



Educational Minute

A District 50 Newsletter

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Putting Your TM Skills To The Test

Almost four years to the day, I gave my speech on Project #2, The Radio Show, of the Public Relations Advanced Manual. In it, I was part of a scenario on being interviewed in a radio talk show. Little did I know that I would have the real opportunity, which came last week on Thursday the 15th!

"Radio is a vocal medium. Your physical appearance is irrelevant. Facial expressions and eye contact don't matter. What matters is how you sound. Be enthusiastic and

passionate, use vocal variety, keep your tone friendly and speak clearly."

Of course this particular radio show had to be streaming live. So at the very least I had to look presentable! But my first radio interview 6 months ago, last October, promoting Toastmasters and our district conference didn't have a web cam and the suggestions from the advance manual definitely helped in my delivery.



<http://www.youtube.com/watch?v=GBSs4qa7NQA>

"Listen to the program several times before your appearance. Get familiar with the format

and the host style. Make a note of the host's name and the program name and keep the note nearby during the program."

Fortunately, I already knew the host but I did show up to the studio the week prior to scope out the radio format and environment. And that is what every speaker does before a speaking engagement – scope out the territory so that you will be as comfortable as possible when it is your turn to deliver!

The series of fifteen advanced manuals that we get to choose from after our CC manual are real life examples with real life applications. Make the most of the learning opportunity when you deliver your AC speeches because, one day, you never know, you just might have to use it in a real life setting!

For a listing of the 15 Advanced Communicator Manuals, visit:

http://members.toastmasters.com/MainMenuCategories/Shop/ManualsBooksVideosCDs_1/MANUALSBOOKSVIDEOSCDs/TheAdvancedCommunicationProgram.aspx

Creative Leadership For The Non-Profit

Every now and then, business and community leaders talk about issues that may be applicable to our leadership roles as we serve our clubs, areas, division, and district. On April 7th, one such leader is Dr. Wright L. Lassiter, Jr., Chancellor of the Dallas County Community College District and Distinguished Adjunct Professor at the Dallas

Baptist University. Here is an excerpt of his address of creative leaders in the non-profit environment:

"The famed Dr. Louis Pasteur has an interesting way that he ended his medical school lectures. He speaks of the place of "luck", and the need to carry a unique "safety belt" at all times.

Dr. C.K. Prahalad, a distinguished professor at Michigan's Ross School of Business has an equally interesting way he ends his MBA and executive education courses. He impresses upon his students that they must hold themselves to a high standard. That is they must strive to achieve success with responsibility.

The following are abstract pointers from the closing lecture of Dr. Prahalad:

- Understand the importance of nonconformity.

- Creative leaders must remember that they are the custodians of society's most powerful institutions.
- Develop the ability to put personal performance in perspective.
- Practice developing other people.
- Be concerned about due process.
- Realize the importance of loyalty.
- Assume responsibility for outcomes as well as processes.
- Remember that you are part of the privileged few.
- Expect to be judged by what you do and how well you do it.
- Be conscious about your role as a creative leader."



Who are these keynote speakers?

Our district this year had the opportunity to listen to keynote and guest speakers who have little or nothing to do with our organization but are, nevertheless, very talented in their own right. These included TLI keynotes Curvie Burton and Patrick E. Alcorn (America's eXtreme Motivator!), club guest speaker Carolann Jacobs, and upcoming Spring Conference keynote, Eddie Reeves.

All but one belongs to a networking group of professional speakers called Speaker Co-op (see accompanying article). And this was intentional because our objective was to show

our membership that you, and me, and every member out there are able to strive to be powerful and influential presenters! And our TMs came away surprised and inspired by the caliber of talent that exists out there.

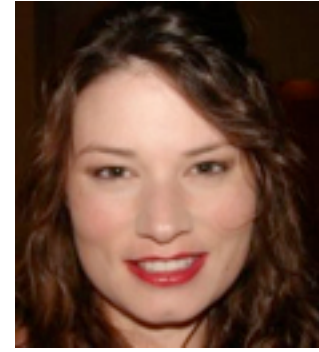
For example, Carolann Jacobs attended the Crossmasters club meeting in January and shared this piece of wisdom with not just the members, but also with the corporation's executive pool. In the words of club member, Christy McCrary:

"Carolann spoke to us on Leadership. She had lots of energy and professionalism. She gave us some great tips on realizing success:

- Lesson 1: Wake up! Be aware & reflect of your past!
- Lesson 2: Find your power! Find your passion!
- Lesson 3: Find your purpose!
- Lesson 4: Invest in yourself!
- Lesson 5: Build your tribe!

Three enemies to personal and professional success is lack of confidence, waiting for someone else to do it and meritocracy. She

recommend a couple of books, Quiet Leadership by David Rock and Primal Leadership by Brian Goldman...."



And here is the next opportunity to see another outside keynote speaker, Eddie Reeves, at the 2010 Spring Conference! Make sure that you sign up for the conference, May 21-22, at the Crowne Plaza, 7800 Alpha Road, Dallas, TX 75240!

For details about the other events at the conference, visit this link:

http://www.d50toastmasters.org/conference_Docs/2010_Spring_Conf_8x10.pdf

You? The Aspiring Professional Speaker?

One of the major differences between Toastmasters and the NSA (National Speakers Association) is that TM speakers are still learning the craft and speak for free and NSA speakers are established professional speakers who speak for a fee.



There is a group, however, for aspiring speakers who fall in between the two groups. They're either just starting out or have already established a client base, or are somewhere in between!

Long time Toastmasters who attend regularly include Russ Riddle, Ben Brown, Patrick E. Alcorn, Cathrine Hatcher, and yours truly, to name a few. It is a great way to network with, and learn from, other established speakers!

If you're ready to take your speaking to the next level, visit Speaker Co-op, which meets once a month in Addison, at \$16 per visit:

<http://www.meetup.com/speakercoop/calendar/12920079/>

If you feel that you want to continue in the supportive and positive learning environment of TMs, an advanced club like ProSpeak is a good stepping stone. ProSpeak gives you the unique opportunity to speak for 20 minutes and be evaluated by two evaluators, one for content, the other for delivery. This club also meets once a month in Addison:

<http://reports.toastmasters.org/findaclub/zoomclub.cfm?ClubNumber=596735&imageField.x=16&imageField.y=10>

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