



# All About Toastmasters

# How Toastmasters Works

At Toastmasters, members learn by speaking to groups and working with others in a supportive environment. A typical Toastmasters club is made up of 20 to 30 people who meet once a week for about an hour. Each meeting gives everyone an opportunity to practice:

- **Conducting meetings.**

Members learn how to plan and conduct meetings.

- **Giving impromptu speeches.** Members present one- to two-minute impromptu speeches on assigned topics.



- **Presenting prepared speeches.**

Three or more members present speeches based on projects from manuals in Toastmasters' proven communication and/or leadership program. Projects cover topics such as speech organization, vocal variety, language, gestures and persuasion.

- **Offering constructive evaluation.** Every prepared speaker is assigned an evaluator who points out speech strengths and offers suggestions for improvement.

# The Tools You Use

Upon joining a Toastmasters club, each new member receives a variety of manuals and resources on how to become a better speaker and a more confident leader. Members also have access to other books and educational resources. They also receive the award-winning *The Toastmaster*, a monthly magazine that offers the latest insights on speaking and leadership techniques.

## Toastmasters and Leadership

Leadership cannot be learned in a day. It takes practice. In Toastmasters, members learn leadership skills by organizing and conducting meetings and by completing projects in the leadership manuals. Projects address such skills as listening, planning, motivation and team building and give members the opportunity to practice them. Just as Toastmasters members learn to speak by speaking, they learn leadership by leading.

## Company Benefits

A company's success depends on communication. Employees face an endless exchange of ideas, messages and information as they deal with one another and with customers day after day. How well they connect and share their ideas with customers, clients and co-workers can determine whether a company grows into an industry leader or joins thousands of other businesses mired in mediocrity.

Toastmasters provides the tools that enable employees to become effective presenters and leaders – all at a very low cost.

Toastmasters training helps employees:

- give better sales presentations
- hone their management skills
- work better with fellow employees
- effectively develop and present ideas
- offer constructive criticism
- accept criticism more objectively



Toastmasters produces results. Around the world more than four million men and women of all ages and occupations have benefited from Toastmasters training. Thousands of corporations, community groups, universities, associations and government agencies now use Toastmasters training.

***“Your potential is limited only by how many excuses you have.”***

## Community Benefits

Toastmasters has helped many members in their community-service activities. Using the skills developed in Toastmasters, people have become more active in business, churches, service and charity organizations. Toastmasters are able to organize activities, conduct meetings and speak in public as their organization's representative. Some even become active in local, state or national government.

## Becoming a Member

Membership is for individuals age 18 or older. The organization now has nearly 220,000 members in 90 countries. They come from a variety of occupations and backgrounds.

Joining a Toastmasters club is easy. With more than 10,500 clubs around the world, there is sure to be one near you. Many clubs are listed with chambers of commerce or

can be located by visiting the Toastmasters Web site at [www.toastmasters.org](http://www.toastmasters.org) and clicking on “Find a Club” (top left). Once you find a listing of clubs in your area, simply select one most convenient for you, attend a meeting and then apply for membership. If there is no club in your area, you can form one with permission and assistance from Toastmasters International.



# Become the Speaker and Leader You Want to Be!

**Whether you're a professional, student, stay-at-home parent or retiree, Toastmasters is the best way to improve your communication skills. Toastmasters can help you lose the fear of public speaking and learn skills that will help you be more successful in whatever path in life you've chosen. You'll be a better**



**listener. You'll easily lead teams and conduct meetings. You'll comfortably give and receive constructive evaluation. If you already have some or all of these skills, you will enhance them in Toastmasters!**

## **Linda Lingle**

Governor of Hawaii

*"Toastmasters is the best and least expensive personal improvement class you can go to. Anybody who begins and sticks with it for any length of time ends up a better speaker. As a result, they build confidence and are able to do their jobs better."*

# TOASTMASTERS

# About Toastmasters International

Toastmasters International is a nonprofit 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 Ralph C. Smedley, who conceived and developed the idea of helping others to speak more effectively. More clubs were formed, and Toastmasters International was incorporated under California law on December 19, 1932. The organization now has 211,000 members in 10,500 clubs in 90 countries.

Toastmasters International's World Headquarters is located in Rancho Santa Margarita, California. Its 70-member staff provides support services, educational materials, a monthly magazine, and an interactive Web site.

## Join a Toastmasters Club

If someone from a Toastmasters club gave this pamphlet to you, consider attending that club and applying for membership. If you want to find a club that meets at a different time or location, visit **[www.toastmasters.org](http://www.toastmasters.org)** and click on "Find a Club" (top left) or e-mail **[membership@toastmasters.org](mailto:membership@toastmasters.org)**.

### Toastmasters International

P.O. Box 9052

Mission Viejo, CA 92690

Tel. (949) 858-8255 • Fax (949) 858-1207

[www.toastmasters.org](http://www.toastmasters.org)





# The Word Is Out!

What others say about us.



