

TOASTMASTER®



Dive into the New Year

5 ways to reach your goals in 2015.

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the Revitalized
Education Program**

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You Can Make a Difference



It was a busy day in the early 1970s when my family gathered to help build a fence around our small vegetable garden. Everyone was assigned a task.

Being one of the younger family members, I was a latecomer. I had no tasks to complete, so I stood on the side watching others work in perfect harmony. My grandfather, with all his wisdom, saw an opportunity to instill a valuable virtue in me. He came up to me and said, "I think your father needs someone to bring him some water." I volunteered to quench my father's thirst with a glass of ice cold water.

Soon enough, I found myself running to bring water to anyone who was thirsty. My relatives called out my name throughout the day, and all agreed I was a great water boy. All of this was enough for me to understand that I was part of a team and I was doing my part, no matter how small.

No matter how small or large our roles may be, we are all equally important to the team.

That day, I realized I have the ability to make a difference. It's a lesson I'll remember for the rest of my life. As a young boy, I wasn't cutting or painting wooden fence posts, but I was helping to prevent my family members from fainting in the scorching heat as they worked. In many ways, I was instrumental in the overall task of fence construction.

Have you ever been part of a team where everyone is busily taking care of a specific task—and you feel left out without an assignment of your own? Or perhaps you chose not to participate because you didn't believe you belonged on the team due to age, or a lack of qualifications or expertise?

Inevitably, on any team, especially large ones, there will be those who sit on the side without an assignment, waiting to be called on. They may feel dwarfed while watching other more experienced, qualified and charismatic members participate. But there is no need to feel that way. Once you are called on to perform a task, whatever it may be, you are making a key contribution.

No matter how small or large our roles may be, we are all equally important to the team. Whether you are grandparents, parents or children, you are part of a family. Whether you are a Board member, district officer, club officer or member, you, too, can make a difference. **T**

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International President

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Toastmasters International Mission:

We empower individuals to become more effective communicators and leaders.



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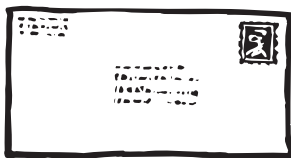
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“It’s wonderful to have the ability to read and share the magazine, both in print and electronically, with others anywhere, anytime—with or without electronics.”

— Mitchell Spann

Practicing Compassion

Three cheers to the writers of the letters “A Missing Word” and “Stage Fright” (September). I have been there. I walked off stage 10 seconds into my own manual speech. Through the understanding, compassion and support of my fellow Toastmasters, I was able to recover and complete the assignment on my second attempt.

If Toastmasters were all about making sharp-suited, shoulder-padded progress up the corporate ladder (or success by getting the edge over others), we’d risk losing sight of our values. Without these values, we are sunk, no matter how high we climb or how much wealth we accrue.

Success and winning are not everything!

Gordon Thompson, CC

Purley Speakers
Purley, Surrey, UK

The YouTube Method

I found the article “An Evaluator’s Recipe” by Carlos David Arzeno (August) helpful. To practice evaluating speeches, Carlos wrote how he “objectively dissected” the speeches members posted on YouTube. I needed to overcome my fear of giving speech evaluations so I gave this method a try. What a way to practice!

Thank you, Carlos, and thank you Toastmasters for such a great magazine.

Linda A. Orlando, CC

Unity IV Toastmasters
Sterling Heights, Michigan

Imaginary Toastmasters

I found Janet Whitcomb’s article “What If They Had Been Toastmasters?” (October) entertaining. It conjured up new images for me. If Michelangelo had been a member, there is no guarantee he’d earn a Competent Communicator award since he had trouble completing his own projects. If one were to consider Beethoven as well, members would have had to learn sign language or give him only written evaluations.

Emily Dickinson might never have left her home to attend meetings. Marie Antoinette’s words, while brave and ingenious, did not satisfy the political rivals of the day. Women of those times would have had to create their own version of Toastmasters to strengthen their speaking abilities.

Michelangelo, Dickens and Dickinson are not so different from today’s artists and writers who like solitude when composing and creating their masterpieces. Toastmasters helps us develop our skills so that when we are asked to speak, we can do it with class.

Carolyn R. Wilker, ACG, ALB

Energetics Toastmasters
Kitchener-Waterloo, Ontario, Canada

Happy Birthday!

Reading “A Toast to Toastmasters!” by Paul Sterman (October) made me proud to be a member. It helped me understand how the organization grew, became international and thrived—based on Ralph C. Smedley’s simple idea to help young people learn the art of public speaking.

I agree with CEO Daniel Rex’s statement: “A rich member experience delivered through a quality meeting—that is our primary object.” My club’s members try their best to prepare for every assignment, which in turn makes meetings special. Everyone can learn something, have fun and keep growing.

I also appreciate Past International President Bennie Bough, DTM, for founding the first club in Taiwan. It gave me the chance to grow in this marvelous organization. I’m convinced the Revitalized Education Program will help me even more in the future.

Bruce Yang, DTM

Taichung Toastmasters club
Taichung, Taiwan

Recruiting Proudly

When I was vice president education two years ago, I wrote short, fun, upbeat and inspirational recaps of club meetings each week. To keep the momentum going, and encourage more members to attend meetings, I’d send my recaps the following day.

Last year, as president, I started writing recaps again; only this time I used the word of the day as the basis for the recap. Members loved it! Each week, we posted the recaps on Facebook and on our webpage, and also sent them to guests.

Last year we recruited more than 30 new members. Obviously, the recaps were just a small part of the success, but I believe they inspired people.

Diane Oatley, CC, CL

Mallorca Wordsmiths Toastmasters
Palma De Mallorca, Balears, Spain

Two Ways to Read

Thank you for your terrific magazine.

I enjoy reading it each month, and I *especially* appreciate how you’ve continued to print it along with publishing a tablet/electronic version. It’s wonderful to have the ability to read and share the magazine, both in print and electronically, with others anywhere, anytime—with or without electronics.

Mitchell Spann

Water Meeters club
Irvine, California

Editor’s Note

Due to an editing error, the article “It’s All About the Audience,” in the November *Toastmaster*, did not give proper attribution to author Nick Morgan. In a section of the article called “Highlight the Benefits,” the article’s author, Steven D. Cohen, originally referenced Morgan and quoted from his article “Before You Open Your Mouth: The Keys to Great Public Speaking”; the editorial staff revised the section but should have retained the attribution to Morgan. We regret the error.

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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New Year, New Goals, New Strategy

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COVER PHOTO: Author Robin Sieger, the keynote speaker from the 2014 International Convention, faces his fear of heights by skydiving.

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3 ways to enjoy the Toastmaster on the GO!

See the January issue and past issues on these tablets:

- iPad (second-generation iPad and newer)
- Android (4.03 or newer)
- Kindle Fire HD

Simply download the *Toastmaster* magazine app for your tablet from the Apple, Google Play or Amazon app stores.

January Special Tablet Features



Watch founder Ralph C. Smedley talk about how Toastmasters International formed and learn about the organization's history.



Get additional tips on how to survive your Ice Breaker.



Take a look at champion speaker Kwong Yue Yang's many presentation gestures.

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

AROUND THE GLOBE

MEMBER MOMENT



2nd-place Winner in World Championship of Public Speaking



Kwong Yue Yang, ACS, ALB

The Toastmasters International Speech Contest begins with 30,000 participants from around the world. So it's quite an accomplishment to finish in second place in the World Championship of Public Speaking. Kwong Yue Yang did that in 2011, in only his second time competing in the speech contest. Even more impressive: He repeated the feat in 2014.

Yang grew up in Australia but moved to China in 2006. He is a member of GEM Toastmasters in Guangzhou, Guangdong, China. As a speaker, he has a likeable stage presence, exhibiting a playful sense of humor. Yang, who works in online marketing and does communications training on the side, says he'd like to try his hand at stand-up comedy one day.

In your 2011 championship-round speech "Fortune Cookie," you referred to your cultural confusion growing up Chinese in Australia. Can you give an example?

My mother tongue was Cantonese and I spent most of my early years speaking that at home. My mum tells me that one day I came home from school and proclaimed, "I'm not Chinese, I'm Australian! I speak English!" I guess that was the start of my cultural mix-up. On weekends, my dad always took mum and me out to dinner, and he often asked me, "What would you like for dinner?" I always responded "KFC! McDonald's!" Twenty minutes later, I always found myself sitting in a Chinese restaurant wondering why my dad even asked for my opinion.

What drew you to Toastmasters?

In 2005, I was working at Qantas, Australia's main airline carrier. I remember watching senior managers present to large groups of employees. I was in awe of their charisma and their ability to motivate us. I figured if I was going to be a CEO one day, I needed to know how to speak like them, and I quickly joined the corporate club at Qantas, Flying Toasters.

What do you enjoy most about incorporating humor into speeches?

When people laugh, I have more confidence and know that they are listening. When I write a speech, I want to make sure people get something out of it—if they don't get a lot out of my message, at least they can get a smile or two.

