

TOASTMASTERS  
INTERNATIONAL



WHERE LEADERS  
ARE MADE

## KEEPING THE COMMITMENT

The Successful Club Series

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# THE SUCCESSFUL CLUB SERIES

Toastmasters International's *The Successful Club Series* is a set of presentations addressing the subject of quality club meetings. Members will learn about the skills and standards they must strive to achieve for their club to be successful.

Most presentations in *The Successful Club Series* may be offered by any club member and require 10 to 15 minutes to present.

## CONDUCTING THE PROGRAM

"Keeping the Commitment" examines *A Toastmaster's Promise* and how members can benefit from upholding the principles of the promise. This product consists of four parts:

- ▶ Definition and explanation of the presentation
- ▶ Guidelines for your introduction to the audience
- ▶ Outline for the development of your speech
- ▶ CD of a PowerPoint presentation to be viewed along with your speech

### ***In Your Own Words***

*The outline is not a script and should not be read word-for-word. Instead, use the document as a guide for presenting the material in your own words and with your own narrative style. The outline is a structure on which to build your presentation. Use the points of the outline to develop your speech, but be the author of your own oration.*

Here are some tips on using this outline to develop and deliver your presentation:

- ▶ Study the outline in this manual carefully. Familiarize yourself with the general structure. Preparation is the key to a successful presentation.
- ▶ Use the outline to build your own speech using your own words. Prepare a set of notes indicating where you wish to pause, gesture, or add special verbal emphasis. Highlight key words or sentences to help you present the material most effectively.
- ▶ Be expressive when delivering your speech. Use all of the presentation skills you have learned as a Toastmaster, including vocal variety and gestures.

## USING VISUAL AIDS EFFECTIVELY

Visual aids add interest to any presentation and help your audience retain information. You are encouraged to use them. If you plan to use the PowerPoint slides for this presentation as visual aids, you will need a data projector, a laptop computer, a table to support them, and a screen for viewing. In the outline, there are indications for placement of the PowerPoint slides. Each is numbered. For example, V 1 refers to the first visual.

Please note that the first slide in the PowerPoint show is a title slide and is not included in this numbering system.



If you cannot arrange for projection equipment but still would like to use visuals, you may copy the material on the visuals onto a flipchart. Do this before the presentation. Use a heavy marking pen that does not seep through the paper, and write on every third or fourth page so succeeding visuals will not show through. Also, make your letters large and heavy with plenty of space between them.

Follow these tips when using visual aids:

- ▶ Set them up and test them before the meeting begins. Place them so they are easily visible to listeners. Place your projector so it projects a large, high, undistorted image on the screen. Focus the image.
- ▶ Bring spare equipment, including a projector bulb, extension cord, extra marking pens, etc.
- ▶ Display your visuals only when they are needed. If you are using a flipchart, flip the page back out of view when you are finished with it.
- ▶ Remember not to stand between the screen or flipchart and your audience or you will block their view.
- ▶ Maintain eye contact with your listeners. Do not talk to the screen or flipchart. If you must turn your back to point out something, pause as you point it out, and then resume speaking only after you are once again facing your audience.

## **EVALUATION AND ADVANCED AWARDS**

Because this is an outlined presentation, for presenting it you will not receive credit toward completing a manual speech project, but you may receive credit toward your Advanced Leader Bronze (ALB) or Advanced Communicator Silver (ACS) award. Ask your vice president education to assign an evaluator for your presentation.

Conducting any two presentations from *The Successful Club Series* and/or *The Leadership Excellence Series* is one component of qualification for ALB recognition. Conducting any two presentations from *The Better Speaker Series* and/or *The Successful Club Series* is one component of qualification for ACS recognition. For further details, please view the Toastmasters International website: [www.toastmasters.org/membereducation](http://www.toastmasters.org/membereducation).

# KEEPING THE COMMITMENT

## Introducing the Presenter

### TIPS FOR THE PRESENTER: WRITE YOUR INTRODUCTION

All prepared speeches in Toastmasters require an introduction. A proper introduction of you and your speech is important to the success of your presentation. Use the following as a guide in writing your introduction:

- ▶ Include the purpose of *The Successful Club Series*.
- ▶ Explain why “Keeping the Commitment” is important for a Toastmasters club, stating the purpose and one or more objectives of your presentation.
- ▶ Incorporate some background about yourself.
- ▶ Read *When You’re the Introducer* (Item 1167E) for further details on giving a proper introduction.
- ▶ Give your finished introduction to the person who will be introducing you.