*Find the right words, and your audience will find you!*

## Debbi Fields Rose

Founder – Mrs. Fields Cookies

*"I'd never thought of myself as a great communicator, and that's one of the reasons I got involved [in Toastmasters]. The idea of getting in front of a group, not as Mrs. Fields but really as Debbi, made my knees shake, and I'd get all dry-mouthed. But the Toastmasters group understood. Here's a place where you can learn, grow, develop – and where other people are doing and feeling the same thing."*

## Marilyn vos Savant

Guinness World Record Holder for "highest IQ" and syndicated columnist for *Parade* magazine's "Ask Marilyn" column. She recommends Toastmasters to a woman asking for advice on how to be less introverted:

*"I suggest joining your local Toastmasters club, an international organization best known for helping people become better speakers. But in fact, membership has far more benefits than just that one. You will find yourself in the company of all sorts of people, some of them just like yourself. With the aid of this group, you'll learn how to become comfortable with people and eventually enjoy the very interaction you now dread."*

## Peter Coors

CEO – Coors Brewing Company

*"As my career grew with the company, I needed to develop my communication skills more and more... I've learned a great deal about speaking and listening and now realize the importance of the overall program. For me, it took getting into a formal organization – such as Toastmasters – to understand what total communication is all about."*

## Chris Matthews

Host of MSNBC's *Hardball with Chris Matthews* and *The Chris Matthews Show*, author and journalist

*"Toastmasters changed my life. They really did. Put me on the stage. I don't know what I would have done without that positive boost."*



Find  
your voice.

Shape your words  
and your future.

TOASTMASTERS  
INTERNATIONAL

# Toastmasters

Give voice to your potential.



## The proven way to become a better speaker

### What's in it for you?

Toastmasters will give you the skills and confidence you need to effectively express yourself in any situation. Whether you are a professional, student, stay-at-home parent or retiree, Toastmasters is the most efficient, enjoyable and affordable way of gaining great communication skills. By learning to effectively formulate and express your ideas, you open an entirely new world of possibilities. You'll be more persuasive and confident when giving presentations, and you'll improve your one-on-one dealings with others.

### How does it work?

Don't worry! Everyone in a Toastmasters meeting was once at the level you are now. The environment is friendly and supportive, and the self-paced program allows you to build confidence with each speaking assignment. And you'll love the applause! Constructive evaluation is the heart of the Toastmasters program. Each time you give a prepared speech, an evaluator will point out strengths and suggest improvements. At first you'll be applauded for your effort; later you'll be applauded for your skill.

*Since 1924, Toastmasters International has helped millions of men and women become more confident in front of an audience. Our network of clubs and their learn-by-doing program are sure to help you become a better speaker and leader. Why pay thousands of dollars for a seminar when you can join Toastmasters for a fraction of the cost and have fun in the process?*

## Creating Leaders

### Leaders are good communicators.

Leadership is the art of persuading others to do what you wish to be done. To do so, you need to communicate, and you need to work as a team. In Toastmasters, you'll do both. And you'll find out how to vary your approach to suit the needs of different people, be they the audience for a speech, the committee for a fundraiser, or the members of your family.

### Don't delay!

Become the speaker and leader you want to be. Confident, charismatic leaders weren't born that way. As you progress in Toastmasters, you'll get to practice your skills by organizing and conducting meetings and motivating others to help you. Become a better negotiator. Gain trust. Sharpen your management skills. Inspire your team. Be decisive!

***"Your potential is limited only by how many excuses you have."***



## Visit a meeting today!

You won't regret it. With more than 230,000 members in 12,000 clubs in 106 countries, you're sure to find a club near you. For a list of meeting locations in your area, simply visit [www.toastmasters.org](http://www.toastmasters.org) or e-mail us at [tminfo@toastmasters.org](mailto:tminfo@toastmasters.org). Each group has its own personality. So check out a few to find one that best matches yours!

### Local contact information:



# Toastmasters:

## Become the speaker and leader you want to be.

People who get ahead in life are those who can communicate effectively. Wouldn't you like to develop this priceless skill? Now you can. Toastmasters will show you how to listen effectively, think on your feet and speak confidently. You will learn valuable leadership skills. Be a success – at home or on the job. Come visit our Toastmasters club and see what it can do for you!