How did it feel to finish the World Championship of Public Speaking as runner-up twice?

In 2011 I was over the moon. My goal was to just make it past semifinals, so I felt as if I had won. In 2014, the feeling was very different, even though the achievement was the same. I had been [runner-up] before, and I thought I had a chance to go one better. It was an interesting learning experience.

In Brief

SHARE YOUR FUN PHOTOS

Share your favorite photos from club or district events, and they may be published in the magazine. Email high-res photos (1 MB or larger) to photos@toastmasters.org. Display a copy of *Toastmaster* magazine only when submitting photos for Traveling *Toastmaster*.

PLANNING A SPEECH CONTEST?

Make your event a success! Download the

most up-to-date speech contest materials and ensure contestants are eligible to compete by checking the 2014 Speech Contest Rulebook. Search for these materials in the Resources section of the website at toastmasters.org/Resources/Search-Resources.

BRAND RESOURCES

The Logos, Images and Templates section of the website (toastmasters.org/BrandPortal) offers newsletter stationery, fliers and graphic elements at no cost.

These resources will save you time and help you maintain a consistent brand.

CALL FOR HISTORIANS

Does your club or district have a designated historian? Would you like to take on this role? World Headquarters seeks historical information about clubs and districts around the world and could use your help. Please send any information you may have to history@toastmasters.org.

SNAPSHOT



In August 2014, Leena Milton, DTM, (front row, with magazine) from Brampton, Ontario, Canada, attended a meeting at the Milagres Toastmasters club while on vacation in Mangalore, India. She was “thrilled by the enthusiasm” of its members. That day Milton was awarded best Table Topics.

FACTS WORTH KNOWING

What Makes a Good Story?

Storytelling is a powerful tool

In a TED 2012 talk titled “The Clues to a Great Story,” filmmaker Andrew Stanton (*Toy Story* series, *Finding Nemo*, *WALL-E*) shared how powerful storytelling can be. “Storytelling is joke telling,” he said. “It’s knowing your punchline, your ending—knowing that everything you’re saying, from the first sentence to the last, is leading to a singular goal.”

While Stanton won multiple Academy Awards for this film work, the craft of storytelling can translate across many facets of life, including speechmaking. At the root are a few basic principles.

Last year, director of ABC Copywriting Tom Albrigh-ton wrote a blog post “What Really Makes a Good Story?” detailing some key points of storytelling, which included drama, relatability, immersion, simplicity, agency (listeners work out the story’s meaning themselves), familiarity and trust in the teller. These elements, he writes, are common threads to effective stories. Remembering the major components of storytelling can make your speech, presentation or even dinner conversation an effective way to engage audiences, convey information and inspire people.

And as Stanton said in his TED talk, referencing a quote that children’s TV host Mr. Rogers carried in his wallet, “Frankly, there isn’t anyone you couldn’t learn to love once you heard their story.”



Describing relatable events and being trustworthy are some of the tenets of good storytelling.

AROUND THE GLOBE

WHAT'S THE BUZZ?

What do you do when filler words sneak into your speeches?

"I 'envision' my words during a speech to keep filler words out. It helps me to concentrate on each word as I say it."

Alexandra Kelly

Mprovmasters club
Greensboro, North Carolina

"At Emerald City Toastmasters, we frequently hear *tsk, tsk* (or *click, click*) when someone uses a common filler word. I find that my usage is an unconscious habit, so am grateful to have it pointed out. Our club also has a continuous campaign against 'upspeak' (when you raise your voice at the end of a declarative sentence)."

Dana Twight, CC

Emerald City Toastmasters
Seattle, Washington

"Sometimes keeping sentences simple helps me eliminate filler words."

Renate Daniels, DTM, PID

Moonlighters club
Reno, Nevada

"I've always been a speedy talker, and slowing down has helped me considerably—along with including a few well-placed pauses."

Estel Powell, CC

Titletown Toastmasters
Valdosta, Georgia

"I have found that if I do not regularly attend Toastmasters meetings, my filler words creep back into my speech. It is not necessarily a skill you can learn one time and then never have to work on it again. It is a skill that takes constant practice."

Mary Ruth Dilling, ACS, ALB

Lake City Toastmasters
Coeur D'Alene, Idaho

Members contributed to the discussion on the LinkedIn Official Toastmasters International Members Group.

QUOTE OF THE MONTH

"They may forget **what you said**—but they will never forget **how you made them feel.**"

— CARL W. BUEHNER

INTERNATIONAL INTERPRETATIONS

It's In the Cards

What does your business card say about you? Besides serving as an introduction, it reflects who you are. The practice of passing a card to a new acquaintance is common around the globe, but it's best to learn the customs of the country you visit beforehand to ensure you convey your intended message.

When in Japan, treat a business card with respect and honor. Status and hierarchy are highly regarded there, so always include your title. Accept cards with two hands, but offer them with one. If you attend a business meeting in that country, place all cards you receive on the table in front of you in the order in which people are seated. When the meeting ends, transfer the cards to a case or portfolio.

In India, include university degrees or honors on your cards, and give and receive them with your right hand. When in China, offer your card with both hands and include a translation on one side in the appropriate dialect (i.e., Cantonese or Mandarin) with Chinese characters printed in gold. In Australia, the U.S. and the U.K., cards are exchanged informally.

Wherever you go, it's good to have a translation printed in the appropriate language. And always remember to present cards with the recipient's language face up. When receiving a card, acknowledge it by reading and speaking about it before putting it away, and refrain from writing on anyone's card in their presence, unless directed to do so.

Sources: *Kwintessential*, "Business Card Etiquette" and "Country Profiles"



When in China, be sure to offer your business card with both hands.



90TH ANNIVERSARY

Kicking off the New Year

The New Year represents a fresh start. It's a chance to set new goals and strive for a better future. But, we are nothing without our past. We learn from the past, and it is the reason we look forward to the future. So as we celebrate 2015, we should also look back at our history.

"The past has given us experience and the future presents the opportunity to gain still more experience which should enrich our lives," wrote founder Ralph C. Smedley in the January 1962 issue of the *Toastmaster* magazine. "Your life is much like a speech, in that to be a success, it must have a purpose and a plan. If the year 1962 is to be a useful, satisfying, happy one for you, there must be both a purpose in your mind, and a plan for carrying out that purpose."

Find your purpose, make a plan, carry it out and have a happy new year!

MEET MY MENTOR



Margrit Fisher, DTM

No one has the potential to influence a member's experience like a mentor. Namal Bandara, CC, an accountant, was mentored by Margrit Fisher, DTM, when he was president of Skyline Speakers Toastmasters Club in Randwick, Sydney, Australia. Although he is now a member of Ralph Toastmasters in Colombo, Sri Lanka, Fisher continues to mentor him long distance.

How did you find out about Toastmasters?

In 2013, when my wife received a scholarship to follow her postgraduate studies in Sydney, Australia, my son and I moved with her temporarily from our home in Sri Lanka. A friend told me about Toastmasters, and I joined.

What challenges did you want to overcome?

I wanted to enhance my interpersonal skills. Public speaking was a new experience for me. When I stood up to deliver my first speech, a quote from actor George Jessel came to mind: "The human brain starts working the moment you are born and never stops until you stand up to speak in public." That statement was true for me in that moment.

Please tell us about your mentor.

Margrit, a registered nurse, was vice president education when I first joined the club in Australia; she became my mentor then. She has a demanding job in a high-dependency unit in neurosciences in Prince of Wales Hospital, but in 2011–12, as division governor, she started six new clubs. She has also served in all club leadership roles many times.

What is it like to be mentored by Margrit?

As a new Toastmaster, she reviewed my written speeches and showed me ways to improve them. This motivated me and helped me improve my English.

Margrit has built strong relationships with other clubs, and she encourages me to do the same. She invites me to come along when she visits other clubs, and by accompanying her I get to deliver speeches to different audiences and serve in lots of leadership roles.

What have you accomplished with her help?

I completed my CC in 10 months, and was second runner-up in the International Speech Contest at the club level.

I also completed our district's "cuckoo" program, which included visiting other clubs and meeting their members. In this program, like a cuckoo bird that lays its eggs in a foreign nest, we bring our ideas to the clubs we visit and take new ideas back to our home club.

What is the best feedback you have received from her?

"You have nothing to lose, only to gain." Those words encouraged me to take on new challenges.



FROM LEFT: Namal Bandara and Margrit Fisher

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.

LOOKING AT LANGUAGE

Commonly Misused Words

Homophones are words that sound similar when spoken but have different meanings, and sometimes different spellings. Many share the exact same pronunciation (e.g., to, too and two), while some differ slightly when spoken. Knowing these differences, and other subtleties, will help you shine in your next speech.

Accept and Except

(ik-sept, also ak-, ek-) (ik-sept)

You *accept* an invitation, *except* when you already have plans for the same time.

Conscience and Conscious

(kon-shuh ns) (kon-shuh s)

Both relate to the mind: My *conscience* tells me to do the morally right thing. I am *conscious* when I am awake and aware of my surroundings.

