

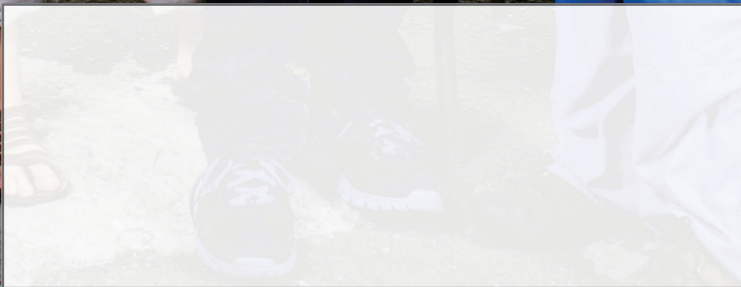
THE MAGAZINE FOR COMMUNICATORS & LEADERS | MAY 2016

TOASTMASTER®



Mercy Ships Club

Members volunteer to help global citizens in need.





The Best Club in the World

It seems that every member I speak with believes he or she belongs to the best Toastmasters club in the world. As International President, this gives me great comfort. I'm delighted with the pride each of you has in your club. I'm delighted, too, to hear about the plans and efforts of our club leaders around the world to provide quality club environments that enable member achievement.

The club is where each member is introduced to Toastmasters and regularly practices communication and leadership skills.

Sometimes members suggest to me that we should consider changing the term *club* to *chapter* or something more business-oriented. Personally, I would never be in favor of that. *Club* is part of our history and part of our compelling story.

Isn't it amazing that one man back in 1903 saw a need to train individuals in communication and leadership skills and took the action that ultimately led to the 1924 birth of the Toastmasters organization. That man, Ralph Smedley,

The term *club* is part of our history and part of our compelling story.

later wrote about the early deliberations that led to calling our assemblies *clubs*. As educational director of the YMCA in Bloomington, Illinois, he worked with his team on an appropriate term for this group he envisioned. They considered *public speaking class*, *debating society* and *literary society* before settling on *The Toastmasters Club*.

The name "offers a suggestion of a pleasant, social atmosphere, free from anything like work or study," wrote Smedley. This fits well with our longtime emphasis on the supportive environment of our clubs.

As we enter the final few months of our Toastmasters year, I hope your club is on track to achieve its goal of Distinguished status or better. This is also the time of district conferences. I hope you choose to attend your district conference and take the opportunity to share your time and experiences with fellow members there. Toastmasters are optimistic, enthusiastic people working on their personal development and taking an interest in the self-development of those around them. You are the kind of people I like to be around!

A Toastmasters club is the best club in the world. We share a mission to empower individuals to become more effective communicators and leaders. Our story is compelling. Smedley's story is compelling. I hope when you meet other Toastmasters at your district conference, you share stories about why you are convinced that your club is the best in the world.

JIM KOKOCKI, DTM
International President

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We empower individuals to become more effective communicators and leaders.



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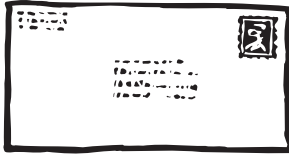
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“The club’s witnessing of your courage, resolve and grit to overcome obstacles is an inspiration to all of us.”

—James Hennig, ATM
Early Words Club
Longview, Washington

Inspiration at Any Age

Thank you for the article “Earning a CC—at 95” (November). I am an expressive-arts therapist at elder residences, and I read the story to a couple of my groups. They listened to every word and were thoroughly inspired by Dot Myers’ Toastmasters journey. It was encouraging for them to see someone accomplish a new goal at 95, and they began discussing the things they could accomplish in their later years—things that they previously might not have thought were possible.

Carolyn Melbye, CC
Toast with Friends
Brookline, Massachusetts

Praise For Cadley!

In the December edition of the *Toastmaster* (Members’ Forum), Lindy Smith described John Cadley as “very North American” and claimed that “his essays aren’t current or relevant anymore.”

I wholeheartedly disagree. I look forward to the final page of each issue because I find Cadley’s offerings fun and light-hearted, while also offering some pearls of wisdom. I urge you to continue including Cadley’s articles to add variety and fun to the *Toastmaster*.

Steve Howard, DTM
Stage Time! Club
Bankstown, New South Wales, Australia

Studying Abroad

As an American living in the United Kingdom for just over a year, joining the local Toastmasters club in Cambridge has been a cultural immersion experience. I’m a post-graduate student at the University

of Cambridge, and most of my friends are non-Brits and predominantly international. I found the club to be one of the key places where I could interact with British students. This is not to say that the group is not diverse, but I am getting a cultural experience just by listening to their stories, learning about their experiences and befriending them, which has been an enriching and rewarding experience for me.

I know that when I leave this group, the speeches and stories of my English friends will remain with me as an integral part of my experience in the UK.

Noor M. Najafi
Cambridge Speakers Club
Cambridge, England

There’s More to the Story

The author of the January “Looking at Language” article (Quick Takes) left out the word *usually* in some of the examples used, and there are some important and equally misused exceptions and additions to the examples cited of confusing word pairs.

Effect can be a verb. If you cause change to take place, you *effect* change (not the frequently misused *affect* change). That usage is usually pronounced *ee-FECT*. And *affect* can be a noun: The speaker put the audience to sleep with the flat *affect* in his voice. (This usage is pronounced *AFF-ect*, by the way.)

Regarding *further* and *farther*, *further* can always be used in place of *farther*, but not vice-versa. *Further* has many more uses and meanings. For instance, it can be used as a verb: Mary furthered the cause of abolition with her passionate speeches.

Both of the word pairs cited above could have half-page articles written on them.

Paul Fournier
Newners Toastmasters Club
Lake Arrowhead, California

A Pleasant Surprise

Karen “K” Locke, my fellow club member, it was a great surprise to see your photograph and read your story in the *Toastmaster* article “Overcoming Obstacles” (January)! On the other hand, I’m *not* surprised. The club’s witnessing of your courage, resolve and grit to overcome obstacles is an inspiration to all of us. Congratulations.

James Hennig, ATM
Early Words Club
Longview, Washington

An Impromptu Eulogy

My friend Kelly died unexpectedly last autumn. A week later, I attended her funeral. When the service was almost over, the minister announced that Kelly’s family had a request. They wanted some of her friends to step to the front of the church and share a few words about her.

Despite the pastor’s plea, no one volunteered to speak. I finally took the microphone and spoke about how much Kelly’s friendship had meant to me over the years. When I finished speaking, Kelly’s sister stood up and tearfully said, “Thank you for those beautiful words!”

I’m grateful that Toastmasters gave me the skills that I needed to speak at Kelly’s funeral. Because of what I had learned during our club meetings, I was able to give an impromptu eulogy for my friend, and comfort her grieving family.

Carolyn Bolz, ACB
Inland Valley Closers club
Riverside, California

Hooray for Humor!

In the January Members’ Forum, Hazel Tree wrote a letter about her son Martin’s success in the Humorous Speech Contest (“My Son the Speaker”). I listened to Martin deliver his contest speech, “An Insight into the Art of Public Speaking,” on two occasions and I have never seen an audience shaking with laughter to such a degree. At the conclusion of the speech, the audience rose to their feet and brought the roof down with enthusiastic whistling and clapping.

Martin’s ability to make people laugh virtually every time he opens his mouth is a rare and quirky ability, and it’s a talent he developed and polished in Toastmasters.

Phil Latz, ACS
Murwillumbah Club
Murwillumbah, New South Wales, Australia

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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Your club meetings just got easier

The first Toastmasters International mobile app, which features a built-in Ah-Counter, grammarian and timer, is now available to download.



Download on the App Store

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www.toastmasters.org/Mobile-App



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TRAVELING TOASTMASTER

► MEMBER MOMENT

Love, Toastmasters and Everything In Between

BY SHANNON DEWEY



Tom Green, ACB, and Dolly Green, DTM

Washington, before becoming a real estate broker, which I am still doing at age 83. We also owned a restaurant at one time, and a photo finishing business.

Dolly: As a young married woman I worked in the mortgage business and eventually quit to raise our children. Tom made it possible for me to stay home, which I really appreciated. Later, I ran the blueberry harvest along with Tom.

What have you gained from your Toastmasters leadership roles?

Tom: I was a Sultan school board member for four years. Since becoming a Toastmaster I have found that I am more assertive when required and

TG + DG. You wouldn't see those letters adorned on a Toastmasters meeting agenda, unless it belonged to Tom Green. You can often find him doodling his wife Dolly's initials on paper at restaurants, in church and at club meetings. After 60 years of marriage, Dolly has hundreds of these doodles stashed away in a box—and they are still coming.

When Dolly was 15, she met then-20-year-old Tom, a medic in the U.S. Air Force. After a short breakup, the two reunited when Dolly finished high school and the rest, as they say, is history.

Over the last six decades, Tom, ACB, and Dolly, DTM, have held careers in business, including running a blueberry farm for 35 years. They have volunteered in their community, traveled to more than 30 countries and served as leaders in Toastmasters. Both are members of the Monroe Vocal Project club in Monroe, Washington.

Why did you join and what's your favorite part?

Dolly: Tom joined Toastmasters first as a founding member of Early Words Club in Sultan, Washington, in 2002. I fought joining, thinking I was already an okay speaker, but I finally gave in. We both helped start the Monroe Vocal Project club in 2003, and I was the club's coach. After joining, I discovered how much better of a speaker and leader I could become. The family atmosphere in our Sultan club was encouraging and fun. I enjoyed seeing people grow in their confidence and abilities.

Tom: I have a runaway imagination and I love Table Topics.

Tell us about your careers.

Tom: I worked at a TV news and motion picture lab in Seattle,

more confident in defending my position.