Day: \_\_\_\_\_

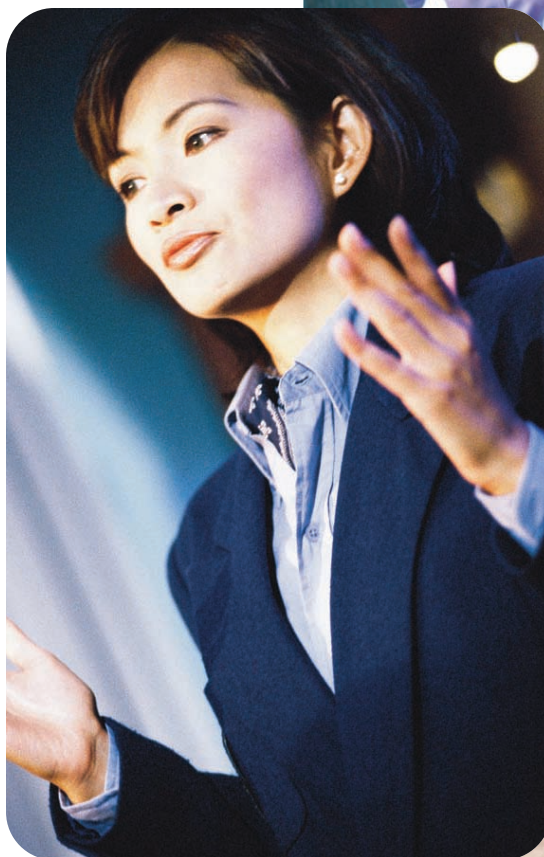
Time: \_\_\_\_\_

Location: \_\_\_\_\_

Contact: \_\_\_\_\_

Telephone: \_\_\_\_\_

E-mail: \_\_\_\_\_



[www.toastmasters.org](http://www.toastmasters.org)

# Expanding Your **Horizons**



**Success / Leadership &  
Success / Communication  
Programs**

# Success / Leadership & Success / Communication Programs

**T**oastmasters' Success/Communication and Success/Leadership programs are a series of modules to help develop, and provide practice in, such skills as:

- ▶ **Leadership**
- ▶ **Public speaking**
- ▶ **Conducting meetings**
- ▶ **Parliamentary procedure**
- ▶ **Listening**
- ▶ **Evaluation**
- ▶ **Creative thinking**

You can use the modules in several ways: inside your Toastmasters club, to enhance members' skills; in companies to increase employees' skills and promote awareness of Toastmasters; and in the community to enhance the general public's skills and to promote awareness of Toastmasters. All modules must be presented by club members acting as representatives of their clubs, thereby preserving the programs', clubs' and organization's identity. No individuals, educational institutions or other organizations may derive financial gain either directly or indirectly from the presentation of these modules.

The modules can be financially self-supporting. You may charge a small fee to the participants to cover the cost of the modules. Effective programs at cost-effective prices – who could ask for more?

Whether you're the trainer or the trainee, you will gain valuable information from these programs.

As the seminar leader you will:

- ▶ **DEVELOP** strong presentations skills
- ▶ **IMPROVE** your training abilities
- ▶ **DEMONSTRATE** teaching skills in a workshop environment
- ▶ **LEARN** the "ins and outs" of meeting planning
- ▶ **UNDERSTAND** the role of a seminar leader
- ▶ **GAIN** expertise with visual aids
- ▶ **PROVIDE A MUCH NEEDED EDUCATIONAL SERVICE TO OTHERS**

Simply by participating in each program you will:

- ▶ **ACQUIRE** a keen insight to these education topics
- ▶ **APPLY** the skills learned in role-plays and exercises
- ▶ **OBSERVE** and learn from the presentation skills of others
- ▶ **WORK** with other people who have similar interests
- ▶ **OFFER** your own thoughts on the important thoughts covered

But perhaps the greatest benefit of leading or participating in a Success/Leadership or Success/Communication module is the ultimate reward – success. Let the Toastmasters programs lead you down the path to success so you can lead others. You really can't afford NOT to.

You can purchase the following modules through our supply catalog or online store.

## Success/Leadership Programs

*"The Success/Leadership modules make outstanding training sessions for community and corporate groups. In the dozens of times I've presented these modules I've never had a participant express boredom or leave feeling that he or she had not grown from the experience."*

**Marcia T. Barney, DTM**  
Winston-Salem, NC

## How To Conduct Productive Meetings

Learn the techniques and dynamics for conducting productive meetings in any group.

### Exercises:

- ▶ Effective purpose statements
- ▶ Leading a meeting

### Contents:

Each package contains

- ▶ Coordinator's Guide
- ▶ 8 Participant's Notebooks
- ▶ CD with PowerPoint Presentation





- ▶ 8 Participant's Certificates
- ▶ Coordinator's Certificate
- ▶ Expanding Your Horizons
- ▶ Order Form

**Cost:**

- ▶ Complete program package (236) . . . . . \$28.00

**Additional Materials Available Separately:**

- ▶ Participant's Notebook (236A) . . . . . \$2.50 ea.
- ▶ Coordinator's Guide (236B) . . . . . \$9.00 ea.
- ▶ CD with PowerPoint Presentation (236CD) . . \$10.00 ea.
- ▶ Participant's Certificates (261) . . . . . \$.60 ea.
- ▶ Coordinator's Certificate (260) . . . . . \$.60 ea.

