

THE MAGAZINE FOR COMMUNICATORS & LEADERS | MARCH 2016

# TOASTMASTER®

## The Youth Leadership Program

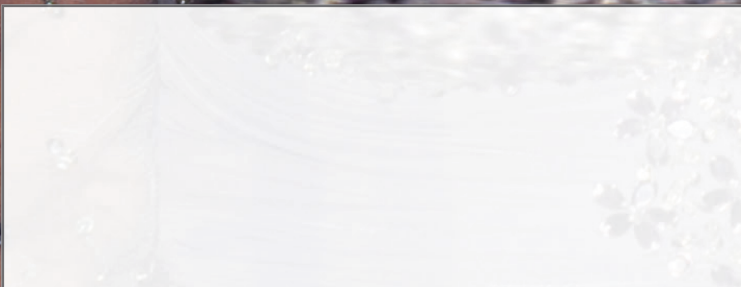
How it helps students become confident presenters.

## Make Change Work For You!

A World Champion speaker tells how.

# A Powerful Patient Advocate

Lori Hartwell spreads a message of hope.





## It Takes Practice to Maintain Your Skills

Recently I was reading through my copy of *The Story of Toastmasters, Volume 1*. Some years ago I had highlighted a passage in which our founder, Ralph C. Smedley, wrote about introducing the *Basic Training for Toastmasters* manual in 1942. The organization was founded in 1924, and the *Manual of Instructions* for clubs

came out in 1928—but there was no in-depth instruction about public speaking until the *Basic Training* manual came out 14 years later.

Smedley was a brilliant man, and he was not in favor of creating a formal “course” or even providing recognition for completing the 12 projects in *Basic Training*. Such recognition, he wrote, could be viewed by some members as a “graduation diploma,” and he considered that a mistake, since he was in favor of lifelong learning. Despite Smedley’s concerns, Toastmasters awarded the first Certificate of Merit in June 1946.

Smedley was leery of the graduation concept because he recognized that speaking and leadership are skills, and skills require regular practice. In my conversations with people about Toastmasters, I say that to be an effective leader or speaker you need three elements: a base of knowledge, regular practice and feedback on performance. All of these elements are available in our worldwide network of clubs.

To be good at anything requires not only regular practice—but practicing the right things. Athletes regularly practice basic skills to keep sharp. Legendary basketball player Michael Jordan once said, “You can practice shooting eight hours a day, but if your technique is wrong, then all you become is very good at shooting the wrong way. Get the fundamentals down and the level of everything you do will rise.”

This past October, I received another Competent Communicator award. I posted a picture of the certificate on Facebook because the award was presented to member James B. Kokocki and awarded by International President Jim Kokocki. Isn’t that cool? I was surprised by some of the posted comments: Many of you were surprised to learn that I continue to deliver speeches from the manuals.

I do continue to work through the projects and practice the basic skills. And I still find opportunity for improvement. For example, I now prefer to speak without a lectern, but I learned, from a recent presentation where I had a significant number of items to cover, that sometimes it is better to be near, or behind, the lectern.

Ralph Smedley was a brilliant man. He recognized that maintaining skills requires regular practice. I sincerely hope that you continue to enjoy your membership and the opportunities to practice your speaking and leadership skills in your supportive club.

**JIM KOKOCKI, DTM**  
International President

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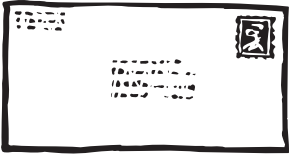
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“Thank you, friends in Toastmasters, for being an example of how we can look past our differences and work together to make something truly great!”

— Kelly Bliss, ACS, CL  
Noontime Toastmasters  
Phoenix, Arizona

### An Inspiration

I just read “Earning a CC—at 95” (November) about Dot Myers and what an inspiration she was to her son, Dick. I was moved to tears when I read that she passed away in September, and I would like to send my condolences to her son. My mother was nearly 95 when she died. We are lucky that our mothers lived long lives. Thank you for publishing the article.

