



TOASTMASTERS
INTERNATIONAL



WHERE LEADERS
ARE MADE

GOING BEYOND OUR CLUB

The Successful Club Series

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INTERNATIONAL®



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The Successful Club Series

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ARE MADE**

www.toastmasters.org

THE SUCCESSFUL CLUB SERIES

Toastmasters International's *The Successful Club Series* is a set of presentations addressing the subject of quality club meetings. Members will learn about the skills and standards they must strive to achieve for their club to be successful.

Most presentations in *The Successful Club Series* may be offered by any club member and require 10 to 15 minutes to present.

CONDUCTING THE PROGRAM

"Going Beyond Our Club" describes learning and leadership opportunities available to Toastmasters in addition to regular club meetings and activities. This product consists of four parts:

- ▶ Definition and explanation of the presentation
- ▶ Guidelines for your introduction to the audience
- ▶ Outline for the development of your speech
- ▶ CD of a PowerPoint presentation to be viewed along with your speech

In Your Own Words

The outline is not a script and should not be read word-for-word. Instead, use the document as a guide for presenting the material in your own words and with your own narrative style. The outline is a structure on which to build your presentation. Use the points of the outline to develop your speech, but be the author of your own oration.

Here are some tips on using this outline to develop and deliver your presentation:

- ▶ Study the outline in this manual carefully. Familiarize yourself with the general structure. Preparation is the key to a successful presentation.
- ▶ Use the outline to build your own speech using your own words. Prepare a set of notes indicating where you wish to pause, gesture, or add special verbal emphasis. Highlight key words or sentences to help you present the material most effectively.
- ▶ Be expressive when delivering your speech. Use all of the presentation skills you have learned as a Toastmaster, including vocal variety and gestures.

USING VISUAL AIDS EFFECTIVELY

Visual aids add interest to any presentation and help your audience retain information. You are encouraged to use them. If you plan to use the PowerPoint slides for this presentation as visual aids, you will need a data projector, a laptop computer, a table to support them, and a screen for viewing. In the outline, there are indications for placement of the PowerPoint slides. Each is numbered. For example, V 1 refers to the first visual.

Please note that the first slide in the PowerPoint show is a title slide and is not included in this numbering system.

If you cannot arrange for projection equipment but still would like to use visuals, you may copy the material on the visuals onto a flipchart. Do this before the presentation. Use a heavy marking pen that does not seep through the paper, and write on every third or fourth page so succeeding visuals will not show through. Also, make your letters large and heavy with plenty of space between them.

Follow these tips when using visual aids:

- ▶ Set them up and test them before the meeting begins. Place them so they are easily visible to listeners. Place your projector so that it projects a large, high, undistorted image on the screen. Focus the image.
- ▶ Bring spare equipment, including a projector bulb, extension cord, extra marking pens, etc.
- ▶ Display your visuals only when they are needed. If you are using a flipchart, flip the page back out of view when you are finished with it.
- ▶ Remember not to stand between the screen or flipchart and your audience or you will block their view.
- ▶ Maintain eye contact with your listeners. Do not talk to the screen or flipchart. If you must turn your back to point out something, pause as you point it out, and then resume speaking only after you are once again facing your audience.

EVALUATION AND ADVANCED AWARDS

Because this is an outlined presentation, for presenting it you will not receive credit toward completing a manual speech project, but you may receive credit toward your Advanced Leader Bronze (ALB) or Advanced Communicator Silver (ACS) award. Ask your vice president education to assign an evaluator for your presentation.

Conducting any two presentations from *The Successful Club Series* and/or *The Leadership Excellence Series* is one component of qualification for ALB recognition. Conducting any two presentations from *The Better Speaker Series* and/or *The Successful Club Series* is one component of qualification for ACS recognition. For further details, please view the Toastmasters International website: www.toastmasters.org/membereducation.

GOING BEYOND OUR CLUB

Introducing the Presenter

TIPS FOR THE PRESENTER: WRITE YOUR INTRODUCTION

All prepared speeches in Toastmasters require an introduction. A proper introduction of you and your speech is important to the success of your presentation. Use the following as a guide in writing your introduction:

- ▶ Include the purpose of *The Successful Club Series*.
- ▶ Explain why “Going Beyond Our Club” is important for a Toastmasters club, stating the purpose and one or more objectives of your presentation.
- ▶ Incorporate some background about yourself.
- ▶ Read *When You’re the Introducer* (Item 1167E) for further details on giving a proper introduction.
- ▶ Give your finished introduction to the person who will be introducing you.

TIPS FOR THE INTRODUCER

- ▶ Ask the presenter any clarifying questions.
- ▶ Rehearse the introduction.

