

TOASTMASTER®



Medium of the Moment

New video tools
take center stage.

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a TED Talk

Tips from a TEDx organizer.

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Breaking in the 10K Run



After I returned from a six-week trip, just as I was starting to readjust to normal life, a courier delivered a package with my daughter Eman's name on it. "It's finally here!" Eman announced, filled with joy. She opened the envelope and then the long tube inside, which held a bright neon-yellow T-shirt. It read: "We Run DXB."

She and Amal, my younger daughter, planned to participate in a 10K (10-kilometer) race in Dubai, part of Nike's global We Run series, in two weeks.

Then came the dreaded question: "Would you like to join us?"

Just like any sports-loving, athletic, role-model father would have, I foolishly said yes. I boasted of my fitness, though I had barely run more than one kilometer in the past decade. My journey began.

I spent the next three days contemplating excuses to avoid this race. I wanted to tell my daughters I would run only one kilometer, and then stay

Challenges cross our paths and we become stronger by demonstrating that we are up to them.

to cheer them on to the finish line. It was then that it dawned on me how I preach phrases like "walk the talk," "practice makes perfect" and Nike's famous slogan, "Just Do It."

So in yet another foolish moment, I told myself, "I will finish the 10K." The next 10 days were a grueling test of determination. Morning runs of two kilometers at most, flexibility exercises and a whole lot of mental preparation.

At 5:30 a.m. on the day of the race, Amal woke me up, smiling brightly. We got to the 10K site where 8,000 runners sporting neon-yellow T-shirts were warming up in their high-tech gear. They looked professionally prepared. It was terrifying. At that moment, everything became a blur, but one mental image shone through: crossing the finish line.

I ran the 10K in an hour and five minutes without a single stop. I will not talk about the pain I am having as I write this column a day after my run, but I will tell you that my sense of achievement is insurmountable. Running world, here I come!

Challenges cross our paths and we become stronger by demonstrating that we are up to them. It's not about the 8,000 neon-yellow T-shirts, it's only about one neon-yellow T-shirt—yours.

More than the physical training, it's the mental preparedness that is the key to overcoming any challenge—be it a presentation, a leadership role or even the "simple" task of running a 10K. **T**

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International President

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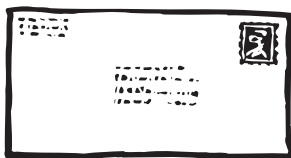
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“Reading the *Toastmaster* magazine has helped me to imagine the opportunities that exist in my country.”

— Kamiloudini Tagba
Noblesse Toastmasters
Club of Lome, Togo

Something for Everyone

I was delighted and inspired by the article “My Multicultural Journey” (November) by Elliotte Mao. The whole concept of multilingual Toastmasters clubs helps individuals who might not otherwise have joined. It opens doors, and that is exciting! Thank you for supporting and highlighting this creative and empowering effort.

Elaine Metz
Edmonds, Washington

A Clear Vision

Joining the Noblesse Toastmasters Club of Lome was a breakthrough for me and has brought a new dimension to my life. I have met new friends, and realized how skilled I am. This shed light on what I really want to do in my life. I am a freelance translator and conference interpreter who wanted to add public speaking to my skills. Today it's crystal clear: I also want to become a professional speaker.

Reading the *Toastmaster* magazine has been a big bonus. It has helped me to imagine the opportunities that exist in my country as far as communication is concerned. Toastmasters is a new window in my life.

Kamiloudini Tagba
Noblesse Toastmasters Club of Lome
Lome, Togo

Some Epic Works

I have been a member for 17 years and I have thoroughly enjoyed reading the *Toastmaster* magazine every month. It seems to

me that the quality of its content has risen to a new level. In particular, the articles in the November issue were all amazing. I especially enjoyed Jane Atkinson's article “Deliver an Epic Keynote.” I have read one of Jane's books, *The Wealthy Speaker*, which was required reading for a program put on by the Georgia chapter of the National Speakers Association, of which I have been a member for seven years.

Her article inspired me to develop my own epic keynote as soon as I achieve my DTM award this spring. Rather than starting over in the program as many Distinguished Toastmasters do, I plan to create an epic keynote that I can present to audiences around the world.

Several of our club members, including myself, have conducted Speechcraft and Youth Leadership programs with young people in our communities. I can only imagine the lives we have touched, and those we have inspired to become better communicators and leaders. Toastmasters is the best organization I have ever had the privilege of being a part of, and I recommend it to everyone I meet.

Shea Ellison, ACS, CL
Speakers Roundtable Advanced club
Atlanta, Georgia

Theme Issues

I am an ardent reader of the *Toastmaster*, and eagerly await the next issue. I loved “The Filibuster” (November) column by John Cadley. It made interesting reading.

I feel sometimes subjects are duplicated in the magazine. The articles “Writing for the Commander” by Amanda Dunford and “Flying High” by Julie Bos were about professional speechwriting, and they were printed one after the other.

No doubt, the two articles were interesting, but I wish they had been printed in different issues. Perhaps you could have allocated the space taken by one of those articles for a different subject.

Udayshankar Bolan, DTM
Toastmasters Club of Pune South East
Pune, India

Juno Who?

Patricia Fry's otherwise excellent article “Become a Better Conversationalist” (December) contained an error.

“Which excursion would you recommend in Juno?” when applied to an Alaska cruise would be better spelled “Juneau.” Love the *Toastmaster* magazine otherwise!

Jeremy Davis, DTM
Watermeisters Toastmasters club
Costa Mesa, California

Reaping the Benefits

December 28, 2013, marked my first visit to a Toastmasters club, and it didn't take long for me to feel the magic. That magic had me coming back the following month to deliver my Ice Breaker.

I joined to learn to speak better. However, looking back at my journey this past year, I realize it wasn't only about speeches, Table Topics and meeting roles—there is so much more at every meeting.

I have met so many different people in every club I have visited—it was like finally growing up!

Alireza Parpaei, CC
Premier Advanced Toastmasters club
Kuala Lumpur, Malaysia

Variations in English

Toastmasters are taught to create speeches that take into account their audience's cultural and linguistic backgrounds. Seen in this light, the following excerpt from January's “Looking at Language” column in the Around the Globe section is excessively prescriptive:

Correct: *Toward, anyway and afterward*
None of these end with “s.”

Example: I was delighted to see my friend walk toward me.

While this may be true for American English, in British English (and quite possibly in other varieties of English) *towards* and *afterwards* are perfectly standard usages.

Paul Jenkinson
Bombardier CH Toastmasters
Zürich, Switzerland

DO YOU HAVE SOMETHING TO SAY?

Write it in 200 words or less. State your name, member number and home club, and send it to letters@toastmasters.org. Please note: Letters are subject to editing for length and clarity, and may be published in both the print and electronic editions.

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Program provides clubs a chance to teach and lead others.

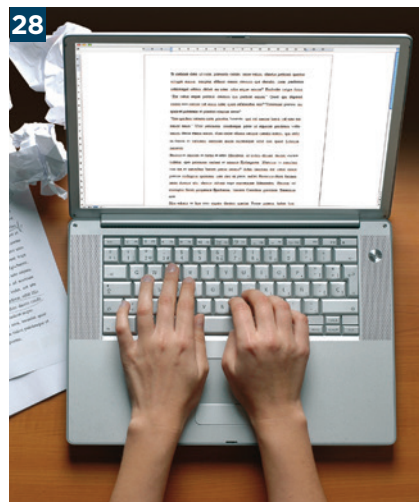


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3 ways to enjoy the *Toastmaster* on the GO!

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March Special Tablet Features

- ✓ Learn more about TED and its many events.
- ▶ Get basic tips and tricks for shooting video on your mobile devices.
- ✓ Celebrate Toastmasters International's 90th anniversary with 90 tips.

For more information, go to toastmasters.org/Magazine.

AROUND THE GLOBE

MEMBER MOMENT



From CG to CL



Neil Coleman, CL

Neil Coleman, CL, is a computer graphics animator who lives in London, England. An expert in 3-D software, he created graphic effects for a science-fiction series and a historical drama series for BBC television. He now leads a team at a post-production facility in London that creates video effects for a leading car manufacturer.

Coleman is the immediate past president of his club, Early Bird Speakers, which meets at the historical Freemasons' Hall in London's Covent Garden. He currently serves as the assistant division governor in District 91.

What inspired you to join Toastmasters?

One of my coworkers attended Early Bird Speakers to get ready for a best man speech. He told me that I should go along because I'd find the venue interesting. He was right; I enjoyed the art deco finery of the Masonic hall, but that's not what kept me coming back.

What makes your club special?

Early Bird Speakers is one of London's few morning clubs, and it's characterized by smooth professionalism and high energy. We're fortunate to meet in one of the hall's grand lodge rooms: high ceilings, oak paneled walls and even the occasional throne. The room gives our meetings a real sense of ceremony. When you take to that stage, it's really an occasion!

How has Toastmasters made a difference in your life?

On a professional level, I can now go into a client meeting and speak with ease rather than stumble over my words. That confidence has also impacted my personal life and I have been able to let go of my fear of social judgment. Each turn on stage is an opportunity to try out something new and encourage others to do likewise.

What would you say to someone who isn't sure about joining Toastmasters?

I can empathize, as I nearly didn't join myself. My first meeting was pretty scary: that big room, those fiendish Table Topics—why would anyone want to put himself through that? After the meeting, I got an email from the president and in it were two words that changed my life: "Take courage." That is what I would tell someone.

If you could create the CG (computer graphics) art for any film or TV series, what would it be and why?

It would either be Steven Soderbergh's space-bound meditation on love and loss, *Solaris*; the imaginary world of *Where the Wild Things Are*; or Bjork's music video *All Is Full of Love*. What I like about each of them is that they're not blockbuster extravaganzas where the CG art is a spectacle; the art is there simply to support the stories and their bigger messages.

In Brief



SAVE THE DATE!

The 2015 International Convention will be held August 12-15 in Las Vegas, Nevada.

GET CREATIVE

Add flair to your next slideshow presentation, flier or website graphic with canva.com, a free, easy-to-use graphic design tool. To create marketing materials, download Toastmasters logos and other design elements at toastmasters.org/Logos, then upload them to Canva.

GRAMMAR TIPS

Shine in your next club speech by polishing up on the finer points of English grammar at Grammar-Monster.com.