Dolly: I have been a natural leader most of my life, so the opportunity to learn new aspects of leadership was helpful. As coordinator for the Adopt-A-Street program in Sultan, I lead about 30 volunteers who help keep approximately 12 miles of Sultan's 16 miles of streets clear of trash and debris. Working with groups in Toastmasters gave me a good foundation for that. I love our town, so it has been a blessing to volunteer to help make it better. We are also elders in our church, and I have been teaching a women's Bible study group for 40 years.

How did you go international with your volunteerism?

Dolly: We were both on the board of the International Fellowship in Kenya. We love traveling and seeing other cultures. We've had some amazing experiences with people in other lands.

Tom: Traveling off the beaten path is an adventure. Overcoming a language barrier is a real challenge requiring quick thinking, much like Table Topics. Sometimes pantomiming helps, much like using body language in Toastmasters.

What is the secret to your long-lasting marriage?

Tom and Dolly: The number-one requirement for marriage longevity is a commitment—to each other and to the marriage.

SHANNON DEWEY is the editorial coordinator for the Toastmaster magazine.

▶ SNAPSHOT

Let's Go Fly a Kite

Members of The National Institute of Technology (NIT) Goa Toastmasters club in Ponda, Goa, India, participate in a kite-flying festival. NIT Goa students formed the college's first Toastmasters club.



▶ ADVICE FROM MEMBERS

5 Tips For a Successful Presentation

BY ED SYKES, DTM

I've coached several young entrepreneurs who have appeared on the popular TV show *Shark Tank*. While you may never appear on TV, you might be put into a similar high-pressure situation in a business meeting or sales presentation. The following five tips will make you successful in any presentation:

1 Know What You Want to Accomplish—What are your main and secondary goals? If you don't achieve your main goal, what other successes are you willing to accept? When you have a clear understanding of what you want to accomplish, it's easier to work backward to create a powerful and persuasive presentation.

2 Prepare, Prepare, Prepare—In what environment will you be presenting? Practice for all possible scenarios. Prepare for a plan A *and* B so you can adjust to the flow of the presentation. Prepare for your audience. What will they want from you? What attitude will they take toward your presentation?

3 What's In It For Me?—Have your antenna up for WIIFM (What's In It For Me). Tune in to what is important to your audience. Go into your presentation thinking, *It's not about me; it's about the needs of the audience*, and you will be focused and confident when speaking.

4 Questions Are Opportunities—Look forward to questions during your presentation—they are the bridge to closing the deal. It is a sign that your audience is interested enough to find out more. When someone asks a question, it means they need more information to make a decision to accept your idea, solution, product or service.

5 Close Like You Mean It—After you give your sterling presentation, tell your audience how they will benefit from taking the next step. When closing, eliminate weak words such as *kinda, sorta, maybe, or if you could*.

Apply these five presentation skill secrets and you too will be ready for your *Shark Tank* moment!

QUICK TAKES

► TIPS FOR THE LEADER

The Essence of Great Leadership

BY TERRY “STARBUCKER” ST. MARIE

What are the 10 qualities that make a great leader, and a more human one too? What are the attitudes and attributes of those who step into the arena and lead their teams to achieve the success trifecta—a great business, a happy team and a fulfilled leader?

In my view, it boils down to having all of the following.

- 1 Positivity**—It’s what I call “looking at the literal world in a favorable way.” You are certainly not a Pollyanna, but the arrow must always stay pointing up.
- 2 Purpose**—You must have a place to which you want to lead someone, or a group (or yourself), that goes beyond just profit.
- 3 Empathy**—You have to be able to walk a mile in the other person’s shoes, and apply the Golden Rule.
- 4 Humility**—You want to make your team *better* than you. You shine the light on them. It’s not about you.
- 5 Will**—You have to really *want* to get there, somehow, some way. And that needs to be right on your sleeve for all of your team to see, and *feel*.
- 6 Relentlessness**—Your positive tone, message, vision, values and expectations are out there, constantly, week after week, day after day, hour by hour.
- 7 Persistence**—You are never satisfied. The bar can always be raised.
- 8 Curiosity**—You don’t know everything, so first you need to admit it. You want to keep learning, and learning and learning.
- 9 Trust**—It’s the sacred bond between you and your team that must be earned, not just be freely given or taken.
- 10 Love**—You have to love leading your team, and not be afraid to talk about it, or express it.

The 8 Principles of More Human Leadership

- Crossing the bridge from “I” to “We”—It can’t be about you. It’s about a team.
- Asking for trust and keeping your promises—Integrity is an absolute must.
- Establishing a mantra of key values—It’s the glue that holds all of us together.
- Finding and teaching more human leaders—The legacy must be passed on; we can’t do it ourselves.
- Building a culture of accountability—It’s all about fairness and shared responsibility.
- Measuring, monitoring and managing with the right metrics—The team needs to know where they stand, and what they are aiming for.
- Fighting complacency and the naysayers—Inertia is a momentum killer. So are those who still desire the old ways.
- Connecting it all to a higher purpose—Humans want to be part of a meaningful cause that’s bigger than themselves.

TERRY “STARBUCKER” ST. MARIE is a writer, consultant, entrepreneur and startup investor living in Portland, Oregon. He’s also the co-founder and publisher of the media platform focused on Oregon entrepreneurs, **BuiltOregon.com**. He has been named one of the *Top 100 Leadership and Management Experts* by Inc. magazine. Read more at www.terrystarbucks.com.

► TRANSLATIONS

Club Officers: Check Your Mailbox for New Translated Materials!

Club officers should soon receive the translated *Club Leadership Handbook* and translated *Distinguished Club Program and Club Success Plan* in the mail. And now, for the first time, we’re excited to announce that along with those, you’ll also receive the translated *Speech Contest Rulebook*!

All of the materials have been reviewed by our dedicated team of volunteer translation reviewers who help ensure that Toastmasters translations are of the highest quality, and that they meet member expectations of localization. The translated materials are in Arabic, Simplified Chinese, Traditional Chinese, French, German, Japanese, Portuguese and Spanish.

For more information on your mailings, please email tracking@toastmasters.org.



▶ LOOKING AT LANGUAGE

Phrases to Avoid On Stage

BY JOHN ZIMMER, ACB, ALB

Over the years, I've worked with many students in MBA programs across Europe. In one of my classes a couple of years ago, a bright young man was giving a formal presentation about his business idea. The presentation—and the idea—were both very good.

At one point, he made an analogy with the movie *Titanic*. He raised the issue by saying, “Now, we've all seen *Titanic* ...”

Besides me, 21 students were in the audience. During the feedback session, I asked the class, “How many of you have *not* seen *Titanic*?” Seven hands went up—one third of the audience. This speaker's comment was a classic example of what not to say to an audience.

I am referring to phrases in which a speaker assumes (or presumes) that everyone in the audience knows, or has done, something. Phrases like:

- We've all seen / heard / done ...
- As you undoubtedly know ...
- As everyone knows ...

You should avoid these kinds of phrases because maybe I don't know / haven't heard / didn't realize. Maybe I haven't seen *Titanic*. And by presuming that I have, maybe you've just unintentionally alienated me.

Instead of presuming that everyone is on the exact same wavelength as you are, say:

- Perhaps you've seen ...
- As you may know ...



The difference is subtle but significant. You are acknowledging that people might not know everything you know. (The reverse is also true, by the way!) Can you ever presume that everyone in the audience knows the particular point you are making? Sure, in obvious situations:

- As you know, sleep is a basic human need ...
- As we know, the sun rises in the east and sets in the west ...

However, if the situation is obvious, why not dispense with the superfluous “As you know”? Indeed, the phrase can be abandoned, even when the audience might not know the subject.

- *Titanic* is the story about the only voyage of a fated ship ...
- Have you ever wondered why we need to sleep every day?

It is always helpful to anchor your (new) ideas to something with which the audience is familiar. That is why metaphors and analogies are so powerful. Just be sure to introduce the subject in a way that takes into account those who may be unfamiliar with it.

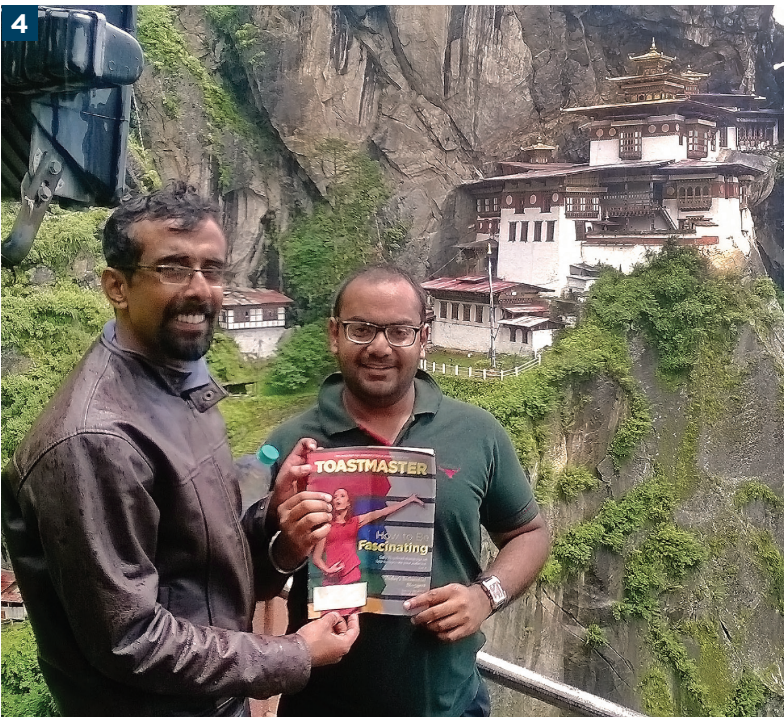
JOHN ZIMMER, ACB, ALB, is a professional speaker, trainer and coach. A member of the International Geneva Toastmasters club in Geneva, Switzerland, he is a seven-time district champion of Toastmasters speech contests. Visit his internationally recognized public speaking blog www.mannerofspeaking.org.