Desert and Dessert

(dez-ert) (dih-zurt)

There is very little rain in the first one, and the second is a sweet treat at the end of a meal.

Loose and Lose

(loos) (looz)

Loose means your clothes are too big. *Lose* means you were beat in a game.

Precede and Proceed

(pri-seed) (pruh-seed)

To *precede* is to go ahead of something. To *proceed* is to go forward.

Other Common Mistakes

Correct: *Toward, anyway and afterward*

None of these words end with an "s."

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

Incorrect: *Irregardless and Unthaw*

Neither of these are words. "Regardless" and "thaw" do not need prefixes.

Subject-verb agreement: *Their, his and her*

Pronouns must agree in number with nouns. Example: Everybody must bring *his* or *her* own lunch. (Using "their" in this instance is incorrect).



TOASTMASTERS' Famous 15 Points

AT A COUNCIL MEETING IN ANAHEIM, CALIFORNIA, on February 27, 1932, [First Vice-President] Paul Demaree presented a statement of Toastmasters' purposes and ideals. His list, which came to be known as "The Famous Fifteen," was used for years to explain the theory and practice of the Toastmasters club.

Toastmasters International, Inc., is organized and promoted for the following reasons:

- 1 **TO PROMOTE** the growth and establishment of Toastmasters Clubs throughout the world.
- 2 **TO SPONSOR** the publication of the *Toastmaster*, official organ of our federation and disseminator of the latest and best ideas on toastmastering.
- 3 **TO PROVIDE** literature and other assistance to make possible the establishment of Toastmasters Clubs.
- 4 **TO PROTECT** the name Toastmasters Club in order to confine its use to clubs conforming to the standards and regulations established by the majority group through Toastmasters International.
- 5 **TO STANDARDIZE** and maintain as nearly uniform as practical the procedure and ideals of Toastmasters Clubs.
- 6 **TO UPHOLD** before all the latest and best principles of public speaking and related conduct and procedure.
- 7 **TO ACT** as a medium of exchange tending toward the improvement of the Toastmasters program.
- 8 **TO ASSIST** individual clubs in solving and overcoming problems and difficulties which may arise in the organization and functioning of such clubs.
- 9 **TO PROMOTE** friendship among Toastmasters Clubs and Toastmasters.
- 10 **TO SPONSOR** friendly competition in public speaking among the member clubs of Toastmasters International.
- 11 **TO SPONSOR** contests in public speaking among organizations outside Toastmasters, such as the High School Speaking Contest.
- 12 **TO PROMOTE** the technique of tactfully giving and gracefully taking criticism and profiting thereby.
- 13 **TO MAKE** the term Toastmaster a mark of distinction and of recognized ability in public speaking.
- 14 **TO ESTABLISH** the place of the Toastmasters Club in the life and work of the community.
- 15 **TO PROMOTE** a friendly, mutually helpful liaison between Toastmasters International and the Young Men's Christian Association.*

* Toastmasters International is no longer associated with the Young Men's Christian Association (YMCA).

This is based on *The Story of Toastmasters* by Ralph C. Smedley, copyright 1959.

How I Earned My CC— In Just 31 Years

Rusty speaking skills get tune-up after 27-year break.

BY E.J. VAN HORNE, ACG, ALB

“Never give up. Never surrender.”

Tim Allen as Jason Nesmith in the movie *Galaxy Quest*

More than 30 years ago, I had an opportunity—and a problem. A marketing manager offered me a trip to San Francisco, and I wanted to go. Badly. I had never been to California, and to a boy from the Midwest it was my chance to visit the “golden West.” Swimming pools, movie stars—that appealed to me as much as it did to the folks on *The Beverly Hillbillies*.

The problem: To earn this trip I would have to give a technical presentation to a large group of account executives in the city. Speak in front of 70 people in suits? I could get flop sweat talking on a conference call! I was terrified. But I could not resist the lure of California, so I closed my eyes and said yes. In desperation, I joined the Toastmasters club in Holmdel, New Jersey, where I worked at the old Bell Laboratories. In those days, Toastmasters still used the 15-project plan designed by the founder of Toastmasters, Ralph Smedley. It came in a loose leaf binder, which I still have, by the way. I worked my way through the Ice Breaker plus six more projects, and spoke often in our Table Topics sessions.

By the time of my trip, I had the experience and confidence I needed to give that presentation. Jumping off the Golden Gate Bridge to avoid it only occurred to me once or twice. I spoke about the technical details of my state-of-the-art Centralized Message Detail Recorder product. The attendees said that, although I was not a polished speaker, they enjoyed my talk because it was the real stuff, unvarnished and without marketing fluff. I returned triumphant, feeling both relief and accomplishment.

I liked California so much that I packed all my belongings and moved there, traveling over icy roads in a rental truck with defective steering and bad brakes. Twenty-seven years flew by. I learned



E.J. Van Horne

Honestly, I didn't really hit my stride as a speaker until I was halfway through earning my ACS.

to fly airplanes. I became a second-degree black belt. I worked in two startups. I got married, twice. With my second wife, I had a wonderful son, who is now 8 years old. Toastmasters in New Jersey became a distant memory.

Then in 2005, I had a problem—and an opportunity. As a technology leader, I realized that having engineering prowess was no longer enough; I had to speak and lead as well. But I had been away from Toastmasters too long: The old flop sweat was back. This time, Toastmasters became more than a means to an end. I found that I liked spending time with people who were working to improve themselves and enjoyed helping others improve.

I delivered my second Ice Breaker, completed manual projects and gave Table Topics speeches. On Tuesday, March 1, 2011, I earned my Competent Communicator award. In my 10th speech, I recounted my journey and concluded with these words: “Never give up! Never surrender!” I received a standing ovation. I also became known as the Toastmaster who took 31 years to earn his CC.

Although I had accomplished my long-deferred goal, my Toastmasters journey was far from over. I have since earned my Advanced Communicator Bronze, Silver and Gold awards. (Honestly, I didn't really

hit my stride as a speaker until I was halfway through earning my ACS.) I have also earned Competent Leader and Advanced Leader Bronze awards, and served as my club's president and then area governor. I plan to earn my Distinguished Toastmaster award this year.

Our district governor emphasizes the value of the member experience, and I agree. Come for the training to help you achieve your professional and personal goals, but stay for the experience of spending time with truly gifted and generous people. They have enriched my life and they will enrich yours as well. **T**

E.J. VAN HORNE, ACG, ALB, is a member of the Cisco Speaks Toastmasters club in San Jose, California. He is a software engineer and an aspiring author.

Q&A with PIP Pat Johnson, DTM

Leader of Learning Masters is excited about Toastmasters' revitalized education program.

Pat Johnson has seen many new projects emerge since she joined Toastmasters more than 30 years ago. Now, four years after serving as International President, she is playing a leading role in the largest project the organization has ever undertaken: revitalizing the education program.

Johnson is heading a large group of member volunteers called Learning Masters, who work closely with the World Headquarters Education Team in providing key feedback on the education program content. Numbering more than 200—and representing members in all 14 regions—these individuals have varying levels of experience in Toastmasters, as well as wide-ranging professional backgrounds.

The revitalized education program (REP), which is scheduled to launch in the second half of 2015, will be available to members in print and online. Among other features, it will offer mobile access to educational materials and provide members with customized learning, tailored to their personal and professional goals.

Johnson, a resident of Victoria, British Columbia, Canada, is a seasoned executive who has been a leader in corporate, government, not-for-profit and entrepreneurial industries. She has worked for many years in the adult education field. Recently, Johnson answered questions about the Learning Masters and the REP.

For those who don't know, is the REP replacing the current education program?

Yes, we are replacing what exists now. All of the structure that is currently in the program will disappear, but the same core concepts of the education program will remain—they'll just be integrated in different ways than before. We are taking all the best elements of learning in the current program and building on that and adding to that, to create learning paths that are more relevant and accessible to people.

To help with the transition from one program to the other, there will be an overlap period. Once the revitalized program launches, the current and revitalized programs will run concurrently for at least two years.

Will the REP change the club experience?

I don't see it changing the club experience at all. One of the keys that we have emphasized over and over is that the guiding principles of Toastmasters will remain the same. Toastmasters will



Past International President Pat Johnson speaks about the revitalized education program at the 2014 International Convention.

continue to be about experiential learning in a club environment. That is what keeps us unique. As Dan [Toastmasters Chief Executive Officer Daniel Rex] says, that's our special selling point. The education program is still going to be self-paced; that's not going to change. Peer feedback is still going to exist—you're still going to give speeches and get feedback from fellow club members. The program is still going to be mentor-driven. In fact, the evaluation and mentoring aspects are going to be even stronger in the revitalized program. The program is being built around the foundational pieces of Toastmasters.

How do the Learning Masters contribute to the revitalization process?

