



Expanding Your Horizons



Success/Leadership Programs &
Success/Communication Programs

Success/Leadership & Success/Communication Programs

Toastmasters' Success/Communication and Success/Leadership programs are a series of modules to help develop, and provide practice in, such skills as:

- ▶ Leadership
- ▶ Listening
- ▶ Public speaking
- ▶ Evaluation
- ▶ Conducting meetings
- ▶ Creative thinking
- ▶ Parliamentary procedure

You can use the modules in several ways: inside your Toastmasters club, to enhance members' skills; in companies to increase employees' skills and promote awareness of Toastmasters; and in the community, to enhance the general public's skills and to promote awareness of Toastmasters. All modules must be presented by club members acting as representatives of their clubs, thereby preserving the programs', clubs', and organization's identity. No individuals, educational institutions, or other organizations may derive financial gain either directly or indirectly from the presentation of these modules.

The modules can be financially self-supporting. You may charge a small fee to the participants to cover the cost of the modules. Effective programs at cost-effective prices – who could ask for more?

Whether you're the trainer or the trainee, you will gain valuable information from these programs.

As the seminar leader, you will:

- ▶ DEVELOP strong presentations skills
- ▶ IMPROVE your training abilities
- ▶ DEMONSTRATE teaching skills in a workshop environment
- ▶ LEARN the “ins and outs” of meeting planning
- ▶ UNDERSTAND the role of a seminar leader
- ▶ GAIN expertise with visual aids
- ▶ PROVIDE A MUCH NEEDED EDUCATIONAL SERVICE TO OTHERS

Simply by participating in each program, you will:

- ▶ ACQUIRE a keen insight to these education topics
- ▶ APPLY the skills learned in role-plays and exercises

- ▶ OBSERVE and learn from the presentation skills of others
- ▶ WORK with other people who have similar interests
- ▶ OFFER your own thoughts on the important thoughts covered

But perhaps the greatest benefit of leading or participating in a Success/Leadership or Success/Communication module is the ultimate reward—success. Let the Toastmasters programs lead you down the path to success so you can lead others. You really can't afford NOT to.

You can purchase the following modules through our supply catalog or online store.

SUCCESS/LEADERSHIP PROGRAMS

“The Success/Leadership modules make outstanding training sessions for community and corporate groups. In the dozens of times I've presented these modules I've never had a participant express boredom or leave feeling that he or she had not grown from the experience.”

Marcia T. Barney, DTM
Winston-Salem, NC

How To Conduct Productive Meetings

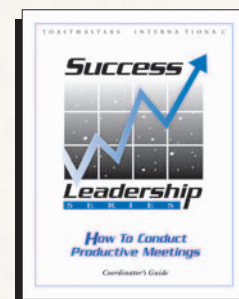
Learn the techniques and dynamics for conducting productive meetings in any group.

Exercises:

- ▶ Effective purpose statements
- ▶ Leading a meeting

Contents:

- Each package contains
- ▶ One coordinator's guide



- ▶ Eight participant's notebooks
- ▶ 13 visuals
- ▶ Eight participant's certificates
- ▶ One coordinator's certificate

Cost:

- ▶ Complete program package (Catalog No.236) . . . \$33.00

Additional Materials Available Separately:

- ▶ Participant's notebook (236A) \$1.75 ea.
- ▶ Coordinator's guide (236B) \$8.50 ea.
- ▶ Visuals (236OH) \$13.00
- ▶ Participant's certificates (261) \$.30 ea.
- ▶ Coordinator's certificate (260) \$.30 ea.

Presentation Time: One hour

Parliamentary Procedure in Action

Appropriate rules of order are a must in most corporations, associations, or organizations. The ability to understand and apply parliamentary skills is a much sought-after quality among managers and leaders. After finishing this program, you will be able to effectively lead and participate in parliamentary discussions.



Exercises:

- ▶ Presenting and discussing motions
- ▶ Learning subsidiary motions
- ▶ Handling privileged motions
- ▶ Identifying incidental motions

Contents:

Each package contains

- ▶ One coordinator's script
- ▶ Eight visuals
- ▶ Ten participant's certificates
- ▶ One coordinator's certificate
- ▶ Ten parliamentary procedure charts of motion

Cost:

- ▶ Complete program package (Catalog No. 237) . . . \$33.00

Additional Materials Available Separately:

- ▶ Coordinator's guide (237A) \$8.50 ea.
- ▶ Charts of Motion...quantity of 10 (237C) \$1.50
- ▶ Visuals (237OH) \$8.00
- ▶ Coordinator's certificate (260) \$.30 ea.
- ▶ Participant's certificate (261) \$.30 ea.