**Clare Jethwa, CC**

Smart Speak Toastmasters club  
Nairobi, Kenya

### Holiday Idea

In “Silent Nights” (December), John Cadley recommends against sending cheery holiday letters detailing one’s activities for the year. My recommendation is to be creative. A friend of mine owns a farm with a small herd of cattle. She names each animal. Her cheery newsletter is full of stories about the cattle’s antics with accompanying photos. It’s a laugh-out-loud event I look forward to every year.

**Paula Kramer, CTM**

Stevens Point Toastmasters club  
Stevens Point, Wisconsin

### Time for a Discussion

I enjoyed reading “How to Be a Ruthless Editor” (December) by Mitch Mirkin. I thought it had some excellent points about how and why our speeches need to be edited.

I did take issue with one statement that alluded to the idea that you can request

more time if your speech is longer than the allotted time. I disagree with this. I understand that clubs may do this, and thus it is accurate for the article to state it. However, I feel that it is irresponsible for this practice to be encouraged.

We have a time limit in almost every speaking situation. As Toastmasters we need to be adept at adhering to those limits. We learn and practice this in our clubs as we prepare speeches that meet project objectives, which include time restraints.

Follow the guidelines presented in Mirkin’s article and not only will you be more effective at delivering your message, you will also be more effective at adhering to time requirements.

**Chad Greenough, DTM**

ANICO Articulators Toastmasters club  
Galveston, Texas

### A Shining Example

With all that’s going on in the world, I’ve been feeling fortunate about being a Toastmaster. In my club, all members treat each other with respect and care.

In my years as a member, I have met people from many countries, with different religions and education levels. I hear speeches by seasoned professionals as well as by nervous novices. Some of them work for the government and others for banks, and some are even local entertainers, yet all are encouraged to give voice to their views, and to see themselves in a positive light. All are given support and encouragement, attention and applause. Everyone listens with respect, and all strive for understanding.

Thank you, friends in Toastmasters, for being an example of how we can look past our differences and work together to make something truly great!

**Kelly Bliss, ACS, CL**

Noontime Toastmasters  
Phoenix, Arizona

### Translated Manuals

I salute the contributions of the volunteer Chief Reviewers and their team members as mentioned in “Expanding Toastmasters One Language at a Time” (November). In Taiwan I see many outstanding members who are unable to understand English. Now, with the Chief Reviewers reviewing translations

spanning German, Simplified and Traditional Chinese, Japanese, Portuguese, French, Arabic and Spanish, and with a focus on localization, I believe many non-English-speaking members worldwide will benefit from our well-translated manuals.

These dedicated Chief Reviewers and their teams are helping to open a new chapter in Toastmasters International. Perhaps before the organization celebrates its 100th anniversary, we will witness the establishment of the first non-English-speaking district.

**Bruce Yang, DTM**

Taichung Toastmasters club  
Taichung, Taiwan

### A Two-way Street

What an inspiring message our International President Jim Kokocki delivered in his Viewpoint column about mentoring (December). Like him, I believe in mentoring. I typically mentor nine Toastmasters at any one time, and I enjoy learning about people with backgrounds different from my own.

A few years ago, I started giving advice to a quiet young man from India. Over the years he has taught me more about friendship, loyalty, hard work and love than any Australian has. My mentoring helped him with his spoken English and it helped me develop tolerance and understanding of a culture and religion I was not familiar with.

More recently, my 11-year-old grandson asked me to mentor him. He was preparing a speech for his primary school as he was in standing for House School Captain. I attended his presentation day and was the proudest person there when he was awarded the position.

Get in there and mentor; it’s well worth the experience!

**Frank O’Sullivan, DTM**

G.O.A. Toastmasters  
Newington, New South Wales, Australia

### DO YOU HAVE SOMETHING TO SAY?

Write it in 200 words or less. State your name, member number and home club, and send it to [letters@toastmasters.org](mailto:letters@toastmasters.org). Please note: Letters are subject to editing for length and clarity, and may be published in both the print and electronic editions.