▶ SPEAKING OUTSIDE THE CLUB



Members from Toast of the Town Toastmasters in Calgary, Alberta, Canada, participate in a “Winter Walk Table Talk” in conjunction with the City of Calgary's Winter Walk. They brought a beach ball with Table Topics questions written on it, and the person catching the ball got to answer a question.

TRAVELING TOASTMASTER



- 1 | **DIANE ROCKWELL, CC, CL, FROM SAN FRANCISCO, CALIFORNIA**, enjoys a kayaking trip in Antarctica.
- 2 | **BOGDAN KOSTRO, ACB, FROM EINDHOVEN, THE NETHERLANDS**, stands at the top of the Poás Volcano in Costa Rica.
- 3 | **HARINI SUNDARAMURTHY, FROM HOMEBUSH, NEW SOUTH WALES, AUSTRALIA**, poses in the Wat Pho Buddhist temple complex in Bangkok, Thailand.
- 4 | **GEORGE MATHEW AND VAIBHAV JHUNJHUNWALA, CL, FROM KOLKATA, INDIA**, pose in front of Paro Taktsang Monastery in Bhutan.



View more photos on your tablet or on our Facebook page: Toastmasters International Official Fan Page.



PICTURE YOURSELF HERE! Pose with the *Toastmaster* magazine—print or tablet edition—during your travels and submit your photos for a chance to be featured in an upcoming issue. Visit www.toastmasters.org/Submissions. Bon voyage!

My 20/20 Outlook

Seeing my way from employee to entrepreneur.

PAULINE A. BLACHFORD, CC

When I started my Toastmasters journey two years ago, I knew *why* I wanted to practice public speaking. I had spent the previous 17 years working in customer relations for a leading optometry clinic and had developed a passion for eye health. I had watched our optometrists ensure their clients' best vision health and had even seen one optometrist detect early retinal cancer in a patient, allowing that patient to obtain early treatment.

My passion for eye health was also based on personal experience. As a girl, in my home country of Guyana, I had witnessed my grandmother go blind from cataracts because she did not have access to eye care. More recently, my granddaughter was diagnosed with a prescription of minus 6.00 at the age of 2. Her glasses enabled her to see the world clearly for the very first time. (My daughter-in-law captured this moment in a video which is on my website: paulineblachford.com/about.)

From a professional standpoint, my purpose for public speaking was also 20/20. I had recently started my own business, consulting with optometry practices on how to increase their bookings, improve eyewear sales and enhance employee engagement. Speaking at optometry conferences would give me a platform to share my unique strategies.

The question therefore was not *why*, but *how*. As in, *how* to convince audiences of optometrists to adopt my strategies? *How* to engage large audiences when I was used to communicating and coaching one-on-one? And *how* could I become comfortable promoting my own services after spending two decades promoting the optometrists for whom I worked?

I discovered the answers to all these questions after joining the White Rock Club in Surrey, British Columbia, Canada. I learned that the key to giving a compelling presentation was to trust my material. I have the knowledge, experience and research findings to support my strategies. When I focus on the importance of the information I am providing—instead of how I am performing or how I am being perceived by the audience—my conviction shines through and my presentations are more convincing.

With regard to engaging large audiences, I learned that I do not have to make eye contact with every attendee. Rather, if I connect with a handful of people, through eye contact, facial expression and appropriate hand gestures, the whole audience feels



engaged. Also, practicing Table Topics helps me give meaningful and concise responses during the Q&A session at the end of my presentations. This is another way I show my attendees that I care about the unique challenges each of them is facing.

As for becoming comfortable selling my services, the veterans in my Toastmasters club have taught me to use interesting and humorous stories from my professional experience as a way to demonstrate my expertise without feeling

like I am giving a sales pitch. It's working, as most of my clients come to me from my speaking engagements.

Since joining Toastmasters two years ago, I have given eight presentations at four optometry conferences across Canada, including the national optometry conference in New Brunswick last summer. I have also presented to Canada's future optometrists at the University of Waterloo School of Optometry and Vision Science. The speechwriting skills I gleaned from Toastmasters also allowed me to secure a regular column in the *Canadian Journal of Optometry*. I write an article on practice management for each issue.

The only question remaining now is *where*. As in, *where* will this journey take me next? I am now seeking opportunities to share my strategies with American audiences, particularly at the Vision Expos that take place in New York and Las Vegas each year and through written publications, like *Invision* magazine. I also hope to return to the Caribbean to speak at a conference of the Caribbean Optometry Association.

Meanwhile, I am working on my *Professional Speaker* manual and serving as vice president membership, using my customer relations skills to ensure new members feel as welcomed as I did. My journey in public speaking has presented me with many questions, but one thing is for sure: Joining Toastmasters is the most important decision I made in transitioning from employee to entrepreneur. **T**

PAULINE A. BLACHFORD, CC, is a member of the White Rock club in Surrey, British Columbia, Canada. She owns the company Pauline Blachford Consulting, which helps optometry practices achieve customer satisfaction and profitability. Find out more at paulineblachford.com.

New Tales of Old Trails

Storyteller Tim Tingle preserves the Choctaw heritage and culture.

BY LINDA ALLEN, ACS, CL

Voices of the past flow through the words of Tim Tingle, CC, a writer and storyteller. He has won honors, awards and acclaim for sharing the history of his American Indian tribe, the Oklahoma Choctaw, by telling the traditional stories of his people. Yet he remains a humble, thankful man.

Tingle grew up in Texas on the Gulf Coast, very close to his grandfather and his blind Choctaw grandmother. His aunts and uncles worked in construction and education, and each one had stories to tell—especially the teachers and coaches who used stories to teach.

On family camping trips to Big Thicket National Preserve in East Texas, evening campfires were set for story time. That's when Tingle learned about John Carnes, his great-great-grandfather, who at age 10 survived the Choctaw Trail of Tears, the forced relocation of the Choctaw Nation that began in 1831. At least 2,500 of the 15,000 people forced to move from their homes in the American South died from the cold while walking to lands west of the Mississippi River.

Talkative by nature, Tingle loved to listen, observe and study people. "As a child," he says, "I would crawl under a table or chair to listen to the adults' stories." His father, Archie Tingle, a man of few words, noticed Tingle's gift of gab and advised him good-naturedly: "You better figure out a way to make a living by talking, because that's all you know how to do."

That advice proved prophetic, and Tingle whimsically credits his career as a storyteller to his father's blessing. "When you grow up with stories," he adds, "how can you not be a writer or storyteller?"

Embracing Spanish

Later, as owner of a small business, Tingle had several employees who, though fluent in English, spoke Spanish as their first language. "To share their humor and to show them respect, I was determined to learn their language, as they had learned mine,"



Tim Tingle has written several books about American Indian Choctaw history and performed stories at many storytelling festivals, school programs and events for children of military personnel.

Tingle says. For several summers, he immersed himself in the language and cultures of Mexico by traveling to Cuernavaca to study and live with families who spoke only Spanish to him.

In 1990, Tingle joined the Austin (Texas) Bilingual Toastmasters club to practice and develop his Spanish-language skills. He gave his first speeches in Spanish—they were based on stories he had learned as a child. He later wrote and presented them in English.

Tingle credits his Toastmasters experience with beginning his storytelling and writing career. Seven stories in his first book, *Walking the Choctaw Road*, started as seven-minute Toastmasters speeches. "Before Toastmasters, I didn't recognize that I could connect and build bridges with people through public speaking and narratives, or that there was such a career as a storyteller," he says.

When his son was in fifth grade, Tingle learned that Native American history was not included in his son's American history studies, so he volunteered to offer short programs on Native history and culture. As he researched tribal history, stories of his childhood began to come together with history, emerging as a way to teach and preserve the Choctaw heritage and culture.

To deepen his knowledge of Choctaw history, Tingle earned a master's degree at the University of Oklahoma in English literature with a focus on American Indian studies. His research included recording interviews with Choctaw elders to preserve stories for future generations. He wrote *Walking the Choctaw Road*—a collection of fictional stories based on those interviews—during his studies, and the book was released on the Monday after his graduation.

“Storytelling builds bridges by connecting what we have in common. Even funny stories teach lessons about things that make us stumble in life—laziness, too much pride and not listening.”

— Tim Tingle

On Tour

In 2005, *Walking the Choctaw Road* was chosen by both Alaska and Oklahoma as part of the One Book, One State program in the U.S. As a result, the *Anchorage Daily News* in Alaska sponsored Tingle for a two-week speaking tour to share his stories with students in communities accessible only by sled and frozen rivers.

Now a member of the Two Rivers Communicators club in New Braunfels, Texas, Tingle has performed at several historical venues in Washington, D.C.: the U.S. Library of Congress, the Kennedy Center and the Smithsonian Institution. He describes these honors as humbling but terrifying because of the responsibility of representing his Choctaw ancestry.

Tingle has been a featured storyteller at festivals in 42 states, with seven appearances at the National Storytellers Festival in Jonesborough, Tennessee. This year, he will tour Oklahoma schools to discuss his recent novel, *How I Became a Ghost: A Choctaw Trail of Tears Story*, which is aimed at middle school

audiences. In addition, he has completed many speaking tours for the U.S. Department of Defense, performing stories to children of military personnel stationed in Germany.