*Presentation Time: One hour*

*"I've used the Effective Listening module and the Leadership program to train our executives at Nissan Corporation, and it worked very well. I'll continue to use the material and exercises in my corporate training. The Evaluation module was very helpful in my club."*

**Tom Dell, ATM**  
Whittier, CA

## Parliamentary Procedure in Action

Appropriate rules of order are a must in most corporations, associations or organizations. The ability to understand and apply parliamentary skills is a much sought-after quality among managers and leaders. After finishing this program, you will be able to effectively lead and participate in parliamentary discussions.



**Exercises:**

- ▶ Presenting and discussing motions
- ▶ Learning subsidiary motions
- ▶ Handling privileged motions
- ▶ Identifying incidental motions

**Contents:**

Each package contains

- ▶ Coordinator's Guide
- ▶ CD with PowerPoint Presentation
- ▶ 10 Participant's Certificates
- ▶ Coordinator's Certificate
- ▶ Chart of Motions (Set of 10)
- ▶ Expanding Your Horizons
- ▶ Order Form

**Cost:**

- ▶ Complete program package (237) . . . . . \$25.00

**Additional Materials Available Separately:**

- ▶ Coordinator's Guide (237A) . . . . . \$9.00 ea.
- ▶ Chart of Motions... (Set of 10) (237C) . . . . . \$2.50
- ▶ CD with PowerPoint Presentation (237CD) . . \$10.00 ea.
- ▶ Coordinator's Certificate (260) . . . . . \$.60 ea.
- ▶ Participant's Certificate (261) . . . . . \$.60 ea.

*Presentation Time: 5 sessions; 15 minutes each*

## Leadership Part I: Characteristics of Effective Leaders

Leaders influence and inspire group members and motivate followers to achieve a mission or goal. They have power. This program defines the qualities that determine effective leaders and helps participants identify their own leadership style and determine the team's leadership needs.



**Exercises:**

- ▶ Determining your leadership style
- ▶ Determining team leadership needs
- ▶ Discussing leadership gaps and leadership matches

**Contents:**

Each package contains

- ▶ Coordinator's Guide
- ▶ 10 Participant's Notebooks
- ▶ CD with PowerPoint Presentation
- ▶ Coordinator's Certificate
- ▶ 10 Participant's Certificates
- ▶ Order Form

**Cost:**

- Complete program package (255) . . . . . \$30.00

**Additional Materials Available Separately:**

- ▶ Coordinator's Guide (255A) . . . . . \$9.00 ea.
- ▶ Participant's Notebook (255B) . . . . . \$2.50 ea.
- ▶ CD with PowerPoint Presentation (255CD) . . \$10.00 ea.
- ▶ Coordinator's Certificate (260) . . . . . \$.60 ea.
- ▶ Participant's Certificate (261) . . . . . \$.60 ea.

*Presentation Time: 90 minutes*

## Leadership

### Part II: Developing Your Leadership Skills

To be an effective leader, you must have the ability to accept and overcome challenges. By being a positive influence, you will help members to function productively and to deliver quality performance. This module teaches the skills and techniques needed to be an effective leader, such as contracting for excellence, team-building, motivation and coaching.



#### Exercises:

- ▶ Discussing personal fulfillment
- ▶ Discussing contracts
- ▶ Discussing motivation
- ▶ Coaching team members to improve performance

#### Contents:

Each package contains

- ▶ Coordinator's Guide
- ▶ 10 Participant's Notebooks
- ▶ CD with PowerPoint Presentation
- ▶ Coordinator's Certificate
- ▶ 10 Participant's Certificates
- ▶ Order Form

#### Cost:

- ▶ Complete program package (256) . . . . . \$30.00

#### Additional Materials Available Separately:

- ▶ Coordinator's Guide (256A) . . . . . \$9.00 ea.
- ▶ Participant's Notebook (256B) . . . . . \$2.50 ea.
- ▶ CD with PowerPoint Presentation (256CD) . . \$10.00 ea.
- ▶ Coordinator's Certificate (260) . . . . . \$.60 ea.
- ▶ Participant's Certificate (261) . . . . . \$.60 ea.

*Presentation Time: 60 - 90 minutes*

## Where to Use These Programs

*The Success/Leadership and Success/Communication modules of Toastmasters International can be effective when presented at any of the following venues:*

**Club** – Use these programs at your club meeting to educate members on various topics.

**Community** – As a service to the general public, these workshops are also excellent membership building opportunities.

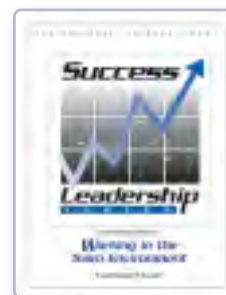
**Company** – Perhaps the most effective, yet inexpensive employee training program a corporation could ever use.