Presentation Time: 5 sessions; 15 minutes each

"I've used the Effective Listening module and the Leadership program to train our executives at Nissan Corporation, and it worked very well. I'll continue to use the material and exercises in my corporate training. The Evaluation module was very helpful in my club."

Tom Dell, ATM
Whittier, CA

Leadership

Part I: Characteristics of Effective Leaders

Leaders influence and inspire group members and motivate followers to achieve a mission or goal. They have power. This program defines the qualities that determine effective leaders and helps participants identify their own leadership style and determine the team's leadership needs.



Exercises:

- ▶ Determining your leadership style
- ▶ Determining team leadership needs
- ▶ Discussing leadership gaps and leadership matches

Contents:

Each package contains

- ▶ One coordinator's guide
- ▶ Ten participant's notebooks
- ▶ Twelve visuals
- ▶ One coordinator's certificate
- ▶ Ten participant's certificates

Cost:

- ▶ Complete program package (Catalog No. 255) . . . \$44.00

Additional Materials Available Separately:

- ▶ Coordinator's guide (255A) \$8.50 ea.
- ▶ Participant's notebook (255B) \$1.75 ea.
- ▶ Visuals (255OH) \$12.00
- ▶ Coordinator's certificate (260) \$.30 ea.
- ▶ Participant's certificate (261) \$.30 ea.

Presentation Time: 90 minutes

Leadership

Part II: Developing Your Leadership Skills

To be an effective leader, you must have the ability to accept and overcome challenges. By being a positive influence, you will help members to function productively and to deliver quality performance. This module teaches the skills and techniques needed to be an effective leader, such as contracting for excellence, team-building, motivation, and coaching.



Exercises:

- ▶ Discussing personal fulfillment
- ▶ Discussing contracts
- ▶ Discussing motivation
- ▶ Coaching team members to improve performance

Contents:

Each package contains

- ▶ One coordinator's guide
- ▶ Ten participant's notebooks
- ▶ Thirteen visuals
- ▶ One coordinator's certificate
- ▶ Ten participant's certificates

Cost:

- ▶ Complete program package (Catalog No. 256) . \$44.00

Additional Materials Available Separately:

- ▶ Coordinator's guide (256A) \$8.50 ea.
- ▶ Participant's notebook (256B) \$1.75 ea.
- ▶ Visuals (256OH) \$13.00
- ▶ Coordinator's certificate (260) \$.30 ea.
- ▶ Participant's certificate (261) \$.30 ea.

Presentation Time: 60 - 90 minutes

Where to Use These Programs

The *Success/Leadership* and *Success/Communication* modules of Toastmasters International can be effective when presented at any of the following venues:

Club – Use these programs at your club meeting to educate members on various topics.

Community – As a service to the general public, these workshops are also excellent membership building opportunities.

Company – Perhaps the most effective, yet inexpensive employee training program a corporation could ever use.

Whenever the modules are used, one thing is certain—everyone will benefit.

Leadership

Part III: Working in the Team Environment

This educational program helps participants learn to use leadership skills as they pertain to working with and leading teams.



Exercises:

- ▶ Developing team relations
- ▶ Encouraging commitment
- ▶ Providing structure
- ▶ Building trust
- ▶ Resolving conflict

Contents:

- ▶ One coordinator's guide
- ▶ Ten visuals
- ▶ Ten participant's notebooks
- ▶ One coordinator's certificate
- ▶ Ten participant's certificates

Cost:

- ▶ Complete program package (Catalog No. 258) . . . \$38.00

Additional Materials Available Separately:

- ▶ Coordinator's guide (258A) \$8.50 ea.
- ▶ Participant's notebook (258B) \$1.75 ea.
- ▶ Visuals (258OH) \$10.00
- ▶ Coordinator's certificate (260) \$.30 ea.
- ▶ Participant's certificate (261) \$.30 ea.

Presentation Time: 60 - 90 minutes

Improving Your Management Skills

Managers are an integral part of any organization. Our society depends on the goods and services provided by the organizations these individuals manage. Each of us has experience with managers every day, directly or indirectly, as we come into contact with businesses and other organizations. Whether we have positive experiences in these encounters depends greatly on the people who manage them. This program helps you develop the skills and qualities required to be an effective manager, and shows how you can incorporate them into your own work.



