



Clear
Communication:
Your organization needs it

Toastmasters:

The proven way to become a better communicator

Your company's success depends in large part on how well your employees communicate – with each other as well as with customers. The effects of a poorly run meeting or an ineffective sales presentation are lasting and expensive. How well do your employees convey their expertise to potential customers? Can they lead meetings efficiently? Can they offer constructive feedback and diplomatically deal with a wide range of people?

Good communicators tend to be good leaders, and chances are your company needs employees with leadership potential. This is where a Toastmasters group can help. Think of it as an onsite training class for busy professionals – a communication makeover if you will – where employees meet once a week to practice communication in a supportive setting with their co-workers. The cost is minimal and the benefits long-lasting. When employees attend seminars, they quickly forget what they've learned; when they regularly attend a Toastmasters meeting, the skills they learn stay with them for a lifetime.

Most people are shy or nervous about speaking in public. Many of your employees would rather have a root canal than sign up for a "speaking class" at the office. However, since 1924, Toastmasters International has helped millions of men and women become more confident in front of an audience. Our international network and our learn-by-doing program are sure to help your employees become better speakers and leaders. See the overleaf for the testimonials to prove it!



Toastmasters training will teach your employees to:

- Give better sales presentations
- Hone their management skills
- Organize teams
- Offer constructive criticism
- Effectively present ideas
- Conduct meetings
- Listen better
- Develop their leadership potential

What's in it for your organization?

When employees are confident and competent communicators, everyone wins: they do, and your company does. Your business needs leaders, and good leaders are good communicators. Leadership is the art of persuading others to do what needs to be done. To do so, employees need to communicate, and they need to work as a team. In Toastmasters, members do both; they learn to vary their approach to suit the needs of different people, be they the audience for a speech or the committee for a fundraiser. Confident, charismatic leaders weren't born that way. In Toastmasters, members gain the practice to shape their words and their career.



Resources: When your employees join Toastmasters, each will receive a variety of manuals and resources on how to give presentations. They'll also receive a monthly magazine that offers the latest insights on speaking and leadership techniques.

A pat on the back: People love recognition, and Toastmasters provides it. At first members are applauded for their effort; later they are applauded for their skill. (After presenting the first 10 speeches, a member is recognized as a Competent Communicator and given a certificate suitable for display in the office or at home. As they progress in the program, members are recognized for other accomplishments.)

How it works.

A typical Toastmasters group is made up of 20 people meeting once a week for about an hour. Each meeting gives everyone an opportunity to practice:



“When employees are confident and competent communicators, everyone wins.”

- **Giving impromptu speeches.** Members have the opportunity to present one- to two-minute impromptu speeches on assigned topics.
- **Presenting prepared speeches.** Three or more members present speeches based on projects from Toastmasters manuals, covering topics such as speech organization, humor, voice, language, gestures and persuasion.
- **Offering constructive evaluation.** Every speaker is assigned an evaluator who points out speech strengths and suggestions for improvement. This peer evaluation element is key to the success of the Toastmasters program. It gives members the confidence to progress one step at a time toward becoming the speaker and leader they want to be.



“The cost is minimal and the benefits long-lasting.”

It really works: The effectiveness of Toastmasters’ educational program is evidenced by the approximately 5,000 organizations that sponsor in-house Toastmasters groups as communication training for employees. A former director of the U.S. Office of Personnel Management said, *“The Toastmasters experience can help employees gain the necessary skills to speak, listen and think in ways that broaden their abilities and help create a skillful and talented workforce....We encourage Toastmasters involvement because we have found it an effective way to enhance employee communication skills, which in turn fosters self-confidence and personal growth.”*

These organizations – and many others – sponsor Toastmasters training for their employees:

- 3M
- Allstate
- American Express
- AT&T
- Bank of America
- Bayer
- BlueCross BlueShield
- BMW
- Boeing
- Caterpillar
- Chevron
- Cisco
- Citigroup
- ConocoPhillips
- Dell
- Deloitte & Touche
- Dow
- EnCana
- ExxonMobil
- Fairmont Hotels & Resorts
- Fluor
- Gap
- Geico
- General Dynamics
- General Electric
- Google
- HDR Engineering
- Imperial Oil
- Intel
- Intuit
- JPMorgan
- Kodak
- KPMG
- Lockheed Martin
- McGraw-Hill
- McKesson
- Microsoft
- Monster
- Motorola
- Nationwide Insurance
- Northrop Grumman
- Pepsico
- Pfizer
- Procter & Gamble
- Prudential
- Questar
- Raytheon
- Royal Bank
- Safeco
- Scotiabank
- Shell
- Sprint
- Staples
- Starbucks
- State Farm
- TELUS Communications
- The Bank of New York Mellon
- UPS
- Verizon
- Walt Disney
- Warner Bros. Studios
- Wells Fargo
- Westinghouse
- Westminster Savings Credit Union
- Weyerhaeuser
- Xerox
- Yahoo!



The Word Is Out!

What former Toastmasters say about us:

Harold McGraw, III

Chairman, President and CEO of The McGraw-Hill Companies, Inc., sponsor of 12 Toastmasters clubs.

“Having a strong culture that emphasizes effective communication is incredibly important to the success of any company. . . . Results speak louder than words. All any leader has to do is look at the benefits individuals receive from their participation in Toastmasters and, more broadly, examine the results Toastmasters in general has achieved, to see the value the program adds.”

“The Toastmasters program provides an important chance for employees to expand their peer network and collaborate with employees whose paths they may not otherwise cross.”



Debbi Fields Rose

Founder – Mrs. Fields Cookies

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

Toastmasters: A communication makeover for busy professionals

Chris Matthews

Host of MSNBC’s *Hardball with Chris Matthews* and *The Chris Matthews Show*, and a former member of a Toastmasters club on Capitol Hill.

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

Linda Lingle

Governor of Hawaii

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

Take the first step

Forming a Toastmasters group at your company is easy and inexpensive. Make sure to visit or join the group yourself!

If someone gave you this brochure, ask that person how you and your company can become involved.

Visit www.toastmasters.org for more information.



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