

## Toastmasters Educational Programme



### Toastmasters International Leadership Programmes

#### Educational Outlines for:

- *The Better Speaker Series*
- *The Successful Club Series*
- *The Leadership Excellence Series*
- *The Success/Leadership Programme*
- *The Success/Communication Programme*
- *Youth Leadership*
- *High Performance Leadership*

*Plus an*

*Educational Evaluation Form  
(pull-out insert)*

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*Printed June 2007*

#### **Communication**

<b>Competent Communicator (CC)</b>	10 Speeches from the Competent Communicator Manual (formerly C&L Manual)
<b>Advanced Communicator Bronze (ACB)</b>	CC (or CTM) 2 Advanced Manuals
<b>Advanced Communicator Silver (ACS)</b>	ACB (or ATM-B) 2 Advanced Manuals 2 Speeches from Better Speaker OR Successful Club
<b>Advanced Communicator Gold (ACG)</b>	ACS (or ATM-S) 2 Advanced Manuals Success Leadership, OR Success Communication OR Youth Leadership Coach new member

#### **Leadership**

<b>Competent Leadership (CL)</b>	10 Assignments from the Competent Leader Manual
<b>Advanced Leader Bronze (ALB) (prev. CL)</b>	CC (or CTM) CL (from the new CL manual) Served as a Club Officer Attend Club Officer Training Assist with Distinguished Club Plan 2 Speeches from Successful Club &/OR Leadership Exc. Series.
<b>Advanced Leader Silver (ALS)</b>	ALB (or old CL) Served as a District Officer High Performance Leadership Program Sponsor or Mentor a new Club OR be a Club Specialist
<b>Distinguished Toastmaster (DTM)</b>	ALS (or AL) ACG (or ATM-G)

*NB: This new award structure took effect from 1 July 2006. Awards can still be completed and submitted under the old structure until 30 June 2008.*

#### *View by Leadership Programme (applicable to...)*

<i>Educational Series/Programme</i>	<i>Development Track</i>	
	<i>Communication</i>	<i>Leadership</i>
Better Speaker	AC Silver	
Successful Club	AC Silver	AL Bronze
Leadership Excellence		AL Bronze
Success/Leadership	AC Gold	
Success/Communication	AC Gold	
Youth Leadership	AC Gold	
High Performance Leadership		AL Silver

## The Better Speaker Series

The Better Speaker Series modules are designed as educational speeches to be given in your Club. They give practical tips that can be of benefit to all members.

*Applicable to:* **Advanced Communicator Silver**  
*Group size:* Club members  
*Materials:* Scripts  
Overhead transparencies

### Beginning Your Speech 10 mins

- Suggestions for starting off your speech right.

### Concluding Your Speech 10 mins

- Tips for ending your speech with power.

### Take the Terror Out of a Talk 10 mins

- Techniques for overcoming nervousness when speaking.

### Impromptu Speaking 10 mins

- Don't be caught off balance when speaking off-the-cuff!

### Selecting Your Topic 10 mins

- Running out of speech ideas? Here's how to develop new ones.

### Know Your Audience 10 mins

- If you can relate to your audience, they will relate to you.

### Organising Your Speech 10 mins

- Once you know what to say, consider next the *when* and the *how*.

### Creating an Introduction 10 mins

- Great introductions should precede great speeches.
- This is designed to teach you how to prepare the proper introduction for your speech.

### Preparation and Practice 10 mins

- Techniques for preparing and rehearsing your next speech.

### Using Body Language 10 mins

- This module explains how to use facial expressions, gestures and body movement to enhance a speech.
- Techniques that will help speakers add impact and reduce distractions through appropriate body language.

## The Successful Club Series

Modules in this series address quality Club meetings and offer tips on attracting and maintaining members.

*Applicable to:* **Advanced Leader Bronze**  
**Advanced Communicator Silver**  
*Group size:* Club members  
*Materials:* Scripts  
Overhead transparencies

### The Moments of Truth 30-40 mins

- How to recognise and deal with situations critical to Club success.
- A Club self-evaluation tool.

*Additional Materials:* Club evaluation chart

### Finding New Members for Your Club 10-15 mins

- Ways to help you seek out those vital new members!

### Evaluate to Motivate 10-15 mins

- Give an evaluation that benefits the speaker and the audience!

### Closing the Sale 15-20 mins

- Exercise your powers of persuasion during those moments when a guest is deciding to join.

### Creating the Best Club Climate 10-15 mins

- Techniques for creating and maintaining a healthy Club environment.

### Meeting Roles and Responsibilities 10-15 mins

- Does your Club involve everyone at every meeting?

### Mentoring 30-40 mins

- A mentor programme offers many benefits for your Club and its members. This programme defines mentoring, explains benefits, and discusses responsibilities of mentors.

*Additional Materials:* Mentor programme kit

### Keeping the Commitment 10-15 mins

- Discusses the 10 standards that comprise "A Toastmasters Promise".

*Additional Materials:* 25 promise cards

### Going Beyond Our Club 15-20 mins

- Find out about learning and leadership opportunities available to members in addition to regular meetings and activities.