“Storytelling builds bridges by connecting what we have in common,” says Tingle. “Even funny stories teach lessons about things that make us stumble in life—laziness, too much pride and not listening. They are stories that entertain and teach instead of lecture.”

The seven-minute Toastmasters speech has been the first format for many of Tingle's stories. “If it's going to be good, it has to fit into seven minutes,” he says. From his speeches, Tingle expands his stories to fit into longer performances for festivals and school programs. “I have developed an internal time clock through my Toastmasters experience, and I can adapt to whatever time is allowed.”

A Mentor's Journey

In 1993, Tingle and Choctaw tribal storyteller Charley Jones walked together on a 20-mile reenactment of the Trail of Tears. During the hot August walk, Jones, who Tingle considers his most important mentor, sang a quiet song for a Choctaw elder whose grave they were passing. This was the inspiration for the short story “The Choctaw Way,” included in Tingle's first book.

Jones later told Tingle that empty seats in a venue are filled by those who have “gone before,” linking the past with the present.

Archie Mingo, another Choctaw mentor, was the inspiration for the story “Crossing the Bok-Chitto,” yet another speech Tingle delivered in Toastmasters. To teach Tingle the value of what is often overlooked, Mingo took the legs from an old burned chair and carved out a beautiful pair of Choctaw chant sticks. Tingle still uses these sticks in his performances, along with chants and hymns he sings in Choctaw.

Tingle honors his mentors for their gifts of experience and time by sometimes paying the Toastmasters membership fees for promising young writers.

Tingle's voice in the contemporary world echoes the values and lessons of the past, and he challenges and encourages each of us to learn and tell our own stories—about who we are and where we come from. “If we don't tell these stories,” Tingle says, “no one will.” **T**

LINDA ALLEN, ACS, CL, is a member of the *Enid Speakers of the Plains Toastmasters* in Enid, Oklahoma. She is a writer, speaker and trainer specializing in professional and personal development and leadership skills.

Meet Our Mentors

These dedicated leaders pave the way to fast growth in Toastmasters.



Raymond Hernandez (left) and Don Prades



Don P. Prades, DTM
Kuwait Club, Rumaithiyah, Kuwait

Past Area Governor Don P. Prades, DTM, is a member of five clubs. A senior instructor in the English program at the American University of Kuwait (AUK), Don co-founded the Kuwait Toastmasters, the first club in Kuwait. He has served in many officer roles and mentored several clubs, including the Active Minds Toastmasters in Kuwait, which he also founded.

Raymond Hernandez, CC, ALB, also a past area governor, works as a hospitality consultant in the State of Kuwait. He joined the Active Minds club in 2009.

Raymond, why did you join Toastmasters?

I was offered a position that required me to speak during training and recruitment. I was also giving presentations for restaurant franchisees. A friend recommended Toastmasters, and I joined during my first visit.

Please tell us about Don.

Since 1999, Don has been a Toastmasters pillar in Kuwait. He has a unique gift of positivity and is a popular figure in the district. He ignites a spark in his mentees, and despite his fame and popularity, he remains humble and committed, and is serious about mentoring.

What are some of your accomplishments?

It was not until I delivered my first three speeches that I realized I had more to learn than just eliminating filler words. It was a challenge for me to focus on the main points of my speeches, and I worked hard to organize them and get to the point.

Don encouraged me to serve as club president, and later as area governor. When I completed my CC, he encouraged me to compete in the International Speech Contest, which led me to competing at the district level. Don also guided me in conducting a Speechcraft, which in 2014 resulted in the opening of a new club, Inspiring Echoes.

What is the best advice Don has given you?

He said, “Toastmasters is not a sprint, it is more like a marathon, and new members must be in it for the long haul. They must trench every curve and turn.” I think he lives up to that—not only by his words but by his actions.



Florence Olumodimu (left) and Oyin Egbeyemi



Oyin Egbeyemi, CC, CL
Club President, Eagle Club, Lagos, Nigeria

Florence Olumodimu is a marketing communications professional in Nigeria. In 2013, while she was working with her client, past president of Eagle Toastmasters Amaechi Okobi, he invited her to visit his club. Florence visited Eagle Toastmasters, where she met Oyin Egbeyemi, a management consultant, who at the time was serving as vice president education. Florence joined and Oyin mentored her. Now Florence has her CC and serves as vice president public relations, Amaechi has his CC and Oyin is club president.

How did Oyin become your mentor?

As a new member, I found Oyin to be warm and welcoming. She is a hardworking leader willing to share her wealth of experience, and she followed up on my progress each time I came to meetings.

How does she help you?

Oyin inspires me to do my best with manual speeches. She responds to my questions and listens as I practice my speeches then gives me constructive feedback.

It isn't always easy or convenient for her to work with me because she is mentoring so many members, yet she generously shares her experience, knowledge and time.

As a result, I have achieved my CC within 12 months. I have learned new methods of storytelling, the power of pauses, and how to use pitch and tone. In my line of work, I make presentations regularly, and I have learned to combine passion and purpose backed up by action.

What has your Toastmasters experience led you to do?

After using social media and technology to promote the Toastmasters message in Nigeria, I'm now training club officers in my division, as well as the members of a new club, on how to use the same proactive techniques.

I'm also learning French. I speak English and Yoruba but I've always loved French, and I can't wait to be able to speak the language fluently with my West African friends!



Mohamad Abdullah and Fatemeh Hajisa



Mohamad Abdullah, DTM

MII Toastmasters Club, Damansara Heights, Kuala Lumpur

Mohamad Abdullah, DTM, has staying power. An insurance professional for more than 50 years, he's been a Toastmaster for three-and-a-half decades. A member of five clubs since 1980, Mohamad's been a member of the Malaysian Insurance Institute (MII) club since he founded it 25 years ago. Fatemeh Hajisa, a lecturer and Ph.D. candidate studying at University Malaya, met Mohamad when seeking employment. She was hired as one of Mohamad's personal office assistants and often accompanied him as a guest of the MII club, among others.

Seeking to improve as a speaker and become more influential as a lecturer, Fatemeh joined MII and became Mohamad's "full-time" mentee. With his guidance, Fatemeh has developed confidence, and now pursues her goals without trepidation or fear.

What is Mohamad's mentoring style?

Mohamad is humble, charitable and equipped with altruistic love. He uses every opportunity to coach, teach and empower his mentees through his firm yet friendly and honest evaluations. He helps us to grow and transform into better people.

What do you appreciate most about him?

He has many good habits as a mentor. He rejoices in the happiness and success of others. But the one thing that I appreciate most about him is his sincerity in helping me to be what he calls "beyond best," or in other words, to become better than him.

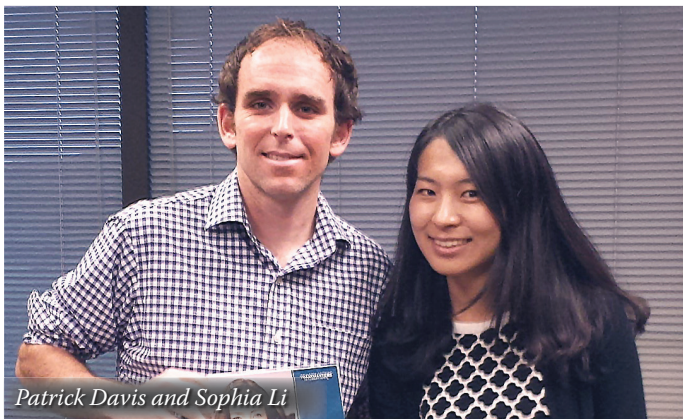
What have you learned from him?

He has taught me the three principles of growth:

"Audience alert"—Always be aware of who you are talking to. To speak more effectively, listen more adequately.

"Attitude alert"—Remember, what truly matters is not the amount you give; it is the spirit and attitude in which you give it freely.

"Objective alert"—Being a man of objectives, Mohamad sets objectives for himself as well as for his mentees. His concerns about the "what" and "why" of doing things have taught me to be more conscious of my actions.



Patrick Davis and Sophia Li



Sophia Li

Colony Square Toastmasters, Atlanta, Georgia

Sophia Li has a passion for public speaking. After relocating from China to the United States to work as an integration consultant for a software company, she joined Colony Square Toastmasters in Atlanta, Georgia, to practice speaking English—and to network.

In 2014, when Sophia was serving as sergeant at arms, Patrick Davis, CC, joined the club. He had no fear of public speaking but needed help organizing his thoughts to create coherent speeches. He started helping Sophia set up for club meetings, and when he learned that she is from China, he saw the opportunity to practice speaking Mandarin, a language he had been learning.

Although Patrick has moved out of the U.S. to pursue a master's degree in business administration at the University of Hong Kong, he credits Sophia as a continuing source of inspiration. He is now a member of the Victoria Toastmasters club in Hong Kong and is working through two advanced manuals, while Sophia is serving as vice president education for Colony Square Toastmasters.

What drew you to Toastmasters?

My father was a Toastmaster, but I didn't consider joining until my career progressed. I sought my father's advice, and he explained how being a member is a fun way to develop confidence and skills, so I joined.

How has Sophia helped you?

She reviewed my speeches and asked key questions, such as: *What is absolutely necessary here? Can we cut something out and still convey the same message?* Her guidance helped me keep my messages clear and to the point. I also learned how to slow down and speak with purpose.

Besides helping me with my speeches, Sophia has given me invaluable insights on living, working and speaking in China. Her mentoring has helped me acclimate to my new surroundings in Hong Kong.

What do you like most about Sophia?

It's her positive attitude and cheerful disposition. The warm encouragement she gave has helped me to become a confident speaker. I admire her courage and confidence to move to a new country with an entirely different culture and adapt so quickly and completely. She is an inspiration with her work ethic, sense of adventure and patience. **T**

The Power of Stories

Business legends use storytelling to inspire, educate and motivate.