The website offers lists of common grammar errors, easily confused words and multiple-choice tests.

START A NEW CLUB

More than 1,000 new Toastmasters clubs are started each year. You, too, can help others become more successful communicators and leaders. Go to toastmasters.org/NewClub for a guide on how to charter a club.

SNAPSHOT



Members and guests of District 87 (Indonesia, Sarawak, Sabah and Brunei) and District 51 (Peninsular Malaysia) pay tribute to Toastmasters' 90th anniversary in Jakarta, Indonesia.

FACTS WORTH KNOWING

Tips for Changing Your Habits

You set New Year's resolutions in January and now it's March. Have you made progress? If so, keep up the good work. If not, let's take a closer look at habits, as they are often the reason we fail to meet our goals.

Habits exist so we can get the rewards we want, says Charles Duhigg, a *New York Times* reporter and author of the bestselling book *The Power of Habit*. He believes all habits have three parts: a cue, a routine and a reward.

"Almost any behavior can be transformed if the cue and reward stay the same," he says. You only need to change your routine.

Consider Duhigg's goal to stop eating cookies. For years, Duhigg had the habit of going to the cafeteria at work to eat a cookie and talk with friends. First, he had to determine the cue. Cues can be a time of day, emotional state or other trigger. Through close observation, he learned his cookie urge always occurred in the middle of the afternoon.

Duhigg's next task was to change his routine. When he wanted to eat a cookie, he changed the snack food and/or the location. He discovered the main reason he went to the cafeteria was to socialize with friends. In the end, he changed his routine: Instead of going to the cafeteria, he went to a coworker's desk to chat for a few minutes. He can now go for months without eating a cookie.

Diagnose your habits so you can change your routine for a more beneficial payoff.



When attempting to break a bad habit, like eating a cookie every day, try changing your routine.

WHAT'S THE BUZZ?

What do you think public speaking will be like 100 years from now?

"I think "live" public speaking will give way to video, virtual and holographic presentations sent live to multiple venues via technology."

John Morrow, DTM
Lakeland Club
Lakeland, Florida

"Although no technology can replace the energy exchange between a live speaker and an audience, I'm amazed at how I can feel the excitement of an audience when listening to a previously recorded podcast. Changes in technology will allow us to reach larger audiences, but the need for good speakers with inspirational ideas will stay the same."

Sheri Wood
Midway Toastmasters
Midway, Kentucky

"I sat in the auditorium in Kuala Lumpur at the 2014 World Championship of Public Speaking. Weeks later, I watched the winning speech on the computer. It was still a well-crafted, powerful speech, but it was 70 percent of what it had been live. Can electronic media replace public speaking? As a classroom teacher with 30 years of experience, I can say there are subjects that can be taught online and others that can't."

James Homan, CC
Brookfield Toastmasters
Brookfield, Wisconsin

"No matter how technology changes the way speeches are transmitted, the fundamentals of what makes a good speech—especially good use of humor and storytelling—will remain relevant."

Anthony Simeone, CC
Camden County Toastmasters
Haddonfield, New Jersey

Join the conversation on the Official Toastmasters International Members Group on LinkedIn.

QUOTE OF THE MONTH

"Eighty percent of success is SHOWING UP."

— WOODY ALLEN

INTERNATIONAL INTERPRETATIONS

St. Patrick's Day

Did you know St. Patrick's Day is an internationally recognized and celebrated holiday? The Irish have observed this day for more than 1,000 years, honoring Ireland's patron saint on the day of his death, which is believed to have been March 17, 461. People from around the world "go green" every March 17 in countries such as New Zealand, Japan, Australia, Germany and many more.

This global holiday is often celebrated through parades, sporting competitions, Celtic dancing, Irish music and social events. Some countries make a day of it, while others set aside a week for festivities.

Rivers run green when cities like Chicago, Illinois, and Vilnius, Lithuania, dye their major waterways for the day. Landmarks are illuminated green, such as the Egyptian pyramids, the Sydney Opera House in Australia and the Amman Citadel in Jordan.

In Tokyo, Japan, watch for giant Leprechauns, marching bands and floats during the country's famous parade. Folks in Montserrat, Caribbean, celebrate all week with games, storytelling, food and drink. If you're lucky enough to be in Ireland during the holiday, you'd find the Irish president's residence, known as the Áras an Uachtaráin, lit green, while more than 5,000 people participate in the Dublin parade.

No matter where you are in the world this St. Patrick's Day, know that you're one of many thousands who may be dancing an Irish jig, listening to Irish (Uilleann) bagpipes and eating Irish stew. Erin go Bragh, Toastmasters (Ireland forever)!

Sources: theguardian.com, travelchannel.com and history.com.



Participants at the annual St. Patrick's Day Parade that takes place on 5th Avenue in New York City. The parade is a celebration of Irish heritage in America and is the largest in the world.

90TH ANNIVERSARY

Helpful Tips for You and Your Friends

In honor of our 90th Anniversary this year, we have compiled a list of 90 public speaking, leadership and communication tips. They are great for a quick reference or to share with friends and family. Here are a few examples to get you started:

Visualize your success. Imagine yourself giving a speech: Your voice is loud, clear and confident. Imagine hearing the audience's applause—it will boost your confidence.

Use humor when things go wrong. If something goes wrong during your speech, tell a quick joke to put you and your audience at ease. For example, if the lights go out, a good joke might be: "Who forgot to pay the electric bill?"

Share a startling fact. Everyone loves an interesting piece of information. Be sure to share something that will inspire the audience.

For a full list of tips, and 90th anniversary resources, visit toastmasters.org/90thAnniversary.



MEET MY MENTOR



Gary Guwe, ACB

No one has the potential to influence a member's experience like a mentor. Karen Foo, CC, a motivational speaker, was mentored by award-winning speaker and entrepreneur Gary Guwe, ACB, co-founder of Speak! Ventures, when she joined the NUS Toastmasters in Singapore.

Why did you join Toastmasters?

I was labeled the quietest student in school, and known as the “girl who doesn't talk.” Then, in 2009, I joined Toastmasters. Because of the feedback I received, I started to believe in myself.

Tell us about Gary.

An innate introvert, Gary broke through his personal limitations to take on life's challenges and embark on new adventures. As club president, he led the NUS Toastmasters club to become Southeast Asia's biggest and most active club.

Gary has taken the stage to train, speak and facilitate programs for several organizations, including PricewaterHouseCoopers, the Singapore Police Force and the Ministry of Home Affairs and Ministry of Defense. He was also invited to return as an adjunct lecturer at his alma mater (NUS) where he trains post-graduate students in the art of effective presentations.

Gary also regularly shares his thoughts and insights with the local media, such as Radio 938Live, *The Straits Times*, *The New Paper*, *The New Age Parents*, *AsiaOne* and *Today*.

What makes Gary an exceptional mentor?

Gary was highly introverted, just like me. Seeing him win speech contests and teach public speaking inspired me to pursue my dream of becoming a professional speaker. He talks to me like a friend, and as a result, I am comfortable disclosing my insecurities to him as I know he will not judge me.

What have you accomplished as Gary's protégé?

I co-authored the book *Turning Ideas into Profit*, and I was featured for my financial trading experience in *Channel News Asia*.

What is the best advice Gary has given you?

He said as long as I produce results, I will gain more credibility despite being in my mid-20s.

What do you like best about Gary?

Gary never fails to push me. When I started speaking to youth groups, he challenged me to speak to working professionals. When I became comfortable with that, he challenged me to do a press and media interview to increase my exposure as a speaker. He never let me stay in my comfort zone—that is how I grew.



FROM LEFT: Gary Guwe and Karen Foo

COMMUNICATION TIP

Accepting an Award with Grace



The 2015 Academy Awards, which aired February 22 from Hollywood, California, is the annual film-industry prizefest viewed by tens of millions of people around the world. There's no bigger stage than the Oscars for award-acceptance speeches.

Not only is it fun to analyze and discuss the speeches—prime fodder for water-cooler conversations and media buzz—but it's instructive too, especially for Toastmasters. Why do some of the speeches soar and others inevitably fall flat?

Although most of us aren't likely candidates for winning an Oscar, we may very well win a community award or professional prize. If you give an acceptance speech, remember this: Be gracious but be brief. Do *not* run down a long list of names of people you want to thank. To the audience, it sounds like someone ticking off items on a “to do” list. B-o-r-i-n-g.

As the Toastmasters *Special Occasion Speeches* manual notes, showing gratitude in an acceptance speech is important, especially in acknowledging the organization honoring you; however, keep your public thanks to the one or two people most instrumental to your success. Later, you can thank others privately.

Most importantly, be yourself and speak from the heart. “Each person possesses a style uniquely his or her own; your objective is to succinctly communicate the genuine pleasure you take in being recognized,” says the manual.

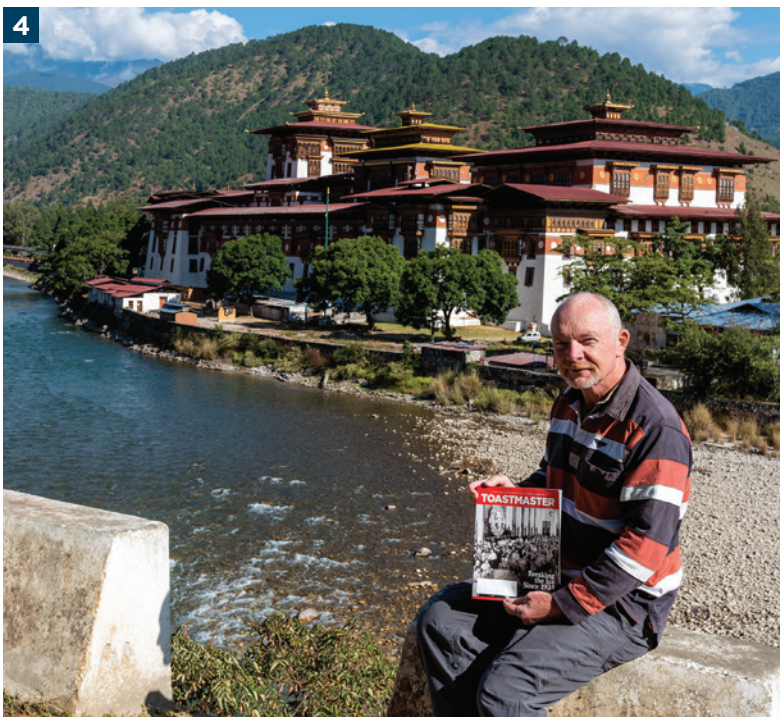
NOMINATE YOUR MARVELOUS MENTOR!