**Whenever the modules are used, one thing is certain – everyone will benefit.**

## Leadership

### Part III: Working in the Team Environment

This educational program helps participants learn to use leadership skills as they pertain to working with and leading teams.



#### Exercises:

- ▶ Developing team relations
- ▶ Encouraging commitment
- ▶ Providing structure
- ▶ Building trust
- ▶ Resolving conflict

#### Contents:

- ▶ Coordinator's Guide
- ▶ CD with PowerPoint Presentation
- ▶ 10 Participant's Notebooks
- ▶ Coordinator's Certificate
- ▶ 10 Participant's Certificates

#### Cost:

- ▶ Complete program package (258) . . . . . \$30.00

#### Additional Materials Available Separately:

- ▶ Coordinator's Guide (258A) . . . . . \$9.00 ea.
- ▶ Participant's Notebook (258B) . . . . . \$2.50 ea.
- ▶ CD with PowerPoint Presentation (258CD) . . \$10.00 ea.
- ▶ Coordinator's Certificate (260) . . . . . \$.60 ea.
- ▶ Participant's Certificate (261) . . . . . \$.60 ea.

*Presentation Time: 60 - 90 minutes*

## Improving Your Management Skills

Managers are an integral part of any organization. Our society depends on the goods and services provided by the organizations these individuals manage. Each of us has experience with managers every day, directly or indirectly, as we come into contact with businesses and other organizations. Whether we have positive experiences in these encounters depends greatly on the people who manage them. This program helps you develop the skills and qualities required to be an effective manager, and shows how you can incorporate them into your own work.



#### Exercises:

- ▶ Defining management
- ▶ Identifying the four major management skills
- ▶ Setting goals
- ▶ Planning
- ▶ Motivating others



- ▶ Coaching for success
- ▶ Solving problems

#### Contents:

Each package contains

- ▶ Coordinator's Guide
- ▶ 10 Participant's Notebooks
- ▶ CD with PowerPoint Presentation
- ▶ 10 Participant's Certificates
- ▶ Coordinator's Certificate
- ▶ Expanding Your Horizons
- ▶ Order Form

#### Cost:

- ▶ Complete program package (259) . . . . . \$30.00

#### Additional Materials Available Separately:

- ▶ Coordinator's Guide (259A) . . . . . \$9.00 ea.
- ▶ Participant's Notebook (259B) . . . . . \$2.50 ea.
- ▶ CD with PowerPoint Presentation (259CD) . . \$10.00 ea.
- ▶ Coordinator's Certificate (260) . . . . . \$.60 ea.
- ▶ Participant's Certificate (261) . . . . . \$.60 ea.

*Presentation Time: 2 1/2 - 3 hours*

## Success/Communication Programs

### Speechcraft

Speechcraft is a program designed to develop leadership skills as well as teach speaking skills in a seminar workshop format. This four- to eight-session program will help you gain confidence in communication which includes writing and delivering speeches, impromptu speaking, the use of audiovisual aids and body language and effective listening.



#### Exercises:

- ▶ Developing impromptu speaking skills
- ▶ Delivering prepared speeches
- ▶ Learning to evaluate effectively
- ▶ Practicing parliamentary procedure
- ▶ Conducting quality meetings
- ▶ Enhancing leadership abilities

#### Contents:

Each package contains

- ▶ 3 Coordinator's Guides
- ▶ 10 Instructions for the Advisor
- ▶ 5 Speechcrafter's Handbooks
- ▶ Speechcraft Receipt Book
- ▶ 15 copies of "An Opportunity to Succeed"
- ▶ 3 copies of "Number One Membership Building Tool"
- ▶ 5 Participant's Certificates
- ▶ Coordinator's Certificate
- ▶ Expanding Your Horizons
- ▶ 3 Order Forms

#### Cost:

- ▶ Complete program package (205) . . . . . \$20.00

#### Additional Materials Available Separately:

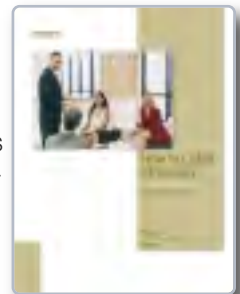
- ▶ Speechcraft Promotional Kit (203) . . . . . \$2.50 ea.
- ▶ Number One Membership Building Tool (203A) . . . . . \$1.15 ea.
- ▶ Coordinator's Guide (204) . . . . . \$3.00 ea.

- ▶ Speechcrafter's Handbook (204H) . . . . . \$2.50 ea.
- ▶ An Opportunity to Succeed (207) . . . . . \$.15 ea.
- ▶ Instructions for the Advisor (208) . . . . . \$.25 ea.
- ▶ Coordinator's Certificate (260) . . . . . \$.60 ea.
- ▶ Participant's Certificate (261) . . . . . \$.60 ea.