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**ON THE COVER:** Photo of Lori Hartwell courtesy of Denise Taylor.

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### ▶ MEMBER MOMENT

# Committing to Excellence

BY SHANNON DEWEY



Ali Ahmed Mohamed Alrayes, right, receives his DTM award from Dr. Abdulrahman Jawahery.

**Ali Ahmed Mohamed Alrayes** is a busy Bahraini Toastmaster.

Born in Alhoora, Manama, Bahrain, Alrayes cherishes the place he still calls home and has made it his mission as a Toastmaster to spread the word of the organization in his community.

As a mechanical engineer at Gulf Petrochemical Industries Company (GPIC), he says he owes much of his success to the company's president, Dr. Abdulrahman Jawahery, who holds a doctorate in engineering, for starting him on the Toastmasters path.

At the beginning of his journey Alrayes set a goal to promote the education program and become the first in his district to earn Toastmasters' highest designation. Eight years later, the Distinguished Toastmaster and past area governor is pleased with his progress. A member of five clubs, Alrayes is a zealous mentor and vocal advocate for his district.

#### **Why did you join?**

Initially I wanted to develop my public speaking skills. However, once I fully appreciated the education program, my goals were to charter other Toastmasters clubs, mentor the members and translate Toastmasters literature into Arabic. My focus was on developing leaders to make Toastmasters' tagline, "Where Leaders Are Made," a tangible reality.

#### **What makes you so passionate about Toastmasters?**

It's the noticeable positive change that came about in my life, and the fact that I embrace the value of nurturing and supporting others.

My journey as a Toastmaster is a quest in search of excellence. It has made me aware of the level of responsibility I have to give back to this leader-making hub. It has made me keen to embrace an attitude

of gratitude for all those who supported me in achieving my goals. I have made it a point to plant the seed of Toastmasters and contribute to building a better world that thrives on the organization's values such as respect, service, excellence and integrity.

#### **Tell us about your career.**

I am a mechanical engineer and a supervisor of health, safety and environment (HSE) at GPIC. My profession gives me a sense of contribution and happiness because I enjoy paying attention to details and mitigating risk. I am indebted to my company, and particularly the president, Dr. Abdulrahman Jawahery, who constantly inspires and encourages me and my peers to excel. He is the main supporter and sponsor of most Toastmasters activities in Bahrain.

Toastmasters helped me become an effective listener and communicator at work. I have learned to be more inspiring—and in fact encourage many of my co-workers to become Toastmasters and subsequently be the change they want to see in themselves. In a nutshell, Toastmasters has made me adopt a servant leadership style.

#### **How do you use your communication skills to attract new members?**

As they say, if you cannot tell it you cannot sell it. An in-depth understanding of the Toastmasters education program helps me to promote the organization easily and precisely and to connect with my audience to deliver the message. My advice to others is to be passionate and begin with the end in mind.

**SHANNON DEWEY** is the editorial coordinator for the Toastmaster magazine.

## ▶ SNAPSHOT

# Happily Ever After in Hawaii

Fifteen Toastmasters traveled to Kona, Hawaii, to attend the wedding of Tim Swearingen, DTM, PID, and Rose Swearingen, DTM, past region advisor (center). Multiple past international directors and several past district governors, as well as 2003 World Champion of Public Speaking Jim Key, were in attendance.