Do you know an exceptional mentor who has positively influenced you or other Toastmasters? Send a 200-word description and photo (1 MB or larger) of you and your mentor to MentorMoment@toastmasters.org.



TABLET SPECIAL: Download the tablet edition for a new mentor tip each month.

TRAVELING TOASTMASTER



1 | JEANNE DEVINE, FROM NEW YORK, NEW YORK, visits the Jade Buddha Temple in Shanghai, China.


2 | ROB BELL, CC, FROM AUCKLAND, NEW ZEALAND, gets close to marine iguanas on Fernandina Island during his trip to the Galapagos Islands.

3 | MERRYL HAMMOND, FROM BAIE-D'URFE, QUEBEC, CANADA, stands on the frozen-over shore of the Arctic Ocean in Ulukhaktok, Victoria Island, Northwest Territories, Canada.

4 | KEITH BARNETT, ATMB, ALB, FROM THE SUMMIT, QUEENSLAND, AUSTRALIA, stops at the Punakha Dzong in Bhutan.



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Gaining a Better View

How climbing mountains changed my outlook on public speaking.

BY EMILIE CORTES, ACB, CL

Two things have helped me get over my fear of public speaking: 1) methodically working through the Toastmasters program; and 2) climbing mountains. Both activities came into my life at about the same time.

I joined the Marsh Mellow Toasters club in San Francisco in 2003. At the time, I was comfortable giving presentations in business settings with PowerPoint slides as my crutch, but I would freeze up when giving a more traditional speech in front of an audience looking back at me. I faced my fear and joined a corporate Toastmasters club at Marsh & McLennan—a professional services company where I worked after graduating from business school. When I gave my Ice Breaker, I must have broken the record for the most “ums” ever uttered by a Marsh Mellow member.

While on vacation in Bavaria, Germany, around this time, I climbed my first real mountain: Zugspitze, the highest peak in the country at 9,718 feet (2,962 meters). Halfway up, our group

Now that I have been in a few survival situations, I have a better sense of what is to truly be feared in life.

donned harnesses clipped in to fixed lines and scrambled our way to the top of the peak. A tremendous sense of accomplishment swelled within me. I had worked through my fear of this daunting challenge, and I was rewarded by reaching the majestic summit.

Once I started acquiring the skills necessary to be a safe and prepared climber (route finding, rope techniques, avalanche awareness and how to rescue a climber from a crevasse in a glacier), the world opened up to me. I have now climbed on six of the seven continents. I have trekked to the top of Mount Kilimanjaro in Tanzania twice; rock-climbed all over the United States and in the heart of northern Mexico; summited four Latin American volcanoes over 15,000 feet (4,572 meters), and even climbed



Emilie Cortes treks in front of Annapurna massif in the Himalayas of North-central Nepal.

Makalu, a Himalayan peak that is the fifth-highest mountain in the world at nearly 28,000 feet (almost 8,500 meters).

Climbing has caused me to look at life differently in many ways. I see now that we are often our own worst enemies, holding ourselves back from success because of a paralyzing fear of failure and a lack of belief in ourselves. Who would have thought that this small woman who had never been very athletic would gain the skill and confidence to even consider attempting an 8,000-meter peak?

As I worked toward bigger and tougher mountains, I also worked through my *Competent Communication* and *Compe-*

tent Leader manuals. Each project forced me to face my fear of the spotlight, and slowly but surely the progression of speeches chipped away at my anxiety. I received positive and constructive feedback from my peers. While honing my mountain-climbing skills, I learned how to speak up and how to lead.

There is real risk in the mountains. Now that I have been in a few survival situations, I have a better sense of what is to truly be feared in life. What is there to fear about daily life in civilized society? Certainly not looking like a fool in front of a supportive group of fellow Toastmasters! If speaking in front of a group feels like real risk to you, take small steps and slowly build the skills to conquer that fear. Start off with participating in Table Topics. Methodically work through your manuals. Give presentations at work or in your community.

As I embraced the Toastmasters program and figured out I would live to speak another day, my fear of public speaking slowly melted away, replaced by the joy of spreading a message about which I am passionate: the many rewards of mountain climbing. After I gave a presentation to a former employer about my Makalu expedition, the owner of the firm said, “No wonder you aren’t afraid of anything!” Indeed ... at least anything that won’t kill me. **T**

EMILIE CORTES, ACB, CL, is a motivational speaker and runs *Call of the Wild*, an adventure-travel company for women based in Bend, Oregon.

Ambassadors for Change

Meet some of the leaders who spread the word about the revitalized education program.

For any initiative to be successful, it's important to explain how it works and why it's important. Fortunately, that's just the kind of thing Toastmasters are good at. A group of member volunteers called Ambassadors fill that role when it comes to the revitalized education program (REP)—the largest project the organization has ever undertaken.

These Ambassadors are a rich resource; you can rely on them to help you understand the REP and answer your questions. Ambassadors visit clubs and give presentations that explain updates on how the program will work. Most important, they will get you excited about what lies ahead.

The Ambassador program—which includes Ambassadors and Chief Ambassadors—was established about a year and a half ago. These experienced members treasure the Toastmasters experience. The organization has close to 1,500 Ambassadors around the world. Chief Ambassadors lead each district's team of Ambassadors, helping prepare their teams by providing them with information about the REP, and by motivating and inspiring them. They also answer members' questions about the program. In this article you will meet some of these Chief Ambassadors.

The improvements to the education program will be far-reaching. Learning paths will be tailored to members' personal and professional goals, giving the program more real-world relevance than ever before. Members will have access to a variety of new technological tools to help boost their communication and leadership skills.

Ambassadors will give presentations about the REP at district conferences in April and May. For this article, Chief Ambassadors (one from each of the 14 regions) responded to our questions about the education program. We are highlighting portions of their responses. (Comments have been edited and condensed for purposes of clarity and space.) While most of the respondents voiced enthusiasm and excitement about the revitalized program, several also expressed frustration with the process. The chief complaint was that the education program team at World Headquarters hasn't provided enough detailed information about the program, leaving Ambassadors unable to effectively update members.

In order to make the REP the best it can be, the program team pushed back the original launch date; the program is now scheduled to debut in the second half of this year. The aim of bringing Ambassadors into the process early was to make members part of the project from the beginning. However, the program team has acknowledged that, in retrospect, Ambassadors were brought into the project too early, before key components of the program had been completed (which is why more details weren't available).

Toastmasters International is grateful to all Ambassadors for the time and effort they are giving to this project.

For more information on the REP, visit www.toastmasters.org/REP. To see a list of all Chief Ambassadors and Ambassadors by district, visit www.toastmasters.org/AmbassadorList.



Pamela McCown
Region 3,
District 56

I am most excited about the competency-based learning in the revitalized education program.... Each learning path has visioning, project planning and leadership opportunities.

Our goal in District 56 is for members to take away a renewed enthusiasm for their Toastmasters

membership. The REP has much potential to change the way we look at things. When we change the way we look at things, the things we look at change.

We expect our members to fully embrace this change, set new goals, and learn to engage others at a greater level of communication and leadership competency than ever before.

I'm most excited about the fact that we're doing something new and bold. The fact that we're embarking on a program that we have never ventured into before. The fact that we are improving the services and opportunities we give to our members in order to meet the needs of today's world.



Johnny Uy
Region 14,
District 75

Our early Ambassador visits went very well. But because of the lack of new information on the REP, it's been difficult for the Ambassadors to maintain momentum. However, hopefully when we see the final product, it will be awesome, and everyone will be excited.

“The [revitalization] process is taking longer than expected, but it’s more important to do it right than to do it quickly.”

— Carl Duivenvoorden,
a Region 9 Chief Ambassador



Phyrne Parker
Region 6,
District 60

As soon as I heard about the REP, I knew I wanted to be involved, and volunteering to be Chief Ambassador felt like the most natural way to accomplish that. What I’ve enjoyed most about the role is seeing the program evolve through

these early stages.

I think that members being able to establish their personal learning path is very promising.... Also very

exciting is the concept of the online components to the program. Members will no longer need to work from paper manuals but will be able to access their projects online with interactive components. Twenty-first century functionality!



Stephen Shaner
Region 4,
District 6

The club visits [with the Ambassadors] are going well. There are a few challenges, but we are working through them. We have also received a lot of questions. I consider this normal as we don’t have a lot of details about the

program yet. Overall, the reception has been very positive and everyone is eagerly waiting for more news as we get closer to the release date.

This whole [revitalization] effort is about the member. This fits Ralph Smedley’s quote, “I know of no other organization like Toastmasters that is dedicated to the individual.” With the REP, we are continuing that great tradition.



Joan Moore
Region 5,
District 30

I am most excited about the modernization of the education program, incorporating technology, social media and virtual learning, all of which are critical in today’s society.

Most of the feedback received from the Ambassadors in their club visits has been in the form of questions about the specific aspects of the new program. Members are excited and want to learn more.

There were some concerns expressed about how the transition from the current education program to the new program will be handled.

The concerns were shared with the [education program team] and they are taking those concerns into consideration in the development of the program.



Stephanie Scott
Region 7,
District 13

I absolutely love our organization! The benefits our individual members derive from our education program have been tremendous thus far. I am excited to play a role in sharing the revitalized education program with our clubs and making it a success.

What excites me most about the REP is the due diligence that has been shown in creating a new and improved education program that gives us what we asked for. The Learning

Masters’ role in gathering information from members on what they like about the current program and hope to see in the new program is evident.

EDUCATION PROGRAM



Dwight Jones
Region 8,
District 44

Our Ambassadors' club visits went very well. In the state of Georgia (districts 44 and 14), we created a feedback form for each club to fill out after their Ambassador's presentation to the club. Once the Chief Ambassador reviewed the form,

we answered any questions the club presented and the Ambassador provided the answer to the club.

The new program is designed to provide each member with personal and professional development skills that will have real-world applications. These are skills that entrepreneurs or prospective employers are looking for in team members. The revitalized education program is definitely a game-changer.