BY CARMINE GALLO

Ideas that catch on are wrapped in story. Stories inform, illuminate and inspire. Storytelling is something we do naturally. In fact, it's part of our DNA. We are hardwired for story and we can prove it scientifically.



Some studies show that at least 400,000 years ago humans gained control of fire. It's an important milestone in human development. Sitting around the campfire, people began telling stories instead of hunting and gathering like they did during the day. Stories informed others about potential threats, educated them and ignited their imaginations. Stories do the same today.

British entrepreneur Richard Branson, best known as the founder of Virgin Group, which comprises more than 400 companies, gathers his team to share stories around a campfire at his home on Necker Island, British Virgin Islands. "Storytelling can be used to drive change," says Branson. "Telling a story is one of the best ways we have of coming up with new ideas."



Branson also plays host to a group of young entrepreneurs who have been invited to the island for a few days of fun, food and pitching ideas. The 10 entrepreneurs are the finalists for a competition called the Extreme Tech Challenge, which Branson has judged for a couple of years. The winner receives Branson's funding and support. Speakers who grab Branson's attention are concise (winning presentations are no more than 10 minutes long), they speak from the heart, and they use the language of narrative to spark Branson's imagination with a villain (problem) and a hero (solution). Winning presentations end with a picture of a better world. Branson loves ideas that are pitched in the form of story because, like all of us, Branson is hardwired to love story.

Branson is one of 50 entrepreneurs, business legends and TED speakers I interviewed or featured in *The Storyteller's Secret*, a book I've researched for two years to help business leaders understand the language of narrative and the role it plays in their success. I discovered that business leaders who are storytellers fall into one of five categories: those who inspire, educate, simplify, motivate or launch movements.

Storytellers who inspire

Storytellers who inspire embrace their own story of triumph over adversity and by doing so, they challenge us to dream bigger. For example, Starbucks CEO Howard Schultz often tells the story of



The longest standing ovation at TED, to date, went to human rights lawyer Bryan Stevenson for the story-rich talk he gave in 2012 in Long Beach, California.



Tesla and SpaceX founder Elon Musk explained a complex idea in simple terms to tell about a home battery that stores sunlight and converts it to energy.

growing up in a Brooklyn housing project and watching his family struggle after his father was injured on the job. They had no health insurance and found it difficult to make ends meet. The story underpins Schultz' initiatives such as offering health insurance for all employees. Schultz, one of the great storytellers in business today,

California. Personal stories made up 65 percent of Stevenson's now famous TED Talk.

As another popular TED speaker, Brené Brown, once said, "Stories are just data with soul." She's on to something. Scientists have found that humans are essentially storytellers, which means we relate better to stories than to mountains

speaks to the general public in language the average third-grader might understand.

When Musk introduced the Tesla Powerwall in April 2015, he explained that the product is a home battery that captures sunlight from solar panels and converts it to energy. Although it's designed for the average consumer, the technology behind the Powerwall is highly complex. According to its website, "*The Tesla Powerwall is a wall-mounted, rechargeable lithium ion battery with liquid thermal control. It delivers a 5.8 amp nominal current and 8.6 amps at peak output.*" And that's the easy part. While Musk understands every word of the underlying technology, he explains it to consumers in the simple language of compelling narrative.

All great stories have a hero (protagonist) and a villain (antagonist). Elon Musk's presentations are no different. Musk introduces villains and heroes in the form of problems and their solutions. In the Powerwall presentation, fossil fuels are the problem and the sun is the solution.

"*This is how it is today,*" Musk began as he showed a photo of a power plant spewing carbon into the air. "*It's pretty bad. It sucks. This is real. This is actually how most power is generated, with fossil fuels.*"

Musk continues: "*The solution is in two parts. Part one, the Sun. We have this handy fusion reactor in the sky called the Sun. You don't have to do anything. It just works. It shows up every day and produces ridiculous amounts of power.*"

“Telling a story is one of the best ways we have of coming up with new ideas.” — Richard Branson

once said, "The more uninspiring your origins, the more likely you are to use your imagination and invent worlds where everything seems possible."

If you've overcome adversity in your life, in your career or in your business, it's important to share that story because we are hardwired to love rags-to-riches stories. And we love them because we *need* to hear them. We find meaning in struggle.

Storytellers who educate

These are the men and women who offer a new way of looking at the world, and they do that through the power of narrative. Human rights lawyer Bryan Stevenson has won cases he's argued at the U.S. Supreme Court. He also received TED's longest standing ovation for his "We need to talk about an injustice" speech at TED2012 in Long Beach,

of data. Effective educators use data to support their ideas, but they rely on stories to move people to action.

Storytellers who simplify

Storytellers who simplify are often entrepreneurs, like Richard Branson, who once said, "If your pitch can't fit on the back of an envelope, it's rubbish," or Tesla and SpaceX founder Elon Musk, who explains complex ideas simply, clearly and concisely.

In one presentation Musk introduced a home battery that stores sunlight and converts it to energy. The entire presentation lasted less than 20 minutes and Musk used short, simple words to describe the problem and the solution. The words were so simple, in fact, that his presentation could be read by a grade school student. Musk reads obscure Soviet-era rocket manuals for fun, yet he



Stories like the one Facebook COO Sheryl Sandberg told at TED2010 make an emotional connection that can go viral.



Nobel Peace Prize laureate Malala Yousafzai uses storytelling and speaks from the heart to change the world.

The two previous excerpts return a reading score of 2.8 as measured by the Flesch-Kincaid readability test, a system that measures the complexity of text for the U.S. education system. A score of 2.8 means the average second- or third-grader should be able to read the text because the sentences are short and most of the words are made up of just one syllable.

If you've overcome adversity in your life, in your career or in your business, it's important to share that story.

Musk is a rocket scientist—literally—but when he speaks to consumers he makes his ideas really easy to understand.

Storytellers who motivate

These are inspiring individuals, of course, and they're also leaders who build brands like Southwest Airlines, the Apple Store, Whole Foods, Starbucks or Wynn Resorts. "Storytelling has changed my business and my life," says Las Vegas hotel mogul Steve Wynn. Wynn believes that storytelling taps into the strongest force in the universe—self-esteem.

For example, at the beginning of every shift at Wynn hotels, a supervisor asks, "Does anyone have a story about a great customer experience they'd like to share?" The stories serve to educate the rest of the team on model behaviors. More

importantly, stories motivate employees because customer service heroes are recognized by their peers. Pretty soon employees compete for better stories. Recognition is a powerful motivator.

Storytellers who launch movements

Facebook COO Sheryl Sandberg launched the movement *Lean In*,

encouraging women to speak up in the workplace. Millions of young women wouldn't be 'leaning in' if it had not been for a personal story. When Sandberg delivered her first major public presentation on the subject on a TED stage in 2010, she was prepared to deliver facts and figures and "no personal stories." A friend noticed that Sandberg was upset about something. Sandberg confided that it was tough to leave her daughter at home while she attended the conference. "You need to share that story," Sandberg's friend suggested. Sandberg was reluctant to do so at first, but realized that she had to open her heart to make an emotional connection with her audience. The story went viral and led to a bestselling book *Lean In: Women, Work, and the Will to*

Lead, which lead to the movement. Facts don't trigger movements; stories do.

Behind every movement, there's a great storyteller. Remarkably, storytellers who change the world are often inspired themselves by the storytellers who came before them.

For example, Malala Yousafzai, the youngest winner of the Nobel Peace Prize, grew up in a storytelling family. Malala's grandfather was famous for his sermons and Malala recalls that people would come from far and wide to hear her grandfather tell stories. Malala entered public speaking competitions in Pakistan where she learned to deliver her message from the heart rather than from a sheet of paper, she once said. A bullet nearly ended Malala's life, but the art of storytelling has become her most powerful weapon in the war of ideas.

Storytelling is not a luxury, wrote American novelist Robert Stone: "It's almost as necessary as bread. We cannot imagine ourselves without it, because the self is a story." If the self is a story, then we're all storytellers. The sooner you accept it the sooner you can get started on the work of shaping your future. ■

CARMINE GALLO is the author of *The Storyteller's Secret: From TED Speakers to Business Legends, Why Some Ideas Catch On and Others Don't*.



Members of the Mercy in Action club join forces with volunteers from 45 nations aboard the 500-foot hospital ship, the Africa Mercy, to bring medical care to the world's poor.

Mercy Ships Toastmasters: **Harboring Health**

Members offer onboard care to global citizens in need.

BY MELANIE D.G. KAPLAN

Robert Brugler's Toastmasters club meets once a week, just like most clubs around the world. Members convene in a multipurpose room furnished with a conference table, chairs and a podium to practice speaking. But in Brugler's club, meetings take place aboard Mercy Ships' 500-foot *Africa Mercy*, a state-of-the-art hospital ship currently docked in Toamasina, Madagascar. Some members of the club, called Mercy in Action, provide medical services for local residents.

"Without a doubt, it's unusual for a Toastmaster to be this close to other members—you live with them, work with them and eat dinner with them," says Brugler, the club's president. "You see them several days a week and catch up on the weekends." Inevitably, members get to know one another's strengths, weaknesses, fears and secrets.

Mercy in Action lacks the stability of most other clubs—in many ways. First, there's the fact that the ship—even in port—moves ever so slightly. And when it's underway from one port

to another, which can take weeks, members often battle seasickness. Treating that brings a new, sometimes laughable dynamic to public speaking. As one member from New Zealand puts it, the anti-nausea medications can send her “away with the fairies.”

