



BioToasters

a t o a s t m a s t e r s c l u b

WELCOME PACKET

JANUARY 2010

MISSION OF TOASTMASTERS INTERNATIONAL

Toastmasters International is the leading movement devoted to making effective oral communication a worldwide reality.

Through its member clubs, Toastmasters International helps men and women learn the arts of speaking, listening, and thinking—vital skills that promote self-actualization, enhance potential, foster human understanding and contribute to the betterment of mankind.

It is basic to this mission that Toastmasters International continually expand its worldwide network of clubs, thereby offering ever-greater numbers of people the opportunity to benefit from its programs

ABOUT BIOTOASTERS

BioToasters (Club 7895, District 5) was chartered at Celgene in 1998. We are professionals, students, and other community members interested in developing our communication and leadership skills in a fun, supportive environment.

WHEN DO YOU MEET?

BioToasters meets on Mondays from 12n-1pm. Because of holidays, meetings may be postponed. Please check the **BioToasters.org** web site for the most current schedule.

HOW DOES THE TOASTMASTERS PROGRAM WORK?

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; you may participate in both at the same time, if you wish.

- You progress along each track by working through a series of manuals, each of which offers a set of carefully crafted projects to complete.
- Each project includes an evaluation guide, which gives club members an easy way to provide immediate feedback as the project is completed.
- Once you become a member, you can begin the educational program right away.

The New Member Kit includes the following manuals to get you started in both tracks:

- *Competent Communication*
- *Competent Leadership*
- *Your Speaking Voice*
- *Effective Evaluation*
- *Gestures: Your Body Speaks*

To get you started, we have included a copy of the first speech, "The Ice Breaker" in this packet for you to get a sense of how projects work.

HOW DO I JOIN?

Ask for an application form or you can download one from the Toastmasters International web site. Your application and check for fees will be sent to Toastmasters' World Headquarters. In about 10 days, you will receive your New Member Kit containing the Competent Communicators and Competent Leadership manuals along with other pamphlets on improving your speaking voice and style.

Membership is very affordable. Current dues for 2010 are \$27 dues every six months and pro-rated \$4.50 per month (our cycles are Oct - Mar and Apr - Sept) plus \$20 for the new member kit (this covers your manuals).

IS TOASTMASTERS RIGHT FOR ME?

Each Toastmasters club has a different personality. You may wish to visit more than one club to find a meeting that fits your style and schedule. You may also wish to visit a club a few times to find out if you are comfortable.

Use the **Find a Club** tool on the **Toastmasters.org** web site to find others meetings near you. Call or e-mail the club in advance to confirm meeting time and location.

10 Biggest Public Speaking Mistakes

Top executives often fall flat on their faces as speakers.

How come intelligent, business-savvy people end up boring their audiences? They fail to recognize that public speaking is an acquired skill that improves with practice and honest feedback. Speaking for 20 minutes before the right group of people can do more for your career than spending a year behind a desk!

Rob Sherman, an attorney and public speaker in Columbus, Ohio, says in an article in the *Toastmaster* magazine to avoid these mistakes:

- **Starting with a whimper.** Don't start with "Thank you for that kind introduction." Start with a bang! Give the audience a startling statistic, an interesting quote, a news headline – something powerful that will get their attention immediately.
- **Attempting to imitate other speakers.** Authenticity is lost when you aren't yourself.
- **Failing to "work" the room.** Your audience wants to meet you. If you don't take time to mingle before the presentation, you lose an opportunity to enhance your credibility with your listeners.
- **Failing to use relaxation techniques.** Do whatever it takes – listening to music, breathing deeply, shrugging your shoulders – to relieve nervous tension.
- **Reading a speech word for word.** This will put the audience to sleep. Instead use a "keyword" outline: Look at the keyword to prompt your thoughts. Look into the eyes of the audience, then speak.
- **Using someone else's stories.** It's okay to use brief quotes from other sources, but to connect with the audience, you must illustrate your most profound thoughts from your own life experiences. If you think you don't have any interesting stories to tell, you are not looking hard enough.
- **Speaking without passion.** The more passionate you are about your topic, the more likely your audience will act on your suggestions.
- **Ending a speech with questions and answers.** Instead, tell the audience that you will take questions and then say, "We will move to our closing point." After the Q and A, tell a story that ties in with your main theme, or summarize your key points. Conclude with a quote or call to action.
- **Failing to prepare.** Your reputation is at stake every time you face an audience – so rehearse well enough to ensure you'll leave a good impression!
- **Failing to recognize that speaking is an acquired skill.** Effective executives learn how to present in the same way they learn to use other tools to operate their businesses.

10 Tips for Public Speaking

Feeling some nervousness before giving a speech is natural and even beneficial, but too much nervousness can be detrimental.

Here are some proven tips on how to control your butterflies and give better presentations:

1. **Know your material.** Pick a topic you are interested in. Know more **about** it than you include in your speech. Use humor, personal stories and conversational language – that way you won't easily forget what to say.
2. **Practice. Practice. Practice!** Rehearse out loud with all equipment you plan on using. Revise as necessary. Work to control filler words; **Practice**, pause and breathe. Practice with a timer and allow time for the unexpected.
3. **Know the audience.** Greet some of the audience members as they arrive. It's easier to speak to a group of friends than to strangers.
4. **Know the room.** Arrive early, walk around the speaking area and practice using the microphone and any visual aids.
5. **Relax.** Begin by addressing the audience. It buys you time and calms **your** nerves. Pause, smile and count to three before saying anything. ("One one-thousand, two one-thousand, three one-thousand. Pause. Begin.) Transform nervous energy into enthusiasm.
6. **Visualize yourself giving your speech.** Imagine yourself speaking, your voice loud, clear and confident. Visualize the audience clapping – it will boost your confidence.
7. **Realize that people want you to succeed.** Audiences want you to be interesting, stimulating, informative and entertaining. They're rooting for you.
8. **Don't apologize** for any nervousness or problem – the audience probably never noticed it.
9. **Concentrate on the message – not the medium.** Focus your attention away from your own anxieties and concentrate on your message and your audience.
10. **Gain experience.** Mainly, your speech should represent *you* — as an authority and as a person. Experience builds confidence, which is the key to effective speaking. A Toastmasters club can provide the experience you need in a safe and friendly environment.