## ▶ NEWS TO USE

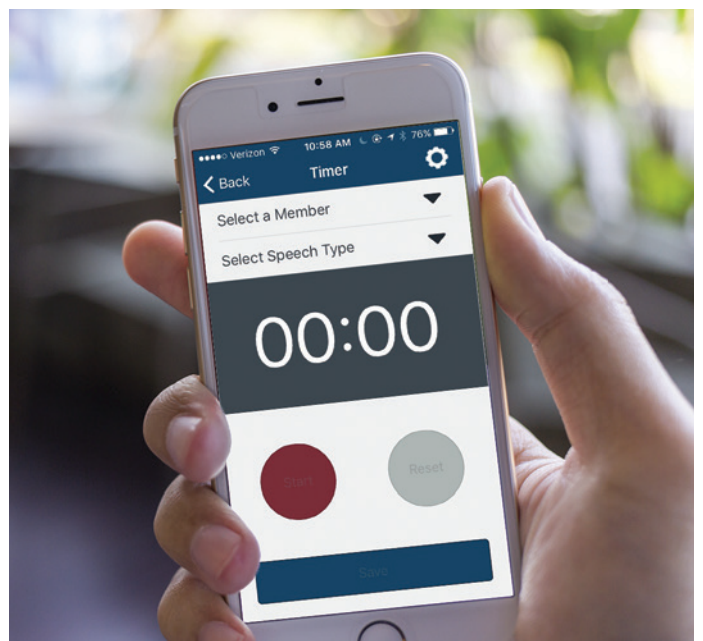
# Toastmasters launches new mobile app

The Toastmasters mobile app is the first real-time app that you and other members can use in club meetings. The tool is designed to help you perform your meeting role with convenience and ease. It features a built-in Ah-Counter that counts ahs and filler words, a grammarian function that lets you keep track of the Word of the Day, and a timer function where you can simply press “Start” or “Pause.”

This new app also gives you instant access to your club roster—something that members were particularly excited to learn when the app was tested at the International Convention this past August.

In addition, there’s a History section in which you can track the progress of your speech over time. Once the Ah-Counter, grammarian and timer have entered the information for your speech, your club’s vice president education will need to approve, and then you will be able to review your progress on your personal record. Future updates to the app will include further enhancements to the club meeting experience.

As the latest effort by Toastmasters International to expand and improve its digital offerings, this new app has the potential not only to boost the quality of your meetings but to strengthen your connection to other members.



### ▶ MEET MY MENTOR

## Dwight Edwards, DTM



FROM LEFT: *Dwight Edwards and Sharla Ng*

After spending years at home caring for her children, Sharla Ng needed to tune up her speaking skills and boost her confidence. Her husband, an employee at Hewlett Packard, suggested she join his company's corporate club, HP Speakeasies, in Boise, Idaho, after seeing posters at work. She took his advice and joined in 2014.

Past Area Director Dwight Edwards, DTM, joined HP Speakeasies a few months afterward. An experienced Toast-

master, he "dove into mentoring with generosity and enthusiasm," Sharla says. Dwight invited Sharla to dinner to get to know her, find out what her goals were and help her understand the speechwriting process.

#### How has Dwight helped you?

Dwight gives me positive reinforcement every chance he gets. He gives feedback with kindness, thoughtfulness and a great sense of humor. For one speech, he coached me through five drafts. When I stumbled as Table Topicsmaster—mistakenly choosing folks who already had roles—he taught me how to quickly identify whom to call on to participate. He also encouraged me to take on an officer role, and he supported me during my initial resistance. I served as secretary of the HP Speakeasies and grew immensely.

#### What is the best feedback he ever gave you?

He gave me so many good ideas: Make a connection with people before getting down to business, never put myself down, and be honest with myself about my feelings (it helps people to trust in me and in what I say). He also taught me how to evaluate speeches.

#### What do you appreciate most about him?

His dedication as a communicator and leader. When asked during Table Topics about his favorite "love language," Dwight spoke about his random acts of kindness. At another meeting he floored us with a warm-hearted and engaging speech about how he turned rejection into meaningful personal insight. He is an extraordinarily uplifting person and inspires everyone in our club.

#### NOMINATE YOUR MARVELOUS MENTOR!

Do you know an exceptional mentor who has positively influenced you? Send a 200-word description and photo (1 MB or larger) of you and your mentor to [MentorMoment@toastmasters.org](mailto:MentorMoment@toastmasters.org).