Exercises:

- ▶ Defining management
- ▶ Identifying the four major management skills
- ▶ Setting goals
- ▶ Planning

- ▶ Motivating others
- ▶ Coaching for success
- ▶ Solving problems

Contents:

Each package contains

- ▶ One coordinator's guide
- ▶ Ten participant's notebooks
- ▶ 20 visuals
- ▶ Ten participant's certificates
- ▶ One coordinator's certificate

Cost:

- ▶ Complete program package (Catalog No. 259) ... \$49.00

Additional Materials Available Separately:

- ▶ Coordinator's guide (259A) \$8.50 ea.
- ▶ Participant's notebook (259B) \$1.75 ea.
- ▶ Visuals (259OH) \$20.00
- ▶ Coordinator's certificate (260) \$.30 ea.
- ▶ Participant's certificate (261) \$.30 ea.

Presentation Time: 2 1/2-3 hours

SUCCESS/COMMUNICATION PROGRAMS

Speechcraft

Speechcraft is a program designed to develop leadership skills as well as teach speaking skills in a seminar workshop format. This four- to eight-session program will help you gain confidence in communication which includes writing and delivering speeches, impromptu speaking, the use of audiovisual aids and body language, and effective listening.



Exercises:

- ▶ Developing impromptu speaking skills
- ▶ Delivering prepared speeches
- ▶ Learning to evaluate effectively
- ▶ Practicing parliamentary procedure
- ▶ Conducting quality meetings
- ▶ Enhancing leadership abilities

Contents:

Each package contains

- ▶ Three coordinator's guides
- ▶ Ten instructions for the advisor
- ▶ Five speechcrafter's handbooks
- ▶ One receipt book
- ▶ Fifteen copies of "An Opportunity to Succeed"
- ▶ Three copies of "Number One Membership Building Tool"
- ▶ Five completion certificates
- ▶ One coordinator's certificate

Cost:

- ▶ Complete program package (Catalog No.205) ... \$20.00

Additional Materials Available Separately:

- ▶ Speechcraft Promotional Kit (203) \$1.50 ea.
- ▶ Number One Membership Building Tool (203A) \$.15 ea.
- ▶ Coordinator's guide (204) \$3.00 ea.

- ▶ Speechcrafter's handbook (204H) \$1.75 ea.
- ▶ An Opportunity to Succeed (207) \$.15 ea.
- ▶ Instructions for the Advisor (208) \$.15 ea.
- ▶ Coordinator's certificate (260) \$.30 ea.
- ▶ Participant's certificate (261) \$.30 ea.

Presentation Time: 4, 6, or 8 sessions; 1-2 hours each

How To Listen Effectively

When other people talk, do you listen to what they mean, or do you just hear what they say? Listening is a much more active skill than some may think. Effective listening requires certain techniques for receiving, organizing, and interpreting what has been said. This program will help you recognize and develop these skills.

Exercises:

- ▶ Developing skills in active listening
- ▶ Studying barriers to effective listening
- ▶ Identifying situations in which active listening is important
- ▶ Creating an awareness of the need for effective listening
- ▶ Learning how to avoid distractions
- ▶ Promoting listening readiness
- ▶ Eliminating hasty judgements when listening
- ▶ Practicing listening to understand

Contents:

Each package contains

- ▶ One coordinator's guide
- ▶ Ten participant's notebooks
- ▶ One coordinator's certificate
- ▶ Ten participant's certificates

Cost:

- ▶ Complete program package (Catalog No. 242) ... \$23.00

Additional Materials Available Separately:

- ▶ Coordinator's guide (242A) \$8.50 ea.
- ▶ Participant's notebook (242B) \$1.75 ea.

- ▶ Coordinator's certificate (260) \$.30 ea.
- ▶ Participant's certificate (261) \$.30 ea.

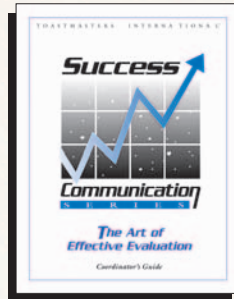
Presentation Time: 2 1/2 - 3 hours

"Success/Communication modules—especially the one on Evaluation—are valuable to both the club and the presenter. Everybody can learn and benefit from them. The program on Building Your Thinking Power is very effective because it helps you open your mind and think creatively."

Ralph Joslin, DTM
Tulsa, OK

The Art of Effective Evaluation

To many people, evaluations are the most important aspect of the Toastmaster's program. No matter what your vocation, the ability to effectively evaluate any situation or condition is a necessity. This program will teach you the finer points of offering constructive criticism.