They are playing a vital role. Since 2013, Learning Masters have been providing their feedback on program content and sharing their ideas and expertise on the best ways that members learn. They have been answering surveys regarding educational materials in the revitalized program, responding to questions posted regularly on an online discussion board, and

offering various comments and suggestions on that same online forum. [Johnson is the moderator for the group.]

Their input helped validate the five core competencies that form the foundation of the revitalized program: Public Speaking, Interpersonal Communication, Leading and Management, Strategic Leadership, and Confidence.

“The revitalized education program will give members a fresh new energy. That makes all the difference, because we want all members to have a positive experience.”
— Pat Johnson

We are so appreciative of the Learning Masters’ participation, and of all the time and effort they have put into this process.

The Learning Masters comprise a cross-section of members. Has that been valuable to the process?

The Learning Masters have certainly brought many varied opinions to this project. They don’t speak as a collective voice—they express a wide range of ideas and opinions based on their own experiences in Toastmasters. That variety of perspectives is valuable to this process.

We very purposely wanted to get input from different demographics, not only in terms of members’ ages and gender but also in terms of their experience in the Toastmasters program. We wanted brand-new members as well as lifers.

Toastmasters was very clear from the beginning that this would be a collaborative process and that we would consult the members in the building of

the revitalized education program. The Learning Masters were chosen to represent the 300,000-plus members.

What excites you most about the REP?

I’m excited about many things; it’s hard to choose just one! It’s very exciting for Toastmasters to have such a major under-

taking after 90 years of successful history: to modernize the education program for our current and future members. We need this revitalized program to stay competitive for the future. In the world of educational and training development, you have to always be innovative or else you become irrelevant very quickly.

What are the key benefits for members?

One of the great benefits of the program will be member engagement. If we can retain more members by engaging them, that’s going to make a huge difference in our Toastmasters world and in the quality of our clubs as well. If a club is great and the environment is great, people will walk in the door and say, ‘Wow, this is where I want to be.’

It will give members a fresh new energy. That makes all the difference, because we want all members to have a positive experience.

If there’s a general message going out to members, it’s that this is a complex project. There are so many moving

pieces. That’s why we want to take our time—because we want to do this well.


Will the REP be relevant to a wide range of people?

I think that’s one of the most exciting aspects: We’re building a program with enough flexibility in it to meet the real-world needs of all the different people who walk through the door—people with all sorts of needs, who come to Toastmasters at different levels of skill and different ages.

That’s what I love about this revitalized program, because not everybody in Toastmasters wants to go through all the stages of our educational program. This is a flexible program—it’s not one-size-fits-all.

I’ve been a member for 31 years, so I’ve seen a great number of changes over the years. This is really exciting for me, and for those of us who have multiple DTMs, because we’re not going to be doing the same thing over and over again. People who have been around the program for a long time will re-engage.

As a longtime leader in Toastmasters, what has it been like for you to head up the Learning Masters?

I’m honored to be involved, to be a small part of this huge revitalization. At the end of this journey, when the program is finished, I think our Learning Masters group will be able to look at all the points we’ve been discussing and debating, and have a sense of pride and satisfaction in our contributions to this project that will help shape the future of Toastmasters. 

To learn more about Learning Masters, and see a list of Learning Masters for each region, please visit www.toastmasters.org/LearningMasters.



The difference between achievers and super achievers begins with the size of their dream.

Aim High and Soar Like an Eagle

What is the difference between achievers and super achievers?

BY IGNATIUS OKEZE, ED.D., DTM

During the late 1970s, Allen H. Neuharth, then-chairman of Gannett Company Inc., had a dream and envisioned a national newspaper devoted to news from across the United States. He visualized short, concise articles, illustrated by colorful charts and graphs, to serve those who lacked the time to read lengthy stories typical of the average daily newspaper of that time.

In 1982, Neuharth's paper, *USA Today*, appeared on newsstands across the United States. By 1987, it was the largest daily newspaper in the country. He "aimed for the highest" by looking beyond the present state of newspapers and seeing what others missed.

What is the difference between achievers and super achievers? The answer lies in the size of their dream—their vision. No

one can achieve beyond the limits of his or her imagination, and super achievers aim for something beyond what others imagine; they aim for the highest. They also execute a plan to translate their vision into reality. If you can see beyond the ordinary, you can accomplish what may at first seem impossible.

Andrew Carnegie, the American industrialist and steel tycoon, was known

for the phrase, “aim for the highest.” He, like Neuharth after him, aimed high and became a super achiever. Motivational speaker Les Brown says, “Most people fail in life not because they aim too high and miss, but because they aim too low and hit.” Aiming high has its advantages:

- It widens visions, expands dreams and broadens horizons.
- It connects you with historical figures, events and times.
- It improves complex problem-solving skills.
- It helps you reach your full potential to serve others.

Your Vision: A Big Dream

For every huge successful undertaking, someone had a vision and took steps to make it a reality. “Where there is no vision, the people perish,” advises the *Book of Proverbs*. It follows that when there is a vision, people not only live, they thrive.

Let’s consider Toastmasters’ founder Ralph C. Smedley, who started the organization in 1924. His vision of educating youth in effective communication and leadership skills was not unlike Neuharth’s vision for *USA Today*. Millions of people, from business leaders, professional speakers and politicians to educators and military leaders, have benefited from the Toastmasters education program because Smedley and his successors had the vision and imagination to make their big dreams a reality. Members understand how positive thinking, visualization and imagination work well when properly exercised.

History and Positive Thinking

One thing big dreamers and visionaries have in common is a belief in their dreams. William James, considered the father of modern American psychology, stated, “Belief creates the actual fact.”

No one who knows history in terms of invention, discovery or change will deny that super achievers historically were men and women of faith, visualizers who used affirmation to accomplish extraordinary things.

For example, there is a story about a college president and a bishop. In an after-dinner conversation, the bishop spoke about how everything in nature had already been discovered, and how all possible inventions had been made. His host, a college president, disagreed; he felt the next 50 years would bring amazing discoveries and inventions. In his opinion, people would fly through the skies in a relatively short period of time.

“What a nonsensical idea,” said the bishop. “Flight is reserved for the birds and the angels.” The bishop’s name was Milton Wright. He had two sons—Orville and Wilbur. Our travels through the “friendly skies” have been made possible because of the Wright brothers.

Positive thinking, visualization and imagination are all tools we can use to solve problems.

In the early 1960s, former President John F. Kennedy had a vision of putting men on the moon before the end of the decade. By July 1969, Neil Armstrong and his team “touched down.”

Martin Luther King Jr.’s “I Have a Dream” speech in 1963 brought about remarkable changes in civil rights laws and policies.

Oprah Winfrey was once fired early in her career because she was considered unfit for TV. She was an unlikely candidate for a super achiever, but she envisioned, a long time ago, what she does today.

J.K. Rowling, author of the *Harry Potter* fantasy series, once lived on welfare in Edinburgh.

President Ronald Reagan exhorted Mikhail Gorbachev to “tear down this wall” [the Berlin wall] when nobody thought it possible.

Mother Teresa of Calcutta cared for unwanted, unloved forgotten people. She saw a much greater hunger and a much greater poverty than that of the person who has nothing to eat. She saw the forgotten as what they could become and changed their circumstances.

Many modern inventors, like Bill Gates, Steve Jobs, Michael Dell, Mark Zuckerberg and business partners Larry Page and Sergey Brin, have revolutionized the world with technology.

Tools for Solving Problems

Visualization is the act of creating compelling and vivid images in the mind. What could an auto mechanic do to repair a vehicle without tools? What could an architect, a bridge builder, a home builder or a road builder do without tools? What could a teacher, a psychologist, a counselor or a therapist do without tools? What could a cook, a gardener, a farmer or a house cleaner do without tools? You get the idea. We all use tools—we can’t solve problems without

them. Positive thinking, visualization and imagination are all tools we can use to solve problems.

When I was a boy, I played checkers with other boys my age. We were enthusiastic players, drawn to the game much like modern children are drawn to computers and electronics. During that time, I experienced something spectacular. I played checkers in my mind—all the time—while eating, sleeping or walking to and from school. I visualized my moves and improved my scores, and became better and better at the game. I got to the point where no one could beat me. They nicknamed me “the unbeatable,” and made me a standard to beat. Each time a new champion emerged to face me, I blew him away because I visualized, created and practiced strategies the boy could never conceive.

However, this strange phenomenon became frightening to me. I fought to stop it. Only Ivan Pavlov’s famous psychological stimulus-response principle was effective—I stopped playing the game and the scary visualization process stopped. Many years later, I regretted my decision

Continued on page 20.

Dive into the New Year

A strategy for setting and reaching goals.

BY ROBIN SIEGER

Editor's Note: The author is a leading success strategist and was the keynote speaker at the 2014 Toastmasters International Convention in Kuala Lumpur, Malaysia.

