



# CLEAR COMMUNICATION

Your organization needs it.



WHERE LEADERS  
ARE MADE



# TOASTMASTERS

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 club can help. Think of it as an on-site training class for busy professionals where employees meet once a week to practice communication in a supportive setting with co-workers. The cost is minimal, and the benefits are long-lasting. When employees attend seminars, they quickly forget what they learned; when they regularly attend Toastmasters meetings, they learn skills that stay with them for a lifetime.

For many people, public speaking causes anxiety and fear. Since 1924, Toastmasters International has helped millions of men and women gain competence and become more confident in front of an audience. Toastmasters' learn-by-doing program helps employees become better speakers and leaders.

## **Toastmasters teaches your employees skills to be better communicators and leaders:**

- ▶ Give effective sales presentations
- ▶ Assume management roles
- ▶ Build teams
- ▶ Give and receive constructive feedback
- ▶ Effectively present ideas
- ▶ Conduct effective meetings
- ▶ Manage time
- ▶ Actively listen

## **How it Works**

A typical Toastmasters club consists of 20 people who meet once a week for about an hour. Each meeting gives everyone an opportunity to practice:

- ▶ **Impromptu speeches:** Members have the opportunity to give one- to two-minute impromptu speeches about announced topics.
- ▶ **Prepared speeches:** Three or more members give speeches based on projects from Toastmasters manuals. Speeches cover topics such as speech organization, humor, voice, language, gestures and persuasion.
- ▶ **Constructive evaluations:** Every speaker is assigned an evaluator who points out speech strengths and suggestions for improvement. Peer evaluation is essential to the success of the Toastmasters program. It gives members the confidence to progress one step at a time toward becoming the speakers and leaders they want to be.



## What's in It for Your Organization?

When employees are competent and confident communicators, everyone wins: They advance their skills, and your company retains skilled employees. Your business needs leaders who can persuade others to do what needs to be done. Good leaders are good communicators. Therefore, employees need to communicate and work as a team. Toastmasters members do both. They learn to vary their approach to suit the needs of different people, whether giving a speech or presenting to the committee for a fundraiser. Confident, charismatic leaders are not born with these characteristics. In Toastmasters, members gain the practice to shape their words and their careers.

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

**Recognition:** 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 and given a certificate suitable for display in the office or at home. As they progress in the program, members continue to be recognized for their accomplishments.

## It Really Works

Today, organizations around the globe sponsor in-house Toastmasters clubs to help their employees strengthen their communication and leadership skills.

## What Former Toastmasters Say

### LINDA LINGLE

*Former 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."

### STEFAN GMÜR

*Executive Vice President, State Street Corporation*

"The benefits of confident and well-structured speakers representing our business, both internally and externally, are undeniable, and Toastmasters is an excellent way to allow employees to develop these skills."

### ABDULRAHMAN JAWAHERY

*President, Gulf Petrochemical Industries Company*

"The Toastmasters programs offer the best value available in the market to shape the personalities of our employees, help them develop their presentation and leadership skills and uncover their talents. Our company has uncovered talents in our employees that we have nurtured and utilized — talents that would have remained hidden and wasted [if not for Toastmasters]. So it's a benefit for both the employee and the organization."

## These companies see the value in Toastmasters

3M	Ericsson, Inc.	Lockheed Martin	Sony
AAA	Ernst & Young	Macy's	Sprint
Adobe Systems	ExxonMobil	McGraw-Hill	Staples
Allstate	Facebook	McKesson	Starbucks
American Express	Fluor	Microsoft	State Farm
Apple Computer, Inc.	Frito-Lay	Motorola	TELUS
AT&T	Geico	Nationwide Insurance	The Boeing Company
Bank of America	General Dynamics	Nissan	The Coca-Cola Company
Bank of New York Mellon	General Electric	Nokia Siemens Networks	Toyota
Bayer	General Mills	Northrop Grumman	Verizon
BlueCross BlueShield	Google	Pepsico	Walmart
BMW	HDR Inc.	Procter & Gamble	Walt Disney
Caterpillar	Hewlett-Packard	Prudential Financial	Warner Brothers
Chevron	Honda	Questar Corporation	Wells Fargo
Cisco	IBM	Raytheon Company	Westinghouse
ConocoPhillips	Intel	Royal Bank of Canada	Weyerhaeuser
Dell	Johnson & Johnson	Safeco	Xerox
Deloitte	JPMorgan Chase	Safeway, Inc.	Yahoo!
Dow	Kodak	Shell	
EnCana	KPMG	SNC-Lavalin ProFac	



## Take the First Step

Forming a Toastmasters club within your organization is easy and inexpensive. To get started visit [www.toastmasters.org/bringti](http://www.toastmasters.org/bringti)



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