

EXPRESSIONS



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President's Message

Greetings Fellow Toastmasters,

You can certainly tell autumn is here. The leaves are falling, the geese are heading south and there is a chill in the air. And, with fall here, it's the season for the Humorous Speech Contest. Please come and support our club on October 21st when we host the Area Humorous Speech Contest. Coffee and sweets will be served, but the best part is meeting the other Toastmasters in our Area who have come to take part in the contest or who have come to support their contestant. The evening will be a laugh-a-minute, I'm sure.

Speaking of speeches, (and when are we not), we did so well last year that we have been coasting a little on our agenda. Let's help Tania out and book those speeches. Eleanor Roosevelt put it so well when she said, "We gain strength, and courage, and confidence by each experience in which

we really stop to look fear in the face ... we must do that which we think we cannot." So, as our slogan for the next season states, *Believe and Achieve*.

If you haven't been to a Fall Conference yet, I urge you to consider attending this fun and informative event. The Early Bird registration price is \$115.00 for the Full Conference and ends on Oct 15th. After that, it is \$140.00. Saturday evening promises to be a fun and full night with the District Humorous Speech Contest and dinner and dance. Or, you may attend just the contest and dance for only \$15.00. There is limited seating only, so book soon.

On a sad note, our secretary Bonny Hill has resigned, but . . . Dixie Bradie has graciously accepted to step into her place and for that we sincerely thank her. Our executive is in place and the second executive meeting will be held on Monday, October 7th at 6:00. It's go-

ing to be another great year. Keep in touch!

Terri Scott



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**Believe
And
Achieve**

Schedule of Events

- **Oct 7th** — Seven Oaks Toastmasters (Annick Young)
- **Oct 21st** - Area humorous speech contest at Seven Oaks \$5.00 admission charge for this event
- **Oct 26th**— Division Humorous Speech Contest
- **Oct 28th** — Seven Oaks Toastmasters (Zev Kraut)
- **Nov 4th**—Seven Oaks Toastmasters
- **Nov 11th**—Seven Oaks Toastmasters



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*“With words we govern men”
Disraeli*

Crafting the Message

5 Steps to Writing the Spoken Word

By Kevan Allbee

It is both painful and mind-numbing at the same time. Sitting in a large, low lit room, while up front the speaker drones on. Looking down you fear that your watch is not broken, but that time has slowed to a crawl. You hear words but are not listening when you realize that the speaker is not speaking... he is reading! And, like when daddy read you bedtime stories, you are falling asleep.

Ironically, you may inflict the same torture on your next audience unless you consciously prepare your presentation with intent to speak rather than read. Using a few simple techniques can assure your audience a more refreshing and interesting experience.

But before you write a word... Have you ever painted a room? Then you know that the actual painting is the last step after moving furniture, washing walls, masking borders, etc. And so it is as you write your presentation. The actual writing is done only after some careful, and often tedious, preparation. But like your bright new room, the stimulating and refreshing words you deliver are well worth the effort.

Your preparations will include:

1. Define Objectives
2. Gather Information
3. Discard Information
4. Arrange Flow

Step #1: Define Objectives

The most effective presenters prepare by asking themselves, "What do I want

my audience to DO when I am finished?" Note the word DO in that question. Motivating people to actually do something is why you are presenting.

#2: Gather Information

Today, more information is available to more people from more sources than at any other time in history. Dive in! Build a tall stack of stuff from which to gather your thoughts and prepare your presentation. You never know what you will find until you look—a great news story, newly released research, anecdotal accounts—these are the types of information that make presentations more interesting and memorable.

Step #3: Throw Away Information

Now that you have gathered this tall stack of stuff, throw it all away except the best 15-minute's worth. But how do you know which information that will be? Revisit your objectives—what is it you want your audience to DO. Then jettison trivial facts, detailed reports, or even your interesting but irrelevant personal experience. Keep only the information that will move your audience toward your objectives.

Step #4: Arrange That Information

Now you organize this remaining information into a properly arranged outline—one that builds interest as it progresses. Organize your remarks resisting the temptation to jump right to the latest piece of news, or the funniest joke, or the most wonderful product feature. In simple terms, all it means is "Save the best for last."