The group on this floating village can also be transient—some crewmembers are aboard for just a couple of weeks, others for decades. Brugler, whose home is in Colorado, USA, began working on the ship nearly three years ago as a math teacher for the ship’s K-12 school for staff children. He later began work with the Medical Capacity Building team, which helps develop a country’s local healthcare system through training, classes and mentoring. He was drawn to both the ship, and to Toastmasters, as part of his personal journey.

What motivates him? “I was born with clubfeet,” he explains. “My mother had a high-risk pregnancy, and in a lot of ways I shouldn’t be here.” When Brugler heard that Mercy Ships provides—among many other services—training in CTEV

“We’ve all come with the same desire to serve and Toastmasters gives us the confidence to share our stories.”

—Robert Brugler

(congenital talipes equinovarus, also called clubfoot) surgery in poor countries, he knew he was where he was meant to be.

Africa Mercy has five operating rooms onboard. It also operates two onshore clinics in the countries where it docks: the prosthetic clubfoot clinic and a women’s health clinic. On the ship, crewmembers help treat patients’ disorders through plastic and other reconstructive surgeries and provide general surgeries for conditions such as hernias and goiters. Mercy Ships also trains local surgeons and healthcare professionals, provides physical therapy, teaches local partners how to manufacture braces and works with local groups to improve nutrition and organic-farming methods.

Whether it’s recounting his childhood or explaining his current mission, Brugler loves telling personal stories and says sharing them is an important part of the Mercy Ships experience. He joined Toastmasters almost two years ago. He had been comfortable teaching in front of a classroom, but public speaking outside the classroom presented a challenge.

“I’d start a thought and never finish it, which leaves people clueless,” he says. “I wanted to get better at coming up with an idea, vocalizing it and wrapping it up concisely.” He is now able to draw people’s attention when he speaks. The human story, he says, is the most powerful form of communication.

The *Africa Mercy* has been in service since 2007; before that, a vessel called the *Anastasis* housed the Mercy Ships’ hospital. While Toastmasters have numbered among the crew since the 1990s, it wasn’t until 2007 that an onboard club formed. Four veteran members were volunteering concurrently, in Ghana, and they invited the local Toastmasters club onboard for a



Volunteers like nurse Amanda Sewell, CC, work aboard the ship to provide medical treatment for people who would otherwise suffer or even die from easily treatable medical conditions.

demonstration meeting. Eventually, enough people signed up to charter the Mercy in Action club. Over the years, as members have come and gone, people have become used to the unusual

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SERVING THE POOR

Mercy Ships, founded in 1978 by Don and Deyon Stephens, is an international faith-based organization that uses hospital ships to increase access to healthcare around the world. *Africa Mercy*, the vessel currently in service, is staffed by 400 volunteers from 45 countries. Crewmembers provide free specialized surgeries onboard, including general and reconstructive surgeries, plastic surgeries to release burn contractures, surgeries to repair injuries sustained in childbirth and cataract operations that restore vision to the blind. On shore, clinics offer care to thousands, and nurses provide end-of-life palliative care. Since its founding, Mercy Ships has visited 587 ports and delivered services to more than 2.5 million direct beneficiaries. *Africa Mercy* has been in the port of Madagascar since October 2014. Its next destination, in August, is Benin, in West Africa.

Up Your **GAME** with New **Tech Tools**

Presentation Summit showcases trends and products to boost presentations.

BY DAVE ZIELINSKI

Each year purveyors of presentation technology gather to demonstrate their wares at the Presentation Summit conference. Those attending the event experience, through a vendor showcase and speaker sessions, new tools and trends that can make their own presentations more visually compelling, impactful and memorable.



The Summit brings the world's top PowerPoint design experts and technology vendors together with speakers and software users, all in the spirit of sharing the latest slide-design ideas and speaking tips, and showcasing emerging software and hardware.

We've chronicled some of the top presentation technology and design trends from the conference held this past fall in New Orleans and distilled them for you here. (Visit www.betterpresenting.com for more on the Summit.) Toastmasters will find a bevy of products and ideas to help take their slide-based presentations to another level.



Requiem for printed handouts? The days of speakers using printed handouts may be approaching an end. Today more presenters give audiences access to their slides in the form of *scrolling* presentations. Speakers simply send out a link to their websites, where attendees can view the presentation by scrolling through it. The method also allows speakers to keep more interactive elements in presentations, enhancing the post-speech experience for audiences.

Flat design maintains momentum. While not a new trend, the use of *flat design* techniques shows few signs of ceasing. The essence of the approach is minimalist and clean slide design featuring simple images and visual messages, eliminating elements like flashy illustrations and other design accoutrements. With flat design you'll see less use of 3-D shadows behind images, for example, and more use of large headlines with less text. Simplicity is king in this approach.

Following are some of the most useful and intriguing software products featured at the Presentation Summit this past fall in New Orleans.

Canva, www.canva.com

Canva is software that gives users a suite of features to easily turn their ideas into compelling graphic designs.



With easy drag-and-drop functionality, Canva can help you create designs for the Web—or print, such as posters or fliers, social media graphics and much more. The tool's powerful search feature makes it easy to locate image elements in the system. The software allows you to do things like use photo filters to create the darkened halo of vintage cameras, giving your photos a retro look. You can also lend photos a voice with speech bubbles and punchy dialogue as well as access millions of stock photos and illustrations and hundreds of fonts.

Sway, www.sway.com

Sway software from Microsoft makes it easy to create and share polished presentations and tell stories



with interactive content. Even Toastmasters without design expertise can use Sway to create impressive-looking websites with little training. You can arrange and rearrange images and text boxes on a page automatically as they're added, and Sway also suggests searches to help you find relevant images, videos, tweets and other elements to drag and drop into your content.

Emaze, www.emaze.com

Emaze is an online presentation platform built on HTML5 technology, allowing you to create, manage and share presentations via the cloud, with access



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Managing the PowerPoint “slide cap.”

It's become a common request today: executives on the receiving end of presentations asking speakers to limit themselves to five or 10 slides. Nolan Haims, head of presentation-design firm Nolan Haims Creative (www.nolanhaimscreative.com), said the requests are a function of busy managers simply wanting the big picture and takeaway, with no extraneous or time-wasting information.

But Haims questions the practice, calling himself slide-number “agnostic.” He believes if you have 10 minutes to present, for example, it makes little difference if you use one slide or 20, as long as each one is meaningful and tightly focused on presentation goals. Haims expanded on the slide-cap trend in a blog post. “Anyone who asks you to limit your number of slides is

Somlai-Fischer also emphasizes that relying less on audience memorization and more on audience engagement will lead to better presentations. In the social media age, speakers have an active audience for every opinion they express, be it a comment, a like or a share. So rather than offering one-way presentations, open up the conversation and engage your audience.

Cropping, shaping and bending

images. It's not unusual for speakers to feel limited by the images in their presentations. In his breakout session, Taylor Croonquist, co-founder of the company Nuts and Bolts Speed Training for PowerPoint, said many images that we start with are too small, the wrong shape or simply uninspiring.

“Anyone who asks you to limit your number of slides is actually asking you to limit and focus your content.”

— presentation-design expert Nolan Haims

actually asking you to limit and focus your content,” he wrote.

What should you do if someone requests that you restrict your slide volume? First clarify presentation objectives with whoever requested the limit, Haims suggests, and ask what level of detail and takeaway is required. If your information can fit into the available time but there's no way it can fit into only five slides, he recommends asking for an exception and explaining why.

Another option: Consider using handouts if your information will spill over time. Such documents (or websites) can include information that's never projected, like research notes or data tables.

Spatial stories: the future of presentations?

Adam Somlai-Fischer, the co-founder of presentation-software company Prezi (www.prezi.com), described the power of using *spatial stories* in presentations. Prezi, unlike PowerPoint, displays a zoomable canvas that can show relationships between the big picture and the fine details. Spatial stories, which essentially involve using space and motion, help people create mental maps and better organize information, he says.

Croonquist demonstrated how to take the images you have and crop, stretch or bend them into full-screen, impressive visuals that complement your content. These tools and techniques can open eyes to what's possible without leaving PowerPoint. He also showed how to stretch pictures safely, “stamp” pictures into full-screen imagery, create your own background when all else fails and execute mass cropping. For more on these tips and many other techniques to boost your PowerPoint productivity, visit www.nut-sandboltsspeedtraining.com.

Thinking outside the PowerPoint Box.

Piggybacking on the theme of Apple's old “Think different” ad campaign, Alexander Hanauer, CEO of the German-based company More Impact, demonstrated how to use PowerPoint to create new visual experiences and excite audiences. His ideas included how to create Prezi-style transitions in the software, integrate descriptive videos for more complex content, control PowerPoint with gestures and sketch out your visions in live presentation mode. For more on these and other design techniques, visit More Impact's website, www.more-impact.com.

GUY KAWASAKI: HOW TO MAKE A POWERFUL PITCH

Guy Kawasaki made his name working at Apple in its heyday. He now gives more than 50 keynote speeches a year on topics such as innovation and social media. He has written a series of best-selling books and is chief evangelist for Australia-based Canva, an online graphic design tool.


In a keynote speech at the Presentation Summit conference titled Ten Things All Presenters Should Do, Kawasaki offered tips for making a presentation pitch effective in any circumstances. Kawasaki is noted for devising the 10/20/30 rule for PowerPoint presentations: Most should have only 10 slides, last no more than 20 minutes and contain font no smaller than 30 point. Kawasaki created the guideline after seeing hundreds of entrepreneurs give sub-optimal PowerPoint-based pitches when he was working as a venture capitalist.

Kawasaki said speakers should follow these slide-design tips to make their pitches as powerful as possible. The ideas apply whether you are raising capital, making a sale or forming a partnership.