Many years ago, I was diagnosed with cancer. I was admitted to the hospital for five days following major surgery while I waited to see how far the cancer had spread. Lying in the hospital bed, I began thinking about my life to date, and the one theme I kept revisiting was my regrets—not my failures. I was concerned about my regret for the things I wish I had done but had been too fearful or too worried about being ridiculed to accomplish. Isn't it strange that it is not failure that ultimately causes us the greatest sadness, but regret?

I realized the most precious commodity we have is time. We can't buy it and we certainly can't get any more of it once it's gone. So, we set goals.

And it's that time again, when we look to the year ahead and determine it's going to be different from the last—it's going to be better.

Over the past 20 years I have worked with individuals and organizations to help identify their goals. I never fail to be surprised by how often what they describe is nothing of the sort. At first their ideas may *sound* like goals, but upon closer inspection their descriptions are abstract and intangible,

generic or vague, and they simply identify aspirations or outcomes.

Wanting to be richer, more successful, happier, fitter or deeply in love are not goals. They are outcomes of goals that have been realized. Our desire for these outcomes is no more than a wish, and for so many of us at this time of year, these wishes are made in the hopes that somehow, magically, they will come true. Wonderful as that would be, it doesn't work like that.

Goal-setting is more than wishing, and it takes work to accomplish goals. I advise my clients to follow five basic rules when setting and working toward goals.





Author Robin Sieger, shown above, was once terrified by the idea of skydiving. So he made it a goal to try the sport—and did so at age 49. Since then, he has made more than 150 skydives.

1 Articulate your goal clearly. If you gave someone a pen and paper, could they draw a picture of your goal? This is important, because your brain needs an image of the goal; it must be clearly visualized. Abstract words such as “better,” “happier” or “richer” do not convert into clear images in the mind.

Bill Gates wanted to put a computer in reach of every household in the world. Mother Teresa wanted to care for the sick, the dying and the lonely in the poorest parts of the world.

Just as an archer needs to fire his bow at a clearly defined target, so too does your mind need a clear target to aim for.

2 Set realistic and inspirational goals. People often set unrealistic goals and consequently give up far too easily when they see no progress. Working to accomplish their goal quickly seems like a chore rather than an opportunity to improve.

This is often demonstrated in goals related to weight loss and fitness. I have met people who tell me their dream is to lose 60 pounds and run a marathon. Both of these are wonderful goals; however, if there’s a lack of obvious improvement in 10 days, they become uncommitted and unmotivated. If, instead, the commitment was to lose 6 pounds in 10 days and be able to run 400 yards non-stop, not only does the person have a better chance of accomplishing the goal, he or she would be motivated to set a new 10-day goal.

GOAL-SETTING

CHARACTERISTICS OF GOALS

Goals should not be grand or complex. They need only be statements of results you hope to achieve. For example, a Toastmasters club president's goal may be for the club to be Distinguished by June 30. A vice president education's goal may be to have three members receive their CC award by May 31.

Goals are:

Specific. They clearly state what must happen.

Measurable. Results can be easily validated.

Action-oriented. They require steps to be accomplished.

Realistic. They are challenging, yet practical and achievable—not too high or low.

Time-bounded. They contain timetables for achievement.

Within eight months, this person could almost certainly realize the original goal (losing 60 pounds and running a marathon) while feeling motivated the whole time. If you break down your big, long-term goal into smaller, short-term goals, accomplishing what you want becomes manageable.

Wanting to be richer, more successful, happier, fitter or deeply in love are not goals—they are outcomes of goals that have been realized.

3 Break down goals into easy-to-achieve actions. Every goal requires an action plan, and these plans can also be broken into bitesize chunks.

I have met speakers who tell me their goal is to speak regularly for multinational companies at large-scale conferences around the world. When I ask what they have done



What will your New Year's resolutions be?

to prepare, one or two tell me how they plotted out a five-year plan. This can include becoming an expert in their area of interest, writing a book and taking every opportunity to speak, wherever and to whomever, to gain experience and build a successful personal brand. Others tell me they're ready now, and just need a few breaks. Five years later, guess which people I bumped into at the large-scale conferences I attend around the world?

4 Have a plan. Gather your easy-to-achieve actions and create a plan. You need a plan to accomplish the goals you set for yourself. If the plan doesn't work, you can adjust accordingly and even create a new one. But you absolutely must have a plan. Think of it as a roadmap. A roadmap allows you to take detours when you come up against roadblocks; it allows you to find another way to reach your destination. You'd be lost without it.

Many years ago, I wrote a book called *42 Days to Wealth, Health and Happiness*. Before the book was published, I asked 40 people to undertake the challenge of changing their lives in 42 days. The predominant comment I got from those who accepted the challenge was they needed a daily plan. Their plan outlined daily, easy-to-achieve actions.



THE DISTINGUISHED CLUB PROGRAM (DCP)

The Distinguished Club Program is an excellent example of goal-setting and planning. It shows the club how to set goals at the beginning of the year and determine how to achieve these goals.

The DCP is an annual program, running from July 1 through June 30. The program consists of 10 goals your club should strive to achieve using the Club Success Plan (provided within the *Distinguished Club Program and Club Success Plan* manual) as your guide. To help you keep track of your progress toward these goals throughout the year, your club's president is sent quarterly progress reminders. At year-end, the number of goals the club achieved is calculated. Based on this and the number of members it has, the club may be recognized as a Distinguished, Select Distinguished or President's Distinguished Club.

Goal-setting is easy—*realizing* your goals is more challenging. If we set ambitious goals that are within the realms of possibility, and then break them down into daily actions, achieving success is simply a matter of time.

5 Take action. You would be amazed by how many people simply identify a goal and then imagine it will somehow just happen—miraculously.

Let's imagine your dream is to travel the world in style. Do you honestly believe that sitting on a meditation stool 40 minutes a day while visualizing yourself staying in a five-star hotel and flying first class will make it happen? I don't. And even if you come up with a detailed, step-by-step plan, broken down to achievable actions, it still doesn't mean you will reach your goal. Those who accepted my 42-day challenge needed to make time to do the things in their daily plans to move toward their goals.

We need to take action to make our goals become reality. **■**

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PERSONAL GROWTH

Aim High and Soar Like an Eagle

Continued from page 15.

to stop visualizing after listening to Dr. Denis Waitley's *The Psychology of Winning*. Waitley wrote:

The art of visualization and mental simulation is not a new concept at all. It has been around since the beginning of time because individuals have fantasized and acted out their whole life scripts in advance just like a movie right from the beginning. During the last decade, the art of visualization has become more

do, they are not willing to exercise the determination and self discipline of practicing within when they are without...

As the first Chairman of Olympic Sports Psychology, I met a world champion Russian figure skater. And she said to me, "You know, Denis, I rarely fall because I practice each sequence in my imagination at night with my eyes closed and successfully perform my entire routine blind folded without hesitation.

engineer, shared an inspiration he had when he woke up one morning. "Let's drive pipes down through all that sand and mud, circulate a refrigerant through them and freeze the whole mess solid as a rock," he said, "and we won't worry about it coming down on top of us as we work."

They tried it, and it worked. They froze the shifting sand and mud and built the dam. Millions of people now benefit because one engineer visualized a solution.

Toastmasters makes leaders, and leaders inspire us with their vision. They capture our imagination and turn us on to ideas that work. Then they recruit others to carry through with their noble causes. Let us realize that where there is a will, there is a way. Henry Ford once said, "Whether you think you can, or you think you can't—you're right." To aim for the highest and soar like an eagle is a matter of choice. ■

"Most people fail in life not because they aim too high and miss, but because they aim too low and hit."

— Motivational speaker Les Brown

sophisticated from the simple concept of positive thinking to a highly technical approach with computerized digital and video games and programs. Current research confirms the incredible ability of the mind to achieve currently dominant thought by instructing the body to carry out the individual performance as though they have been achieved before and merely being repeated.

One of the major reasons for many individuals failing to reach their goals is that they do not understand, and if they

The Grand Coulee Dam, on the Columbia River in Spokane, Washington, might not have been built if not for the imagination of a young construction engineer who refused to accept defeat. A team of engineers working on the project ran into a problem: deep deposits of constantly shifting sand and mud. Normal construction methods would not work. They tried different techniques, without success, and the situation began to look hopeless.

As the best engineering minds were about to give up, one of them, a young

IGNATIUS OKEZE, ED.D., DTM, left the Civil War in Nigeria in 1969 and is now an author and speaker in Houston, Texas. A member of three Toastmasters clubs, he is the author of *The Path for Your Best Life: Quotes and Stories Inspiring Ideas for Health, Wealth, and Happiness*. Connect with him on LinkedIn.



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Motivation: What Puts People in High Gear?

It may not be what you think.

BY CHARLES DOWNEY

A company hired a writer to boost its online visibility, but no one there had ever worked with a writer before. On the writer's first day, his manager pointed to a work station and said, in effect, "Go to it."

Without instructions or deadlines, the writer was free to add articles to the company's website. He chose all his own topics and photos and made his own decisions on story length, tone, headlines and subjects to interview.

Even with some routine jobs, letting workers decide how and why they are doing the task is motivating.