*Presentation Time: 4, 6 or 8 sessions; 1 - 2 hours each*

### How To Listen Effectively

When other people talk, do you listen to what they mean, or do you just hear what they say? Listening is a much more active skill than some may think. Effective listening requires certain techniques for receiving, organizing and interpreting what has been said. This program will help you recognize and develop these skills.



#### Exercises:

- ▶ Developing skills in active listening
- ▶ Studying barriers to effective listening
- ▶ Identifying situations in which active listening is important
- ▶ Creating an awareness of the need for effective listening
- ▶ Learning how to avoid distractions
- ▶ Promoting listening readiness
- ▶ Eliminating hasty judgements when listening
- ▶ Practicing listening to understand

#### Contents:

Each package contains

- ▶ Coordinator's Guide
- ▶ 10 Participant's Notebooks
- ▶ 10 Evaluation Forms
- ▶ Coordinator's Certificate
- ▶ 10 Participant's Certificates
- ▶ Expanding Your Horizons
- ▶ Order Form

#### Cost:

- ▶ Complete program package (242) . . . . . \$26.00

**You may receive an updated cover. The content remains unchanged.**

#### Additional Materials Available Separately:

- ▶ Coordinator's Guide (242A) . . . . . \$9.00 ea.
- ▶ Participant's Notebook (242B) . . . . . \$2.50 ea.
- ▶ Coordinator's Certificate (260) . . . . . \$.60 ea.
- ▶ Participant's Certificate (261) . . . . . \$.60 ea.

*Presentation Time: 2 1/2 - 3 hours*

***"Success/Communication modules – especially the one on Evaluation – are valuable to both the club and the presenter. Everybody can learn and benefit from them. The program on Building Your Thinking Power is very effective because it helps you open your mind and think creatively."***

**Ralph Joslin, DTM**  
Tulsa, OK

## The Art of Effective Evaluation

To many people, evaluations are the most important aspect of the Toastmaster's program. No matter what your vocation, the ability to effectively evaluate any situation or condition is a necessity. This program will teach you the finer points of offering constructive criticism.



#### Exercises:

- ▶ Identifying reasons why people need to become more effective speakers
- ▶ Recognizing the factors that contribute to the club's evaluation climate
- ▶ Determining overall evaluation strengths and weaknesses
- ▶ Building self-esteem through evaluation
- ▶ Practicing evaluation skills

#### Contents:

Each package contains

- ▶ Coordinator's Guide
- ▶ 20 Participant's Notebooks
- ▶ CD with PowerPoint Presentation
- ▶ Pad of 20 Club Climate Questionnaires
- ▶ 2 pads of 30 Speech Evaluation Forms
- ▶ Coordinator's Certificate
- ▶ 20 Participant's Certificates
- ▶ Expanding Your Horizons
- ▶ Order Forms

#### Cost:

- ▶ Complete program package (251) . . . . . \$48.00

#### Additional Materials Available Separately:

- ▶ Coordinator's Guide (251A) . . . . . \$9.00 ea.
- ▶ Participant's Notebook (251B) . . . . . \$2.50 ea.
- ▶ Club Climate Questionnaire (pad of 20) (251C) . . . \$1.50
- ▶ Speech Evaluation Forms (pad of 30) (251D) . . . \$1.50
- ▶ CD with PowerPoint Presentation (251CD) . . \$10.00 ea.
- ▶ Coordinator's Certificate (260) . . . . . \$.60 ea.
- ▶ Participant's Certificate (261) . . . . . \$.60 ea.

*Presentation Time: 2 1/2 - 3 hours*

## Building Your Thinking Power

### Part I: Mental Flexibility

Mental flexibility can be defined as a way of thinking – an attitude. It's a way of approaching situations that allows you to adapt your behavior so you can achieve the best outcomes. By increasing your mental flexibility, you become a better listener, a keener observer, a more skilled thinker and a more effective problem-solver.



#### Exercises:

- ▶ Developing listening and feedback skills
- ▶ Exercising perceptual skills and mental flexibility
- ▶ Interpreting information in an open-minded way
- ▶ Determining what causes people to react negatively
- ▶ Increasing awareness of varying points of view
- ▶ Illustrating the importance of suspending value judgments and waiting for more information
- ▶ Learning semantic flexibility and its impact on the thinking process
- ▶ Thinking strategically

#### Contents:

Each package contains

- ▶ Coordinator's Guide
- ▶ 20 Participant's Notebooks
- ▶ CD with PowerPoint Presentation
- ▶ Coordinator's Certificate
- ▶ 20 Participant's Certificates
- ▶ Expanding Your Horizons
- ▶ Order Form

#### Cost:

- ▶ Complete program package (253) . . . . . \$46.00

#### Additional Materials Available Separately:

- ▶ Coordinator's Guide (253A) . . . . . \$9.00 ea.
- ▶ Participant's Notebook (253B) . . . . . \$2.50 ea.
- ▶ CD with PowerPoint Presentation (253CD) . . \$10.00 ea.
- ▶ Coordinator's Certificate (260) . . . . . \$.60 ea.
- ▶ Participant's Certificate (261) . . . . . \$.60 ea.