“The revitalized education program is definitely a game-changer.”

— Dwight Jones,
a Region 8 Chief Ambassador

Overall, I get the sense that the Ambassador club visits are going quite well.... Ambassadors have brought back great questions and comments, which we've been able to answer or forward to the [education program] team.

I really like the idea of a personalized learning path so members can customize their learning to their interests, careers or greatest perceived needs. The process is taking longer than expected, but it's more important to do it right than to do it quickly. The new program will be very exciting when launched, and it will be well worth the wait.



Carl Duivenvoorden
Region 9,
District 45

Offering a program that will enhance each member's personal development says a great deal about Toastmasters' forward-thinking approach to individual growth, and also to the continued success of the organization. The revitalized education program will tap into what's more important for each member. That's not only huge, but that's very exciting to me.

Change can be difficult. Yet over the years, Toastmasters International and the Board of Directors have done a phenomenal job adding programs, enhancing materials and looking strategically at what benefits members. I believe by [making this change], we will continue to position ourselves as a tough competitor in communication and leadership skills development.

I attribute a lot of my success in life to my participation in Toastmasters, and it is my earnest desire to give back something to this wonderful organization.

It is my sincere belief that all the Ambassadors [on my team] are as excited as I am and are eagerly waiting for the release of the new program.... Our objective will be to help clubs and members to make the change-management process effective and positive. I am looking forward to the feedback from the members. I am also eager for the release of the program so that I can start all over again and work toward a second DTM.



Mary Russell
Region 10,
District 1



Radhakrishnan Karantharath
Region 11,
District 20



Adele O'Neal
Region 2,
District 7

I think the interactive elements of the new program will appeal to a younger audience but will not be intimidating to us more “seasoned” Toastmasters. I like that the foundational competencies of the CC and CL manuals are still there, but that many new competencies have been added. I think people will like how the REP is organized by levels and paths, making it easy for them to be successful.

It is still up to the clubs to have meetings that provide a supportive environment for all members to learn and have fun. This is a volunteer organization, and if we aren't having fun, why are we doing it?

“I think the interactive elements of the new program will appeal to a younger audience but will not be intimidating to us more ‘seasoned’ Toastmasters.”

— Adele O'Neal,
a Region 2 Chief Ambassador



Bunzo Suzuki
Region 13,
District 76

I have been a Toastmaster since 2002 and I am a firm believer in Toastmasters' education program and the values on which it is based. I became a Chief Ambassador because I wanted to witness, as well as experience firsthand, how our wonderful program could become even better.

I particularly like the aspect of our program that is based on the trust and respect in each individual member's willingness to learn. If our revitalized

program becomes better and attracts greater numbers of people throughout the world, then there is a great chance the program will contribute to making the lives of those people more meaningful and enjoyable, and that is exciting indeed.



Tina Hubis
Region 1,
District 26

I'm excited about how the program will be more customized for the individual member and about the new interactive elements that will be part of the program.

Whenever I can, I take the opportunity to thank my Ambassadors for their great work. From the feedback I've gained, the club visits have gone fairly well. There have been questions, of course, and as we get closer to the launch, I'm sure we'll get more answers. I hope members are eager to get started with the new program and appreciate the many new resources it will offer.



Jan Vecchio
Region 12,
District 70

I have been a Toastmaster for almost 18 years and during that time I have seen no major changes to the education program.... It is evident that the program needs a major overhaul to bring it in line with the current technology and real-world needs. I like the proposed structure of the REP and the way communication and leadership will be combined (as opposed to the separate tracks in the current program).... I especially like that mentorship and evaluations will remain key components of the program. It is only through self-reflection and evaluations that we become aware of our flaws and recognize our strengths and positive attributes.



MEDIUM of the MOMENT

Video is top tech tool for speakers.

BY DAVE ZIELINSKI

New worlds have opened up for those looking to technology to take their speaking skills to another level. As software applications continue their evolutionary march, Toastmasters have a host of new, user-friendly tools at their disposal to create more engaging presentation content and hone their delivery skills.

These new technologies can do things like create dynamic video infographics for use in PowerPoint presentations, enable far-flung colleagues to collaborate more easily when designing slide decks (groups of slides) and allow coaches to deliver detailed, time-coded video feedback to help speakers eliminate poor speech practices.

Video Takes Center Stage

Whether gauged by the proliferating traffic on video-based websites like YouTube, Vimeo and Vine, or by the growing use of video in corporate presentations, training courses or employee-recruiting campaigns, video has clearly emerged as the medium of the moment. A number of factors drive the trend. For one,



presenters no longer have to pay big dollars for stand-alone video cameras, editing software or high-end production studios to create professional, high-definition video. Today, speakers can use the cameras built into their computers and mobile devices, as well as low-cost editing applications, to quickly create high-quality videos. Easy access to high-bandwidth networks also makes video more practical and appealing.

Video also has the power to teach, inform or communicate emotion in ways other mediums can't match. When given the choice of how they prefer to learn or consume content, more people today—especially the younger generations—opt for short videos as their go-to medium. To capitalize on video's allure, more presenters are using the new tools available in

PowerPoint's 2010 and 2013 versions to convert standard slide presentations to video format for uploading to YouTube or corporate websites. Others are finding they can use little-known functions in PowerPoint as a low-cost alternative to editing video that they import into the software program.

New software also has emerged for creating *video infographics*, which are designed to be more engaging and dynamic versions of static infographics, to communicate complex information or data by combining visually appealing graphics, charts and text. One such tool for creating motion infographics is GoAnimate (goanimate.com). Through the ability to create dynamic charts and graphs, narration, sound effects and music, GoAnimate's CEO Gary Lipkowitz says video infographics can be used as a stand-alone communication tool or inserted into presentations

The good news for Toastmasters is that many of these new software tools are easy to learn.

as an alternative to PowerPoint. The software also is used to create marketing videos, training content and product demos. These user-friendly supplements can be added to dense presentations like annual reports.

The good news for Toastmasters is that many of these new software tools are easy to learn. And many providers offer tiered payment plans that make use of the platforms more affordable for those on tight budgets.

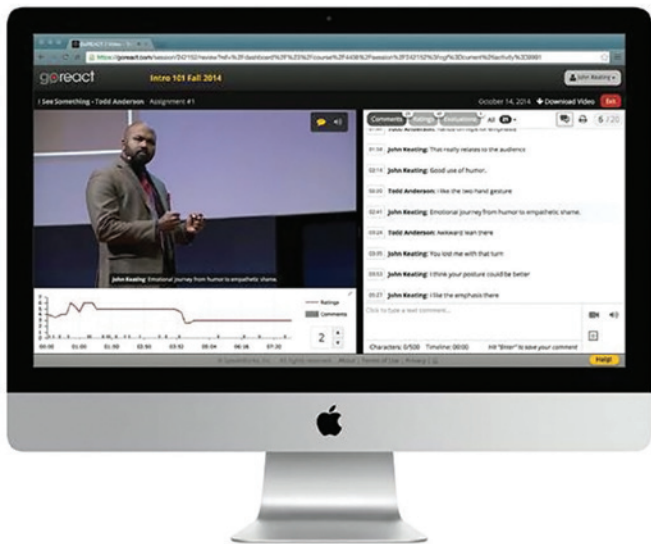
"It's no more complicated than learning and using PowerPoint," says Lipkowitz, speaking of GoAnimate. "Everything is controlled by point-and-click and drag-and-drop tools and menus. And, like PowerPoint, you can create a quality product by using the standard toolset. But you also have the option of adding more sophisticated video infographic features with advanced functions."

Enhancing Collaboration and Slide Organization

Anyone familiar with PowerPoint knows one of the biggest challenges comes when collaborating with others on the design or editing of the slide decks. Reviewing teammates' comments and feedback on working drafts of slides can create headaches, as can ensuring which version of a frequently edited slide deck is the latest or "final" version.

PowerPoint users know how frustrating it is to spend an afternoon editing a presentation only to find they've worked on the wrong version. While PowerPoint allows users to leave comments on teammates' slide drafts, the software doesn't contain the same kind of robust Track Changes feature as its sister application, Microsoft Word.

Another challenge comes in storing and organizing PowerPoint slides. Organizations create slides for sales, training or other presentations, but it's often difficult to determine where



The winning speech given by Dananjaya Hettiarachchi, 2014 Toastmasters World Champion of Public Speaking, plays on GoReact, a product that lets people review live or recorded video of a presentation and leave time-synched comments throughout the speech.

any specific slide is stored, whether it be on a server or laptop, smartphone, tablet or USB drive. Given that the best slides are usually recycled or customized for different needs, it's important to be able to quickly locate the slide when needed.

New products have emerged to solve these collaboration and organization quandaries. One is SlideSource (slidesource.com), a cloud-based platform designed for faster, easier and more efficient collaboration on PowerPoint presentations, as well as efficiency in the storage and retrieval process of slides.

Robert Befus, vice president of operations for Research Presentation Strategies (RPS), says SlideSource, developed by

RPS in North Carolina, was originally built with the needs of the pharmaceutical industry in mind. It has since evolved to address the needs of multiple industries.

When a pharmaceutical company prepares for a high-stakes presentation, such as a regulatory meeting with the Federal Drug Administration (a United States Department of Health and Human Services agency), teams of 20 or more (in some cases up to 100) typically collaborate on presentations that can include thousands of PowerPoint slides and data from decades-long clinical trials. One of the biggest challenges in such scenarios, even with smaller design teams and presentation projects, is version control. Presentations are typically shared, through email, for review by multiple team members. And although individuals can control their own email lists, they can't be sure email recipients in turn will or will not pass files along to others. Therefore, it's not always clear which version of a slide deck is the latest, or if all comments have been incorporated, or even viewed or approved.

SlideSource addresses version control by enabling teams to upload, view and edit slides from a central, shared online library which can be accessed from anywhere. It ensures everyone sees the latest version of a slide deck. The tool also allows users to leave comments on colleagues' slides while in draft stages. Users can identify the most recent comments, and approve of any changes made too.

The product also tackles the slide storage and organization issue by breaking PowerPoint slide decks into individual slides that can be stored, tracked and edited as single entities. Take, for example, four presenters who collaborate on a team presentation. A folder for each presenter can be created on SlideSource. Each presenter can upload and edit his or her own slides in that folder, and the composite presentation could be constructed from all slides.

