



TOASTMASTERS
INTERNATIONAL



**WHERE LEADERS
ARE MADE**

THE TOASTMASTERS EDUCATIONAL PROGRAM

The Successful Club Series

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TOASTMASTERS INTERNATIONAL

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www.toastmasters.org/members

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**WHERE LEADERS
ARE MADE**

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

"The Toastmasters Educational Program" discusses the Toastmasters International education system and the recognition members may earn for participating in it. 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.
- ▶ When delivering your speech, be expressive. 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 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.

THE TOASTMASTERS EDUCATIONAL PROGRAM

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 “The Toastmasters Educational Program” 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.

THE TOASTMASTERS EDUCATIONAL PROGRAM

Outline

The educational program is the heart of every Toastmasters club. It provides members with a proven curriculum that develops communication and leadership skills one step at a time, with many opportunities for awards and recognition along the way. The communication and leadership tracks are not mutually exclusive; members may participate in both at the same time.

THE COMMUNICATION TRACK

The core of the communication track is the *Competent Communication* manual. The 10 speech projects in this manual help members develop their speaking skills one step at a time. When members finish all of the projects, they are eligible for Competent Communicator (CC) recognition, for which they receive a CC certificate and, if this is the member's first CC award, two *Advanced Communication Series* manuals free of charge. Every member should strive to earn the CC award.

ADVANCED COMMUNICATION TRAINING

Advanced speech training is available to those who have completed the *Competent Communication* manual. Each of the 15 *Advanced Communication Series* manuals contains five speech projects. The manuals focus on various speech styles and each project builds upon the skills practiced in preceding manual projects.

The *Advanced Communication Series* manual titles are

- ▶ The Entertaining Speaker
- ▶ Speaking to Inform
- ▶ Public Relations
- ▶ Facilitating Discussion
- ▶ Specialty Speeches
- ▶ Speeches by Management
- ▶ The Professional Speaker
- ▶ Technical Presentations
- ▶ Persuasive Speaking
- ▶ Communicating on Video
- ▶ Storytelling
- ▶ Interpretive Reading
- ▶ Interpersonal Communication
- ▶ Special Occasion Speeches
- ▶ Humorously Speaking

Members refine and enhance their speaking skills by completing the projects in the advanced manuals and may become eligible for several awards: Advanced Communicator Bronze, Advanced Communicator Silver, and Advanced Communicator Gold.

Advanced Communicator Bronze (ACB)

To be eligible for this award, applicants must have:

- ▶ Achieved the Competent Communicator award (or former Competent Toastmaster award).
- ▶ Completed two *Advanced Communication Series* manuals.

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Advanced Communicator Silver (ACS)

To be eligible for this award, applicants must have:

- ▶ Achieved the Advanced Communicator Bronze award (or former Advanced Toastmaster Bronze award).
- ▶ Completed two additional advanced manuals.
- ▶ Conducted any two presentations from *The Better Speaker Series* and/or *The Successful Club Series*:
 - *The Better Speaker Series* is:
 - ◆ A set of 10- to 15-minute outlined presentations on such speaking-related topics as speech organization, speech preparation and practice, and relieving nervousness.
 - ◆ All presentations can be presented during club meetings.
 - *The Successful Club Series* is:
 - ◆ A set of 10- to 15-minute outlined presentations on club-related subjects, such as how to find new members, meeting roles and responsibilities, and how to be a Distinguished Club.
 - ◆ All presentations can be presented during club meetings.

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Advanced Communicator Gold (ACG)

To be eligible for this award, applicants must have:

- ▶ Achieved the Advanced Communicator Silver award (or the former Advanced Toastmaster Silver award).
- ▶ Completed two additional advanced manuals.
- ▶ Conducted a presentation from the *Success/Leadership Series*, *Success/Communication Series* or a *Youth Leadership* workshop:
 - *Success/Leadership* and *Success/Communication* presentations:
 - ◆ Are scripted seminars that can be presented to a company or the community
 - ◆ Include improving listening skills, conducting meetings, using creative thinking, and demonstrating leadership.
 - *Youth Leadership* is an eight-session program:
 - ◆ That teaches young people basic public speaking and meeting skills.
 - ◆ That can be conducted for school children, scouts, and other youth groups.
- ▶ Coached a new member with the first three speech projects.