### ▶ LOOKING AT LANGUAGE

## The 5 Phrases That Sabotage Success

Whether or not you realize it, ordinary words and phrases you say can undermine your credibility at work and during club meetings. According to numerous CEOs, college professors, business professionals and students responding to an article on Inc.com, these are five of the most common phrases to avoid:

**"To be honest ..."**—When you are the evaluator at a meeting, it's good to give constructive criticism. But using this phrase suggests that you weren't being honest before. Refrain from saying this, so that everyone can assume that you're always being truthful.

**"I mean ..."**—Much like "um," this is a filler expression that is commonly used to stall a sentence. Frequent use of this expression can make you sound unprofessional and convey that you don't know what you're trying to say.

**"Passion"**—Whether used in written or verbal form, this word is widely overused. If you want to stand out in your next speech or job interview, use other words to convey how passionate you are about your career, profession or favorite pastime.

**"Again ..."**—While you may have the best of intentions to re-emphasize a point, when used excessively, this is another filler word. It can become a verbal tic, just like "um," "uh" or "like."

**"That's not a bad idea ..."**—This phrase usually means something other than what you're actually trying to say, which is "That's a pretty good idea." This can lower expectations for all who hear you say it.



## ► TIPS FOR THE LEADER

# 3 Subtle Nonverbal Mistakes Leaders Make

BY KARIN HURT

Your body might be sabotaging your career. Not on purpose; your heart's in the right place. In fact, you've mastered the basics. As a Toastmaster, you're way past avoiding eye contact, wussy handshakes and the proverbial fig leaf arms. Beware of three more subtle nonverbal cues that can seriously damage your credibility as a leader.

### Making Yourself Small

When it comes to confidence, I'm in agreement with social psychologist Amy Cuddy: "Don't fake it until you make it. Fake it until you BECOME it." Her well-known TED talk provides important evidence that our body language shapes our own confidence, not just our credibility. Her research shows that closed arms, slouched postures, neck-rubbing and other self-protecting poses actually impact our hormones, making us feel less confident. Those feelings then further shape our non-verbal behavior, and the cycle continues.

If you want to become more confident, open up your arms and stance and take up more space in the room. Being more aware and deliberate about your body language will not only help you look strong; it will actually help you feel more confident.

When you're in a meeting, check your posture every 15 minutes. Notice what your body does when you're not paying attention to it. Do you have a tendency to make yourself larger, or smaller? Try doing yoga, and take note of how poses like the Warrior and the back bend make you feel.

### Choosing the Wrong Seat

I'm not talking about the power dynamics of working your way to the head of the table. It's about choosing to sit on the sidelines rather than pulling a chair to the table. If you don't belong at the table, you shouldn't be in the room. If you're running a meeting and there aren't enough chairs at the table for everyone, get a bigger room or find a different approach. You won't build confidence or create engagement by casting people to the sidelines.

### Letting Your Stress Show

This takes many forms, from coming in late and disheveled, to fidgety impatient behavior or chronic multitasking in meetings. "You look stressed" is not a compliment or a badge of honor for how hard you're working, or how much you're taking on. Calm and collected breeds confidence.

As celebrated dancer and choreographer Martha Graham says, "the body never lies." Paying close attention to what your body is telling you and others will go a long way in bolstering your credibility.

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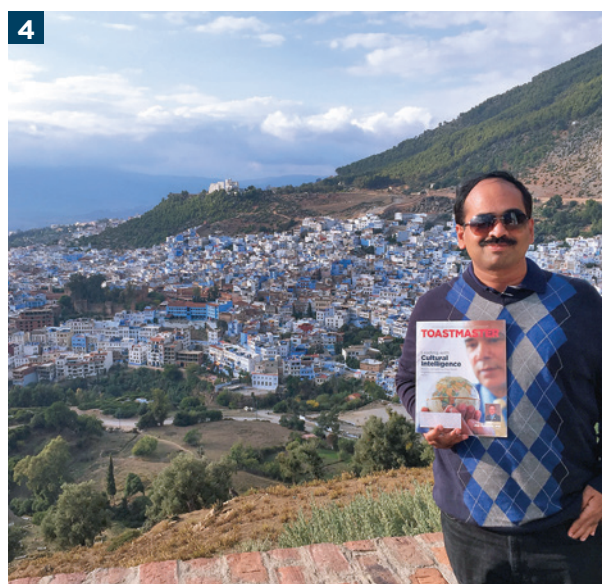
**KARIN HURT** is a keynote speaker, leadership consultant and MBA professor. Her book *Winning Well: A Manager's Guide to Getting Results—Without Losing Your Soul* is available for preorder on Amazon. Read more leadership advice at [www.letsgrowleaders.com](http://www.letsgrowleaders.com).

