



**District 5
Toastmasters Leadership Institute**

Saturday, January 25, 2020
San Diego County Office of Education

"Be Brilliant"

How to Market Speechcraft for Club Excellence and Membership Growth

*How "healthy" is your Club?
Need an infusion of new members?
Or rekindle the spirit in your more seasoned members?*

You have PERMISSION to copy and distribute anything in this handout... **SHARE IT!**

Use/search the hashtag **#Speechcraft** when promoting on all social media.

<https://www.toastmasters.org/education/speechcraft>



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Past District 5 Governor, 1993-94
Toastmasters Accredited Speaker
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How to Plan & Implement a Successful Speechcraft

Speechcraft is part of the Success Communication Series, and is lead by an individual, hosted the club. It is ideal for attracting guests into your club, reaching out to your community, and utilizing your members as mentors and as educational session presenters.

In 4, 6, or 8 week sessions, in 1-2 hours each week, participants learn basic Toastmasters skills: speaking, listening and evaluating.

Speechcraft is an ideal way to attract members to an existing club or begin forming a new club. Participants are prospective new members for your club and will join your club when they are impressed by the activities and can see the benefits they will gain from their experience.

A Speechcraft series is the most cost-effective and time-effective way to acquire the skills of speaking, listening, thinking, and evaluating - skills vital to any profession in today's world.

There is a nominal fee, which covers the cost of materials for the workshop, as well as an initial membership in Toastmasters. This new membership will help participants solidify and continue the learning after Speechcraft series. The fee should cover program expenses (materials, refreshments, room rental). Any remaining money must be placed in the club's treasury. No individuals, educational institutions or other organizations may derive financial gain either directly or indirectly from hosting of these programs.

Member Benefit

Your current members benefit by serving as educational session presenters, and mentors for those in the program.

Turning Participants into New Members

Speechcraft participants are prospective new members for your club. They will join your club when they are impressed by the activities and members, and the benefits they will gain from their experience. Impress participants and help them find value by conducting the best program possible. Make them feel welcome. Before the final course session, ASK participants to stay on as their fee included six months dues. You may want to combine Speechcraft graduation with a new-member induction ceremony!

Promotion!

Create flyers and distribute widely throughout public areas and on social media 3-6 weeks in advance. Post fliers in libraries and on bulletin boards. Consider kicking the program off with an Open House.

Speechcraft Starter Kit, Item 205, \$20.00
toastmasters.org/education/speechcraft

***Want more members
in your club?***

***Don't know how to attract
guests to your meetings?***

***Need an infusion of ENERGY
in your Club?!***

Designed for non-Toastmasters, this series of educational sessions covers a number of topics that play a vital part in effective public speaking and communication skills, including:

- Dealing with Nervousness
- Organizing a Speech
- Constructing a Presentation
- Crafting Smooth Transitions
- Relating to Your Audience
- Using Gestures and Body Language
- Developing Vocal Variety
- Using Visual Aids
- Evaluating Speeches
- Listening Skills
- Conducting effective meetings
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***Want more confidence in public speaking?
Need to facilitate important meetings?
Time to enhance your communication skills?***

By participating in a Speechcraft program, you will learn how to:

- Speak without fear in front of small and large groups of people
- Prepare effective speeches in a limited time frame
- Improve your presentation skills and win the respect and admiration of your colleagues
- Lead effective meetings and increase your management potential

How this communications course will meet your needs:

- A hands-on program that provides the “how-to” and practical experience in public speaking and leadership
- Cost effective; the cost for this series is significantly less than other public speaking and leadership courses
- A safe and supportive atmosphere of camaraderie dedicated to your personal and professional development
- Tailored to meet your personal objectives

How does the Program work?

You will experience a wide range of communication experiences. You receive a Handbook and other valuable reference materials. The initial prepared speeches are designed with the novice speaker in mind. No experience is needed. A variety of assigned short speeches helps you develop confidence and competency. After giving a short prepared speech, you receive a constructive feedback and ideas.

Upon completion of the basic course, you will have the option to continue your training at a Toastmasters Club.

Dates: Wednesdays, < dates >
Times: < times >
Location: < name of building >
< full street address >
< room location >
<club website address>
Tuition: \$50.00, inclusive of program and materials
< plus six months dues in the club program >
Contact: < member name, email, phone >

Immediate Benefits:

- Gain confidence in public speaking
- Develop communication and language skills
- Learn to think quickly and clearly
- Become an effective listener
- Offer effective feedback
- Use body language and visual aids
- Advance interpersonal skills
- Enhance your leadership skills
- Improve job or promotion prospects
- Learn meeting and time management
- Experience the benefits of a Toastmasters Club

Speechcraft can also help you improve performance in:

- Problem-solving
- Speaking before groups
- Motivating people
- Selling ideas or products
- Conducting business meetings
- Impromptu speaking
- Managing nervousness
- Introducing a Speaker
- Preparation and practice
- Speech structure, flow and organization
- Beginning and concluding a presentation
- Body language and gestures
- Vocal variety and range
- Meeting management
- Knowing an audience and more!