Exercises:

- ▶ Identifying reasons why people need to become more effective speakers
- ▶ Recognizing the factors that contribute to the club's evaluation climate
- ▶ Determining overall evaluation strengths and weaknesses
- ▶ Building self-esteem through evaluation
- ▶ Practicing evaluation skills

Contents:

Each package contains

- ▶ One coordinator's guide
- ▶ Twenty participant's notebooks
- ▶ Thirteen visuals
- ▶ Twenty Club Climate questionnaires
- ▶ Sixty speech evaluation forms
- ▶ One coordinator's certificate
- ▶ Twenty participant's certificates

Cost:

- ▶ Complete program package (Catalog No.251) . . . \$38.00

Additional Materials Available Separately:

- ▶ Coordinator's guide (251A) \$8.50 ea.

- ▶ Participant's notebook (251B) \$1.75 ea.
- ▶ Club Climate questionnaire (251C) \$1.50/ pad of twenty
- ▶ Speech evaluation forms (251D) .. \$1.50/pad of thirty
- ▶ Visuals (251OH) \$13.00
- ▶ Coordinator's certificate (260) \$.30 ea.
- ▶ Participant's certificate (261) \$.30 ea.

Presentation Time: 2 1/2 - 3 hours

Building Your Thinking Power

Part I: Mental Flexibility

Mental flexibility can be defined as a way of thinking – an attitude. It's a way of approaching situations that allows you to adapt your behavior so you can achieve the best outcomes. By increasing your mental flexibility, you become a better listener, a keener observer, a more skilled thinker, and a more effective problem-solver.



Exercises:

- ▶ Developing listening and feedback skills
- ▶ Exercising perceptual skills and mental flexibility
- ▶ Interpreting information in an open-minded way
- ▶ Determining what causes people to react negatively
- ▶ Increasing awareness of varying points of view
- ▶ Illustrating the importance of suspending value judgments and waiting for more information
- ▶ Learning semantic flexibility and its impact on the thinking process
- ▶ Thinking strategically

Contents:

Each package contains

- ▶ One coordinator's guide
- ▶ Twenty participant's notebooks
- ▶ Eleven visuals
- ▶ One coordinator's certificate
- ▶ Twenty participant's certificates

Cost:

- ▶ Complete program package (Catalog No. 253) . . . \$38.00

Additional Materials Available Separately:

- ▶ Coordinator's guide (253A) \$8.50 ea.
- ▶ Participant's notebook (253B) \$1.75 ea.
- ▶ Visuals (253OH) \$11.00
- ▶ Coordinator's certificate (260) \$.30 ea.
- ▶ Participant's certificate (261) \$.30 ea.

Presentation Time: 2 - 2 1/2 hours

Building Your Thinking Power

Part II: The Power of Ideas

People who are skilled at producing new ideas can make a profoundly important contribution to our society. This program will clarify the basic principles of creative thinking and explore specific techniques that can make all of us more effective idea producers.

Exercises:

- ▶ Understanding the difference between convergent and divergent thinking
- ▶ Enhancing imagination
- ▶ Producing fluent ideas
- ▶ Exercising the skill of hypothesizing
- ▶ Creating ideas through brainstorming



Contents:

Each package contains

- ▶ One coordinator's guide
- ▶ Twenty participant's notebooks
- ▶ Eleven visuals
- ▶ One coordinator's certificate
- ▶ Twenty participant's certificates

Cost:

- ▶ Complete program package (Catalog No. 254) \$38.00

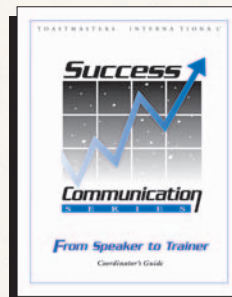
Additional Materials Available Separately:

- ▶ Coordinator's guide (254A) \$8.50 ea.
- ▶ Participant's notebook (254B) \$1.75 ea.
- ▶ Visuals (254OH) \$11.00
- ▶ Coordinator's certificate (260) \$.30 ea.
- ▶ Participant's certificate (261) \$.30 ea.

Presentation Time: 2-2 1/2 hours

From Speaker to Trainer

Many businesses and organizations have realized the importance of training. Properly trained people increase productivity and make fewer mistakes. But how do you train people? In this program you'll discover the five steps involved in preparing and presenting a training program using adult learning principles. You'll also learn the roles of trainers and the differences between public speaking and training, and have practical experience in facilitating discussion and conducting exercises. You'll learn how to make the learning experience enjoyable, too.