## ► VISITING A CLUB WHILE TRAVELING



While on vacation, Tharuka Kannangara, CC, CL (the woman on the far left) of BEPZ Toastmasters in Sri Lanka, visited the Diamond Valley Toastmasters club in Eltham, Victoria, Australia. Kannangara says, "Countries might change, cultures might change, but there is one thing we have in common—Toastmasters!"

# TRAVELING TOASTMASTER



**1 | ANDREW FECIK, CC, ALB, FROM ONTARIO, CANADA,** stands among the ancient city ruins known as Laodicean on the Lycus in Denizli, Turkey.

**2 | KIRTI SHARMA, CC, FROM JAKARTA, INDONESIA,** poses on the Phi Phi Islands in Thailand.

**3 | ELBIA QUIÑONES, DTM, FROM CAGUAS, PUERTO RICO,** stops by Café La Biela in Buenos Aires, Argentina, where famous writers Adolfo Bioy Casares and Jorge Luis Borges are immortalized.

**4 | SRIDHAR CHITRAJU, FROM BANGALORE, INDIA,** poses with a backdrop of “The Blue City” in Chefchaouen, Morocco.



View more photos on your tablet or on our Facebook page: Toastmasters International Official Fan Page.



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# The 6 Success Secrets of the Super-Motivated

You are what you think.

BY SHAWN DOYLE

**A**s an author and motivational speaker and coach, I often get into discussions about what it takes for someone to get and stay motivated. What is their secret?

After talking to many people I realize there is one discernible difference between someone who is motivated and someone who is not. It is in the way that they think. I call people in the former group the super-motivated. They realize the impact their own daily thinking has on their life.

Here are six tools super motivated people use to get and stay motivated:

## 1 Proper Exposure

The super-motivated realize that the old concept of “garbage in, garbage out” is very true. So rather than exposing themselves to negative news (like the evening newscast) or negative television or even negative stories

As far as we know, we are the only species that has the ability to think about how we think.

on the Internet, they avoid negativity altogether and instead choose to focus on upbeat and inspiring information. They focus on good news, not the bad. They are not ostriches with their head in the sand—they know there is bad news in the world; they just choose not to spend time and energy on it. It’s a “waste of mind.”

## 2 Put goals in writing

There is absolutely no question that one of the ways to improve your thought process is to write down your goals: short-term, midterm and long-term. The action of writing them down and actually looking at them on a regular basis will reinforce the direction you are heading. This is sending a short reminder note to your brain consciously and subconsciously—telling it, “Hey this is what we’re doing.”

*“You are never too old to set another goal or to dream a new dream.”—C.S. Lewis*

## 3 Network with positive people

Super-motivated people realize that the quality of their lives is in equal correlation to the quality of the people that they associate with. If you associate with negative or toxic people, then you will be negative as well. I refer to these people as ESVs, which stands for energy-sucking vampires. So be very careful about who you associate with.



Shawn Doyle

## 4 Keep a journal

Keeping a journal is another way to reinforce positive thinking and positive thoughts on a daily basis. Carve out a little time in the morning to write down positive affirmations and goals and dreams to start your day off on the right track. Hal Elrod referred to this practice in his book *The Morning Miracle*. If you start your day this way, you start your morning on the sunny side of the street. Try it; you will like it.

