

Whatever your goals may be, much of your success in life will depend on your ability to speak. People who can effectively communicate possess one of the skills necessary for successful living.

Toastmasters International provides the tools that enable people to develop this skill. In Toastmasters you learn by doing - by actually speaking to groups. You learn in comfortable surroundings, not in a sterile classroom environment.

The Toastmasters program has proven itself around the world. Globally, more than three million people of all ages and occupations have participated in the program. On average the gross membership of Toastmasters International increases at a rate of approximately 250 people per day, for a total of more than 170,000 members in more than 8,000 Clubs in 52 countries.

## The Toastmasters Experience

The Toastmasters experience takes place in a Club. A typical Toastmasters Club is made up of twenty to thirty people gather regularly (usually once a week). Some Clubs meet in the morning, others at noon or in the evening. A meeting lasts about two hours and consists of the following:

- A short business session, which gives members a chance to practice parliamentary procedure.
- A *Table Topics* session, giving members the opportunity to participate in extemporaneous speech situations.
- Prepared speeches, based on projects from the *Communication and Leadership* manuals, from several of the Club members.
- An evaluation session, during which each speaker is provided with valuable feedback regarding the strengths of the speech, and provided with information that will assist the speaker in problem areas.
- A critique of the evaluations, and of the meeting as a whole, by a general evaluator.

Besides speaking, each member will also have the opportunity to serve as Toastmaster, Table Topics Master, Evaluator, General Evaluator, or another duty. Each assignment is rotated among members to provide a variety of experience.

## The Tools You Use

Upon joining a Toastmasters Club, each new member receives a set of educational materials that includes the Basic Communication and Leadership Program manual. The manual contains a series of speech assignments that provide instruction and practice in the basic techniques of public speaking. Upon completing the manual, a Toastmaster will know how to organize and present a dynamic and effective speech.

The learning experience doesn't end with the basic manual. Upon completion, a member begins the Advanced Communication and Leadership Programs, which consist of fifteen manuals, two of which must be completed, that are geared to specific career objectives.

Each member also receives *The Toastmaster*, a monthly magazine that offers the latest insights into speaking and leadership techniques. Members also may purchase other educational materials, including books and cassette albums. A complete list of these materials is found in the Toastmasters supply catalog.

## A Laboratory For Leaders

The Toastmasters Club also functions as a laboratory for developing leadership skills. Members have the opportunity to serve as Club officers, where they can develop their administrative and leadership skills in a positive, supportive environment. They learn to utilize parliamentary procedure, to accept and delegate

responsibility, and to exercise the fundamentals of planning and leadership. Since many Clubs change officers every six months, every member can obtain leadership training and experience.

The organizational structure of Toastmasters provides additional support to Clubs and Club officers. Clubs are grouped into Areas, Areas into Divisions, and Divisions into Districts. Each level has its own group of officers, and each provides support to Clubs. Although each Club is autonomous in conducting its own affairs, it may participate in Area, Division, and District activities. Other support comes from Toastmasters International which supplies services, materials, ideas, and counseling for Clubs.

### **Success/Leadership**

As a Toastmaster, you will be exposed to our unique Success/Leadership Program. The Success/Leadership Program is an innovative series of educational workshop style modules. These workshops encompass topics such as effective listening, leadership, conducting meetings, training, and management. Participation in this program builds skills that will help each individual become a more effective leader and communicator.

### **The Benefits For Companies**

Many Companies have discovered the value of Toastmasters training for their employees. Employees learn to do the following:

- Improve sales presentations;
- Develop managerial skills;
- Relate better to one another;
- Develop and present ideas;
- Offer constructive evaluation;
- Accept criticism more objectively.

These skills, obtained through participation in Toastmasters, benefit the company by increasing productivity and lowering training costs. A few other immediate benefits include the following:

- A more confident and productive sales staff;
- More efficient supervisory personnel;
- Improved motivation and morale among participating employees;
- A tailor-made training program for your company speakers bureau members;
- A tested communication and leadership program that can be provided to a diverse group of employees at minimal cost;
- A staff motivated to learn, understand, and act.

More than a thousand corporations and organizations have utilized the Toastmasters program, including the following: Allergan Pharmaceuticals, Allstate Insurance Company, AT&T, Apple Computers, Bank of America, B. F. Goodrich Company, Boeing Corporation, Coca Cola Company, Citibank, Digital Equipment Company, Disneyland, Eastman Kodak Company, Hewlett Packard Company, IBM Corporation, Kraft, Inc., Levi Strauss & Company, Rockwell International, United States Armed Forces.

Many companies provide meeting facilities and extra time for employees to attend meetings, and many financially sponsor in-house Clubs.

### **Community Benefits**

Toastmasters training has helped many members in their community service activities. Using the speaking and leadership skills developed in Toastmasters, they become more active in business, churches,

and fraternal, service, and charitable organizations. They are able to organize activities, conduct meetings, and speak in public as their organization's representative. Some of them even become active in local, state, or national government.

Toastmasters Clubs, Areas, Divisions, and Districts also serve their communities. Many members participate in Toastmasters speakers bureaus that provide speakers for service clubs, churches, and charities. They provide experiences people for community projects, and they often present special programs for the community's benefit, such as the Youth Communication and Leadership Program and the Success/Leadership Program.

The Youth Communication and Leadership Program teaches young people the basic techniques of public speaking and leadership. Toastmasters' Success/Leadership modules are seminar-style programs that can be conducted on the community or in companies. One program, Speechcraft, is an eight week course for adults covering the fundamentals of public speaking. Other Success/Leadership programs teach creative thinking, parliamentary procedure, listening, evaluation, and leadership.

### **Becoming A Member**

The Toastmasters program is for everyone eighteen years of age or older. Our members are from a variety of occupations and backgrounds. They include doctors, auto mechanics, executives, homemakers, artists, college students, supervisors, attorneys, engineers, and sales representatives. Because you work closely with people whose daily lives are different from your own, you become aware of the community in which you live, and you are exposed to different ideas and opinions.

Joining a Toastmasters Club is easy. With more than 7,500 Clubs around the world, there is sure to be one near you. You don't need a personal invitation to join. Many Clubs are listed with their local Chamber of Commerce, or can be located by writing to Toastmasters International. After you receive a listing, simply select the Club or Clubs which are most convenient for you and attend a meeting. You will be made to feel welcome. If there is no Club near you, you can form one with permission and assistance of Toastmasters International. Approximately fifty percent of the new Toastmasters Clubs in the last five years have been organized as in-house company Clubs. Many companies choose to sponsor an in-house Toastmasters Club as a way to provide high quality cost-effective communication training.

Toastmasters International is a non-profit organization governed by a Board of Directors elected by the membership. The first Toastmasters Club was established on October 22, 1924, in Santa Ana, California, by the man who conceived and developed the idea of helping others to speak more effectively, Dr. Ralph C. Smedley. More Clubs were formed, and Toastmasters International was incorporated under California law on December 19, 1932.

Toastmasters International's business and services are administered by World Headquarters, located in Rancho Santa Margarita, California. It employs no paid promoters or instructors. It has no salaried staff except the Executive Director and World Headquarters staff, who provide services to the Clubs and Districts.

The Toastmasters International name and insignia are registered service marks. Their use is restricted to regularly chartered Clubs or Clubs provisionally chartered for organizational purposes.

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