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“As people edit their individual slides,” Befus says, “the presentation constantly updates and reflects the status of those slides because there is a dynamic link between the slides and the whole presentation.”

When one slide in a SlideSource library is edited by a team member in Shanghai, Sao Paulo or San Diego, all presentations containing that slide are automatically updated. That feature allows team leaders or others to review a presentation’s most current version.

If a team member wants to download and edit a presentation offline, SlideSource can adjust for that too, since it recognizes the slides have moved offline. The tool then updates the version history when offline slides are re-uploaded to an online library.

Creating Engaging Online Presentations

New technologies have also been created to aid speakers looking to spice up their online PowerPoint presentations with interactive tools, or rich media, as well as get more feedback on their presenting skills.

New tools enable speakers to see their recorded speeches online with an expert’s time-coded text feedback embedded right alongside the presentation.

Microsoft’s Office Mix software turns PowerPoint slide decks into interactive online presentations. Presenters can record video and audio of themselves delivering slide-based presentations. The software also allows users to add quizzes and polls to their content. The goal is to keep audiences focused and engaged when they aren’t watching a live, in-person presentation. Office Mix also lets presenters write on their slides like they would a whiteboard.

Isaac Harris, a senior program manager for Microsoft, says, “A touch-screen PC gives you the ability to write on your slides as you’re presenting, whether the slide is pre-built or simply a blank canvas.”

Once a presentation is recorded, it can be embedded on any website or blog for sharing and playback through web browsers. A newly-added pause button enables speakers to stop and catch their breath while recording, says Harris. Microsoft also gives users the ability to erase annotation on slides, if needed.

Another popular feature of Office Mix is its analytics function. Presenters can see the time audiences spend viewing each slide in their presentation, for example, as well as review their participation level in quizzes or polls.

Harris raises the question, “Are viewers skipping certain slides or polls, or playing the recording back at a slower speed at times?” He says, “The analytics provide detailed feedback to help people answer those questions and improve their presentations in the future.”

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MORE NOTEWORTHY TECH TOOLS

The following resources, software applications and websites can aid in creating more engaging presentations.

Websites for design inspiration. Sometimes PowerPoint users can get stuck in a rut and must find design inspiration outside typical haunts and resources. Consider visiting these three websites where designers, illustrators and other creative types show off some of their best work: Note and Point (noteandpoint.com), Behance (behance.net) and Dribbble (dribbble.com).

Websites for copyright-free icons and graphics. Users of presentation design software are often on the prowl for new icons, symbols or graphics to use in their presentations. Here are four websites that provide vector icons, which can be resized without losing image quality. Most of the icons are free, but on some sites licensing requires you to attribute their use on your slides:

- Iconfinder.com (iconfinder.com)
- Iconmonstr (iconmonstr.com)
- The Noun Project (thenounproject.com)
- FlatIcon.com (flaticon.com)

Trackbat (trackbatapp.com). This tool allows you to share your PowerPoint slides with chosen audiences and then track who is reading them, how much time they spend on slides and which slides were deemed favorites. Use audience feedback to enhance future presentations.

NXPowerLite (neuxpower.com). Need to shrink the size of a PDF, JPEG or Word file you’re sending as an email attachment to a colleague for a presentation? NXPowerLite ends transmission headaches by shrinking the files that Zip can’t reduce. The software also can help you save on storage space by reducing file size.

Paparazzi! (derailer.org/paparazzi) is an application for Macintosh products. It enables you to take screenshots of webpages. It’s particularly valuable when the page you’re looking to capture doesn’t fit on a smaller screen, or when you need a snapshot of multiple webpages.

Talking TED With Jeremy Donovan, DTM

How one member made his way from the sideline to the stage.

BY LYNN LIEU

Jeremy Donovan is a self-proclaimed public-speaking super nerd.

“Speaking nerds watch TED Talks to learn how to deliver a TED Talk,” he said in a 2013 TEDx speech in Hartford, Connecticut, titled “Why We Fail to Innovate.” (TEDx is a series of individually organized, local TED events held around the world.) “A public-speaking super nerd writes books about how to deliver a TED Talk before they even deliver a TED Talk.”

to being a semiconductor analyst. For most people that is a shade-of-grey difference,” says Donovan, who at the time was working at Gartner Inc., a leading information-technology research and advisory company in Stamford, Connecticut. “However, I failed to realize analysts don’t just analyze, they actually need to talk to people. When my new boss said that I’d have to present at a conference within six months, I was terrified.”

“Asking questions and listening is as much a part of presenting as speaking is. No one has the patience to sit and listen to a lecture anymore; people want and need to participate.”

And that’s what Donovan did. The author of *How to Deliver a TED Talk: Secrets of the World’s Most Inspiring Presentations* (2013), Donovan compiled more than 100 tips, from how to frame speeches to handling audiences of different sizes.

He has also penned three other books. His most recent, *Speaker, Leader, Champion: Succeed at Work Through the Power of Public Speaking* (2014), was co-written with 2012 Toastmasters World Champion of Public Speaking Ryan Avery. The book offers speaking and leadership tips that apply to everyday situations at work.

Joining a club in the late ’90s, Donovan sought to overcome fears that put his job at risk.

“In January 1998, I switched jobs from being a semiconductor engineer

Donovan joined a corporate club at Gartner. His fear of losing his job, he says, outweighed his fear of public speaking. Buoyed by his Toastmasters training, Donovan climbed the ladder at Gartner, ultimately becoming vice president of the company’s Invest Research division. He left Gartner in June 2014 and is now chief marketing officer and senior vice president of sales at American Management Association, a professional development company in New York City. The not-for-profit organization builds leaders by providing business soft-skills training, notes Donovan. “Effective communication and leadership are my stock-and-trade,” he says.

Donovan continues to write books and give speeches, and he runs a website devoted to public speaking: speakingsherpa.com.

What led you to TEDx?

I had been a Toastmaster for a long time before I even heard of TED. Then I was a TEDx organizer for a while before I gave my own TEDx Talk. For me, [Toastmasters and TED] are very similar. Most people who have won the Toastmasters World Championship of Public Speaking did so with a motivational personal story. The kernel of such stories is an idea worth spreading. Take Ryan [Avery]’s winning speech: The essence of it is “trust is a must.” Or take [2005 Toastmasters World Champion of Public Speaking] Lance Miller’s speech, one of my favorites, which is all about taking the time to appreciate others. The list goes on.

TED’s mantra is “ideas worth spreading.” There are plenty of motivational personal speeches along with ones with fewer stories and more logic. Either way, whether it’s for Toastmasters or TED, speaking is about connecting authentically with an audience so you can share a gift that improves their lives.

Can you tell us about your first club meeting?

I imagine my first Toastmasters meeting was like a lot of people’s first meeting. I was t-e-r-r-i-f-i-e-d! I sat in the back of the room and put my head down during Table Topics so I would not be called on. That went on for a few meetings actually until the leaders of the club gave me the support and encouragement that I needed. That support and encouragement is a hallmark of every club I have ever been to. It is part of the Toastmasters ethos.

What core concepts from Toastmasters influenced your TEDx presentation?

The biggest one was storytelling. The Toastmasters advanced manual on this topic was very difficult for me since I had been giving so many speeches with an introduction, three main points and a conclusion. I had to learn storytelling patterns and also embrace another piece of Toastmasters wisdom—to relive rather than retell. When you relive, you use emotion, dialogue and sensory descriptions to bring characters and settings to life.

The core theme of my TEDx talk was to take action so that your ideas can come to life. I chose to tell one story—the story of how I have expressed myself as a speaking nerd. By reliving my story, I hope I was able to help people feel my passion, my failures and my successes.

Speaking of your story, what made you decide to turn public speaking into a career?

Early on, I looked around and saw a variety of people in various positions. I saw smart and not-so-smart people in positions of authority. The one common denominator was that the senior people were exceptional communicators. I also saw smart people stuck in low-level jobs because they lacked communication (and leadership) ability. While I had whatever intelligence I was born with, I knew that speaking and leadership could be learned.

Someone once told me, “Don’t be an expert speaker, be an expert who speaks.” That is what I strive to do. If I talk about marketing or sales or whatever, I strive



Jeremy Donovan joined Toastmasters 17 years ago to boost his career. Today, he is a public-speaking expert who writes books and blogs about speaking tips.

to do so from a position of expertise. For that reason, I generally avoid paid motivational speaking. That does have value, but it is not for me.

What tips do you have for communicating effectively in the workplace?

Even when speaking to modest-sized groups at work, strive to engage in dialogue as quickly as possible. Asking questions and listening is as much a part of presenting as speaking is. No one has the patience to sit and listen to a lecture anymore; people want and need to participate. I am often asked, “Should I really apply humor and storytelling techniques at

work?” Yes, but in a measured way. If you are speaking to people you are comfortable with, then by all means inject safe-for-work humor. Just don’t let the humor undermine your credibility or your message; a little goes a long way.

The same is true of storytelling. Using a short, well-crafted story as an example to support an argument is often more powerful than using reams of data. ■

LYNN LIEU is the digital content editor of the Toastmaster magazine.



Learn more about Jeremy Donovan’s journey by downloading this issue in the tablet app.

How to Rock a TED Talk

Tips from a TEDx organizer.

BY CATHEY ARMILLAS, DTM

Have you thought about giving a TED Talk? It's the perfect place to use your Toastmasters skills.

Imagine stepping out onto the stage and standing on the famous "TED dot" under the bright lights, about to share your idea. Now's not the time to think, *I wish I were better prepared.*



Cathey Armillas, DTM, presents a 2014 TED Talk titled "Share Your Life" at TEDxHickory, in Hickory, North Carolina.



World War II veteran Frank Moore (top) and young filmmaker Zach King give TED Talks at TEDxPortland.

It's not just the people in the audience watching you, it's the world as well. The TED website (ted.com) is currently ranked in the top 500 most visited websites in the United States and in the top 800 in the world. But relax. Thousands of people have been where you are now. And if *they* can give a rocking TED Talk, *you* certainly can.

But why do it, and how do you get, prepare and deliver a TED Talk?

TED Who?

