



TOASTMASTERS
INTERNATIONAL

SERVICE AND LEADERSHIP

The Leadership
Excellence Series



**WHERE LEADERS
ARE MADE**

TOASTMASTERS INTERNATIONAL



SERVICE AND LEADERSHIP

The Leadership
Excellence Series

© 2017 Toastmasters International. All rights reserved. Toastmasters International, the Toastmasters International logo, and all other Toastmasters International trademarks and copyrights are the sole property of Toastmasters International and may be used only with permission.

Rev. 3/2017 Item 320A



**WHERE LEADERS
ARE MADE**

www.toastmasters.org

THE LEADERSHIP EXCELLENCE SERIES

Toastmasters International's *The Leadership Excellence Series* is a set of presentations addressing the subject of leadership. Members will learn about the skills they will need to be successful leaders inside and outside of Toastmasters.

Presentations in *The Leadership Excellence Series* may be offered by any club member and require 10 to 15 minutes to present.

CONDUCTING THE PRESENTATION

"Service and Leadership" discusses how leaders serve others by offering their knowledge and skills to help others achieve a goal. This product consists of four parts:

- ▶ Definition and explanation of the presentation
- ▶ Guidelines for your introduction to the audience
- ▶ Outline for the development of your speech
- ▶ CD of a PowerPoint presentation to be viewed along with your speech

In Your Own Words

The outline is not a script and should not be read word-for-word. Instead, use the document as a guide for presenting the material in your own words and with your own narrative style. The outline is a structure on which to build your presentation. Use the points of the outline to develop your speech, but be the author of your own oration.

Here are some tips on using this outline to develop and deliver your presentation:

- ▶ Study the outline carefully. Familiarize yourself with the general structure. Preparation is the key to a successful presentation.
- ▶ Use the outline to build your own speech using your own words. Prepare a set of notes indicating where you wish to pause, gesture, or add special verbal emphasis. Highlight key words or sentences to help you present the material most effectively.
- ▶ Be expressive when delivering your speech. Use all of the presentation skills you have learned as a Toastmaster including vocal variety and gestures.

USING VISUAL AIDS EFFECTIVELY

Visual aids add interest to any presentation and help your audience retain information. You are encouraged to use them. If you plan to use the PowerPoint slides for this presentation as visual aids, you will need a data projector, a laptop computer, a table to support them, and a screen for viewing. In the outline, there are indications for placement of the PowerPoint slides. Each is numbered. For example, V1 refers to the first visual.

Please note that the first slide in the PowerPoint show is a title slide and is not included in this numbering system.

If you cannot arrange for projection equipment but still would like to use visuals, you may copy the material on the visuals onto a flipchart. Do this before the presentation. Use a heavy marking pen that does not seep through the paper, and write on every third or fourth page so succeeding visuals will not show through. Also, make your letters large and heavy with plenty of space between them.

Follow these tips when using visual aids:

- ▶ Set them up and test them before the meeting begins. Place them so they are easily visible to listeners. Place your projector so it projects a large, high, undistorted image on the screen. Focus the image.
- ▶ Bring spare equipment, including a projector bulb, extension cord, extra marking pens, etc.
- ▶ Display your visuals only when they are needed. If you are using a flipchart, flip the page back out of view when you are finished with it.
- ▶ Remember not to stand between the screen or flipchart and your audience or you will block their view.
- ▶ Maintain eye contact with your listeners. Do not talk to the screen or flipchart. If you must turn your back to point out something, pause as you point it out, and then resume speaking only after you are once again facing your audience.

EVALUATION AND THE ADVANCED LEADER BRONZE (ALB) AWARD

Because this is an outlined presentation, for presenting it you will not receive credit toward completing a manual speech project, but you may receive credit toward your Advanced Leader Bronze (ALB) award. Ask your vice president education to assign an evaluator for your presentation.

Conducting any two presentations from *The Successful Club Series* and/or *The Leadership Excellence Series* is one component of qualification for ALB recognition. For further details, please view the Toastmasters International website: www.toastmasters.org/membereducation.

