the year before. That makes me feel I've got to do something BIG to make up for it. So I say: OK, maybe I didn't exercise or lose weight or read *War and Peace* or send more birthday cards. But that's OK because this year I'm going to circumnavigate the globe! Alone! In a kayak! I think that's called setting yourself up for failure.

The truth is, I'm not so sure I want a new beginning. What was so bad about 2013? I didn't get the flu, I got a tax refund, my car passed inspection without needing \$1,000 worth of work, my garden grew some great tomatoes, and I never lost my car keys. In fact, being that I'm a New York Yankees fan, the only really bad thing that happened is the Red Sox won the World Series.

I can live with that. **T**

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

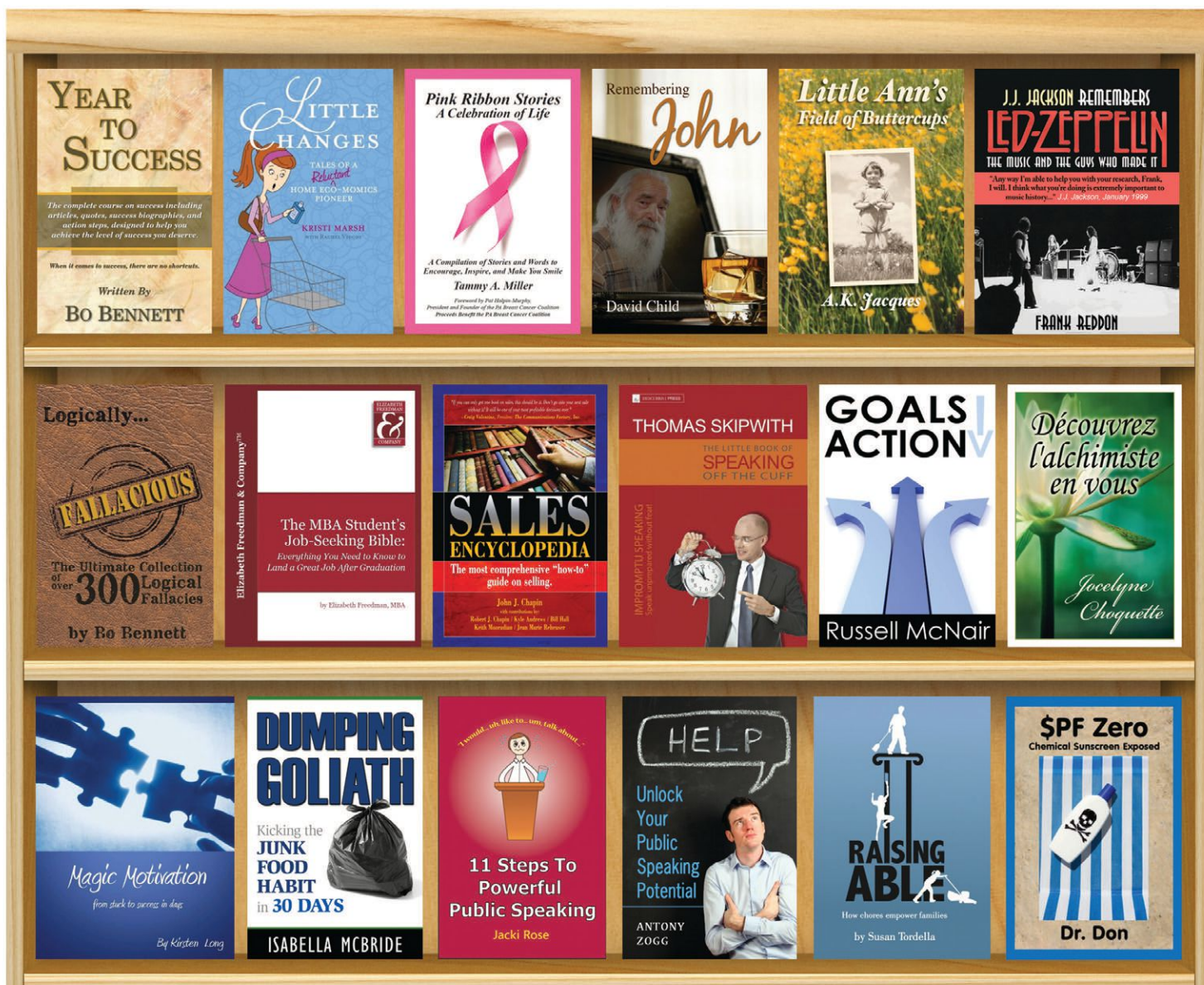
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