Exercises:

- ▶ Conducting warm-up exercises
- ▶ Determining participants' expectations
- ▶ Conducting a gap analysis
- ▶ Writing training objectives
- ▶ Identifying the characteristics of an effective trainer
- ▶ Conducting an effective role-play
- ▶ Determining presentation styles
- ▶ Preparing a lesson plan
- ▶ Handling difficult behavior
- ▶ Applying your skills

Contents:

Each package contains

- ▶ One coordinator's guide
- ▶ Ten participant's notebooks
- ▶ Fifteen visuals
- ▶ Ten participant's certificates
- ▶ One coordinator's certificate

Cost:

- ▶ Complete program package (Catalog No. 257) . . . \$49.00

Additional Materials Available Separately:

- ▶ Coordinator's guide (257A) \$8.50 ea.
- ▶ Participant's notebook (257B) \$1.75 ea.
- ▶ Visuals (257OH) \$15.00
- ▶ Coordinator's certificate (260) \$.30 ea.
- ▶ Participant's certificate (261) \$.30 ea.

Presentation Time: 4 1/2 hours

"The need for Success/Leadership programs is two-fold: the need of the club and the need of the community. The need of the club is generally to gain new members and to renew enthusiasm among the members. The need of the community can be almost anything. Each module has been crafted by Toastmasters International to ensure success."

Carol Drayton, ATM
Satellite Beach, FL

ORDER FORM

Use this handy Order Form to order the complete module packages.

QUANTITY

- _____ 236 How To Conduct Productive Meetings @ \$33.00 (Complete Program Package) \$ _____
- _____ 237 Parliamentary Procedure in Action @ \$33.00 (Complete Program Package) \$ _____
- _____ 255 Leadership: Part I @ \$44.00 (Complete Program Package) \$ _____
- _____ 256 Leadership: Part II @ \$44.00 (Complete Program Package) \$ _____
- _____ 258 Leadership: Part III @ \$38.00 (Complete Program Package) \$ _____
- _____ 259 Improving Your Management Skills @ \$49.00 (Complete Program Package) \$ _____
- _____ 205 Speechcraft Starter Kit @ \$20.00 (Complete Program Package) \$ _____
- _____ 242 How To Listen Effectively @ \$23.00 (Complete Program Package) \$ _____
- _____ 251 The Art of Effective Evaluation @ \$38.00 (Complete Program Package) \$ _____
- _____ 253 Building Your Thinking Power: Part I @ \$38.00 (Complete Program Package) \$ _____
- _____ 254 Building Your Thinking Power: Part II @ \$38.00 (Complete Program Package) \$ _____
- _____ 257 From Speaker to Trainer @ \$49.00 (Complete Program Package) \$ _____

Standard Domestic Shipping Prices - 2005					
TOTAL ORDER		SHIPPING CHARGES	TOTAL ORDER		SHIPPING CHARGES
\$0.00 to	\$2.50	\$1.80	35.01 to	50.00	\$7.90
2.51 to	5.00	3.45	50.01 to	100.00	9.15
5.01 to	10.00	4.15	100.01 to	150.00	12.15
10.01 to	20.00	4.90	150.01 to	200.00	15.15
20.01 to	35.00	6.90	200.01 to	—	Add 10% of total price

For orders shipped outside the United States, see the current Supply Catalog for item weight and shipping charts to calculate the exact postage. Or, estimate airmail at 35% of order total, though actual charges may vary significantly. Excess charges will be billed. All prices subject to change without notice.

Subtotal _____

Postage _____

California residents add 7.75% sales tax _____

TOTAL _____

All prices subject to change without notice

PAYMENT MUST ACCOMPANY ORDER.

WHERE POSTAGE EXCEEDS SHIPPING AND HANDLING, CUSTOMER WILL BE BILLED FOR THE EXCESS.

Enclosed is my check in the amount of \$ _____ (U.S. Funds)

Please bill against my MasterCard / VISA / AMEX / Discover

Credit Card Number _____ Expiration Date _____

Signature _____

Club Number _____ District _____

Name _____

Address _____

City _____ State/Province _____

Country _____ Postal Code _____

Phone _____ Fax _____

E-mail Address _____



MAIL TO: **TOASTMASTERS INTERNATIONAL®**
 P.O. BOX 9052, MISSION VIEJO, CALIFORNIA 92690, U.S.A.
 PHONE: 949-858-8255 • FAX: 949-858-1207 • www.toastmasters.org