*Need to give presentations?
Want to boost your public speaking skills?
And communicate with others more effectively?*



- FREE TRAINING SESSION -

Friday, June 28, 2019

12 Noon - 1:00pm

11:45am Check-in

Steelcase Global Headquarters - Auditorium

901 44th Street SE, Grand Rapids, MI 49508-7594

Public Speaking Tips You Can Use Immediately!

Ideal for any level of management, administration, patient care... and in any industry or field.
Bring your friends, supervisors and co-workers to this program!

Learn how to authentically connect with others, in one-to-one conversations and in groups.

Gain insights and skills for greater credibility, confidence and genuine rapport.

Discover time-saving tips to design and deliver effective presentations and briefings!

In this interactive session, you will:

- Discover the 7 communication channels
- Learn tactics to connect with each listening type
- Gain insights into structure, organization and delivery of any presentation

- Learn a simple shortcut to crafting ANY type of presentation

Handout includes a communication assessment and easy-to-use worksheets!



Sheryl Roush is CEO of Sparkle Presentations, Inc. She has given over 3,500 presentations in 12 countries. As a conference keynote, she has opened for Marie Osmond, closed for Geena Davis, and been on programs with Olivia Newton-John and Marcus Buckingham. Toastmasters awarded Sheryl their credential of Accredited Speaker, judged in six categories. Only 87 people in 143 countries have received the elite honor since 1981. A Professional Member of the National Speakers Association since 1990, both the San Diego and LA Chapters honored her with "Member of the Year," as well as their Golden Microphone. A 17-time award-winning published author, she also received the 2016 Author of Influence. Some of her clients include: Deepak Chopra's lecturers; Intuit's TurboTax sales team; NFL Charger cheerleaders; San Diego Zoo and Safari Park; Southwest Airlines; UCLA; Union Bank; and the US Olympic Training Center.
Visit: SherylRoush.com • SparklePresentations.com • SpeakAndMarketLikeAPro.com



This FREE seminar is proudly sponsored by District 62 Steelcase Toastmasters Club

Toastmasters is a non-profit educational organization dedicated to enhancing communication (listening, thinking and speaking) and leadership skills

RSVP on EventBrite by June 27th to ensure handouts and seating:

<http://bit.ly/D62SpeakLikeAPro>

For more information, contact:

Anna Donahue, Area18@62toast.com, 616-292-3930

Need to give presentations, reports or briefings? Want insights to quickly craft effective speeches? Tips on providing (and receiving) feedback?

Conquer those fears, gain confidence and practice in a supportive environment!

Speechcraft

A 6-week Communication Skills Training Series

Need a career boost?

Your career success depends on how well you confidently express yourself. If you want to improve your performance in business meetings, job interviews, presentations, sales, conversations and problem-solving situations... participating in this series can help!

Experiential Learning.

During the course you will prepare and present short speeches and practice impromptu speaking in a relaxed, safe and supportive environment. You will gain confidence in all aspects of communication, including written and oral impromptu speeches, use of body language and listening. Materials are provided. Experienced members of Toastmasters International present the fundamentals of public speaking, and serve as your mentors throughout the program.

Benefit immediately.

The skills gained will serve you in all areas of your life. On the job, you will be able to communicate better with your boss, co-workers, patients, suppliers and customers.

Enroll Today!

Give your career a boost. Reserve your place!

Dates: Wednesday evenings, 4:30-6:00pm
June 19-26, and July 3-10-17-24

Tuition: \$50 inclusive of all training materials and weekly Club meetings through Sept. 30, 2019

Coordinator Contact:

Name:

Email:

Phone:

Immediate Benefits Include:

- Gaining confidence in public speaking
- Developing communication and language skills
- Learning to think quickly and clearly
- Becoming an effective listener
- Offering effective feedback to others
- Using body language, slides and visual aids
- Advancing your interpersonal skills
- Enhancing your leadership skills
- Improving job or promotion prospects
- Learning meeting and time management

Participating in this series can also help you in:

- ✓ Problem-solving
- ✓ Speaking before groups
- ✓ Selling your ideas or products
- ✓ Conducting effective meetings
- ✓ Managing nervousness
- ✓ Speech structure, flow and organization
- ✓ Body language and using gestures
- ✓ Vocal variety, projection and range
- ✓ Meeting management
- ✓ Connecting with your audiences



Sharp Hospital - Chula Vista

751 Medical Center Court, Chula Vista, CA 91911
Nellie Barrington Meeting Room, Lower Level
< club website >

This series is hosted by Sharp Toastmasters Club.
Toastmasters is a non-profit educational organization dedicated to enhancing communication and leadership skills.