SERVICE AND LEADERSHIP

Introducing the Presenter

TIPS FOR THE PRESENTER: WRITE YOUR INTRODUCTION

All prepared speeches in Toastmasters require an introduction. A proper introduction of you and your speech is important to the success of your presentation. Use the following as a guide in writing your introduction:

- ▶ Include the purpose of *The Leadership Excellence Series*.
- ▶ Explain why “Service and Leadership” is important for a Toastmasters club, stating the purpose and one or more objectives of your presentation.
- ▶ Incorporate some background about yourself.
- ▶ Read *When You’re the Introducer* (Item 1167E) for further details on giving a proper introduction.
- ▶ Give your finished introduction to the person who will be introducing you.

TIPS FOR THE INTRODUCER

- ▶ Ask the presenter any clarifying questions.
- ▶ Rehearse the introduction.

SERVICE AND LEADERSHIP

Outline

INTRODUCTION

A leader's role is to serve the team members by helping the group work together, to provide structure, and to facilitate discussion. Team leaders are focused on goals and team members. They offer knowledge and skills to help others and encourage team members to challenge themselves and grow while working to accomplish the team's goals.

EFFECTIVE LEADERS

A leader's true role is to serve the team members. Effective leaders:

- ▶ Provide a clear direction through their vision, mission, values, goals, and plans
- ▶ Foster collaboration through team building, delegation, coaching, and a service leadership attitude
- ▶ Motivate achievement by providing feedback, support, and recognition, and by resolving conflicts

*The goal of many leaders is to get people to think more highly of the leader.
The goal of a great leader is to help people to think more highly of themselves.*
— J. Carla Nortcutt

CHARACTERISTICS OF TEAM LEADERS

Team leaders put the needs of the team members ahead of their own. They have confidence in the abilities of the team and feel an obligation and desire to help them. Team leaders:

- ▶ **Encourage participation.** They want team members to participate in the decision-making process. They value team members' creativity and knowledge, asking for their input and suggestions.
- ▶ **Facilitate communication.** They listen to others and clarify what they are thinking. They encourage the flow of information among team members and strive to keep everyone focused and united.
- ▶ **Facilitate problem-solving.** They help team members identify problems and work together to solve them.
- ▶ **Tolerate mistakes.** They recognize that people will make mistakes and they also learn from mistakes.
- ▶ **Help team members grow.** Team leaders recognize the personal and professional potential of each team member and strive to help each achieve this potential. They serve as mentors, offering encouragement and support. They know that developing the knowledge and skills of each team member benefits both the team and the individual.
- ▶ **Persuade.** Team leaders don't force others to follow a course of action. Instead, they persuade others to act. This fosters commitment and collaboration among team members.

V1

V2

V3

BENEFITS OF TEAMS

Using teamwork can benefit a company or organization by:

- ▶ Improving the quality of work life
- ▶ Increasing productivity
- ▶ Reducing costs
- ▶ Enhancing product or service quality
- ▶ Improving the quality of the company or organization

Working in teams can produce stronger, healthier companies and organizations. When leaders and team members work together, everyone benefits.

SERVING THE GROUP

When team leaders serve their individual team members, they also serve their organization, company, or community. These leaders blend the goals of the individuals with those of the larger group by keeping individuals mindful of their own goals and reporting exactly how their personal progress helps the team as a whole.

*A person who is worthy of being a leader wants power not
for himself, but in order to be of service.*

— U.S. Senator Sam J. Ervin, Jr.

V4

CONCLUSION

Successful leaders understand that their role is to serve others. They serve their team members and their organizations, and they help the organization they lead to serve the community as well. These leaders give others opportunities to learn and grow, creating even more leaders. By applying this concept in your own leadership efforts, your team will flourish and everyone will benefit.

Evaluation Guide

Evaluator's Name _____

Presentation Title _____ Date _____

- ▶ How effective was the speaker's introduction in helping the audience understand the purpose of *The Leadership Excellence Series* and the presentation itself?
- ▶ Was the presenter adequately prepared? How heavily did the presenter rely on notes?
- ▶ How did the speaker use vocal variety to enhance this presentation?
- ▶ What other techniques did the speaker use to personalize and augment the presentation? Were they effective? How?
- ▶ Did the speaker display the visuals smoothly and at the appropriate times? How could the speaker improve?
- ▶ What aspect of the speaker's presentation style did you find unique? Why?
- ▶ Did the speaker present the material clearly and simply so audience members could easily use the information to improve their own leadership skills?
- ▶ What could the speaker have done differently to make the presentation more effective?
- ▶ What did you like about the presentation?



Notes



www.toastmasters.org