The result? In a year, the website's readership went from zero to half a million. In the next six months, the website rose to the number one position in its field as the result of an online search on the web.

Later, a law firm made him an offer to double his salary. He took the job, but soon came to realize the new firm's methods allowed much less creative freedom. Whenever the writer penned an article, one of the law partners would pull up a chair next to his and go over the copy, line by line, dictating things like paragraph length and photo selection. After two days at the firm, the writer quit and asked for his old job back.

What forces brought the first website to the top of its industry? And what forces drove the writer away from the law firm with its fat paycheck? If money doesn't float everyone's boat, then what is it that motivates people to do their best?

Motivation and Productivity

Daniel Pink, who once worked in the White House as U.S. Vice President Al Gore's chief speechwriter, became interested in how and why people work. In his 2009 book, *Drive: The Surprising Truth*

About What Motivates Us, he writes that most people think money is the ultimate motivation. But Pink often refers to that kind of thinking as being closely akin to the carrot-and-stick approach some employers use to motivate their employees to do their best.

That approach may have worked from the 17th through the 20th century, when basic needs such as food, shelter and clothing could easily go unmet. But

money alone does not motivate today's workforce. In fact, Pink contends a money-first motivation squashes creativity and leads to lackluster performances and unethical, and sometimes risky, behavior.

So what happened to employee morale and productivity once routine work became less tiresome and more meaningful and self-directed?

According to Pink, humans are driven to productivity when one—they enjoy their work, two—the work is the right thing to do or, three—because the work is important. Three factors work to make that possible: autonomy, mastery and purpose.

A Winning Work Life

Autonomy involves an innate desire to control one's own life. Mastery is the satisfaction of being good at what you do, especially if it matters. Purpose is doing things larger than ourselves.

Pink suggests people work better when they have some freedom to control their destiny, mastery over what they do and a clear understanding of *why* certain tasks are important and how they fit in a larger

context. And there's no one-size-fits-all approach. In *Drive*, Pink writes that a money-first approach may work well for, say, a teen who routinely cuts lawns for a low wage, but not well at all for someone who does complicated, creative work.

But even with some routine jobs, letting workers decide how and why they are doing the task is motivating. For instance, have you ever received a call from a telemarketer at a call center who recites from a prepared script? Or, worse, a pre-recorded sales pitch that involves no actual human? If you're like most people, you immediately hang up.

What Motivates You?

In an interview on U.S. National Public Radio, Pink spoke of how instilling motivation can be like education: neither is something that one person does *to* another. But both are something that people can do for themselves.

Atlassian, a software firm with offices in many countries, allows workers to spend 20 percent of their work time on pet projects. The firm drives home the message of how it creates "products that help ... advance humanity through the power of software" by appealing to personal values.

A short film on the firm's website lets job-seekers see company software in action, say for instance, powering and guiding robots that are used in places where it's unsafe for people to work. Is that not a good reason to buy into writing code for that company?

That pitch, given to new employees and worked into company speeches, fits Pink's concepts of persuasion and motivation well because it fits with people's sense of purpose. **T**

CHARLES DOWNEY is a syndicated journalist, magazine writer and book author living in Southern California.



Greg Van Borssum shares his ideas at the Henry Schein Halas annual sales conference, in July 2014.

Watching Greg Van Borssum

Filmmaker's life is full of dramatic twists and turns.

BY CAREN SCHNUR NEILE, PH.D., ATMS, CL

On Greg Van Borssum's website is his personal motto: "It's the work we put in when no one is watching that makes the difference." And Van Borssum, CC, is certainly worth watching.



Left: Van Borssum spends time with Shaolin Temple High Priest Sifu de Suxi.



Right: Van Borssum (right) poses with Craig Ginger at the 2014 NRA World Action Pistol Championship in Kentucky.

By age 21, the young Australian was a national bodybuilding champion, a three-time Mr. Universe finalist and a multiple black belt martial artist. A state and national speed-shooting champion, Van Borssum became a world-champion pistol shooter in 2014 when he and his teammate, Craig Ginger, won the NRA World Action Pistol Championship in Park City, Kentucky.

“I am speaking in as many schools as I can at the moment to show the kids they can do anything if they put their entire being into it.”

— Greg Van Borssum

He also tried his hand at filmmaking, becoming “digital crowds and motion capture director”—creating, designing, motion capturing and laying out the digital crowd scenes—on the Oscar-winning film *Happy Feet* and award-winning *Happy Feet Two*. Eventually he became fight choreographer and weapons advisor on the upcoming movie *Mad Max: Fury Road*.

Impressive credentials? Sure. But Van Borssum has risen to another challenge as well. Last year he became a member of Sea Eagles Toastmasters in Sydney, Australia. After just three months, he placed third in his district Evaluation Contest, and by month nine he had

won Best Speaker at the club level for all nine of his speeches—the same number of times he has won the club’s Enthusiasm Award. Most recently, he won his club’s Humorous Speech Contest.

The secret of Van Borssum’s success may lie in his Ice Breaker speech. Titled “Lucky,” it described how, after growing up in a poor neighborhood nicknamed Criminal Hill, he fought to achieve his life’s goals against all opposition. All the doubters in his life—including teachers who told him he’d wind up in jail—called him “lucky” when they learned he had succeeded, but in fact, he says, he owes his success to hard work and determination.

Breaking Through With Bodybuilding

By the age of 13, Van Borssum was working out at a gym. He drew inspiration from the American National Bodybuilding Championships he had read about in a bodybuilding magazine, and immersed himself in training, goal-setting and nutrition, all on his own.

“When I started weight-training I had no stability; when I started martial arts I had no technique; but over time, and through constant repetition and practice, I became a master and a champion.”

At 20, he won the heavyweight and overall Australian National Bodybuilding Championships, and from there, went on to represent Australia in the Mr. Universe competition in Italy. He placed sixth out of 120 competitors.

Then Van Borssum started on his next goal—to work in the film industry. He trained in martial arts at the Shaolin Temple in Henan province in China and took up pistol shooting to gain gun-handling experience to use in films. He set up his own film

MEMBER PROFILE



Left: Van Borssum and Academy Award winner Charlize Theron share a hug in Namibia, Africa, on the set of the upcoming film *Mad Max: Fury Road*. The pair worked together on and off throughout 2012 and 2013.

Right: Van Borssum (right) teamed up with director—and fellow Australian—George Miller to win an Oscar for the film *Happy Feet*.

company, learned Mandarin, sent his resume and demonstration videos to Hong Kong “the hub of martial arts filmmaking,” and began working in films in China. His reputation as an up-and-coming film performer spread to the Australian movie industry, and he began work on *Happy Feet*, the 2006 Australian-American computer-animated film.

“Although he drives about 200 kilometers [125 miles] round-trip to attend meetings, he’s got one of the most consistent attendance records of the club.”

— Nigel Fletcher

“Greg is an inspiration to all of us,” says fellow Aussie George Miller, director of the popular *Mad Max* and *Happy Feet* series of films. “I have witnessed firsthand the way he can completely transfer his mastery of one area into another where he has no experience and become a master of that new area in very little time.”

The actor Armie Hammer, who starred in the films *The Social Network* and *The Lone Ranger*, was so inspired by training with Van Borssum in weapons and tactical movement that he has said he would “follow him through the gates of hell.”

Hard Times

Van Borssum’s introduction to Toastmasters came 15 years into his film career. After working on the *Happy Feet* films, he began

work on *Mad Max: Fury Road* designing all the fight sequences and gunfighting scenes. When production was halted, he suffered such severe financial difficulties that he almost lost his home. He worked as a laborer on a high-rise construction site for a while just to make ends meet. “I felt so ashamed,” Van Borssum says, “not because of the work [I was doing], but because I felt I had let my family down. I liked the guys on the site—they were tough, honest workers. But I had gone from dealing with A-list Hollywood actors one week to the bottom of a lift shaft the next.

“I was knee deep in mud for 70 hours a week, just to cover basic living costs until, hopefully, the film could get back on track.”

At one point, Van Borssum was in such despair that he says he almost considered taking his own life. Then one night, while watching his two children sleep, he realized he had too much to lose.

Making matters worse, a fellow worker killed himself on the job site on Van Borssum’s birthday. He says his effort to console the large contingent of traumatized workers was his first success at speaking to a group of people.

The experience helped him decide that it was time to make changes in his own life in order to help others. He remembered his mother’s advice from years before, at another low period in his life, when he returned to his high school to deliver a keynote address and suffered terrible stage fright. “Join Toastmasters,” his mother had urged.

Years ago, his mother had lacked confidence and suffered from agoraphobia, but Toastmasters membership wasn’t officially open to women at that time (It opened to women in 1973). She heard about the Toastmistress organization, joined a club, and her life



From left, Greg Van Borssum; Angela Miller, director George Miller's mother; Debbie-Lee Van Borssum, Greg's wife; and George Miller, at an Academy Award event in 2007.

improved significantly. When she first made her suggestion to her son, he laughed off the advice.