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THE LEADERSHIP TRACK

The *Competent Leadership* manual that is included in every New Member Kit is the core of the leadership track. It features 10 projects, which members complete while serving in various club meeting roles. The manual helps members practice basic leadership skills like critical thinking, planning, organizing, facilitating, and team building.

Members that complete the manual are eligible for Competent Leader (CL) recognition and receive a CL certificate.

ADVANCED LEADERSHIP TRAINING

Toastmasters International offers advanced leadership training to those who have completed the *Competent Leadership* manual.

Advanced Leader Bronze (ALB)

To be eligible for this award, members must have:

- ▶ Achieved the Competent Leader award.
- ▶ Achieved the Competent Communicator award (or the former Competent Toastmaster award).
- ▶ Served at least six months as a club officer (president, vice president education, vice president membership, vice president public relations, secretary, treasurer, sergeant at arms) and participated in the preparation of a Club Success Plan while serving in this office.
- ▶ While serving in this office, participated in a district-sponsored club officer training program.
- ▶ Conducted any two presentations from *The Successful Club Series* and/or *The Leadership Excellence Series*.

Advanced Leader Silver (ALS)

To be eligible for this award, you must have:

- ▶ Achieved the Advanced Leader Bronze award (or the former Competent Leader award).
- ▶ Served a complete term as a district officer (district governor, lieutenant governor, public relations officer, secretary, treasurer, division governor, area governor).
- ▶ Served successfully as a club sponsor, mentor, or coach.
- ▶ Completed the *High Performance Leadership* program (Item 262).
 - This program features five projects offering instructions and practice in such vital leadership areas as:
 - ◆ Developing a vision
 - ◆ Goal setting and planning
 - ◆ Developing plans and strategies
 - ◆ Team building
 - The project may be completed within your Toastmasters club, area, or district, or even within your company or community.
 - As you complete each step of the project, your guidance committee gives you feedback on your leadership skills.

DISTINGUISHED TOASTMASTER AWARD (DTM)

The Distinguished Toastmaster award is the highest award a member may earn and it recognizes both communication and leadership achievements.

To be eligible for it, a member must have:

- ▶ Achieved the Advanced Communicator Gold award (or the former Advanced Toastmaster Gold award).
- ▶ Achieved the Advanced Leader Silver award (or the former Advanced Leader award).

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Apply for communication and leadership awards using the appropriate application. Club officers may submit award applications for members online at www.toastmasters.org or members may submit their own award applications by mail or fax. Blank PDF applications are available at www.toastmasters.org/educationalprogram.

CC award recipients receive a certificate and two free *Advanced Communication Series* manuals of their choice. AC Bronze, AC Silver, AC Gold, CL, AL Bronze, and AL Silver award recipients receive a certificate, and DTM recipients receive a special plaque and mention in the *Toastmaster* magazine's Hall of Fame. Toastmasters International will send a letter about your accomplishments to your employer upon request.

V12

CONCLUSION

What will your goal be? Think about it for a moment. Do you want to simply learn basic public speaking skills? Your goal will be the Competent Communicator award. Do you want to become a polished speaker able to handle a variety of speaking situations? The Advanced Communicator Bronze, Advanced Communicator Silver, and Advanced Communicator Gold awards should be your goals.

What goals have you set for leadership? Do you want to be a capable leader? The Competent Leader award should be your goal. Would you like to expand your leadership skills even more? The Advanced Leader Bronze and Silver awards are for you. Do you want to master both communication and leadership skills? Your goal is the Distinguished Toastmaster award.

Speak with the vice president education and tell him/her your goal. The VPE will be glad to help you plan how to accomplish your goal and will help you track your progress. What's more, your club will celebrate with you when you achieve your goal.

Presenter:

More information about the Toastmasters International educational program appears on the Toastmasters International website, www.toastmasters.org. Members may purchase Advanced Communication Series manuals, The Better Speaker Series, The Successful Club Series, and The Leadership Excellence Series presentations, Success/Leadership and Success/Communication presentations, the Youth Leadership workshop and High Performance Leadership at www.toastmasters.org/shop or by telephoning World Headquarters at 949-858-8255.

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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