## 5 Modify what you say

What is interesting about people who are super-motivated is they realize that what they say and how they say it affects their thinking. It’s almost like the chicken and the egg: What you say affects how you think;

how you think affects what you say. *The key is to catch yourself when you say something negative.* If you’re giving a presentation at work don’t say, “Boy I sure hope it goes okay.” Instead say, “I am going to knock it out of the park and it’s going to be great.” Positive self-expectations and positive statements can change the way you think. And believe it or not, your brain believes exactly what you tell it. If you tell it something is bad, it believes it.

## 6 Think about how you think

As far as we know, we are the only species that has the ability to think about how we think. I don’t think turtles sitting on a log in the sun think about their life and how their thinking is affecting it. You, however, have the ability to think about how you think. I have found that once my thinking changed, my life changed dramatically both personally and professionally. Don’t underestimate the impact of your thinking, both on a positive and negative level. It is the ultimate power tool.

*“The only person you are destined to become is the person you decide to be.”—Ralph Waldo Emerson*

So do you really want to have a great life and be extraordinary and not just average? Do you want to be fired up and achieve your dreams? Then you can decide to be that person—it’s all just a choice. Now I am going to ask you to take some time today to pick a few of the actions from this article and commit to doing them this week. I guarantee they can change your life. **T**

*This article originally appeared on Addicted2Success.com.*

**SHAWN DOYLE, ATMB**, is an author and life coach from southwestern Pennsylvania. A former Toastmaster, he is the author of 18 books. Reach him at [www.shawndoylemotivates.com](http://www.shawndoylemotivates.com).

# Navigating the Two Sides of Healthcare

A kidney-failure survivor inspires the medical community and her peers with a message of hope.

BY MARY NESFIELD

In her speeches, writings and actions, Lori Hartwell inspires people with chronic kidney disease and their family members, as well as those in the medical community. At the heart of her message is hope.

“People sometimes give up because they don’t have hope or a purpose,” says Hartwell, who was diagnosed with kidney disease at age 2 and wasn’t expected to survive. Since then she has survived 40-plus surgeries, 13 years of dialysis and four kidney transplants. Yet despite all of her health issues and multiple doctor appointments, she meets the demands of a busy speaking schedule and runs a nonprofit organization. She offers her own story as an example of survival and success, and as arduous as her journey is,

**“It is always exhilarating to see the hope in someone’s eyes and to know that you helped spark it.”**

— Lori Hartwell

she lives a productive and joy-filled life. Her mantra: “Illness is too demanding when you don’t have hope.”

Hartwell, ACG, a Toastmaster in Glendale, California, says strong communication skills are a vital weapon in the battle against disease—both for patients and their caregivers. “It is much like a Toastmasters evaluation,” she says. “I need to know that a health care professional is listening to me and is being specific on how I can improve.”

Hartwell is the author of a book and articles on the topic of chronic illness, and she speaks in front of thousands at healthcare conferences around the world. She is a powerful patient advocate who has spoken out on legislative issues affecting the kidney community and given testimony before government medical committees.

Dr. Jeffrey Glick of Burbank, California, specializes in internal medicine and nephrology. He says, “I tell my patients about Lori and her many obstacles and it gives them hope that they can live with kidney disease and lead a good life.”



*Lori Hartwell speaks at various venues such as the conference hosted by the American Society of Nephrology.*

## Learning Firsthand About Disease

Despite a demanding illness, Lori earned her high school diploma after being homeschooled since age 14. Having spent a lot of time in hospitals, she learned firsthand about the many risks associated with the treatments she received. And from the loneliness of her hospital bed, the young girl observed the many different communication styles of her caregivers. Some were very attentive and in the moment. Others were shy, and many were preoccupied with their work, yet she found ways to befriend them and get their attention, in spite of their busy schedules.

And from that, Hartwell developed her own style of communicating to get the best care. As an adult, she chose to help others in similar situations. Her Toastmasters experience has played a pivotal role in that: Hartwell credits it with helping her use her voice and story to help others.