- Change your slide background to black. Gravititas is a good thing, Kawasaki said, and black has it. In comparison, a white background says *I am clueless and am going to make you stare at a bright object.*
- Use 25 words or less per slide. “The purpose of a slide is to anchor what you want to say, not say it,” he noted.
- “Build” your bulleted slide lists by clicking to make each item appear. A build forces you to roll out your story in a step-by-step fashion.
- Change all of your text to at least 30 point. Now remove text until everything fits. Less is more.
- Change all your text to sans serif font and bold and white it. “Arial is just fine. If you want to show you’re warm and fuzzy with a font, pin something on Pinterest and come back later.”
- Reduce the number of bullet points to no more than four per slide. If you need more than four bullets to explain something, either you need another slide or you’re saying too much.

Syncing Animation to Video. Not many PowerPoint users know that the software does an excellent job of syncing animations with video and sound, and PowerPoint Most Valuable Professional (MVP) Echo Swinford showed attendees just how to do just that in her session.

Why sync? It’s helpful when you need to add closed captions or to direct audience attention to specific parts of videos you want to highlight. Swinford demonstrated how to add bookmarks to videos, apply animation to text and shapes, and use “triggers” to tie the two together. For more information, visit her website at www.echosvoice.com.


Experienced users of presentation technologies, as well as those seeking to further engage their audiences, enjoyed the showcase of leading-edge presentation tools and reveled in the atmosphere at Presentation Summit. See the box starting on page 24 for some innovative software products we found on display there. 

DAVE ZIELINSKI is a freelance business journalist based in Minneapolis and a frequent contributor to Toastmaster magazine.

continued from page 24


from most mobile devices. Emaze incorporates a variety of ready-made presentation templates, including formats using 3-D zoom animations and video backgrounds, making it easy to build presentations. Voice-activated slide transitions allow you to keep your hands free from clickers while presenting. Emaze also has an automated translation tool so you can translate presentations and share them with Toastmasters colleagues around the globe.

GoReact, www.goreact.com

This cloud-based application enables  feedback, coaching and critique of videos of speeches and slide-based presentations. Recordings can be made on virtually any equipment, and coaching and feedback can be offered from anywhere with Internet access. (Download the GoReact recorder app free from the App store.)

How it works: Speakers record themselves on video, talking into a webcam or smartphone. Your reviewers can leave feedback in the form of a time-coded text, audio or video comment exactly where a suggestion comes up. Speakers might get up to 20 detailed notes on their speeches, for example, commenting on body language, use of filler words, content and more.

PowToon, www.powtoon.com

Looking to create a product demo, marketing pitch or training program but don’t have the equipment to do it? PowToon lets you develop animated videos for websites, product demos, social clips and other presentations. The ability to use dynamic characters and active text adds an element beyond flat presentations. Another useful feature: You can export content straight to YouTube with just a few clicks. 

Baseball Businessman is a Hit

Youthful team owner entertains fans with family-friendly fun.

BY PAUL STERMAN

Jesse Cole's place of business is a ballpark. On any given day, his job might involve leading fans in sing-alongs, conducting the crowd in a spirited rendition of the wave, or presiding over circus-like promotions ranging from grandma beauty pageants to dancing ballplayers to on-the-field races between turtles and toddlers.

All while wearing a yellow tuxedo and a matching top hat.

Cole, CC, is both businessman and showman. The likeable 32-year-old is the owner of the Gastonia Grizzlies, a minor league baseball team in North Carolina. The squad is made up of college players. Although talented, they are a far cry from Major League Baseball, whose professionals represent the pinnacle of the game. To lure fans, Cole must sell more than sport—thus, the smorgasbord of stunts, music, costumes and culinary fare (Garbage Can Nachos, anyone?) that make up the Grizzlies experience.

"We've learned that not everyone loves baseball but everyone loves to be entertained," Cole says. "We have nonstop promotions and entertainment from the time the fans walk in the gate until the time they leave."

His formula of family-friendly fun has paid off handsomely—the Grizzlies are a resounding success. They have led their 16-team league in attendance the past three seasons. Playing 56 games from May to August, the Grizzlies average more than 2,000 fans a game. (Attendance was in the *hundreds* before Cole became the team's general manager and, later, its owner.)

Cole says his Toastmasters experience helped give him the confidence, speaking skills and comedic agility needed to thrive in his job. As an entrepreneur, he speaks to local groups to garner community and business support for the Grizzlies.

"I do a speech every two weeks somewhere," he says, "and I love it more than anything."



Owner Jesse Cole has made his minor-league baseball team a popular draw with fans. Known as the Man in the Yellow Suit, he gets the audience involved in fun promotions, like the hula hoop contest shown above.

Field of Dreams

Cole is a former ballplayer himself. As a pitcher for the Wofford College team, in Spartanburg, South Carolina, he aimed for a professional career, but a severe shoulder injury derailed his dream. So he took a different route to the sport.

In college Cole worked as an intern for a minor league baseball team in Spartanburg. Soon after, the team's owner, Ken Silver, hired him as general manager for another team Silver owned: the Gastonia Grizzlies.



Baseball plays such a big role in Jesse Cole's life that he even proposed marriage at the Grizzlies' ballpark. He and his wife, Emily, celebrated their wedding there as well, this past October.

"I was really looking for someone who could think outside of the box," says Silver. "Jesse was only 23 at the time, and I knew that it was a gamble to hire him to be general manager, but it was obvious he would bring a completely different approach to the position."

Cole, just out of college, was suddenly the face of the Grizzlies franchise. Knowing he needed experience networking and speaking in public, he joined the Gastonia Toastmasters club. He learned how to incorporate stories into his presentations and engage audiences. The training, says Cole, was key as he made his business pitch to community groups, delivering speeches to drum up excitement and support for the baseball team.

"I really learned a lot. Toastmasters was a great step for me."

Club member Reine Smirz, ATMB, CL, fondly recalls Cole's speeches to the group. "He was full of energy—he's wired all around," she says. "What I remember the most is that practically every speech he did involved some kind of prop. His speeches were very entertaining."

Although work responsibilities forced him to leave the club after a year, Cole's youthful enthusiasm was a shot in the arm for the Gastonia Toastmasters, says Smirz, a charter member of the 17-year-old club. "He really kind of revived us. It was the spark we needed at the time."

Try Anything

When Cole first took over as the Grizzlies' general manager, he faced a daunting mission. Fan attendance was rapidly shrinking and the club was consistently losing money. So Cole changed everything by being willing to try anything.

That meant players participating in choreographed dances. Kids coming on the field to run around the bases en masse. Fans enjoying all sorts of zany promotions. Examples? Trying to find a diamond ring buried in the infield. Belting out baseball songs for an *American Idol*-like competition. Witnessing what Cole bills as *The World's Slowest Race*: a toddler versus a turtle.

Periodically, the Grizzlies players dress in customized attire, including tuxedo-themed uniforms. For his part, Cole has three canary-yellow tuxes that he rotates throughout the season. He wants to make sure everyone at the ballpark can find him. Known as *The Man in the Yellow Suit*, he spends much of his time during games high-fiving and chatting with fans.

"It's really important for us to get every single person who comes to our games to be a part of the experience," says Cole, "whether they're on the field participating in a promotion or doing some crowd activity."

"We've had the entire crowd bark like a dog. We've had the whole crowd be a part of something and then leave thinking, *You know, that was ridiculous but it was fun. And I got a little out of my comfort zone but it was a great experience.*"

Silver, who sold the team to Cole in 2014, says Cole's communication skills and ability to connect with people have enabled the organization to flourish.

"We've had the whole crowd be a part of something and then leave thinking, *You know, that was ridiculous but it was fun.*"

— Jesse Cole, owner of the Gastonia Grizzlies baseball team

"Jesse is the main reason for the growth of the Grizzlies," says Silver. "That this is now the most successful franchise in the league is due to his efforts."

Love and Baseball

Cole's life is a whirlwind of activity. Last year he got married—at the Grizzlies' ballpark, of course—and also purchased a second baseball team: the Savannah Bananas. Located in Savannah, Georgia, the team is part of the same league as the Grizzlies, so Cole does a lot of traveling between the two states.

Over the years, several other employees of the Grizzlies organization, including Cole's wife, Emily, have also joined Toastmasters. All have benefitted greatly from the experience, says Jesse. Last October, he was the guest speaker at an open house held by the Gastonia Toastmasters, where he spoke about his journey with the Grizzlies, his brand of humor and fun, and how Toastmasters helped him get to where he is today.

Reine Smirz says she and her fellow club members got a big kick out of seeing Cole—who brought so much joy to their club as a 23-year-old member—speak about his life now.

"We're really proud of all his accomplishments." ■

PAUL STERMAN is the senior editor of *Toastmaster magazine*.

CLUB PROFILE

Mercy Ships Toastmasters: Harboring Health

continued from page 21

meeting interruptions, such as loud noises or emergency drills.

Currently, the club has members from seven countries. Some have been involved with Toastmasters for years, while others have joined in the last few months. Some are administrative workers, some perform deck maintenance and others are surgeons, and all are welcome. One member, Harmen Valk, from Holland, lives on the ship with his wife. They both help arrange logistics for the next country on the ship's itinerary. Harmen says Toastmasters helped him become more comfortable making presentations in meetings with government and hospital officials, and also in church groups. Other members, from South Africa and Sierra Leone have become more confident speaking English.

Patricia Royston, vice president education, a British chaplain from Texas, lives on the ship with her husband, a biomedical engineer, and their 15-year-old son. She was reluctant to join Toastmasters, but in 2012, when in Togo, a colleague encouraged her to come to a meeting. "I never looked back," Royston says. "I think because we are such a strong community and we all know each other, it's less daunting." When she's speaking, Royston likes to see the encouragement in her friends' faces. Her improved speaking skills have helped calm her nerves during worship meetings.