### How to be a Distinguished Club 10 mins

- A terrific tool to use to explain and promote the Distinguished Club Programme to the members of your Club.

*Additional Materials:* Distinguished Club Programme booklet

### The Toastmasters Education Programme 10 mins

- What does it take to receive the Competent Communicator (CC) award? What about the Competent Leader (CL)?
- This module provides a terrific education programme orientation. The information is valuable to new members and experienced members.

## The Leadership Excellence Series

The new Leadership Excellence Series helps members learn the skills they will need to be successful leaders inside and outside Toastmasters.

<i>Applicable to:</i>	<b>Advanced Leader Bronze</b>
<i>Group size:</i>	Club members
<i>Materials:</i>	Scripts Overhead transparencies

### The Visionary Leader 10 mins

- This module discusses how leaders create and communicate a vision for their organisation to help it be successful.

### Developing a Mission 10 mins

- This module addresses how successful leaders create and communicate a mission for their organisation.

### Values and Leadership 10 mins

- This module examines values and how to employ them as you lead a team toward achieving a goal.

### Goal Setting and Planning 10 mins

- This module reviews the process leaders use to set goals and develop plans to achieve these goals.

### Delegate to Empower 10 mins

- This module discusses how to effectively delegate tasks and responsibilities.

### Building a Team 10 mins

- This module reviews how to create and lead a team.

### Giving Effective Feedback 10 mins

- This module provides suggestions for offering feedback to others on their performance.

### The Leader as a Coach 10 mins

- This module discusses how to work with a team to help them improve.

### Motivating People 10 mins

- This module examines how to be sensitive to your team members' needs and create an environment that will motivate them.

### Service and Leadership 10 mins

- This module provides the overall concepts of the service leadership philosophy.

### Resolving Conflict 10 mins

- This module provides concepts that will help the presenter and the participants learn conflict resolution skills.

## The Success/Leadership Programme

The Success/Leadership Programme – along with the Success/Communication Programme – employs a unique training method: a seminar format involving all Club members. In each module, a seminar leader conducts workshops designed to help participants develop and refine their communication skills.

<i>Applicable to:</i>	<b>Advanced Communicator Gold</b>
<i>Materials:</i>	Co-ordinator guides or scripts Participants' certificates Co-ordinator's certificate Overhead transparencies

### How to Conduct Productive Meetings 1 hour

- A group leader working from a co-ordinator's guide reviews the techniques and dynamics of small group meetings

<i>Group size:</i>	Eight (8) participants.
<i>Additional Materials:</i>	Participants' notebooks

### Parliamentary Procedure in Action 5 sessions, 15 mins each

- Designed to provide Toastmasters with the basic skills to effectively lead and participate in parliamentary discussion.

<i>Group size:</i>	Ten (10) participants.
<i>Additional Materials:</i>	Charts of motion

### Building Your Leadership Power 1½ hours

- **Part I: Characteristics of Effective Leaders**
- This educational seminar programme explores the qualities, values and styles effective leaders display.

<i>Group size:</i>	Ten (10) participants.
<i>Additional Materials:</i>	Participants' notebooks

### Building Your Leadership Power 1-1½ hours

- **Part II: Developing Your Leadership Skills**
- This educational seminar programme helps members develop leadership skills.

<i>Group size:</i>	Ten (10) participants.
<i>Additional Materials:</i>	Participants' notebooks

### Building Your Leadership Power 1-1½ hours

- **Part III: Working in the Team Environment**
- This educational seminar programme helps participants learn to use leadership skills as they pertain to working with and leading teams.

<i>Group size:</i>	Ten (10) participants.
<i>Additional Materials:</i>	Participants' notebooks

### Improving Your Management Skills 2½-3 hours

- This educational seminar programme will give participants the knowledge and skills they need to be more effective managers.

<i>Group size:</i>	Ten (10) participants.
<i>Additional Materials:</i>	Participants' notebooks

## The Success/Communication Programme

The Success/Communication Programme – along with the Success/Leadership Programme – employs a unique training method: a seminar format involving all Club members. In each module, a seminar leader conducts workshops designed to help participants develop and refine their communication skills.

*Applicable to:* **Advanced Communicator Gold**

*Materials:* *Co-ordinator guides*  
*Participants' notebooks*  
*Participants' certificates*  
*Co-ordinator's certificate*

### Speechcraft **4-8 sessions, 1-2 hours each**

- This speech training programme will bring prospective new members into your Club to see what Toastmasters is all about.
- Can be presented either as an integral part of your Club meeting or as an outside-the-club seminar at a different location.

*Group size:* *Five (5) participants.*

*Additional Materials:* *Promotional brochures:*  
*'An Opportunity to Succeed'*

### How to Listen Effectively **2½-3 hours**

- Teaches listening, speaking and leadership skills.

*Group size:* *Ten (10) participants.*

### The Art of Effective Evaluation **2½-3 hours**

- This programme will give members the knowledge, motivation and skills they need to become more effective evaluators.