### TIPS FOR THE INTRODUCER

- ▶ Ask the presenter any clarifying questions.
- ▶ Rehearse the introduction.

# KEEPING THE COMMITMENT

## Outline

It takes time, commitment, and effort to reap the full benefits of Toastmasters membership. *A Toastmaster's Promise* guides you through what it takes to fulfill your obligations to the club, your fellow members, and yourself.

### **Presenter:**

*Distribute A Toastmaster's Promise cards (Item 402A) to each audience member and ask them to refer to the card during the presentation.*

### **COMMIT TO A TOASTMASTER'S PROMISE**

*A Toastmaster's Promise* is a set of standards for members' responsibilities to themselves and to the club. These standards revolve around three fundamental maxims:

- ▶ Participate
  - Attend club meetings regularly. Regular attendance helps rapidly conquer fears, sharpen speaking skills, and bolster leadership proficiency.
  - Prepare speech projects carefully. Toastmasters' educational program builds skills through assignments. An alternate, personal curriculum defeats the purpose of measuring progress against a proven method.
  - Prepare and fulfill meeting assignments. Ill-prepared members miss the opportunity to learn and cheat fellow members out of what they may learn from the member's contribution.
- ▶ Interact
  - Provide helpful, constructive evaluations. Every Toastmaster deserves supportive feedback with advice for improving speaking and leadership efforts.
  - Promote a positive, friendly environment by arriving early to mingle and get to know members. Greet everyone and introduce yourself to guests.
  - Serve as an officer. Club meetings require teamwork and planning. Without these things the club would suffer.
  - Be respectful and courteous to everyone. Everyone deserves encouragement, support, and acknowledgment regardless of membership status or achievement level.
- ▶ Maintain Club Quality
  - Bring guests. Give more people the benefits of Toastmasters' program and introduce new personalities and ideas to the club.
  - Follow guidelines and rules. Noncompliance diminishes the meaning and value of awards and achievements for yourself and others.

V1

V2

V3

- Observe ethical standards. Ethics – in word and action – are just as important a part of the Toastmasters learning program as is speaking and leadership training.

## **CONCLUSION**

Clubs are only as strong as their members. Guarantee the success of your club, your fellow members, and yourself by keeping the commitment to excellence.

## Web Resources

Team Commandments:	<a href="http://www.toastmasters.org/TeamCommand">www.toastmasters.org/TeamCommand</a>
Keep Your Evaluations on Target:	<a href="http://www.toastmasters.org/Eval_on_Target">www.toastmasters.org/Eval_on_Target</a>
Taking Care of Guests:	<a href="http://www.toastmasters.org/Care_for_Guests">www.toastmasters.org/Care_for_Guests</a>
Filling Club Meeting Roles:	<a href="http://www.toastmasters.org/Filling_Roles">www.toastmasters.org/Filling_Roles</a>
Mingling and Networking:	<a href="http://www.toastmasters.org/MinglingNetworking">www.toastmasters.org/MinglingNetworking</a>
Maintain High Ethical Standards:	<a href="http://www.toastmasters.org/ethicsandconduct">www.toastmasters.org/ethicsandconduct</a>



## Evaluation Guide

Evaluator's Name \_\_\_\_\_

Presentation Title \_\_\_\_\_ Date \_\_\_\_\_

- ▶ How effective was the speaker's introduction in helping the audience understand the purpose of *The Successful Club Series* and the presentation itself?
  
- ▶ Was the presenter adequately prepared? How heavily did the presenter rely on notes?
  
- ▶ How did the speaker use vocal variety to enhance this presentation?
  
- ▶ What other techniques did the speaker use to personalize and augment the presentation? Were they effective? How?
  
- ▶ Did the speaker display the visuals smoothly and at the appropriate times? How could the speaker improve?
  
- ▶ What aspect of the speaker's presentation style did you find unique? Why?
  
- ▶ Did the speaker present the material clearly and simply so audience members could easily use the information to improve their own skills?
  
- ▶ What could the speaker have done differently to make the presentation more effective?
  
- ▶ What did you like about the presentation?



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