Now, he heeded her advice. Soon, *Mad Max: Fury Road* was back on track. He took his family along for the year he worked on the film in Namibia, Africa, where he trained actors for the fight sequences and weapons scenes, and even got the chance to act. The movie is scheduled to open in May.

Happy to Share

Van Borssum says Toastmasters gave him an opportunity to share all he's learned as an athlete, a filmmaker and a man. He particularly enjoys seeing how members are transformed by overcoming their fear of public speaking.

"One day they walk out and they are changed. Their presence is different," he says. "They ooze confidence and authority, and a true Toastmaster and leader is born."

"Greg is a fantastic member to have in our club," says Nigel Fletcher, CC, president of the Sea Eagles club. "His humor and enthusiasm ensure that our meetings are always fun, and his vast array of life experiences have made for some fascinating and inspiring speeches."

Fletcher also praises Van Borssum's dedication. "Although he drives about 200 kilometers [125 miles] round-trip to attend meetings, he's got one of the most consistent attendance records of the club," he notes. Van Borssum has begun a career as a motivational speaker. Although his first gig was with a Fortune 500 company, he particularly enjoys speaking in schools. "I am speaking in as many schools as I can at the moment," he says, "to show the kids

they can do anything if they put their entire being into it. You can't be great by dipping your toe in the water. You have to dive in."

As for his goals in Toastmasters, Van Borssum says he plans to earn a DTM—and much more. "I want [to earn] the Golden Gavel. I want to be great enough to stand on the world stage with the other brilliant speakers at the World Championship of Public Speaking."

If he does advance to the championship, it will come as no surprise to Graham Clark, ACG, CL, who has served as Van Borssum's club mentor and has watched his progress with admiration. He says Van Borssum has the ability to inspire people.

"When he speaks, his body language, voice and stage persona have the audience listening to every word he utters," Clark says. "Greg has a great future as a speaker and motivator—of that I have no doubt."

Van Borssum says he wants to inspire others to realize their dreams.

"I want to spread my story to help people overcome obstacles and grow like I did. I want to help them crush their fears, own them and rewire them into fuel for success." **T**

CAREN S. NEILE, PH.D., ATMS, CL, is a storyteller, an affiliate professor at Florida Atlantic University, and a two-time speaker at Toastmasters International conventions.



See the tablet edition of the *Toastmaster* magazine to learn more about Van Borssum.

Have *Toastmaster*, Will Travel!

The stories behind some of the magazine's best Traveling *Toastmaster* photos.

BY CAREN SCHNUR NEILE, PH.D., ATMS, CL

If American Express ever discards its slogan “Don’t leave home without it,” Toastmasters International could use it. That’s because so many members travel with the *Toastmaster* magazine. Each month, about 150 to 200 people submit photos of themselves holding a copy for the

Traveling *Toastmaster* page. The three-year-old feature is so popular that images have come in from more than 110 countries.

Here are the stories behind six intrepid Toastmasters’ snapshots.



HUSAM AL-SINI, CL
UNITED CLUB
JUBAIL INDUSTRIAL CITY, SAUDI ARABIA
Featured December 2012

It was a memorable day for Husam Al-Sini when he reached the summit of a mountain in the Alps in Zell am See, Austria. The memory was made extra special on the day three months later when the native of Jubail, Eastern Province, Saudi Arabia, opened the *Toastmaster* to find a photo of himself holding a copy of the magazine.

“It was a good moment when I saw my picture,” Husam says. “It reminded me of all the memories I had.”

Husam took his one-week trip to the area in September 2012, with his friend Megren, who photographed him at 3,029 meters (9,938 feet) from various angles until he got the shot that looked best. Husam enjoyed the trip so much that he plans to return.

Because the magazine got wet on the climb, Husam held it under his jacket to dry. And he didn’t abandon it when he got home.

“I keep it as a memory,” he says.



MIRIAM KOJNOK, DTM
POINT OF ORDER CLUB
SAN CARLOS, CALIFORNIA
Featured September 2013

Is it a bird? Is it a plane? No, it’s Miriam Kojnok. For her skydiving trip in August 2012, in Cloverdale, California, Miriam took along some valuable equipment—her *Toastmaster* magazine. Its cover story: “Ride Your Way to the Top.”

Originally, Miriam had not planned to take the magazine along. “It was on our dining room table the night before the jump,” she says. “I was District 4 governor, and my theme was ‘Take a Chance.’ I thought, Wouldn’t it be awesome if I could jump with the magazine and inspire others to take chances, and overcome their fear of public speaking!”

The skydiving company didn’t share Miriam’s enthusiasm. She asked if one of its employees would take a photo of her jumping with the magazine, but company officials said it was too dangerous. However, after she used her Toastmasters skills to persuade them, one of the employees agreed to try—and it worked.

Miriam’s magazine was partly destroyed during the jump. But see how widely she’s smiling? That’s because she’s a member of several clubs, so she has a backup copy.

**JOAQUÍN ZAHINOS PINILLA, CC, ALB
ERICSSON MADRID R&D CLUB
MADRID, SPAIN**

Featured December 2013

Joaquín Pinilla was taking a break from a two-week business trip to Dubai when his picture was taken with the *Toastmaster*. It was his first trip to the area. “It was really nice,” says Joaquín, from Madrid, Spain. “I didn’t expect the temperature to be as pleasant as that of the United Arab Emirates nearby. I’d recommend it to anyone.”

“I always carry the magazine in my suitcase when I travel, just in case.” — Joaquín Zahinos Pinilla

For his desert safari on October 5, 2013, the former club president wore a thwab, the local men’s clothing, which he had purchased in Spain for a party. One of his colleagues was with him on the safari, and he snapped a photo of Joaquín and his magazine.

When his colleagues asked him why he was posing in the middle of the desert with a magazine, Joaquín was happy to respond.

“I explained that I wanted to appear in the Traveling *Toastmaster* section,” he says. “I always carry the magazine in my suitcase when I travel, just in case. And I made it!”



**DEBBIE MINICOLA, ACB, CL
KEBAYORAN CLUB
JAKARTA, INDONESIA**

Published January 2014

On the trip that Debbie Minicola took to Villingili Island in the Maldives, she and her husband spent six days “doing nothing but relaxing, participating in water sports, drinking, eating and being pampered at the spa.” Plus, taking a photo with the *Toastmaster*.

“What gave me the idea was seeing the page with photos of *Toastmasters* on their trips,” Debbie says.

The shoot took place on March 11, 2013. Fortunately, it did not overtax the vacationing couple.

“We didn’t do much in the way of preparation,” Debbie explains. “We tested the lighting and took several pictures to compare background and distance. The whole thing took 15 minutes. The sun was so hot, we couldn’t stay out longer than that. Our biggest effort was my husband leaving his lounge chair in the pool to take the photo!”

Her *Toastmaster* picture wasn’t Debbie’s only brush with fame. She also published an article about her trip in the American Women’s Association newsletter. That time, however, this magazine wasn’t featured.



MEMBER ADVENTURES



KATHARINA DETREKÖY
RHETORIK CLUB BERN
BERN, SWITZERLAND

Featured September 2014

Picture this: It's -30 degrees Celsius (-22 F), the wind is raging and your wife asks you to take a photo of her holding the *Toastmaster* magazine. If you're the husband of Katharina Detreköy of Bern, Switzerland, you agree—especially if you're on a dog sled tour in Jameson Land, Greenland.

Katharina and husband Claus had been to eastern Greenland two years earlier, but it was summertime. This four-week trip was different.

"The picture was taken on March 23, 2014, the second day of our musk ox-hunting tour," Katharina says. "We'd had a horribly cold night in our tent, with 19 dogs outside to warn us of wild animals."

Katharina received the magazine just days before leaving for the trip. She always devotes space in her luggage to reading material, so she took it along.

As for Claus? After removing his gloves to take the picture, the cold injured his fingers. They became discolored, and for months he had trouble feeling his fingertips.

"He made a real sacrifice for this picture," Katharina says. "Thank you, Claus!"



DOUG ERNST, CC, ALB
GENERALLY SPEAKING CLUB
POWAY, CALIFORNIA

Featured May 2014

When Doug Ernst and his wife took a New Year's trip in 2013, they dove deep—65 feet down through the Blich Straits off Volivoli Beach in Fiji.

The nine-day trip was their first to the area. To mark the occasion, Doug told the dive master on the boat that he wanted a picture taken of himself holding the *Toastmaster* magazine underwater. The man agreed, and the rest, as they say, is history.

"Surprisingly, my copy didn't get wet," says Doug, from San Diego, California. That's because he came prepared with a gallon-size, freezer-style Ziploc bag. The magazine is luckier than the Ernsts: It got to stay behind at the gorgeous resort, as an inspiration to other guests. But that's not the end of the story.

At a scuba show in Long Beach, California, Doug saw one of the resort owners—and gave him a copy of the magazine with his Traveling *Toastmaster* photo inside.