It was 31 years ago when architect and graphic designer Richard Saul Wurman saw a growing convergence in technology, entertainment and design, and as a result he hosted a conference featuring innovations in those fields. Hence the acronym: TED. Wurman essentially wanted to throw the world's best dinner party and invite some of the most amazing thought leaders on the planet to fuel the conversation, to share "ideas worth spreading," TED's slogan.

Eventually, TED became an annual event, and the list of presenters broadened to include scientists, philosophers, musicians, business leaders and many others. Then in 2001, media entrepreneur Chris Anderson acquired TED through his nonprofit

If your idea is ordinary, unoriginal or half-baked, or you have no enthusiasm for it, you won't be accepted. It doesn't matter who you are.

Sapling Foundation. In June 2006, the first six TED Talks were posted online—and shared globally. Within three months, views had topped more than one million. TED Talks became so popular that in 2007, TED's website was relaunched around them. Today, TED covers almost all topics in more than 100 languages, and a huge collection of TED Talks is available for free viewing online.














With TED's meteoric rise in popularity, demand for live, localized TED events increased too. In 2009, TEDx—a series of individually organized, live events in locations all over the world—was born.

Some have described TEDx as the minor leagues. And that's not a bad analogy because—at least in baseball—the minor leagues are where the majors look to get their talent. For those who want to play in the big leagues, in this case TED, the best way (for most) is to start in the minors, or TEDx. There they can get noticed, and their odds of being invited to give a major TED Talk at a TED conference or TEDGlobal are greatly increased.

In addition to TEDx, TED has an array of other events. For example, there is TEDMED, which hosts talks and speakers from the health and medical industry. And then there is TEDYouth, geared toward students. In TEDSalon events, organizers choose and play TED Talks and have live, open discussions about them. And TEDActive is a less-formal conference that runs in conjunction with the flagship TED event.

Many famous people have given a TED Talk, including Bill Gates, Mike Rowe, Colin Powell, Bill Clinton, Bono, Stephen Hawking, Google founders Larry Page and Sergey Brin, and several

SPEAKING AT TED

TOASTMASTERS SPEECH	VS.	TED TALK
 5-7 minutes	<i>Time</i>	18 minutes or less 
 3 or more points	<i>Content</i>	1 idea 
 Performance	<i>Style</i>	Conversational 
 Highly gestural	<i>Delivery</i>	Natural movement 
 The outcome is multi-purpose: informative, inspirational, persuasive, entertaining or motivational	<i>Outcome</i>	Idea implementation 
 The speaker owns the content	<i>Ownership</i>	The content is free to download, share or republish under the creative commons license 
 Give a speech	<i>Method</i>	Deliver a talk 

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— HOW TO ROCK —
A TED TALK —

The author compiles a list of general distinctions between Toastmasters speeches and TED Talks.

Nobel Prize winners. Ironically, none of these “heavyweight” TED Talks are in the Top 10 most viewed. Two of those Top 10s were TEDx Talks, given by people who weren’t famous at all—at least before their talks. Almost anyone can give a TED Talk at any level and it could go viral.

So, at whatever level you deliver your speech, it means you, too, can spread your idea.

How to Get Selected

Who is qualified to give a TED Talk? Anyone with a great idea. The reason so many

people enjoy these talks is because of the ideas, not the celebrity of the speakers. Ideas are the stars.

So if you want to give a TED Talk, come up with a breakthrough idea—one that has the potential to change the world. As an organizer and speaking coach for TEDxPortland, I get emails from people who want to speak but don’t understand the order of importance: It’s ideas *first*. Everything else comes after. If your idea is ordinary, unoriginal or half-baked, or you have no enthusiasm for it, you won’t be accepted. It doesn’t matter who you are.

It’s also important to know the key differences between a Toastmasters speech and a TED Talk. The first one is time limits. As Toastmasters, we’re used to giving five- to seven-minute speeches. TED’s format is 18 minutes or less—you have more time to get your idea across in a powerful way but not time enough to bore your audience. (See the sidebar for a list of key differences between a Toastmasters speech and a TED Talk.)

Know What Your Local TED Wants

The TEDx section of the TED website warns that its events are not a platform for professional speakers. It’s for those who either do remarkable things or have big ideas that might not be recognized any other way.

If you are chosen, you will most likely be assigned a speaking coach—one who will work with you to ensure that you adhere to the conversational, TED style

Focus on the audience and your idea—you’re the bridge between the two.

of presenting—even if you’re a polished speaker. Most TED events have them, but some smaller TEDx events don’t. Use this information to your advantage. When you submit your proposal, also indicate that you understand the TED platform and that you are willing to work with a coaching team and accept feedback. This will increase your chances of being chosen.

Choose the Right Event

Not all TED events are equal. Do your research. The best place to check for upcoming events and information is at ted.com/tedx/events. Find out how long the event you select has been running and how many attendees its license allows. Consider the event’s theme, venue, stage design, production quality and support team.

Check out the event’s past speakers and the quality of its speaker videos. I know of speakers who gave a TEDx Talk only to be embarrassed by the video’s quality. Even though TEDx events are supposed to adhere to the strict guidelines of

10 WAYS TO IMPRESS AT TED

While preparing my own TEDx Talk, I watched hundreds of others. I looked for every top 10 list I could find on the Internet, on a huge variety of topics. I started seeing commonalities, especially in the most popular talks, and I compiled a list of “TED Talk Essential Elements.” While creating your talk, try to incorporate as many of these elements as you can:

Have a Universal Theme. Make it simple, understandable and repeatable.

Use Catch Phrases. Create and use your own unique phrases to make people think and remember your words. Avoid clichés.

Offer Supporting Evidence. Back up your theme with memorable and easy-to-understand facts,

Create Memorable Models.

Create memorable names for systems or processes that you’ve come up with to help people understand your idea, e.g., “Give love to get love,” which is the rule of reciprocal affinity in marketing.

The Cool Factor. Bring an element of “wow”; something that makes it memorable and leaves the audience saying, “That was so cool.” This is the unexpected bonus.

Use Powerful Visuals. Use videos, graphics and photos to get your idea across and help your audience remember it. Use them sparingly, and make sure they illustrate your point, simply and quickly.

Create an Emotional Connection. Include humor, drama and personal stories. Evoke an emotion that your audience can relate to.

Share a Low Point. The low point is typically where your idea is found. It’s that point where something occurred in your life and you knew something had to change. Bring the audience down to the low point in your story. This humanizes you and makes you relatable. It also sets up the power of your idea.

Have a Twist Moment. Bring the audience to the moment when you discovered your idea or realized a change was needed.

Be Authentic and Open. This will help your audience relate to you. And if you can take it further and poke fun at your own expense, that’s even better.

TED, some fall short. Make sure you know what you’re signing up for.

Also know that you won’t be paid for your talk. Depending on the size and budget of the event, you may not even be reimbursed for travel expenses. That’s why a lot of TEDx events choose local speakers, or at least those who will pay their own way. When you’ve been selected, you’ll sign a release form that allows TED to freely distribute your talk under the Creative Commons License. That means once you give your talk, it will be up on the TED website for a very long time, so prepare carefully.

Prepare Your Talk

When I coach speakers, I tell them to split their content into three parts of what I call the “One Storytelling Model.” One part is a universal theme, another is the emotional shift and the third is the intended outcome.

similar, so adjust your gestures and movements to fit those limitations.

When Your Moment Approaches

One of the things I do with the speakers I coach is have them stop *physically* rehearsing their speech a few days before their talk, and start preparing *mentally*. I once coached the 91-year-old WWII veteran Frank Moore. He had a hard time preparing for his talk and wanted to quit twice—the second time just a few days before the event. Once he got into the mindset of sharing his idea with the world, and how it was less about him and more about his message, he eased up and delivered a talk that got him a double-standing ovation. In fact, his was the third trending topic on Twitter that day.

Being prepared is about managing details. For instance, plan what you’re going

Almost anyone can give a TED Talk at any level and it could go viral.

The idea you present should have universal appeal. When you deliver it, and support it with evidence, your idea should have an emotional impact on your audience. And finally, inspire your listeners to act on the idea—it should have an impact on their lives.

Before the event, give your talk a trial run at your Toastmasters club. Record it and transcribe it word for word, *exactly* as you said it. It may be painful, but it’s a revealing exercise. When I was transcribing my talk, I had the urge to transcribe the words I *meant* to say but didn’t. Reading what I actually said helped me modify my talk by choosing every word carefully.

This doesn’t mean you should memorize your entire speech, however. In fact, if that’s what you do, it will come across as flat and inauthentic. If you know the subject thoroughly, you can deliver it in a conversational manner. That will keep it fresh, and keep people’s eyes on you.

Finally, imagine the stage. Your staging area is limited. More than likely you’ll be standing on the TED dot, or on something

to wear. The subject and nature of your talk should be supported by an appropriate outfit. TEDx organizers will have a dry run a day or two before the event. That is when you get to check the lights, the stage area and the monitors in front of you, to avoid surprises on the big day.

Once you are prepared to walk out and stand on that dot onstage, get your mindset right. Focus on the audience and your idea—you’re the bridge between the two. If you believe in your idea, and deliver it with passion and clarity, it may just change the world. Tell yourself that as you’re introduced, and walk out on that stage. ■

CATHEY ARMILLAS, DTM, is an organizer and speech coach for TEDx Portland (one of the largest and longest-standing TEDx events in the world). She is also an author and marketing strategist. Visit HowtoRockaTEDTalk.com or CatheyArmillas.com, and watch her TEDx Talk at bit.ly/catheytedxtalk.

Medium of the Moment

continued from page 19

The software can be used for informational, persuasive or educational purposes. One growing use is in a “flipped” classroom teaching model, where trainees in corporate classes or students in universities are asked to view Office Mix presentations at home. They then save their “homework” for the

critiqued by the coach. Now, however, new tools enable speakers to see their recorded speeches online with an expert’s time-coded text feedback embedded right alongside the presentation.

If you use body language that’s considered distracting, or supporting evidence

connection for recording video and using the speech evaluation tool. GoReact eliminates the need to carry around, send or store DVDs for review, because all videos are stored in a secure cloud-based service so speakers or reviewers can access them, on demand, from anywhere.