Step #5: Writing the Spoken

Word

Great conversations involve a very fundamental element—questions. It's how two parties engage and inform one another. And so as you write, never forget that you will be speaking—not reading—to a live audience. You must employ the same conversational techniques you use whenever you hold an interesting conversation.

These techniques allow you to:

- Relate to your audience
- Set-up your solution
- Deliver the message
- Close with a call to action

Relate to your audience with questions about a problem or concern they have. Nothing creates interest more than a conversation about a person's problems.

After relating to your audience's concerns, **set them up** to hear your solutions. "Wouldn't it be nice if..." or "Don't you wish you could..." etc. Peak interest in this conversation.

By now your audience should be looking for answers, so **deliver** 'em! Explain your solutions clearly and to the point. Finish your delivery by asking questions that verify audience understanding. "Will this help you as you...?" etc. As your audience nods in approval they are "buying-off" on your message.

Repeat these three steps—Relate, Set-up, and Deliver—for each point of your outline. Write in this conversational fashion along ever-increasing levels of interest, until your audience is ready for that final question... "What do we do now?"

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Communication and Leadership

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And the answer to that question should be the same as when you first asked "What is it I want my audience to DO when I am finished." This is your close-your call to action.

And so...

You are preparing less of a presentation and more of a conversation with your audience. As you deliver these words, you can be assured that they will be engaging, memorable and most importantly, effective in motivating your audience toward your objectives.



The Five Points Of Power

Submitted by:
Author: Tolly Burkan

How to use them in your daily life

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Pay attention at all times.

Start to cultivate an awareness of who you are. Pay attention to your thoughts and how they effect you. Pay attention to your environment. What makes you feel good and what was the thought that caused you to contract when you don't feel good. Pay attention when you eat, drink, speak, walk, enhancing the beauty of your life by giving it your awareness. Pay attention and life will become more vibrant, more giving, more beautiful. Have you ever eaten a meal when you've had a cold? You could taste nothing or very little. Most people go through life with so little awareness that it's like eating a meal with a cold, there are no flavors. Start to pay attention and experience all the wonderful and delicate seasonings you can extract from your life.

Speak the truth.

As human beings we put a lot of emphasis on speaking the truth. From a mother's remark, "Are you telling the truth?", to the court's inquisitions. There is a reason for it. When you speak the truth you align yourself internally with an enormous energy; you create internal harmony and peace of mind. You also learn to trust yourself, which is essential when you start to consciously create the reality you want to live in. In situations where the truth won't cause love or healing, it is best to remain silent, but in all other situations speak the truth.

Ask for what you want.

Learning to ask for what you want is the first step to getting all your needs and desires fulfilled. Many people are afraid to ask for what they want because they fear rejection. It's better not to admit to the need than have it refused, is their point of view. This book is teaching you how to ask so that life can't and won't refuse. Remember you are the source of the reality you live in. If in the past you have experienced rejections, look at the thought that caused it and change them. Soon life will be fulfilling your desires quickly.

One exercise is:

before getting out of bed in the morning ask for the experiences you desire to have during the day. Ask for your day to be peaceful, joyous, exciting, or whatever you are wanting. You'll be amazed at the quick results.

Take responsibility for your experience.

Start playing the Game and eliminate blame! That's what this book is all about. You have created your life the way it has been and is and now take responsibility and start to up level areas in which you are not satisfied. Go through your life on a daily basis observing how you have set it up. Not as a slavemaster constantly full of demands and criticism, but as a loving friend guiding yourself and looking for what can be changed to enhance your experience. You can be excited that you are learning the skills that will instigate that change. Take responsibility for your experience and know that you can have life just as you want it!

Keep your agreements.

This is another essential point on this path. When you start to keep your agreements in the external world, you also start keeping them internally. Thus when you use affirmations or set intentions, you know they will come to pass because you have internal integrity. If you do break an agreement, and this is inevitable, just acknowledge that it was broken and this will bring you back into harmony with yourself.