*Presentation Time: 2 - 2 1/2 hours*

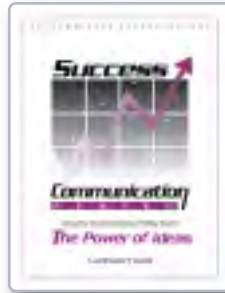
## Building Your Thinking Power

### Part II: The Power of Ideas

People who are skilled at producing new ideas can make a profoundly important contribution to our society. This program will clarify the basic principles of creative thinking and explore specific techniques that can make all of us more effective idea producers.

#### Exercises:

- ▶ Understanding the difference between convergent and divergent thinking
- ▶ Enhancing imagination
- ▶ Producing fluent ideas
- ▶ Exercising the skill of hypothesizing
- ▶ Creating ideas through brainstorming



#### Contents:

Each package contains

- ▶ Coordinator's Guide
- ▶ 20 Participant's Notebooks
- ▶ CD with PowerPoint Presentation
- ▶ Coordinator's Certificate
- ▶ 20 Participant's Certificates
- ▶ Order Form

#### Cost:

- ▶ Complete program package (254) . . . . . \$46.00

#### Additional Materials Available Separately:

- ▶ Coordinator's Guide (254A) . . . . . \$9.00 ea.
- ▶ Participant's Notebook (254B) . . . . . \$2.50 ea.
- ▶ CD with PowerPoint Presentation (254CD) . . \$10.00 ea.
- ▶ Coordinator's Certificate (260) . . . . . \$.60 ea.
- ▶ Participant's Certificate (261) . . . . . \$.60 ea.

*Presentation Time: 2-2 1/2 hours*

***"The need for Success/Leadership programs is two-fold: the need of the club and the need of the community. The need of the club is generally to gain new members and to renew enthusiasm among the members. The need of the community can be almost anything. Each module has been crafted by Toastmasters International to ensure success."***

**Carol Drayton, ATM**  
Satellite Beach, FL

## From Speaker to Trainer

Many businesses and organizations have realized the importance of training. Properly trained people increase productivity and make fewer mistakes. But how do you train people? In this program you'll discover the five steps involved in preparing and presenting a training program using adult learning principles. You'll also learn the roles of trainers and the differences between public speaking and training, and have practical experience in facilitating discussion and conducting exercises. You'll learn how to make the learning experience enjoyable, too.



#### Exercises:

- ▶ Conducting warm-up exercises
- ▶ Determining participants' expectations
- ▶ Conducting a gap analysis
- ▶ Writing training objectives
- ▶ Identifying the characteristics of an effective trainer
- ▶ Conducting an effective role-play
- ▶ Determining presentation styles
- ▶ Preparing a lesson plan
- ▶ Handling difficult behavior
- ▶ Applying your skills

#### Contents:

Each package contains

- ▶ Coordinator's Guide
- ▶ 10 Participant's Notebooks
- ▶ CD with PowerPoint Presentation
- ▶ 10 Participant's Certificates
- ▶ Coordinator's Certificate
- ▶ Expanding Your Horizons
- ▶ Order Form

#### Cost:

- ▶ Complete program package (257) . . . . . \$30.00

#### Additional Materials Available Separately:

- ▶ Coordinator's Guide (257A) . . . . . \$9.00 ea.
- ▶ Participant's Notebook (257B) . . . . . \$2.50 ea.
- ▶ CD with PowerPoint Presentation (257CD) . . \$10.00 ea.
- ▶ Coordinator's Certificate (260) . . . . . \$.60 ea.
- ▶ Participant's Certificate (261) . . . . . \$.60 ea.

*Presentation Time: 4 1/2 hours*

**You may receive an updated cover.  
The content remains unchanged.**

To order any of these items, please visit our online store at **[www.toastmasters.org/shop](http://www.toastmasters.org/shop)**

- 236 **[How To Conduct Productive Meetings](#)** @ \$28.00 (Complete Program Package)
- 237 **[Parliamentary Procedure in Action](#)** @ \$25.00 (Complete Program Package)
- 255 **[Leadership: Part I](#)** @ \$30.00 (Complete Program Package)
- 256 **[Leadership: Part II](#)** @ \$30.00 (Complete Program Package)
- 258 **[Leadership: Part III](#)** @ \$30.00 (Complete Program Package)
- 259 **[Improving Your Management Skills](#)** @ \$30.00 (Complete Program Package)
- 205 **[Speechcraft Starter Kit](#)** @ \$20.00 (Complete Program Package)
- 242 **[How To Listen Effectively](#)** @ \$26.00 (Complete Program Package)
- 251 **[The Art of Effective Evaluation](#)** @ \$48.00 (Complete Program Package)
- 253 **[Building Your Thinking Power: Part I](#)** @ \$46.00 (Complete Program Package)
- 254 **[Building Your Thinking Power: Part II](#)** @ \$46.00 (Complete Program Package)
- 257 **[From Speaker to Trainer](#)** @ \$30.00 (Complete Program Package)