Whether it’s creating engaging presentation videos, enabling colleagues to collaborate more effectively on slide design or delivering more actionable performance feedback, today’s technologies offer a host of benefits to Toastmasters in their pursuit of becoming better speakers. **T**

When one slide in a SlideSource library is edited by a team member in Shanghai, Sao Paulo or San Diego, all presentations containing that slide are automatically updated.

classroom where they can receive personalized guidance from instructors.

You can see an example of an Office Mix presentation on the gallery of the product’s website (mix.office.com), where Microsoft founder Bill Gates uses the tool for a presentation titled “Are Poor Countries Doomed to Stay Poor?”

Receiving Time-coded Speech Feedback

Speakers who work with presentation skills coaches are accustomed to having their speeches recorded on video and later

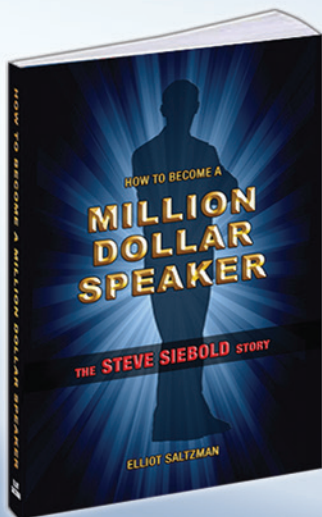
that’s considered dubious, you’ll be able to see, as recorded in a reviewer’s text comments, at what specific point in your speech the reviewer believes you committed those offenses.

Products such as GoReact (goreact.com) enable coaches, instructors and even peers to review live or recorded video of a presentation, and then leave time-synched comments throughout the speech. An “end comments” section allows graders to leave longer, final comments to summarize their reviews. The product requires a computer or tablet, a webcam and an Internet

DAVE ZIELINSKI is the editor of *PresentationXpert* newsletter (presentationxpert.com), which shares tips, tactics and new technologies for creating high-impact presentations. He also is editor of the book *Master Presenter: Lessons from the World’s Top Experts on Becoming a More Influential Speaker*.



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How to Host a Successful Speechcraft

Program provides clubs a chance to teach and lead others.

Is your club looking for a fun way to attract new members while energizing your current members? If so, a Speechcraft program is an exciting, practical and affordable solution.

Speechcraft is a short, intensive workshop led by a Toastmasters club to teach an overview of public speaking skills to non-members ages 18 and older. It was designed as an opportunity for clubs to gain new members and for members to form new clubs.

For the public, it's a chance to learn about public speaking and get a glimpse into how Toastmasters works. Participants have the opportunity to present speeches, introduce other speakers and serve as evaluators. They also may credit their first three Speechcraft speeches toward their CC (Competent Communicator) award if they join Toastmasters.

For current members, it's an opportunity to lead. A Toastmaster who serves as a Speechcraft coordinator or coach can earn credit toward his or her CL (Competent Leader) or ACG (Advanced Communicator Gold) awards.

Speechcraft is ideally offered in four, six or eight sessions, and works best when limited to 10 people or fewer. And since a small fee can be charged, Speechcraft workshops often pay for themselves. Membership records show clubs that conduct Speechcraft programs at least once a year have few problems with maintaining a healthy membership base. But what does it take to ensure your Speechcraft program is a success?

Create a Plan

Ron Borland, whose corporate club offers three Speechcraft sessions each year,



Indigenous youth leaders participate in a two-day Speechcraft workshop held in Australia's Northern Territory and run by members of two Australian clubs: Katherine Toastmasters in Katherine, Northern Territory, and the Marlin Coast club in Cairns, Queensland.

recommends setting a date for your workshop two to three months out and allowing eight weeks for promotion. "Anytime you offer a Speechcraft, you automatically create interest for the next workshop," says Borland, who is a member of the Nationwide Club in Mansfield, Ohio. If sign-ups are sparse, don't worry. In his experience, about 30 percent of participants sign up at the last minute. "If you have put the work in, they always come," he says.

To properly promote your event, Borland recommends scheduling a Facebook promotion campaign two to three weeks out, and send a promotional email to everyone who has visited your club in the last year.

Rally Your Members

Members are integral to creating a successful Speechcraft through planning, promotion and leading. To get members excited about participating, Borland suggests holding a competition to see which member can get the most participants to sign up.

When you schedule a Speechcraft, it's equally important to make sure you have enough member support for the length of the course, says Phil Gladwell, ACB, ALB. His club, the Newbury Speakers club in Newbury, United Kingdom, offers two Speechcraft workshops each year (two hours a week for six sessions) for businesses, which average seven participants per workshop. Since the Speechcraft programs are during the day, the club's greatest challenge is finding members who can commit to the time, so advance planning is key.

Use Humor

Humor is a key ingredient of a successful course. "If the participants have a lot of fun, there is a very high attendance rate," says David Burston, ACS, ALB. His club, the Marlin Coast club in Cairns, Queensland, Australia, offers numerous Speechcraft workshops throughout the year, many of which are in indigenous areas of the Northern Territory of Australia, as a way to start new clubs. He kicks off each Speechcraft by asking a previous participant to give a five-to-seven minute humorous speech on what they learned. "This demonstrates that in one workshop you can go from a starter to presenter, and humor takes the tension out of the room," says Burston, also a member of the Kickstart Toastmasters club in Cairns.

Focus on the Benefits

A proven way to keep participants engaged throughout the workshop is to sell the benefits of public speaking at every session. To achieve this, involve your Speechcraft participants as quickly as you can in evaluating speeches, leading Table Topics, acting as timer and serving as Toastmaster, says Burston. This allows participants to "see real value in the skills they are learning while still in the Speechcraft incubator," he says.

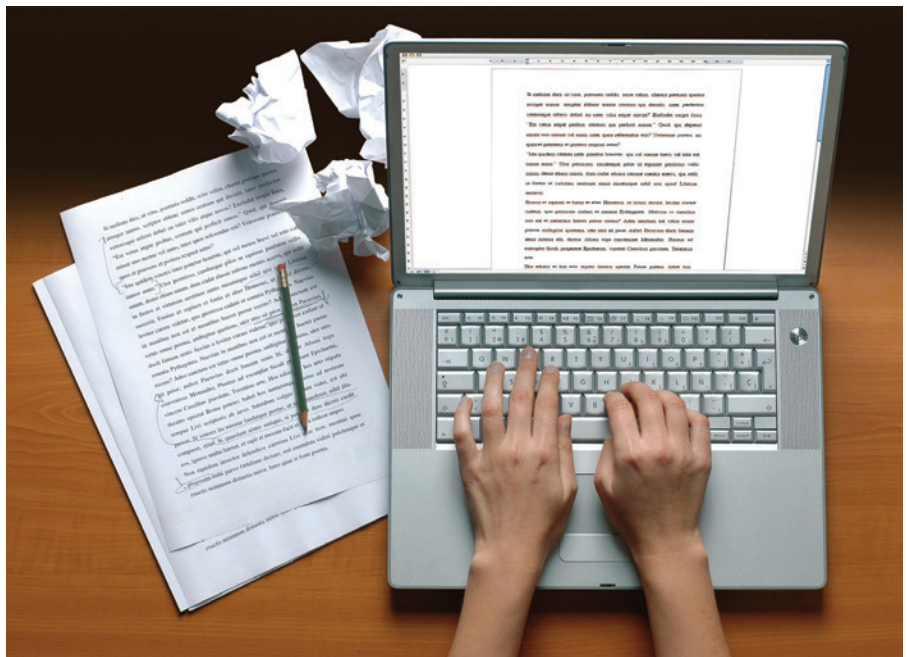
Also, be sure to tailor your workshop to suit the participants' needs. "We try and make the workshop as applicable to their individual needs as possible," he says. ■

To purchase Speechcraft manuals, certificates and other materials, visit toastmasters.org/Shop.

How to Become a Speechwriter

As a Toastmaster you are uniquely qualified.

BY BRENT KERRIGAN, CC



There comes a time in every Toastmaster's life, often after delivering a particularly effective speech, when he or she thinks: *Hey, I could do this for a living!*

Why not? Philosophy giants such as Aristotle, Socrates and the sages of social media inform us that to achieve true happiness, we must do what we love. So, how can we, as Toastmasters, transform our passion for public speaking into a career?

Many members become speaking coaches, only to discover that delivering a good speech and teaching others how to do it isn't the same thing. They learn that coaching a club member on a seven-minute romp about the family dog is different from coaching CEOs who deliver complicated keynotes on quarterly finances.

Read and listen to famous speeches, and then rewrite them.

Other members become professional speakers, meaning they speak for money. For some, that sounds too good to be true and, unfortunately, it often is. *Everybody* seems to be on the speaker circuit attempting to scale the slippery pole of success. It can leave one feeling more like the condemned Sisyphus, who never accomplishes his goal, than the great orator Cicero.

Few, however, think of becoming a professional speechwriter. I understand. The profession is shrouded in a veil of mystery, seemingly populated by puppet masters whose sole purpose is to amass armies of Manchurian candidates who will, in great orgies of oratory, take over the world.

Let me attempt to lift the veil.

Speechwriting is a *great* job. I've been a professional speechwriter for more than a decade, and I've written for ministers, prime ministers, heads of United Nations organizations and more than a few Toastmasters.

Competition—and salaries—are high for speechwriters; certainly higher than most writing gigs. In fact, seasoned speechwriters can earn more than \$100,000 (U.S. dollars) annually.

Speechwriters also have the advantage of access: access to top decision-makers, access to those who shape policies and ideas, and access to people who want to change the world.

But how does one *become* a speechwriter?

Unlike most occupations, there's no school that teaches speechwriting; no place to trade your life savings in for a piece of paper that will land you an unpaid stint as an intern. While many speechwriting workshops exist—and I'll get to those shortly—there's no Harvard or Yale, no Oxford or Cambridge for aspiring speechwriters.

At the risk of putting myself and my colleagues out of business, I'm going to let you in on the big secret of how to become a speechwriter. It goes like this: Find someone who needs a speech written and write it for them. Consider writing a speech for *anyone*.

There are countless cities, villages, towns and hamlets throughout the world, all with councillors, mayors and officials with multiple (often unpaid) responsibilities and demands on their time. They don't have time to write their speeches, so you can volunteer to do it for them.

Before you ask—yes, you *do* have experience in speechwriting. As a Toastmaster, you're uniquely qualified.