The ship's normal field-service period is August to June, followed by two months in a shipyard for maintenance. During that time, volunteers often return to their home countries. Sergeant at Arms Steve Lerma, a nurse anesthetist from Alabama, has volunteered on the ship for 26 years. He became a full-time crewmember in 2014. He and his wife say they felt called to serve others in this way, and when they go home to visit family and friends, Lerma speaks at his church.

Lerma says the club has helped him organize his thoughts. "I use clearer language and better grammar," he says, and added that the members are like family to him. "There's never a shortage of support or laughter," he says.



For the club members who live and work onboard the floating village, sharing personal stories is an important part of the Mercy Ships experience.

Brugler likes to describe the ship as one of the most interesting places on Earth, and he says the Toastmasters club is a special little slice of that. All its members have traveled across the globe for one purpose—to help others—and that shared goal creates a bond among them in a way that is not typical of other clubs. "We've all come with the same desire to serve,"

Brugler says, "and Toastmasters gives us the confidence to share our stories." **T**

MELANIE D.G. KAPLAN writes about travel, technology, humans and dogs. She is based in Washington, D.C., and writes for many publications, including National Parks magazine and The Washington Post. View her website at melaniedgkaplan.com.

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IN MEMORY OF Past International President John S. Latin, 1939–2016

In January, at the age of 76, Past International President John Latin, DTM, passed away at his home in Cranbury, New Jersey, after a long illness. An influential Toastmaster and leader, he will be missed by all who knew him.

John Latin's theme as president in 1984-1985 was "Opportunities for Growth." He said he chose that theme because "Toastmasters offers a golden opportunity to prepare members to meet life's challenges, both personally and professionally."

That proved true in his own life as well. An electrical engineer by profession, Latin spent his career at Rockwell International's space division, working in the Apollo Command Service Module Program and on the space shuttle. Two years before Apollo 11's historic trip to the moon in July 1969, John was sent by Rockwell to Cape Kennedy (now known as Cape Canaveral) in Florida to perform electrical tests for a week. He returned to California expecting to write a formal report. Not wanting to wait for the written report, his managers asked him to give his findings and recommendations immediately. Latin found the resulting series of impromptu briefings difficult. After wrestling with his fear of public speaking for two years, Latin joined the Downey Space Toastmasters club the same month that Apollo 11 lifted off the launch pad. It was a "giant leap" for John Latin.

In an interview in the *Toastmaster* magazine's September 1984 issue, Latin said, "I joined because I knew I needed 'emergency' help when it came to expressing myself in business meetings. But it wasn't until [my supervisor] asked me to visit the club that I gathered enough strength to go to a meeting."

Latin quickly gained confidence and skill as a speaker, leading to him regularly presenting NASA test results to Rockwell management. As a result, in 1972 he was asked to join the Rockwell Space Division Speakers Bureau. This launched him on the luncheon and dinner speaking circuit throughout the United States and Canada, where he spoke not only to the scientific community but also to civic, management and educational organizations.

With a bachelor's degree in mathematics and a master's in electrical engineering, he also was an instructor at the University of California, Los Angeles, and California State University, Long Beach.

Latin is fondly remembered as a mentor to other Toastmasters and for his involvement in Founder's District Youth Leadership and Speechcraft programs. "These programs force you to be prepared not only as a speaker but as a teacher," Latin said. "The skills I learned as a coordinator of YLP and Speechcraft have had direct application to my professional career as a manager and corporate speaker."



Colette Gardner, DTM, a past Founder's district governor, recalls Latin's personal motto: "Serve the members." She says, "He was my mentor for several years and my life would have been very different without his support and advice."

Here are some comments from other Toastmasters leaders who knew John:

"Our Toastmasters family has lost a giant. John gave of himself unselfishly to those who reached out to him. He actively mentored many district governors. What I miss most is John's quirky sense of humor in his speeches."

Lauren Kelly, DTM, • Past International Director 2006–2008,
Trabuco Canyon, California

"John was an example for leaders to follow. He will be in my memories forever."

Pauline Shirley, DTM, • International President 1994–1995,
Richardson, Texas

"We recall many happy times shared, first through our Board association in Toastmasters International, and later as friends in one another's homes in California and New Zealand. We enjoyed John's humor, energy and cooking skills on the occasions he stayed with us."

John Fauvel, DTM, • International President 1987-1988,
and Pamela Fauvel, Auckland, New Zealand

"I had the honor of serving with John on the Board of Directors. During that time I came to appreciate his generosity, respect for others, his high integrity, love of animals and his deep faith. He was unique in many ways and will have a lasting impact on the organization and all who knew him."

Eddie Dunn, DTM, • International President 1983-1984,
Fargo, North Dakota



Orwellian Origins

How an expert user of language exposed the expert *misuse* of language.

BY JOHN CADLEY

In 1946 George Orwell wrote an essay titled “Politics and the English Language.” He might just as well have titled it “Politics OR the English Language,” since, according to the esteemed British author, you can’t have both. Either you have language, the purpose of which is to say what you mean—or you have politics, the purpose of which is to say something meaningless and sound like you mean it. Orwell was speaking of his native tongue but his observations apply to any language. I’m sure that deliberately devious obfuscation is rendered with equal efficacy in Spanish or Russian. You just pronounce it differently.

Why am I bringing up a hoary treatise from a bygone century? Do I have to ask? Has anything changed? That’s the thing with Orwell—he was prescient. In fact, he’s the only person in history to hit the Prescience Trifecta—by writing a book in 1949 about the year 1946 that still applies in 2016. (His only failing was how he depicted the actual dissemination of political double-speak. In 1984 it was through loudspeakers, which he believed was the worst it could get. Apparently, even a mind as prophetic as Orwell’s could not have imagined tweets.)

So what did Mr. Orwell say in that famous 1946 essay? Well, one thing he said was that the purpose of political language is to “make lies sound truthful ... and give an appearance of solidity to pure wind.” Ouch. It seems Mr. Orwell wasn’t just prescient. He was really angry. I’m not sure I’d go that far. Politicians don’t really lie, per se. Lying—*real* lying—takes work. There’s too much to remember. No politician worthy of the title wants to expend that much energy, especially when you can get caught and lose your free dental insurance. Instead, you do what Orwell describes elsewhere: Instead, you employ “Newspeak,” the official non-language Orwell introduced in 1984, which noted journalism professor Nicholas Lemann describes as a way to “turn all words denoting concepts into long, incomprehensible, bureaucratized euphemisms, devoid of meaning and unable to provoke debate or resistance.” In other words, say something that can’t be questioned because nobody knows what you said. Now we’re getting somewhere!

Orwell goes on to discuss the techniques by which such disingenuousness is accomplished. First, there’s the **worn-out metaphor**. How many times have we heard about the “ship of state” ... and being “at the crossroads” ... and “standing shoulder to shoulder”? We’ve heard these phrases so many times we don’t hear

anything—which is the whole point! The introduction of a fresh, vivid image would make us pay attention—and that is *not* the point.

There is also extensive use of the **passive voice**, as in “mistakes have been made.” It doesn’t say who makes them. Perhaps they make themselves. We’ll never know.

And let us not forget **pretentious diction**—as if we could. If a politician wants to say, “I will support this piece of legislation,” he or she will not say that, but this: “As we stand at the crossroads, with our country’s fate in the balance, it is incumbent upon those of us entrusted with the public welfare to stand in these houses

Orwell is the only person in history to hit the Prescience Trifecta—by writing a book in 1949 about the year 1984 that still applies in 2016.

of governance and cast our votes proudly and decidedly for this cause which we hold most dear.” The reasons for this are several: to allow the politician to do what he or she does best—talk—while imparting a grandiose air of history-in-the-making, so that voters will forget (a) that the august personage speaking is actually a former high school social sciences teacher from Piscataway, New Jersey, and (b) that the historic piece of legislation in question is for a minor expansion of the senate parking lot.

To combat this, Orwell laid down certain questions that the “scrupulous writer” should ask of every sentence: (1) What am I trying to say? (2) What words will express it? (3) What image will make it clearer? Unfortunately, when politicians see the word “scrupulous” they look it up in the dictionary. Which is not to say they ignore Mr. Orwell’s rules. They just rewrite them: (1) What am I trying to *not* say? (2) What words will allow me to not say it in a way that appears I’ve said it while giving me the option to deny I ever said it? (3) What image can I use to wrap all this nonsense in the mantle of patriotism?

So rest in peace, Mr. Orwell. You may be long dead but your prescience is very much alive. ■

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

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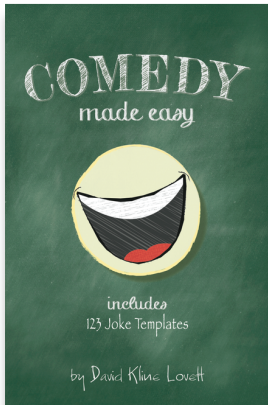
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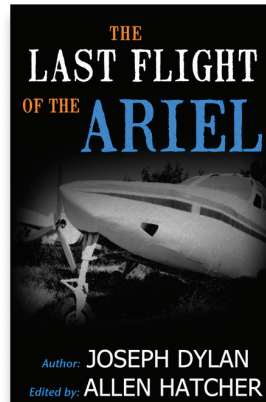
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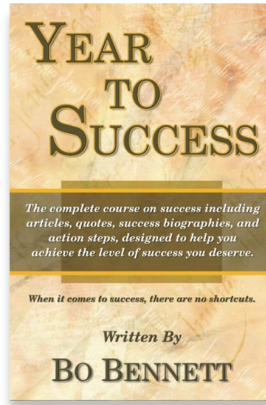
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