*Group size:* *Twenty (20) participants.*

*Additional Materials:* *Overhead transparencies*  
*Club climate questionnaires*  
*Speech evaluation forms*

### Building Your Thinking Power **2-2½ hours**

- **Part I: Mental Flexibility**
- This educational seminar programme teaches participants how to adapt their behaviour to achieve the best results.

*Group size:* *Twenty (20) participants.*

*Additional Materials:* *Overhead transparencies*

### Building Your Thinking Power **2 hours**

- **Part II: The Power of Ideas**
- This educational seminar programme teaches participants how to become more creative thinkers.

*Group size:* *Twenty (20) participants.*

*Additional Materials:* *Overhead transparencies*

### From Speaker to Trainer **4½ hours**

- This educational seminar programme teaches participants how to develop and present training programmes.

*Group size:* *Ten (10) participants.*

*Additional Materials:* *Overhead transparencies*

## Youth Leadership Programme

An opportunity to work with young people, helping them learn the speaking and leadership skills needed to be successful adults, and the preparation and delivery of short speeches on topics of interest.

*Applicable to:* **Advanced Communicator Gold**

*Group size:* *Five (5) participants under 18 years*

*Materials:* *Co-ordinator's guide*  
*Student handbooks*  
*Evaluation guides*  
*Completion Certificates*

### Programme Objectives

- Learn the principles of chairmanship
- Construct a speech
- Speak clearly and convincingly in front of an audience
- Listen effectively
- Speak without notice
- Act as a Master of Ceremony
- Learn the art of supportive evaluation
- Become aware of and develop leadership qualities
- Enhance self esteem.

### Sessions and Topics Covered **8 sessions, 1-2 hours**

- Gestures
- Vocal Variety
- Using Visual Aids
- Speech Organization
- Taking the Terror Out of a Talk
- Effective Speech Evaluation
- Constructing a Speech
- Relating to Your Audience

## High Performance Leadership

This five-project skill-building programme requires you to conduct a project of your choice in which you serve as a leader. Reflecting your own goals, the project may be affiliated with your participation at Club, Area, Division, District, business or community level.

*Applicable to:* **Advanced Leader Gold**

*Group size:* *Participant and guidance committee members*

*Materials:* *Participant's manual*  
*Guidance committee handbooks*

### Programme Projects

- Learning About Leadership
- Choosing Your Objective
- Action Phase #1: Winning Commitment to Your Objective
- Action Phase #2: Working the Plan
- Analysing and Presenting Your Results

### Programme Format

- The High Performance leadership manual walks you through the project's different phases, providing study material and activities to complete.

Providing help through each phase is a Guidance Committee - people you select to counsel you and evaluate your work.

## **Evaluation Guide for an Educational**

*(following two pages)*

### **Notes:**

- This Evaluation Guide for Toastmasters Educationals is designed to be either pulled out from the centre of this booklet, or left in here, for photocopying.
- This is a generic evaluation form, designed to suit any educational from any of the Toastmasters Educational Series.
- The questions listed are a guide only, and in discussion with the presenter prior to presentation, you may have other areas you will want to make comment on.
- The essence of the evaluation guide is to identify – if possible – the objectives of the educational, and then evaluate the effectiveness of the presentation with respect to these objectives.
- NB: Some educationals now have an evaluation guide supplied with them from WHQ. Noticed so far:
  - Better Speaker Series: *Using Body Language*
  - High Performance LeadershipExpect more to follow.

# EVALUATION

## GUIDE FOR AN EDUCATIONAL

PRESENTER'S NAME	EDUCATIONAL	EDUCATIONAL SERIES <i>(eg Better Speaker, Success Leadership)</i>	EVALUATOR	DATE
EVENT <i>(eg Club Meeting, Training, Conference)</i>	VENUE/LOCATION	AUDIENCE TYPE <i>(eg Club Members, Officers, Public)</i>	AUDIENCE SIZE	SCHEDULED LENGTH <i>(minutes)</i>

**Note to the Evaluator:** *This is a generic evaluation form, designed to suit any educational from any of the Toastmasters Educational Series. The questions below are a guide only, and in discussion with the presenter prior to presentation, you may have other areas you will want to make comment on. The essence of the evaluation guide is to identify – if possible – the objectives of the educational, and then evaluate the effectiveness of the presentation with respect to these objectives.*

- Did the presenter outline the objectives of the educational? If so, please write down your understanding of what the objectives were.
- Comment on the suitability and layout of the room. Was a 'climate' created in keeping with the requirements of the educational?
- To what extent did the presenter establish an understanding of the audience's learning needs and prior knowledge on the educational topic?
- Comment on the presenter's interaction with/involvement of the audience.
- Were audio or visual aids used in the presentation? How effective were they?
- Did the presenter personalise the script of the educational to his/her own experiences and/or the needs of the audience? How effective was that? Comment also on the level of energy and dynamism injected into the script.
- How well did the presenter manage time during his/her presentation?
- What would you say are the presenter's strengths when presenting educational?
- What two or three specific suggestions would you make to help the presenter improve his/her technique and educational effectiveness?
- How well do you think the presenter fulfilled the objectives you wrote down above? (You may like to include comment on your perception of the audience feedback to the presentation).