"He was delighted to see it," says Doug.

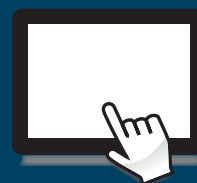
His next magazine-worthy photo is planned for March—in an underwater lava cave in Hawaii. 📷

CAREN SCHNUR NEILE, PH.D., ATMS, CL, is an affiliate professor at Florida Atlantic University and a two-time speaker at Toastmasters International conventions. She is a frequent contributor to the *Toastmaster*.

DO YOU WANT TO BE FEATURED IN **Traveling *Toastmaster*?**

The magazine welcomes photos of members holding the *Toastmaster* in remote and unusual settings, or while doing interesting things, such as posing with exotic animals or locals. On the most-wanted list: pictures that appear challenging to take, such as when underwater. Photos must be high-resolution, at least 1 megabyte in size. If your submission doesn't make it into print, it may still be featured in the tablet edition of the magazine, as well as on the Toastmasters website. Email your image to photos@toastmasters.org.

HAVE A GREAT TRIP—AND DON'T FORGET TO WRITE



**View more photos
on your tablet**

or on our official Facebook page.

Lessons from My Fridge

“Thoughts of the Day” teach proven path to self-improvement.

BY JENNIFER IMAI, CC

Please, make yourself uncomfortable. Don't sit back. Don't relax.

Sounds like a joke, or a mistake, doesn't it? If you were in my home, I would never say such things. But if you want to improve at something, you have to learn to be a little uncomfortable. It's going to take some work.

If you look at my kitchen refrigerator, you'll see a dog-eared typewritten list of 50 “Thoughts for the Day.” My dad coached high school basketball, and he started each practice at the blackboard, surrounded by sneakered players on benches, with a “Thought for the Day” at the top of the board. Meant to inspire and motivate, these maxims allude, often poetically, to being uncomfortable in some way. Many of

along my dad's inspiration. As my kids grew, I found another list I hoped they would absorb: tips for success in school, created by Paul Tough from his 2012 book *How Children Succeed: Grit, Curiosity, and the Hidden Power of Character*. His is a list of seven traits: *zest, grit, self-control, social intelligence, gratitude, optimism and curiosity*. The list reflects concepts of hard work, perseverance, resilience and optimism—not concepts of being comfortable.

The Ice Breaker is Fridge-worthy

Toastmasters teaches us these things. The first speech is *really* uncomfortable. We call it the Ice Breaker, but I was anything

You can succeed in life if you are willing to endure some discomfort.

the sayings deal specifically with athletics, but they are relevant to all activities.

Here's number one on the list: “*The will to win is not as important as the will to prepare to win.*” We all want to win, but do you want to win enough to run an extra mile, or to spend an extra 30 minutes practicing free throws—even though you're already tired? Pushing yourself is what it takes to get better.

There's a “no-excuses thought” on the list that reads: “*A hustling slow player can outplay a loafing fast player.*” You might not have the same physical attributes as your opponent—in basketball, he or she may be a higher jumper, for example—but you can thrive if you out-hustle that person. You can succeed in life if you are willing to endure some discomfort.

I put the list on my fridge in the hope that one of these thoughts would resonate with my children. It's my way of passing

but cool when I gave mine. It took a lot of practice alone in the living room, and a nervous stomach, to even deliver it. But I did. And I gave the next speech. With each speech, I got better, more fluid and less stiff. My gestures improved and my fidgeting decreased. The practice, the revisions, the stage fright—all of that discomfort has led to incremental success.

I finished my first manual. Eventually, I entered a couple of speech contests. I haven't won yet, and I'm never comfortable, but I learn with every attempt. Something that once seemed so daunting has become possible, and even fun.

As for my fridge, those two lists, my dad's and Tough's, have hung on it for a long time. I am not sure if my kids read them, but I know somebody does. A third list appeared there recently, after a visit from an Eagle Scout uncle. Like Tough's,



Lists of positively reinforced thoughts and words kept on Jennifer Imai's fridge motivate her to accomplish new goals every day.

the list comprises only traits—in this case, 12 adjectives: *trustworthy, loyal, helpful, friendly, courteous, kind, obedient, cheerful, thrifty, brave, clean and reverent*. It's the Boy Scout Law. A Scout is all of these things.

No fridge list for success is ever going to say, “Make yourself comfortable,” “Wait for success to come to you” or “Success should be immediate, and if it isn't, just quit.” So get uncomfortable, work toward success and then—from one more fridge list, courtesy of lifestyle expert and coach Terri Trespicio—“Celebrate the milestones. Where you've been has everything to do with where you're going.” **T**

JENNIFER IMAI, CC, is a member of Sage Beaverton Toastmasters in Beaverton, Oregon. She is a freelance editor and works in her community's public library.



Know Thyself

When you set goals for yourself, make sure you understand the person you're setting them for.

BY JOHN CADLEY

You've no doubt received some excellent advice in this magazine about setting goals. I urge you to follow it. My only caveat is to be careful. Goal-setting is a two-edged sword. If you don't set goals you feel like a slug; if you set them and don't achieve them you feel lower than a slug. Better to be a slug, I say, than to fall even lower in the food chain. We can, however, avoid this descent into the slimy world of gastropod mollusks altogether simply by setting *attainable* goals. Make sure it's something you *can* do.

I, for instance, set a goal every night to be out of bed by 10 the next morning (well, 10-ish) and dressed by noon. I never fail to achieve it. My wife thinks I should set the bar a little higher but ... one does what one can. The key is knowing yourself. If you're the

When someone presents me with a difficult task I simply say, "I can't. I'm a certified ISFJ."

adventuresome type, setting a goal to climb Mount Everest seems reasonable. On the other hand, if you're an agoraphobic with generalized anxiety disorder you might aspire to a more modest objective—like getting to the mailbox and back.

I happen to be an introvert. At parties my first instinct is to sit in the bedroom with the coats. And after a lifetime of feeling inferior to extroverts, I have finally been vindicated by Susan Cain's best-selling book *Quiet: The Power of Introverts in a World That Can't Stop Talking*. It turns out that introverts come up with some of the world's best ideas, get better grades in school and are generally more knowledgeable than extroverts. The fact that I possess not a single one of those attributes is beside the point.

I know I'm an introvert because Katherine Cook Briggs and Isabel Briggs Myers say I am. They developed the famous Myers-Briggs Type Indicator (MBTI) after Katherine (Isabel's mother) noticed that her future son-in-law, Mr. Myers, behaved differently from other members of the family. At parties he would monopolize the conversation by talking louder than everyone else. If anyone tried to match him in volume he would escalate to singing his

words in a piercing operatic voice, shattering glass and inflicting temporary hearing loss on those within close proximity.

This led Mrs. Briggs to conclude that the great psychologist Carl Jung was right: People are funny. Not funny *ha-ha* but funny *different*. How different would be determined by the aforementioned MBTI, which posits 16 personality types. I took the test and ended up having 12 of the 16. This had never happened before and it was recommended that I either retake the test or undergo treatment for multiple personality disorder. I opted for the retake and emerged as an ISFJ (*Introversion-Sensing-Feeling-Judging*). This has proved most useful in setting goals for myself, if for no other reason than it prevents others from setting them for me.

When someone presents me with a difficult task I simply say, "I can't. I'm a certified ISFJ." They never ask me what it means. I say it with such authority they think they should know. Parsing this classification more deeply, I have come up with the following goal-setting guidelines.

- As an *Introversion* type, I never aspire to anything involving prolonged contact with other people. Politics is out. So is incarceration in a state prison.
- As a *Sensing* and *Feeling* type, I avoid goals with clearly defined finish lines, such as running a marathon. I prefer a race in which one can simply sense that one has run far enough, like when you feel the first bead of perspiration. That's a victory in my book any day.
- And as a *Judging* type (who is also an introvert), I can secretly set a goal to classify all my acquaintances as "nice to know" or "waste of time" and just not tell them.

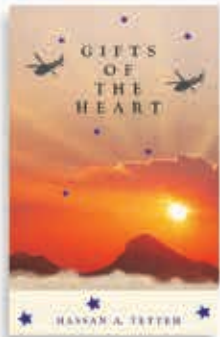
I realize not all Toastmasters will agree. Real Toastmasters seek out truly challenging objectives. I envy them—enough so that I have set a new goal for myself. It will take courage, perseverance and determination but I think I can do it. I'm going to be out of my pajamas and dressed by 11:45 a.m. instead of noon if it kills me. ■

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

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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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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...

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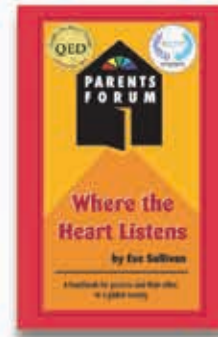
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world today, and most corporations work in a business-to-business network that allows them to achieve FIVE goals: simultaneously-innovate, cash-in, profit, sustain, and focus. How? Read the book to find out. This is the area of specialisation of Vivek 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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