

CLOVERLEAF TOASTMASTERS



New Members' Handbook

Bill McIntosh, Vice President (Education)
January, 2007

The CLOVERLEAF Mission: to create a positive and mutually supportive membership environment, in which each member is provided opportunities that encourage and facilitate the development of communication and leadership skills, in turn fostering self-confidence and personal growth.

TABLE OF CONTENTS

	<u>Page</u>
1. Introduction	1
2. Toastmasters Mission Statements and Promise	2
3. Frequently Asked Questions (FAQ)	4
4. Outline of Club Officers' Duties	7
5. Conducting the Weekly Meeting	9
6. Officers' Checklists: Chairman, Toastmaster and General Evaluator	11
a. Chairman	11
b. Toastmaster	13
c. General Evaluator	15
7. Scheduling	19
a. Sample Monthly Schedule	19
b. CLOVERLEAF Protocol for Schedule Changes	20
8. Membership Communication Protocol	21
9. Speeches	22
a. The Elements of a Speech	22
b. The Ice Breaker Speech	23
10. Toastmasters Evaluations	27
11. Toastmasters Recognition	32

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CLOVERLEAF TOASTMASTERS New Members' Handbook

1. Introduction

Congratulations! By joining CLOVERLEAF TOASTMASTERS you have become a member of one of Vancouver's oldest and strongest Toastmaster clubs, and you have made a positive commitment to improve your communication skills.

CLOVERLEAF TOASTMASTERS is committed to creating a supportive and stimulating learning environment for its membership. Our club is blessed by the experience and skill contributed by our advanced members, and by the enthusiasm and talent of our newer additions. Feel encouraged to approach any member with your questions, and to seek support from the members of the Executive Committee.

The information provided in the following pages will answer some of your initial questions, provide some preliminary advice, and direct you to sources of additional information. A good deal of the content is derived from excellent work done in the early 1990's by David Conder and Peter Berger, two of CLOVERLEAF's long-serving and accomplished members.

CLOVERLEAF TOASTMASTERS' Executive Committee for 2006-2007:

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2 (a) Toastmasters Mission Statements

(i) *The Mission of Toastmasters International¹:*

Toastmasters International is the leading movement devoted to making effective oral communication a worldwide reality.

Through its member clubs, Toastmasters International helps men and women learn the arts of speaking, listening and thinking – vital skills that promote self-actualization, enhance leadership potential, foster human understanding, and contribute to the betterment of mankind.

It is basic to this mission that Toastmasters International continually expand its worldwide network of clubs, thereby offering ever-greater numbers of people the opportunity to benefit from its programs.

(ii) *The Mission of CLOVERLEAF TOASTMASTERS:*

The mission of CLOVERLEAF TOASTMASTERS is to create a positive and mutually supportive membership environment, in which each member is provided opportunities that encourage and facilitate the development of communication and leadership skills, in turn fostering self-confidence and personal growth.

¹ Toastmasters International (TI), *Competent Leadership – A Practical Guide to Becoming a Better Leader*, 2005, page 2

We acknowledge with thanks TI's written permission to reproduce *The Mission of Toastmasters International*, provided by email dated August 16, 2006

www.toastmasters.org

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2 (b) A Toastmaster's Promise²

Being a Toastmaster means more than simply making a commitment to self-development. Everyone who joins a Toastmasters club is making a personal commitment to that club, to its members, and to the Toastmasters organization as a whole.

A TOASTMASTER'S PROMISE:

As a member of Toastmasters International and my club, I promise ...

- *To attend club meetings regularly;*
- *To prepare all of my speeches and leadership assignments to the best of my ability, basing them on projects in the Competent Communication manual, the Advanced Communication manual, or the Competent Leadership manual;*
- *To prepare for and fulfill meeting assignments;*
- *To provide fellow members with helpful, constructive evaluations;*
- *To help the club maintain the positive, friendly environment necessary for all members to learn and grow;*
- *To serve my club as an officer when called upon to do so;*
- *To treat my fellow club members and our guests with respect and courtesy;*
- *To bring guests to club meetings so they can see the benefits Toastmasters membership offers;*
- *To adhere to the guidelines and rules for all Toastmasters educational and recognition programs;*
- *To maintain honest and highly ethical standards during conduct of all Toastmasters activities.*

² Toastmasters International (TI), *Competent Leadership – A Practical Guide to Becoming a Better Leader*, 2005, page 3

We acknowledge with thanks TI's written permission to reproduce *A TOASTMASTER'S PROMISE*, provided by email dated August 18, 2006
www.toastmasters.org

3. Frequently Asked Questions (FAQ)

a) Meetings

Q.: When and where are CLOVERLEAF TOASTMASTERS meetings held?

A.: CLOVERLEAF meetings are held each Wednesday at the People's Law School, Suite 150, 900 Howe Street, Vancouver, BC (main floor, corner of Howe and Smithe), from 12:10 to 1:30 PM. The CLOVERLEAF season usually begins the first Wednesday after Labour Day and concludes in late June of the following year.

Q.: Are there any social functions?

A.: Traditionally the mid-December meeting is cancelled to make way for our Christmas luncheon. The CLOVERLEAF Christmas Luncheon has been held for the past several years at the Terminal City Club, and is well-attended by current members and alumni. Special events are held from time to time. For example, last year's April 15 meeting was dedicated to celebrating the 85th birthday of our long-standing Cloverleaf member and Distinguished Toastmaster, Dr. Ralph Yorsh.

Q.: Who organizes the Officers of the Day, Speakers and Evaluators for each meeting?

A.: This vital role is handled by CLOVERLEAF's Vice President (Scheduling): circulating a Re-joining Questionnaire to the past season's membership during the Summer Break; preparing and circulating monthly Schedules about eight weeks in advance; and overseeing changes to those Schedules as the season progresses. See Section 7 of this New Members' Information Package for a sample monthly Schedule and the Protocol for Schedule Changes.

Q. When I'm scheduled to be an officer of a meeting, how will I know what to do and when to do it?

A. First, you should watch how each officer performs his or her duties when you attend CLOVERLEAF meetings. Second, you should review the contents of Section 5(a): *Responsibilities of the Officers of the Day - Outline*, and see Section 5(b) for Checklists for the three most demanding Officers' roles (Chairman, Toastmaster, and General Evaluator).

CLOVERLEAF TOASTMASTERS New Members' Handbook

- Q. How does everyone know when to perform their functions?
- A. We follow a Timetable for each meeting. It's **your responsibility** to find a replacement or negotiate a swap with another member, and to notify the Chairman accordingly.
- Q. Must I attend every meeting?
- A. No. Toastmasters International and CLOVERLEAF TOASTMASTERS recognize that their members are busy people. However, if you are featured on the Schedule as a Speaker or Evaluator and are unable to attend that meeting, it is **your responsibility** to find a replacement or negotiate a swap with another member, and to notify the Toastmaster accordingly. If you are scheduled to serve as an Officer of the Day and are unable to attend, again, it is **your responsibility** to find a replacement or negotiate a swap with another member, and to notify the Chairman accordingly.

b) Toastmasters Education Program (<http://www.toastmasters.org/education.asp>)

- Q. Is there some kind of individualized program for each member?
- A. Yes. After you register as a CLOVERLEAF TOASTMASTERS member, Toastmasters International (TI) will mail you the Competent Communication and Competent Leadership manuals – each outlining the requirements of 10 formal projects leading to the Competent Communicator and Competent Leader designations, respectively. Also, TI will mail you their monthly magazine – *The Toastmaster*.
- Q. What happens after I've completed the basic manuals?
- A. Advanced levels can be attained in both the Communication (Bronze, Silver and Gold) and Leadership (Bronze and Silver) tracks, each leading to the highest Toastmaster designation of Distinguished Toastmaster (DTM). See this Handbook's Section 11, *Toastmasters Recognition*, and ask your Vice President (Education) for details.
- Q. Are there opportunities to compete in Toastmasters?
- A. Absolutely! A variety of Toastmasters speaking competitions are held annually at the District, Zone, and International levels – including the World Championship
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CLOVERLEAF TOASTMASTERS New Members' Handbook

of Public Speaking, first held in 1938. Ask your Vice President (Education) for details.

- Q. I'm a new member. Will I automatically be scheduled to do my first speech?
- A. Not necessarily. You should advise the Vice President (Scheduling) or Vice President (Education) when you feel that you are ready.
- Q. How should I prepare for my first speech?
- A. See Section 9(a): *The Elements of a Speech* and 9(b): *The Ice Breaker*.³

c) Club Officers

- Q. What are the Club Officer roles? How and when are the Officers selected?
- A. The Club Officers are: President, Past-President, Vice President (Education), Vice President (Scheduling), Vice President (Membership), Vice President (Public Relations), Secretary-Treasurer and Sergeant-at-Arms. The Officers make up the Club's Executive Committee and are elected each spring for a one year term (July 1-June 30). See Section 4: *Outline of Club Officers' Duties*.

³ TI Communication Manual Extract

4. Outline of Club Officers' Duties⁴

a) President

- Chief Executive Officer of the Club, responsible for fulfilling its overall mission
- Presides at Club and Executive Committee meetings
- Has general supervision of the operation of the Club
 - Takes no action binding upon the Club without prior authorization or subsequent ratification by the Club or Executive Committee
 - Is an ex officio member of all Club Committees except the Nomination Committee
- Serves as one of the Club's representatives on the Area and District Council
 - Transmits to the Club for its approval or disapproval all ideas and plans proposed by the Area and District Council which may affect the Club or its members

b) Vice President (Education)

- Responsible for planning, organizing and directing a Club program which meets the educational needs of the members
- Serves as one of the Club's representatives on the Area and District Council
 - Takes no action binding upon the Club without prior authorization or subsequent ratification by the Club or Executive Committee
- Works closely with the Vice President (Scheduling) to ensure that the educational programs and priorities of the Club and its members are reflected in the Club's monthly Schedules and Meeting Timetables

c) Vice President (Scheduling)

- Responsible for planning the monthly Schedules and Meeting Timetables for the Club's weekly meetings throughout the Toastmasters season
- Works closely with the Vice President (Education) to ensure that the educational programs and priorities of the Club and its members are reflected in the Club's monthly Schedules and Meeting Timetables
 - Deals with members' requests for changes to monthly Schedules more than a month
 - Oversees members' self-directed current month Schedule changes
 - Administers the Club's Protocol for Schedule Changes (see Section 7(b))

⁴ Adapted from Article 5, CLOVERLEAF TOASTMASTERS CONSTITUTION. Note that while the Past-President has no formal responsibilities, he or she generally attends Executive Committee meetings plays an important advisory role in support of the current President.

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CLOVERLEAF TOASTMASTERS New Members' Handbook

d) Vice President (Membership)

- Responsible for planning, organizing and directing a program that ensures the Club's membership retention and growth
- Serves as one of the Club's representatives on the Area and District Council
 - Takes no action binding upon the Club without prior authorization or subsequent ratification by the Club or Executive Committee

e) Vice President (Public Relations)

- Responsible for planning, organizing and directing a publicity program that informs members and the general public about CLOVERLEAF TOASTMASTERS and Toastmasters International

f) Secretary-Treasurer

- Responsible for Club records and correspondence
- Keeps an accurate record of the meetings and activities of the Club and its Executive Committee
 - Transmits same to successor in office
- Responsible for all Club financial policies, procedures and controls
 - Receives and disburses all Club funds, with the approval of the Club
 - Pays to Toastmasters International all of the Club's financial obligations as they come due
 - Keeps an accurate account of all transactions
 - Transmits the accounts and all undistributed Club funds to the successor in office
 - Makes financial reports to the Club or its Executive Committee upon request
- Has custody of the Club's Constitution and Bylaws and all other records and documents of the Club

Sergeant-at-Arms

- Maintains the Club's weekly meeting materials and supplies in good order
- Responsible for setting up the Club's meeting room prior to each weekly meeting
 - Pays particular attention
 - to placement of the lectern and gavel
 - to setting up the Timer's station, and
 - to ensuring that the meeting room's furniture is arranged appropriately
- Greets members and guests as they arrive for the meeting
- Ensures that the Club's weekly meeting materials and supplies are returned to the storage cupboard following adjournment

5. Conducting the Weekly Meeting: 12:10 – 13:30 (PM)

(a) Meeting Timetable and Responsibilities of Officers of the Day – Outline

- (i) **Sergeant-at-Arms:** On Duty from 12:00 to 12:10 and 13:30 to 13:35
- Takes responsibility for setting up the Club's meeting room prior to each weekly meeting
 - Pays particular attention
 - to placement of the lectern and gavel
 - to setting up the Timer's station, and
 - to ensuring that the meeting room's furniture is arranged appropriately
 - Ensures that the Club's weekly meeting materials and supplies are re-packed and returned to the storage cupboard following adjournment
- (ii) **Chairman:** On Duty from 12:10 to 13:30; Calls Meeting to Order at 12:10
- Opens the meeting with brief remarks to establish the meeting's tone
 - Welcomes members and guests, and asks members to introduce their guests
 - Introduces Officers of the Day and explains their respective duties
 - Introduces Joke Master
 - Calls on Toastmaster to conduct the meeting's formal program of prepared speeches and evaluations
 - Conducts brief business meeting following the formal program, and adjourns for coffee break
 - Reconvenes meeting at 13:00 and calls on Table Topic Master to conduct the informal and extemporaneous speaking portion of the meeting program – the Table Topics session
 - Calls on Timer to announce Table Topics Participants' speaking times
 - Calls on the Table Topics Evaluator at 13:15
 - Calls on the Grammarian at 13:20
 - Calls on the General Evaluator at 13:22
 - Closes the meeting at 13:30
- (iii) **Toastmaster:** Formal Session from 12:15 to 12:50
- Opens the session with brief remarks to establish tone and theme
 - Calls on Timer to explain operation of the timing device and allotted times for each Speaker and Evaluator
 - Introduces each Speaker
 - Calls on the Timer to announce the speaking times for each Speaker
 - Introduces each Evaluator

CLOVERLEAF TOASTMASTERS New Members' Handbook

- Calls on the Timer to announce the speaking times for each Evaluator
 - Thanks Speakers and Evaluators, returning control of the meeting to the Chairman at 12:50
- (iv) **Table Topics Master:** Impromptu Session from 13:00 to 13:15
- Allocates speaking time for each Topic on the basis of number of Table Topics participants
 - Calls on Timer to explain timing protocol for this session
 - Introduces Session Theme, and instructs Table Topics Evaluator
 - Calls on each participant
 - Introduces Table Topics Evaluator
 - Thanks Participants and Table Topics Evaluator
- (v) **Table Topics Evaluator:** 13:15 to 13:18
- Evaluates Table Topics Participants' performances in accordance with Table Topics Master's instructions
 - Thanks Participants and Table Topics Master, returning control of the meeting to the Chairman at 13:18
- (vi) **Joke Master and Grammarian:**
- Sets tone for the meeting with joke (2 minutes maximum)
 - Presents critique and commentary on the use and abuse of language during the meeting (3 minutes)
- (vii) **General Evaluator:** 13:22 to 13:30
- Evaluates the performance of all Officers of the Day
 - Comments on overall calibre of the meeting
- (viii) **Timer:**
- Operates the Timing Device and records speaking times of the Formal Session's Speakers and Evaluators, and of the Table Topics Participants and Evaluator
 - Reports on the various speaking times of the Speakers and Evaluators at the Chairman's request

6. Officers' Checklists: Chairman, Toastmaster and General Evaluator

a) Chairman's Checklist

- Call meeting to order at 12:10
 - Introduce self
 - Deliver *brief* introductory remarks to set tone and theme

- Ask members to introduce their guests
- Explain order of program
- Introduce Officers of the Day

- Jokemaster & Grammarian
- Toastmaster:
- Table Topics Master:
- Table Topics Evaluator:
- Timer:
- General Evaluator:

- Introduce Jokemaster

- Introduce Toastmaster

- Business Meeting
 - Old business
 - New business
 - Announcements

- BREAK (about 2 minutes – Chairman's discretion)
- Reconvene meeting at 13:00

CLOVERLEAF TOASTMASTERS New Members' Handbook

- Introduce Table Topics Master

- Introduce Grammarian

- Introduce General Evaluator

- Brief closing remarks (include introduction of next meeting's Chairman)

Reminder: Contact Officers of the Day one week in advance – confirming their commitment and readiness to proceed, allowing time to arrange replacements, and ensuring a well-organized meeting.

b) Toastmaster's Checklist

The formal speaking program runs from approximately 12:15 to 12:45. The Toastmaster acts as a genial master of ceremonies and host: facilitating and celebrating the performance of the Speakers and Evaluators without overshadowing them; using brief connecting comments to tie the session together and to demonstrate active listening.

- Take the gavel and thank the Chairman
- Warm up the audience with brief opening remarks, introducing a theme or concept that will characterize the session.
- Call on the Timer to explain the operation of the timing device and the time allotted to the various prepared speeches.
- Introduce Speaker #1: qualifying *this* speaker to *this* audience at *this* time.

Lead applause. Thank the speaker and make a transitional comment to set up introduction of the next speaker.

- Introduce Speaker #2: qualifying *this* speaker to *this* audience at *this* time.

Lead applause. Thank the speaker and make a transitional comment.

- Introduce Speaker #3: qualifying *this* speaker to *this* audience at *this* time.

Lead applause. Thank the speaker and make a transitional comment.

CLOVERLEAF TOASTMASTERS New Members' Handbook

- Call on Timer to report the Speakers' speaking times, and to announce the time allotted to their respective Evaluators.
- Briefly introduce and thank each Evaluator.
- Call on Timer to report the Evaluators' speaking times.
- Wrap up the program with a closing sentence and return control of the meeting to the Chairman.

Reminder: Contact Speakers and Evaluators one week in advance – confirming their commitment and readiness to proceed, allowing time to arrange replacements, and ensuring a well-organized meeting.

c) General Evaluator's Checklist

Chairman's Name: _____

- Opened the meeting on time and set good tone
- Introduced guests and made them feel welcome
- Explained order of program
- Introduced Officers of the Day effectively
- Ran business meeting effectively and efficiently
- Made clear and clean transitions between meeting segments
- GE's suggestions for improved delivery: i.e. eye contact, hand gestures, vocal variety, organization, composure, etc.

Toastmaster's Name: _____

- Organized the session in advance – knew speech titles, topics and times
- Acted as genial host – put Speakers at ease, demonstrated and encouraged active listening
- Warmed up audience with *brief* opening remarks that conveyed appropriate theme and tone effectively
- Asked Timer to explain timing device and to announce time allotted for various speeches and evaluations
- Introduced Speakers effectively: using their names often, and qualifying them appropriately (i.e. why *this* speaker to *this* audience at *this* time).
- Consistently led applause.

CLOVERLEAF TOASTMASTERS New Members' Handbook

- Made effective transitions between speakers – holding the attention and interest of the audience
- Remembered to call on Timer at the appropriate junctures to report times of Speakers and Evaluators
- Introduced Evaluators effectively
- Summed up the session and returned control to the Chairman appropriately and effectively
- GE's suggestions for improved delivery: i.e. eye contact, hand gestures, vocal variety, organization, composure, etc.

Timer's Name: _____

- Efficiency: accurate and complete recording of times and names
- Delivery: effective and appropriate use of commentary
- Atmosphere: positive contribution to tone of meeting

Evaluator #1's Name: _____

- Used appropriate evaluation criteria for the project
- Organized comments effectively
- Offered both positive feedback and constructive criticism
- Delivered criticism with appropriately supportive tone
- Gave specific examples from the speech
- GE's suggestions for improved delivery: i.e. eye contact, hand gestures, vocal variety, organization, composure, etc.

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Evaluator #2's Name: _____

- Used appropriate evaluation criteria for the project
- Organized comments effectively
- Offered both positive feedback and constructive criticism
- Delivered criticism with appropriately supportive tone
- Gave specific examples from the speech
- GE's suggestions for improved delivery: i.e. eye contact, hand gestures, vocal variety, organization, composure, etc.

Evaluator #3's Name: _____

- Used appropriate evaluation criteria for the project
- Organized comments effectively
- Offered both positive feedback and constructive criticism
- Delivered criticism with appropriately supportive tone
- Gave specific examples from the speech
- GE's suggestions for improved delivery: i.e. eye contact, hand gestures, vocal variety, organization, composure, etc.

Table Topics Master's Name: _____

- Chose topics conducive to lively and interesting discussion

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CLOVERLEAF TOASTMASTERS New Members' Handbook

- Articulated expectations clearly to Participants and to Evaluator
- Effective transitions between Participants and in returning control to Chair
- Introduced Table Topics Evaluator
- Thanked Participants and Evaluator
- GE's suggestions for improved delivery: i.e. eye contact, hand gestures, vocal variety, organization, composure, etc.

Table Topics Evaluator's Name: _____

- Followed Table Topic Master's evaluation criteria
 - Offered both positive feedback and constructive criticism to all Participants
- GE's suggestions for improved delivery: i.e. eye contact, hand gestures, vocal variety, organization, composure, etc.

General Comments on Effectiveness of Session:

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CLOVERLEAF TOASTMASTERS New Members' Handbook

7. Scheduling

a) Sample Monthly Schedule

SEPTEMBER 2006 Schedule – FINAL

Cloverleaf Toastmasters
Club 2769, District 21, Division B, Area 20

1.	NAME	HOME	OFFICE	SEPT 6	SEPT 13	SEPT 20	SEPT 27
1.					X	SP3	TTM
2.					X	C	
3.				TM	X	X	X
4.						SP1	J&G
5.						SP2 (L)	EV1
6.					C		EV3
7.				X	X		C
8.					TM	EV2	
9.					EV1	X	X
10.					X	X	T
11.				X	X	X	X
12.					X	TM	X
13.					TTE		TM
14.				X	X	X	X
15.					SP1	TTE	
16.					DROP IN FOR TT ONLY		
17.				X	X	X	X
18.				X	X	T	SP2
19.				X	X	X	X
20.					EV2		
21.				X	X	X	X
22.							
23.				X	X	X	X
24.					SP3	EV1	
25.				X	X	EV3	SP3
26.				X	X	X	X
27.				X	X	X	X
28.					DROP IN FOR TT ONLY		
29.				T	T		TTE
30.					TTM		SP1
31.				C		X	X
32.				X	X	X	X
33.					J&G		EV2
34.				X	X	X	X
35.					EV3	TTM	
36.					SP2		GE
37.					X	J&G	
38.				X	X	X	X
39.						GE	
40.					GE		

C	Chairman	President:	Mike Racich
J&G	Joke Master & Grammarian	VP Education:	Bill McIntosh
T	Timer	VP Scheduling:	Carla Norris
TM	Toastmaster	VP Membership:	Neil Goddard
TTM	Table Topics Master	VP Public Relations:	Valerie Arlette
GE	General Evaluator	Secretary-Treasurer:	Natalia Strelkova
(L)	Means speech is more than 5-7 min. and/or evaluation is longer than 2-3 min.	Sergeant at Arms:	David Owens

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b) **CLOVERLEAF Protocol for Schedule Changes**

(i) Changes to the Draft Schedule

For each month of the CLOVERLEAF TOASTMASTERS Season, our Vice President (Scheduling) prepares and circulates a draft Schedule to the Club membership – at least two months in advance. For the next month, members may request assignment or scheduling changes to that draft Schedule. The VP (Scheduling) will make his or her best efforts to accommodate all such requests received before 5:00 PM of the final business day of the month following the release of the Draft Schedule.

For example, the December, 2006 Draft Schedule will be circulated by the end of September, 2006. The VP (Scheduling) will strive to accommodate all such requests received before 5:00 PM, October 31, 2006 by making appropriate revisions to the Draft December Schedule. At that point the December Schedule becomes FINAL, and shortly thereafter the December FINAL Schedule will be circulated to the CLOVERLEAF membership.

(ii) Changes to the FINAL Schedule: Substitutions and Swaps

Once a CLOVERLEAF monthly Schedule becomes FINAL, it is the responsibility of each CLOVERLEAF member to perform his or her assignments scheduled for that month, or to arrange suitable replacement(s).⁵ Once such a scheduling change has been arranged, the member initiating the substitution or swap must notify the Chairmen (for Officer of the Day changes) and the Toastmasters (for Speaker and Evaluator changes) responsible for the meetings affected by the changes. The VP (Scheduling) must also be notified.

⁵ For example, it would not be appropriate for an experienced member, scheduled to perform the duties of Chairman, to ask a new member to step into the Chairman's role.

8. Membership Communication Protocol

a) The Schedule/Membership Roster

The monthly CLOVERLEAF Schedule contains an up-to-date membership roster, with contact telephone and fax numbers.⁶ Members should contact the Vice President, Scheduling with their contact changes. CLOVERLEAF TOASTMASTERS strongly encourages membership communication. Seeking advice, collaborating on projects, providing encouragement, arranging scheduling substitutions or swaps – these are all important elements of the supportive atmosphere that the Club seeks to foster.

b) Email Protocol

Direct contact is always preferred to indirect broadcasting for CLOVERLEAF communications; similarly, targeted messages are strongly preferred over generic bulletins. For those reasons, members' email addresses are not included with the contact information set out in the Membership Roster portion of the monthly Schedule. Members are welcome to exchange email addresses for their direct communication.

With the exception of messages sent by the Executive Committee on matters of general club business, **broadcast email to the club membership is not an appropriate medium for CLOVERLEAF communication!**

Members may subscribe to the Swaps and Substitutions Email (SASEM) List – contact the VP (Scheduling) for details. However, members are strongly encouraged to negotiate their scheduling substitutions or swaps directly – by telephone or in person, whether or not they subscribe to the SASEM List. CLOVERLEAF TOASTMASTERS sees the personal negotiation of swaps and substitutions of scheduled meeting roles as a vital element of the Toastmasters communication experience.

⁶ See Section 7(a) for a sample CLOVERLEAF Monthly Schedule. Names and contact #'s have been deleted to protect members' confidentiality.

9. Speeches

a) The Elements of a Speech

CONTENT:

Speech Development:

- Structure
- Organization
- Support Material

Effectiveness:

- Achievement of Purpose
- Interest
- Reception

Speech Value:

- Idea
- Originality
- Logic

Audience Response:

- Attentiveness
- Interest
- Response
- Laughter

DELIVERY:

Physical:

- Appearance
- Body Language

Voice:

- Flexibility
- Volume

Manner:

- Directness
- Assurance
- Enthusiasm

LANGUAGE:

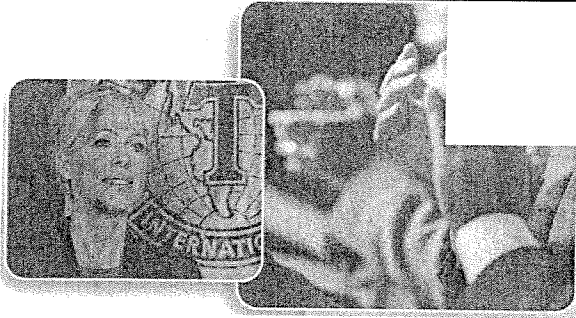
Appropriateness to:

- Speech Purpose
- Audience

Correctness:

- Grammar
- Pronunciation
- Word Selection

b) The Ice Breaker Speech (TI Communication Manual Extract)⁷



PROJECT I

The Ice Breaker

EXECUTIVE SUMMARY:

For your first speech project, you will introduce yourself to your fellow club members and give them some information about your background, interests and ambitions. Practice giving your speech to friends or family members, and strive to make eye contact with some of your audience. You may use notes during your speech if you wish. Read the entire project before preparing your talk.

OBJECTIVES:

- To begin speaking before an audience.
- To discover speaking skills you already have and skills that need some attention.

Time: Four to six minutes

Communication and Leadership Program

By now you've heard speeches by club members and have probably participated in Table Topics. This is your opportunity to give your first prepared talk and "break the ice."

The best way to begin your speaking experience is to talk about a familiar subject - yourself. Of course, this subject is too broad for a short four- to six-minute presentation. You must narrow it by selecting three or four interesting aspects of your life that will give your fellow club members insight and understanding of you as an individual. These might include your birthplace, education or family. You could explain how you came to be in your present occupation and tell the audience something about your ambitions. Or you could explain the effect an incident from your youth has had on your life. One speaker donned hats as she talked about her life. She wore a chauffeur's hat as she talked about

⁷ We acknowledge with thanks the written permission of Toastmasters International to reproduce *PROJECT I – The Ice Breaker* from TI's *Competent Communication Manual*, provided by email dated August 18, 2006.

driving her children to their activities, a fireman's hat as she discussed the crises or "fires" she encountered daily at her work, and a chef's hat as she told of her love of cooking.

Once you have the highlights of your talk in mind, weave them into a story, just as if you were telling it to friends around the dinner table. Share significant personal experiences. The more personal your talk, the warmer the relationship will be between you and the audience.

Opening, Body and Conclusion

Like any good story, your talk needs a clear beginning and ending. Create an interesting opening sentence that captures the audience's attention. Memorize it, if necessary, and use it even if a better idea occurs to you just before you speak. Then devise a good closing and memorize it, too.

A memorized beginning and ending enable you to start and finish your talk with confidence and ease. In any speech, it's best to select a few main points (three or four at the most) and emphasize them by using examples, stories or anecdotes. If you merely state a fact and then continue, most of your audience will miss the point. You should make a point, say it again in different words, illustrate the point, and then state it once more in order to be clearly understood. This is a good skill to learn. Choose your points and illustrations carefully. Too much information may overwhelm the audience.

If you think you will need notes, write a brief speech outline on note cards, which you can place on the lectern. Refer to them only when you need them. Remember, you're speaking, not reading. Many speakers begin by writing out an entire speech, then breaking it into parts, with a key word for each part, and finally writing just the key words on one note card.

Preparing Yourself

Now the talk is ready, but are you ready to present it? Practice the talk until you are comfortable with it. You won't need to memorize the body of the talk, since you already know all about the subject. As mentioned earlier, you should memorize the opening and conclusion.

Present the talk to a family member, a friend or your Toastmasters mentor. Ask for comments. They may give you some helpful suggestions. If you have a tape recorder, record the talk and listen to it carefully, making any necessary improvements. Using a tape recorder is one of the best ways to improving your speaking ability.

Instead of thinking of this presentation as 'making a speech', think of it as a talk before a group of friends, sharing information of interest. Don't be afraid of the audience. They

have already experienced the same feelings you're having. They want you to succeed and they're eager to help you!

Appearance is important. Be well-groomed and appropriately dressed for your presentation. When you look right, you feel good about yourself. You'll then forget about your appearance and concentrate on your talk. You will have increased confidence because you know you've made a good first impression with the audience.

Presenting Your Talk

Once you've prepared and practiced your talk, relax. Nervousness is common to every speaker, no matter how experienced. In fact, you can put this nervous energy to work for you by using it to add excitement to your delivery. No one is going to notice a little quavering in your voice, and it will soon disappear anyway as you become involved with what you're saying.

While being introduced, take a deep breath and slowly exhale. This will help your voice sound resonant and natural. Begin by facing the Toastmaster and saying, "Mr. (or Madam) Toastmaster," then face the audience and say, "Ladies and gentlemen..." or "Fellow members and guests..." Pause, then begin with your memorized opening.

While speaking, make "eye contact" with various members of the audience, first look directly at one person for a few seconds, then look at another, so people feel included in your talk. As you do this, glance periodically at the timer. If the red light comes on while you're talking, move smoothly to your conclusion and finish quickly. Observe time limits whenever you speak. Don't worry about what to do with your hands. Leave them at your sides if this makes you more comfortable. You'll have opportunities to practice "body language" later.

Finish with your memorized conclusion. Some speakers say "thank you" at the very end to signal to the audience that they are finished, but this is not necessary. Instead, after you say your concluding words, nod at the Toastmaster of the meeting and say, "Mr. (or Madam) Toastmaster" and enjoy the applause.

Your Evaluation

After you finish, you'll probably begin evaluating yourself even before you return to your seat. You may think you left out some of the best parts. Every speaker thinks that. Just congratulate yourself on having delivered your first speech, then write down the things you did well and the things you want to improve to make your next speech even better.

To supplement your self-evaluation, an experienced club member has been assigned to evaluate your efforts. Before the meeting begins, give this manual to your evaluator so he or she may make notes on the evaluation page of this project. This gives you a permanent record of your progress. If you want the evaluator to observe something in particular, be sure to inform the evaluator in advance.

Ask other members for additional comments after the meeting (some may give you their own brief written comments during the meeting). All of these comments may not be useful to you, but you should consider them carefully. Remember, each evaluation is an opinion of how that person perceived you and your presentation. These opinions usually (but not always) will be helpful to your self-development.

10. Toastmasters Evaluations

a) **Effective Speech Evaluation –** **Tips and Techniques for Giving Helpful Evaluations**⁸

Public speaking is a skill, and like any skill it can be developed and improved. In Toastmasters, feedback is called evaluation, and it is the heart of the Toastmasters educational program. You observe the speeches of your fellow Club members and offer evaluations of their efforts, and they do the same for you. If you truly want to improve your speaking skills, you must learn how to give and receive helpful evaluations.

Introduction. Have you ever helped your child with a school assignment? Been asked by a co-worker for advice on a project? Offered suggestions to local government?

If you have, you have been an evaluator. You have listened to and observed others and their work and offered feedback. You evaluate in some manner every day, at home, at the office, and in the community.

In Toastmasters, evaluation is especially important. People join Toastmasters Clubs to improve their speaking skills, and these skills are improved through evaluations.

Members prepare and present speeches based on projects in the *Communication and Leadership*

Program manual to their fellow members. These fellow Club members evaluate the speeches, enabling the speakers to develop their speaking skills.

The tone and content of an evaluation have great impact on the speaker and even on the Club. A harsh evaluation may cause the speaker to leave the Club. An overly kind evaluation may not help a speaker to improve, making the speaker frustrated and unhappy. Good evaluators strive to find that “middle ground,” giving evaluations that are helpful and encouraging.

⁸ Toastmasters International (TI), 1996, Catalogue No. 202

We acknowledge with thanks TI's written permission to reproduce an excerpt from this excellent pamphlet, provided by email dated August 18, 2006.

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Although most of the time you will be evaluating the speeches of others in the Club, the skills you learn can be applied in all aspects of your life. You will become a better listener and a more critical thinker. By reading this manual carefully and applying its tips and techniques to your evaluations, you will quickly be able to give helpful, positive, constructive evaluations that will motivate and genuinely help the receiver.

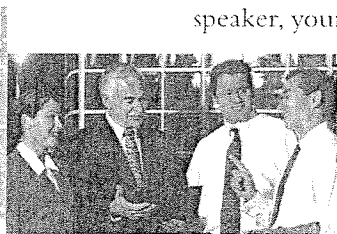
You will also learn about other evaluation methods and resources available to help you and your fellow Club members, and about how your Club can evaluate itself to ensure the Club is meeting member needs.

When You Are the Speech Evaluator.

■ The Speech Evaluator's Role

Every speaker is assigned an evaluator who provides a written and oral evaluation of the presentation.

When you are assigned to evaluate a speaker, your purpose is to provide



honest reaction in a constructive manner to a speaker's presentation, using the evaluation guides provid-

ed. You are not a judge or an authority on speaking. When you evaluate, you are simply giving your own reaction to the speaker's presentation. An evaluation is an opinion, nothing more. This opinion should mention the presentation's effect on you, what the speaker did well, areas where the speaker could improve, and specific recommendations for improvement.

Keep in mind that you cannot change a speaker's behaviour or force a speaker to accept your ideas and suggested improvements. Nor can you demand that a speaker repeat a project if you believe the speaker did not accomplish project objectives or otherwise did not perform well. But through your evaluation you can provide the speaker with information that he or she may consider when preparing and delivering future speeches. The decision to accept your suggestions is the speaker's alone.

Even when you are not the assigned evaluator for a speaker, you are encouraged to give feedback to the speaker. The more feedback a speaker receives, the more the speaker benefits. This evaluation need not be as detailed as that of the assigned evaluator, but it should

mention something the speaker did well, something that could be improved, and a specific recommendation for improvement. Most Clubs provide members with short evaluation forms to fill out and give to the speaker at the meeting, or you write your evaluation on a piece of paper.

If you a new Toastmaster, you most likely will not be assigned a speaker until you have read this manual, spoken to your Club's Vice President Education about the evaluation process, attended at least three or four Club meetings where others gave evaluations, and given one or two yourself. These activities will give you information and experience that you can draw on as you prepare your first evaluation.

How to Prepare

The speaker has spent hours even weeks - preparing her speech. She deserves the best evaluation possible. The evaluation you provide should be thoughtfully prepared and presented. You will not need hours of preparation time, but you will need at least 15 minutes to do the following:

1. *Read the speech project.* Every speech project in the basic *Communication and Leadership Program* manual and *Advanced Communication and Leadership Program* manuals has a different purpose and different objectives. You will have difficulty evaluating a speech if you are not familiar with the manual speech project and objectives. Before the Club meeting, obtain the manual from which the speaker is speaking and carefully read the project description and objectives.

2. *Read the evaluation guide for the project.* The guide explains what you should be looking for as you evaluate the speech. It lists specific questions about the speaker and the speech for you to answer and provides a space in which you may write comments. This is the written evaluation you will give to the speaker after the meeting. You will also use this guide as a basis for your oral evaluation. Your evaluation need not be limited to these points, however. If you want to comment on other

aspects of the speech, you are welcome to do so.

3. Talk with the speaker. This is an important yet sometimes neglected step. Your evaluation will be most helpful to the speaker if you are aware of the speaker's general goals and of specific areas in which the speaker would like help and feedback. If the speaker tells you, for example, that he is working on eliminating a nervous gesture he often makes, you may want to specifically address this in your evaluation, even though the evaluation guide does not mention it.

You will also be more helpful if you are aware of previous feedback the speaker has received and any progress made. Avoid duplicating previous evaluations, and don't merely watch for small inadequacies. Good eye contact, meaningful, natural gestures, and correct grammar contribute to the overall effect of a speech but should not be given so much emphasis that they detract from the basic purpose of the evaluation.

Your Evaluation

Before the Club meeting begins, get the speaker's manual and turn to the

appropriate evaluation guide. As the speaker begins to speak, immediately pay attention. Listen carefully and watch the speaker closely. Listen to the entire speech. Don't let your mind wander or become distracted. Make notes on the evaluation guide if you want to.

After the speaker has finished, begin preparing your evaluation. Complete the evaluation guide, but remember that you need not comment on every question. Then prepare your oral presentation. You won't have time to cover everything. Instead, simply select two or three points which you feel are most important and elaborate on them. Be honest. If you did not like some aspect of the presentation, do not say that you did. Mention something the speaker did well in addition to something on which the speaker could improve.

Some Toastmasters like the "sandwich" approach, where a suggestion for improvement is "sandwiched" between two positive comments on what the speaker did well. Evaluate only areas that the speaker has the power to change.

Effective Speech Evaluation

b) How to Personalize Your Evaluation

AS I SAW YOU:

- Approach
- Appearance
- Body Language
- Expression
- Posture
- Mannerisms

AS I HEARD YOU:

- Content
- Introduction
- Body
- Conclusion
- Vocal Variety
- Speech Rate
- Pauses
- Enthusiasm
- Sincerity

AS I REACTED TO YOU:

- Purpose of Talk?
- Was It Achieved?
- Was It Interesting?
- How to Improve Next Speech

11. Toastmasters Recognition⁹

Toastmasters Recognition



Effective July 1, 2006, members can earn the following communication and leadership awards:

COMPETENT COMMUNICATOR (CC) Requirements:

- Completed the *Competent Communication* manual
- See the CC award application (Catalog no. 1225) for details.

ADVANCED COMMUNICATOR BRONZE (ACB) Requirements:

- Achieved Competent Communicator award (or achieved Competent Toastmaster award)
- Completed two Advanced Communication manuals See the AC awards application (Catalog no. 1226) for details.

ADVANCED COMMUNICATOR SILVER (ACS)

Requirements:

- Achieved Advanced Communicator Bronze award (or achieved Able Toastmaster award or Advanced Toastmaster Bronze award)
- Completed two additional advanced communication manuals (may not be those completed for any previous award)
- Conducted any two programs from The Better Speaker Series and/or The Successful Club Series See the AC awards application (Catalog no. 1226) for details.

ADVANCED COMMUNICATOR GOLD (ACG)

Requirements:

- Achieved Advanced Communicator Silver award (or achieved Able Toastmaster Bronze award or Advanced Toastmaster Silver award)
- Completed two additional advanced communication manuals (may not be those completed for any previous award)
- Conducted a Success/Leadership Program, Success/Communication Program or a Youth Leadership Program
- Coached a new member with the first three speech projects

See the AC awards application (Catalog no. 1226) for details.

COMPETENT LEADER (CL)

Requirements:

- Completed the *Competent Leadership* manual
- See the CL award application (Catalog no. 1227) for details

ADVANCED LEADER BRONZE (ALB)

Requirements:

- Achieved Competent Leader award
 - Achieved Competent Communicator award (or achieved Competent Toastmaster award)
 - Served at least six months as a club officer (president, vice president education, vice president membership, vice president public relations, secretary, treasurer or sergeant at arms) and participated in the preparation of a Club Success Plan while serving in this office
 - While serving in the above office, participated in a district-sponsored club officer training program
 - Conducted any two programs from The Successful Club Series and/or The Leadership Excellence Series
- See the Leadership/Distinguished Toastmaster Awards application (Catalog no. 1228) for details.

ADVANCED LEADER SILVER (ALS)

Requirements:

- Achieved Advanced Leader Bronze award (or "old" Competent Leader award)
- Served a complete term as a district officer (district governor; lieutenant governor; public relations officer; secretary, treasurer; division governor or area governor)
- Completed the High Performance Leadership program
- Served successfully as a club sponsor; mentor; or coach
- See the Leadership/Distinguished Toastmaster Awards application (Catalog no. 1228) for details.

DISTINGUISHED TOASTMASTER (DTM) Requirements:

- Achieved Advanced Communicator Gold award (or achieved Advanced Toastmaster Gold award)
- Achieved Advanced Leader Silver award (or achieved Advanced Leader award)

Distinguished Toastmaster is the highest recognition a member may receive. See the Leadership/Distinguished Toastmaster Awards application (Catalog no. 1228) for details

⁹ Reproduced from *THE TOASTMASTER*, November 2005, p. 34, with the written permission of Toastmasters International (TI), provided by email dated August 18, 2006.

The CLOVERLEAF Mission: to create a positive and mutually supportive membership environment, in which each member is provided opportunities that encourage and facilitate the development of communication and leadership skills, in turn fostering self-confidence and personal growth.