GOING BEYOND OUR CLUB

Outline

Giving a speech, taking on a meeting role, serving as a club officer, and working in a club committee are fun and involving activities that help stretch members' abilities. But there are a variety of Toastmasters activities outside of the club for members who want to do and learn more. These activities include:

1. SPEECH CONTESTS

Speech contests are a Toastmasters tradition and provide numerous opportunities for expanding critical thinking, time management and organization, listening, delegation, and facilitating skills in a challenging new environment. They also provide occasions to meet other Toastmasters and learn more about local Toastmasters events. Some of the roles members can fill to practice their skills are:

- ▶ **Contestants.** Contestants winning at club level in categories such as Table Topics,[™] evaluations, tall tales, and humor, or in the International Speech Contest may go on to compete at area, division, and district levels. District winners of the International Speech Contest advance to the semifinal competitions at the annual Toastmasters Convention in August. Semifinal winners then compete in the finals for the title World Champion of Public Speaking.

Presenter:

Mention some of the contests held in your club and district.

- ▶ **Emcee.** An emcee or Toastmaster of the contest introduces speakers and keeps events on track, similar to what the Toastmaster of a meeting does.
- ▶ **Judges.** Contests require fair and impartial judges. Members can volunteer (or may be asked) to serve as a judge for an area, division, or district contest. Likewise, they can volunteer (or may be asked) to serve as the chief judge of a contest. The chief judge's job is to appoint contest judges, then acquaint them with procedures and oversee the judging and ballot counting.
- ▶ **Counters.** Contests need people to count and tally the ballots.
- ▶ **Timers.** Timers operate stopwatches and timing devices for contestants.
- ▶ **Sergeant at arms.** The sergeant at arms escorts contestants and individual audience members in and out of the contest room at the appropriate times.
- ▶ **Audience.** This may seem like a passive role but the audience contributes by actively listening and providing contestants with instant feedback simply by its reaction to the speech.

V1

V2

2. LEADERSHIP ROLES

Advancing to a leadership role outside the club is challenging and rewarding and provides members with a chance to practice skills such as motivating a team, delegating tasks, and effectively communicating with and coaching team members. Another benefit to serving as a leader is the satisfaction of knowing you have helped others grow.

Some of the available leadership opportunities are with:

V3

- ▶ **Areas.** Area directors serve as the liaison between a district and its clubs. Conducting the area club visits at least twice a year is crucial to understanding how clubs are fulfilling member needs, and how the district is meeting the needs of each club.
- ▶ **Divisions.** Division officers are the link between areas and districts, providing assistance in building clubs and supporting areas.
- ▶ **Districts.** District leaders work with people at club, area, division, and international levels as well as with corporate and community leaders.
- ▶ **Board of Directors.** Serving on the Board of Directors is an outstanding way to contribute to the organization as a whole, develop plans for the future, and ensure Toastmasters International continues to meet the needs of its clubs and members.
- ▶ **Conferences.** Assisting at conferences is an excellent way to get involved. Being a committee member involved with registration, hospitality, or facility set-up is rewarding and challenging.

V4

3. CONFERENCE OPPORTUNITIES

Conferences offer leadership opportunities as well as feature activities to benefit participants such as:

- ▶ **Seminars.** Education seminars feature interesting topics and dynamic speakers. You'll learn speaking tips and techniques from positive, upbeat presenters and what you can do to have a great Toastmasters club.
- ▶ **Speech contests.** Learn from observing excellent speakers.
- ▶ **Toastmasters camaraderie.** You will meet people of varying backgrounds and experiences at conferences and the International Convention.

V5

CONCLUSION

Learning and leadership options abound in and out of the club. Expand your abilities, keep skills sharp and interest high, and experience new opportunities by participating at contests, taking on advanced leadership roles, and attending conferences and the International Convention.

Evaluation Guide

Evaluator's Name _____

Presentation Title _____ Date _____

- ▶ How effective was the speaker's introduction in helping the audience understand the purpose of *The Successful Club Series* and the presentation itself?
- ▶ Was the presenter adequately prepared? How heavily did the presenter rely on notes?
- ▶ How did the speaker use vocal variety to enhance this presentation?
- ▶ What other techniques did the speaker use to personalize and augment the presentation? Were they effective? How?
- ▶ Did the speaker display the visuals smoothly and at the appropriate times? How could the speaker improve?
- ▶ What aspect of the speaker's presentation style did you find unique? Why?
- ▶ Did the speaker present the material clearly and simply so audience members could easily use the information to improve their own skills?
- ▶ What could the speaker have done differently to make the presentation more effective?
- ▶ What did you like about the presentation?

Notes



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