For non-member prices please visit our Web site at **[www.toastmasters.org/shop](http://www.toastmasters.org/shop)**

**TOASTMASTERS**  
INTERNATIONAL®

P.O. Box 9052, Mission Viejo, California 92690, USA  
Phone: 949-858-8255 • Fax: 949-858-1207  
**[www.toastmasters.org](http://www.toastmasters.org)**  
**[members.toastmasters.org](http://members.toastmasters.org)**



## How CONFIDENT Are You?

**D**o butterflies attack your stomach whenever you're asked to speak before a group? Can you confidently express your thoughts and ideas? Do you have the nerve to ask your boss for a raise?

Whether you're speaking to one or one thousand, Toastmasters can help you speak clearly and confidently. At home or on the job, Toastmasters will provide you with the confidence you need to get ahead. For more information, visit **[www.toastmasters.org](http://www.toastmasters.org)** or

**TOASTMASTERS:**

*The  
Confidence  
Builders*

**CONTACT:**



# Former Toastmasters

and what they say about us:



*Find the right words, and your audience will find you!*

## Peter Coors

CEO – Coors Brewing Company

*"As my career grew with the company, I needed to develop my communication skills more and more... I've learned a great deal about speaking and listening and now realize the importance of the overall program. For me, it took getting into a formal organization – such as Toastmasters – to understand what total communication is all about."*

## Debbi Fields Rose

Founder – Mrs. Fields Cookies

*"I'd never thought of myself as a great communicator, and that's one of the reasons I got involved [in Toastmasters]. The idea of getting in front of a group, not as Mrs. Fields but really as Debbi, made my knees shake, and I'd get all dry-mouthed. But the Toastmasters group understood. Here's a place where you can learn, grow, develop – and where other people are doing and feeling the same thing."*

## Chris Matthews

Host of MSNBC's *Hardball with Chris Matthews* and *The Chris Matthews Show*, author and journalist

*"Toastmasters changed my life. They really did. Put me on the stage. I don't know what I would have done without that positive boost."*

## Linda Lingle

Governor of Hawaii

*"Toastmasters is the best and least expensive personal improvement class you can go to. Anybody who begins and sticks with it for any length of time ends up a better speaker. As a result, they build confidence, and are able to do their jobs better."*



**Confidence.**  
**The voice of leadership.**

**Become the speaker and leader you want to be.**

**TOASTMASTERS**  
INTERNATIONAL

# Our mission, to help you shape your future.



## Better Communication

### Your best ideas deserve your best words.

By learning to effectively formulate, express and sell your ideas to others, you open a whole new world of career possibilities. You'll be more persuasive and confident when giving presentations. You'll even improve your one-on-one interactions with others. Want to be better at negotiating your salary with your boss? Networking at business functions? Pitching prospective clients? Motivating coworkers – or your kids?

### Toastmasters can help!

Even experienced speakers can benefit from our proven training programs. In a Toastmasters club, you'll learn to relax, plan and present a terrific speech – whether you have 10 days to prepare or just 10 seconds. You'll learn to listen effectively, think on your feet and speak confidently in a wide range of situations. Best of all, you'll practice in a friendly, supportive environment with people who are there for the same reasons you are – to become better communicators and leaders.

*Since 1924, Toastmasters International has helped millions of men and women become more confident in front of an audience. Our network of clubs and their learn-by-doing program are sure to help you become a better speaker and leader. Why pay thousands of dollars for a seminar when you can join a Toastmasters club for a fraction of the cost and have fun in the process?*

## Creating Leaders

### Good leaders are good communicators.

Leadership is the art of persuading others to do what you wish to be done. To do so, you need to communicate and you need to work as a team. In a Toastmasters club, you'll do both; and you'll find out how to vary your approach to suit the needs of different people, be they the audience for a speech or the committee for a fundraiser. Whatever goals you wish to achieve in life, they will be realized quicker and easier by improving your ability to lead.

### What's in it for you?

Confident, charismatic leaders weren't born that way. In Toastmasters you'll gain the practice to become the leader and speaker you want to be. Become a better negotiator. Gain trust. Sharpen your management skills. Inspire your team. Be decisive!

***"Your potential is limited only by how many excuses you have."***



## Joining a club is easy!

With more than 250,000 members in over 12,000 clubs in 106 countries, you're sure to find a club near you. For a list of clubs in your area, simply visit [www.toastmasters.org](http://www.toastmasters.org) or e-mail us at [tminfo@toastmasters.org](mailto:tminfo@toastmasters.org). Each club has its own personality. Visit several clubs to find one that best matches yours!

### Local contact information: