



The mission of a Toastmasters club is to provide a mutually supportive and positive learning environment in which every member has the opportunity to develop communication and leadership skills, which in turn foster self-confidence and personal growth.



Business Needs It

Harvey Mackay
Bestselling Author
Swim With The Sharks and Sharkproof

"I've never met anyone who didn't think Toastmasters was super valuable to their career. We gain self-esteem, self-confidence, assertiveness. This makes us better salespeople, better managers, better leaders..."

Anita Perez Ferguson
President
National Women's Political Caucus

"Toastmasters gives me the opportunity to regularly organize and present speeches. The skills I have learned and improved help me make a positive impression every time I speak."

Tom Peters
Bestselling Author
In Search of Excellence and The Pursuit of Wow

"Join Toastmasters. Oral communication skills count. Height and hair color may be in the genes, but public speaking isn't. One good answer to the public speaking problem is Toastmasters. They do a fabulous job of helping people shape up their communication skills"



Take the first step. Help your company take the first step toward success. Form a Toastmasters club for your company or encourage employees to join an existing club. Of course, you are welcome to join yourself!

If someone gave you this brochure, ask that person how you and your company can become involved. Or write or telephone:

Toastmasters International Vision

Toastmasters International empowers people to achieve their full potential and realize their dreams. Through our member clubs, people throughout the world can improve their communication and leadership skills, giving them the courage to change.

TOASTMASTERS INTERNATIONAL
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From North America call our voice mail system at 1-800-WE-SPEAK and ask for more information, a list of local clubs, and information about starting a new club. A complete list of Toastmasters clubs is also available on the World Wide Web at <http://www.toastmasters.org> or send E-mail to tminfo@toastmasters.org

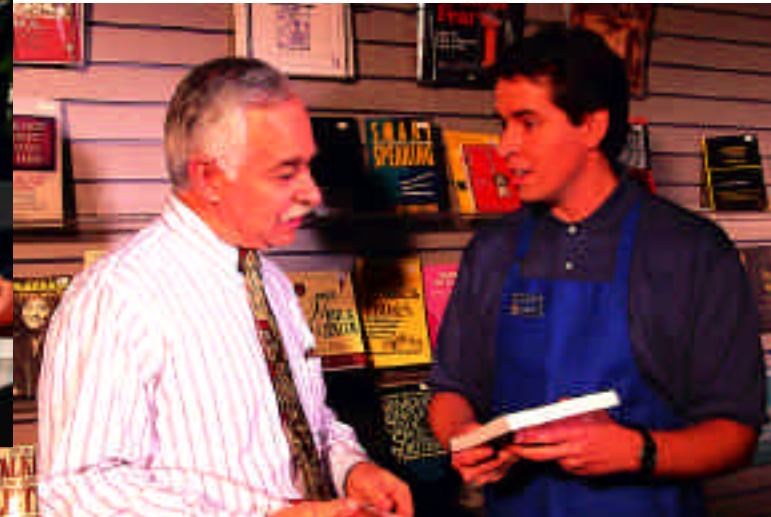
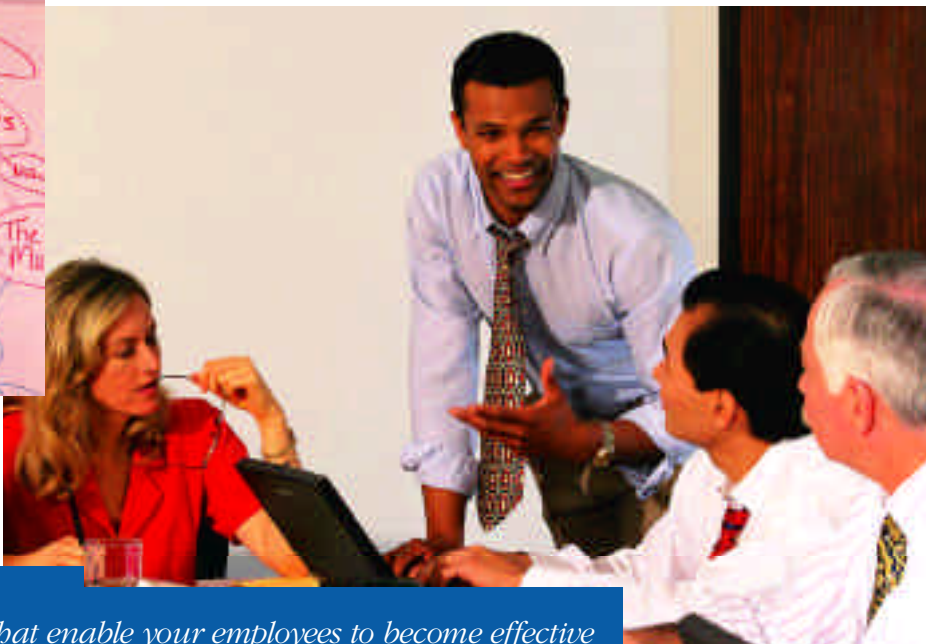
CATALOG NO. 103



BRINGING SUCCESSFUL COMMUNICATION Into Your Organization



TOASTMASTERS INTERNATIONAL®



Toastmasters provides the tools that enable your employees to become effective communicators and leaders – all at a very low cost.

At Toastmasters your employees learn by actually speaking to groups and working with others in a supportive environment.

Communication... Your Success Depends On It

The Key to Success... is communication. We communicate everyday, all day. Our lives are an endless exchange of ideas, messages, and information. How well we communicate often determines just how successful we are.

Your company's success also depends on communication. Employees face an endless exchange of ideas, messages, and information as they deal with one another and with customers day after day. How well they communicate can determine whether your company quickly grows into an industry leader or joins thousands of other businesses mired in mediocrity.

Toastmasters provides the tools that enable your employees to become effective communicators and leaders – all at a very low cost. Toastmasters training helps them

- give better sales presentations
- hone their management skills
- work better with fellow employees
- effectively develop and present ideas
- offer constructive criticism
- accept criticism more objectively

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determines just how
successful we are.

How it works. At Toastmasters your employees learn by actually speaking to groups and working with others in a supportive environment. A typical Toastmasters club is made up of 20 to 30 people meeting once a week for about an hour. Each meeting gives everyone the opportunity to practice:

- **Conducting meetings.** Every meeting usually begins with a short business session which helps member learn basic meeting procedure.

- **Giving impromptu speeches.** Members have the opportunity to present one- to two-minute impromptu speeches on assigned topics.
- **Presenting prepared speeches.** Three or more members present speeches based on projects from the Toastmasters International Communication and Leadership Program manuals. Projects cover such topics as speech organization, voice, language, gestures, and persuasion.
- **Offering constructive evaluation.** Every prepared speaker is assigned an evaluator who points out speech strengths and offers suggestions for improvement.

Leadership is an art. Leadership cannot be learned in a day. It takes practice. In Toastmasters members build leadership skills when they organize and conduct meetings and motivate others to help them. They also learn by

participating in club leadership roles and a leadership development program. Just as they learned to speak by simply speaking, they learn leadership by actually leading.

Resources. When your employees join a Toastmasters club, each will receive a variety of manuals and resources on speaking. Members also have access to other books and audio and video cassettes on speaking and leading, and they receive the award-winning The Toastmaster, a monthly magazine that offers the latest insights on speaking and leadership techniques.

A Pat on the Back. People love recognition, and Toastmasters provides it. After presenting the first 10 speeches, each of your employees will be recognized as a Competent Toastmaster and receive a certificate suitable for display in the office or at home. Members also can receive recognition for other accomplishments.

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It really works. Toastmasters produces results. Around the world more than three million men and women of all ages and occupations have benefited from Toastmasters training.

Your company's
success depends on
communication.

ing and more than one thousand corporations, community groups, universities, associations, and government agencies now use Toastmasters training. These are just a few:

3M
American Express
Apple Computer
Arthur Andersen & Co.
AT&T
Australian Taxation Offices
Bank of America
Bank of Nova Scotia
Bell Canada
Blue Cross & Blue Shield
Boeing Company
Canadian Imperial Bank of Commerce

Charles Schwab
Chevron
Digital Equipment Corporation
Eastman Kodak
Electronic Data Systems
Epson America, Inc.
Exxon
Farmers Insurance
Federal Aviation Administration
General Mills
Hewlett Packard
Honeywell

Intel
London Life Insurance
Manulife Financial
Massachusetts Institute of Technology
Merrill Lynch
Motorola
Rockwell International
Royal Bank of Canada
Sprint International
State Farm Insurance
Sun Microsystems
Texas Instruments