If you've completed your *Competent Communication* manual, you've likely discovered that successful speeches have three things in common: great style, good structure and a great storyline. That's not all you need to know, but it's a start.

Becoming an expert in anything takes practice. Just as you can't become a great musician by taping a picture of Tchaikovsky to your wall, you can't become a great speechwriter unless you actually write speeches. How many? The answer is: *As many as it takes.*

Learn from those who do it well. Read and listen to famous speeches, and then rewrite them. You'll develop a deeper understanding of words and how they work. Take note of those that sound soothing to your ears, and those that make them bleed.

Your next step is to find a mentor, preferably an experienced speechwriter, who will read your speeches and provide you with honest and fair feedback. Don't look for a mentor who will offer only praises; find one who will give you solid, constructive criticism.

When I began writing speeches (yes, I started out by volunteering), I was lucky to find such a mentor. I'd give him what I thought was a polished gem and he'd look at it, grunt, and then spill so much red ink on the page that it looked like Jack the Ripper and Dracula had gone to war. However, that was exactly what I needed. I needed to have my speech ripped apart, reorganized and rewritten. Most of all, I needed to know that my fragile ego was the biggest impediment to my success.

As you continue to hunt for clients, either paid or unpaid, don't forget nonprofit organizations. Hospitals and health clinics are great choices. Rotary and Lions clubs exist in even the smallest villages, and often have guest speakers. Reach out to those speakers and offer to help them write their speeches.

If you work in an office, volunteer to write speeches for the communications team in your spare time. Better yet, go directly to the boss and tell her you want to begin writing *her* speeches. Sure, it's a risk, but if you aren't brave enough to face her, you can't expect to write speeches for her. Will you truly be able to give her honest and fair feedback about her speeches when it counts? Being assertive is vital if you wish to become a speechwriter. Learn it early.

If you're *really* brave, take a speech your boss has already delivered, rewrite it and give it to her to show how you would have written it. Does such a move require a delicate touch? Absolutely. Could it get you kicked out of her office? Absolutely. Could it land you your first job as a paid speechwriter? Absolutely.

Once you've written a few speeches, develop a portfolio and begin calling for interviews. Some organizations openly advertise for speechwriters, some don't. Find the openings. How? Thankfully, you're a Toastmaster and Table Topics has prepared you for not only cold calls, but for networking events as well, which can alert you of new opportunities (and you thought Toastmasters was only for speeches!).

A final suggestion: Whether you're a beginner or a seasoned writer, take a specialized speechwriting course. Do your research and find one that is right for you. Just make sure the course is taught by a speechwriter who has actually written speeches. You'll be surprised by how many haven't.

Similar to juggling and quantum physics, some tend to pick up speechwriting more quickly than others. If you're stuck, keep at it. Styles are hard to develop and nobody ever said it would be easy. It is, however, achievable.

Keep these points in mind:

■ **Get to know some speechwriters, and learn about their struggles and stresses.** Ask yourself: Do I *really* want to do what they do? Attending speechwriting conferences is a good way to meet other speechwriters and learn about their craft.

■ **Read and listen to speeches.** Two per day is a good start. A simple Google search will turn up thousands. (If you don't know how to handle a search engine, you might want to rethink the speechwriting thing.)

■ **Develop a thick skin.** Remember that your speeches are for someone else. They're not yours. Even if you've written something resembling "I Have A Dream," your speaker might want something else, like a few words of thanks, for example. Write to meet your speaker's needs.

■ **Keep giving speeches.** Nothing has helped me more as a speechwriter than being a Toastmaster and regularly giving speeches. It's vital, as it gives you an understanding of how a speech is constructed. You learn what works, and what doesn't.

Enjoy your new job! ■

BRENT KERRIGAN, CC, is the owner of *Global Speechwriter*. He writes speeches, trains speechwriters and coaches speakers. He is a member of Mercury Toastmasters in Berlin, Germany. Find out more at globalspeechwriter.com and globalspeechwritertraining.com.

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Cyber Paranoia

They're invisible, they're anonymous—and they're out to get me.

BY JOHN CADLEY

I'm feeling vulnerable. If the North Koreans—or whoever it was—can steal private information from a sophisticated company like Sony, what chance do I have? I might as well paint my credit card number on the side of a bus. Not that the North Koreans have any interest in me. I'm not Angelina Jolie and I haven't made any movies where Kim Jong-un's head explodes. I did watch the 1988 Summer Olympics in South Korea but I never put it in an email.

Still, I'm feeling insecure. All my financial, medical and other personal information is sitting out there in cyberspace protected by nothing but a password. That's like guarding Fort Knox with a

All my financial, medical and other personal information is sitting out there in cyberspace protected by nothing but a password.

pea shooter. The problem is, passwords are supposed to be easy enough to remember but hard for a hacker to hack. In other words, pick one. If it's easy to remember you'll be hacked in seconds; if it's hard to hack you'll forget it—and the hackers will hack you anyway. That's because they have programs that can generate 82 billion possible passwords *per second*. How long do you think “admin1” is going to last against those odds? They'll even use your own computer against you by making it part of a *botnet*—thousands of personal computers networked for evil intent without their owners' knowledge. Thus, while you're happily Googling *spring gardening tips*, that cute little MacBook Air sitting in your lap is stealing your credit card information from Bed Bath & Beyond.

The solution, of course, is to outsmart the hackers. Good luck with that one. As far as I'm concerned, these guys should be running the world. Anybody who can break an encrypted password like *5f4dcc3b5aa765d8327seb882cf99* in 30 seconds could easily figure out a Middle East peace agreement in three hours.

Still, the experts urge us to guard our porous passwords as best we can. They even use a little cyber humor to make their point: “Passwords are like underwear. Change yours often.” In this case “often” means every few months. Let's hope they change their own underwear a little more frequently. (But then these are IT people. You never know.)

First, don't use any word in the dictionary. Hackers can search *hundreds* of dictionaries in a nanosecond. It's nice that you know what *sesquipedalian* means, but as a password it's toast. And don't get cute with something like *mustacheehcatsum* (mustache spelled forward and backward). That will just make them laugh while they ruin your life.

The more random the better. One technique is to simply slam your fingers on the keyboard to produce something like this: *Hwiujf\$%&#+^fp#x#nep@W*. According to the pros, even using a “brute force attack” (that's a real thing; these guys are determined), it would take hackers 238, 378, 158, 171, 207 quadragintillion years to crack it. Unfortunately, it would also take you that long to remember it.

Or you can use a password-management tool that encrypts your passwords and stores them in one place, with one master password to access them all. Nice idea, but it just makes it easier for the bad guys. Now they only have to crack one password to fleece you right down to your birthday suit.

It's not just my personal security that's at risk. It's the entire world's. I'm talking about “the cloud.” No, it's not a Stephen King novel. It's scarier than that. All the big banks, insurance companies, utilities, military contractors and health care providers—basically every institution without which the world would descend into primordial darkness—store sensitive data in something that is invisible, virtual and amorphous. The cloud is a vast network of decentralized computers with the power to perform tens of trillions of computations per second. Nobody owns it. It doesn't exist in any specific place. It gives people and businesses access to more storage and programming than they could have on their own. It also has an enormous sign on it that says “Hack Me and Rule the World.” That's where we're at, folks. The security of civilization as we know it is up in a cloud.

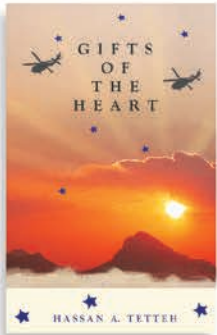
That's enough for me. I'm storing my personal information in an old-fashioned safe. Then all I have to worry about is your common, garden-variety thief, and they're not too smart. **T**

JOHN CADLEY, a former advertising copywriter, is a freelance writer and musician living in Fayetteville, New York.

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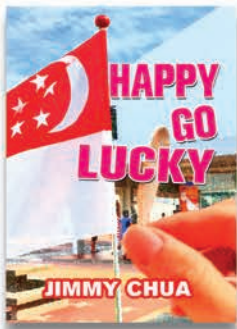
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This simple-to-read fiction book is set in Singapore. *Happy Go Lucky* is about making changes in our lives based on what makes us happy and eventually we will attract happy people and lucky outcomes that we dream about. The key highlights includes Happy's birth

in 1984, living in a public flat, studying in a neighbourhood school, serving in the army to escort the President on the police bike, selling insurance, romances, achieving financial freedom with multiple sources of passive income and meditation to discover his purpose of living. In the end, Happy realised his ultimate dream of a happy family, running a resort and cruise service to connect with whales and dolphins in Australia!

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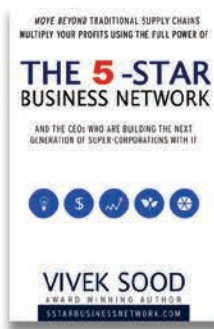
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In addition to all the good stuff in life, we tend to mess things up a lot too, and *ignoring* our difficulties or detrimental behavior doesn't make it all go away. In general, a lot of our problems arise from our *self-centered* and *materialistic* orientations along with our negative or violent *emotional swings*. Hey, isn't it about time we started getting ourselves...

unfunked? Besides enjoying many thought-provoking and inspiring *short stories* and *fantasy tales*, you'll explore a great variety of the *causes* of our frequent daily problems, helping you to live much more *happily* and *productively* in the future. (tygolee.com to see all of Tygo's 10+ books)

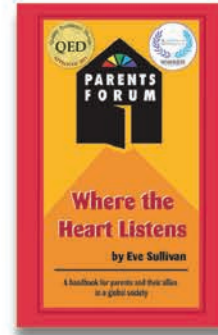
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world today, and most corporations work in a business-to-business network that allows them to achieve FIVE goals: simultaneously-innovate, cash-in, profit, sustain, and focus. How? Read the book to find out. This is the area of specialisation of Vivek Sood, the author. Vivek's global clients range from Fortune 500 to some of the most innovative corporations on earth. Having travelled to more than 150 countries for work, Vivek offers a unique perspective. To download 3 free chapters see www.5starbusinessnetwork.com.

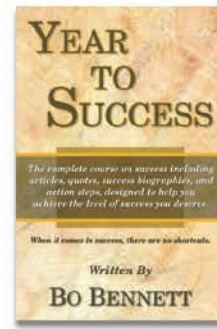
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