Hartwell joined the Glendale One Toastmasters club in 1993, the same year she founded the patient support organization Renal Support Network (RSN), which serves people with kidney disease throughout the U.S. Dr. Glick says of the RSN, “Its programs provide education materials and let my patients know they are not alone and can connect with their peers.”

As Lori’s club members encouraged her to tell her story, she began developing the confidence to do so. She practiced telling it until it resonated with others. She took her voice recorder along each time she delivered a speech. From the recordings she could differentiate between what the audience wanted and did not want to hear.

It became clear to her that audiences enjoy stories of resilience, overcoming obstacles, accepting challenges and taking risks. And they are inspired by people who lead by example. Sometimes, as was the case when she spoke for the National Renal Care company in Cape Town, South Africa, people in the audience had never met someone who has lived with kidney failure as long as she has, and that in itself provides hope.

“It is always exhilarating to see the hope in someone’s eyes and to know that you helped spark it,” she says.

Through her speaking experiences, Hartwell also discovered how the power of humor can soften the delivery of sensitive



Hartwell poses in Capetown, South Africa, with a few of the women who came to hear her speak.



Hartwell and her husband, Dean, meet Muhammad Yunus, Toastmasters' 2015 Golden Gavel recipient, on the way to the International Convention in Las Vegas, Nevada.

topics. “Make them laugh, make the connection and make them think,” she says.

### From Sales to Speaker to Author

A year after joining Toastmasters, Hartwell entered the medical profession as a technical sales specialist for a diagnostic company. She subsequently became Western regional sales manager for a dialysis catheter company, overseeing its activities in seven U.S. states. With these combined jobs she visited more than 500 dialysis units in 30 states, and the importance of the patient/health-care-provider relationship became even clearer to her.

Armed with firsthand knowledge, she became editor of both the medical journal *Contemporary Dialysis & Nephrology* and the journal *For Patients Only*, and heads of medical associations and companies began asking her to address their staff. That led her to deliver keynote speeches in Canada, South Africa and throughout the U.S. “My profession was sales, but I actually became the product,” she says.

Hartwell's stories reflect the patient's perspective. “When given a diagnosis, the patient is often overwhelmed—by the news, the environment, the whole experience,” she stresses. “And at that point, as information is relayed to the patient, he or she can't even hear it.” It's not because the patient is hard of hearing, or doesn't want to hear, she explains, it's because “the patient first needs to know that the professional cares. Then they can listen.”

### A Love Story

It's difficult for patients, understandably, when they come to realize their kidneys no longer function normally. They have limitations on diet, take a lot of medications and are not always able to do the same things their peers do, and they can lose confidence. In Hartwell's case, she learned how “the most attractive thing in the world is confidence.” In 1996, in preparation for a speech contest, she was speaking at her club about organ donation. She beams as she relates the story of that special day when her future husband, Dean, sat in the audience as a guest and watched as she delivered her message—with confidence.

“Who knew that giving a speech about my personal story of receiving the ‘Gift of Life’ and the importance of organ donation could motivate someone to want to ask me out on a date?” she says. Dean joined the Glendale One club and is her biggest supporter, mentor and evaluator. Today, armed with an ACG, he enjoys competing against her when she is on the schedule.

Hartwell went on to compile a book from her Toastmasters speeches. Called *Chronically Happy—Joyful Living in Spite of Chronic Illness*, it's a guide for handling issues that arise in the course of chronic disease. Among the Amazon readers who reviewed the book, one woman who identified herself as Sarah M., wrote that she is a student dealing with chronic illness. “Hartwell's experiences of living a successful and joy-filled life despite her illness has been an inspiration and source of hope for me.”

Hartwell also hosts workshops on how to take risks and overcome adversity while pursuing goals. “I help people, including healthcare professionals who have no guarantee of a good outcome for their patients, feel good about themselves.”

Her work extends even further. For instance, she is the organizer of an annual prom in Southern California for teenagers who suffer from kidney disease. Hartwell, who missed out on her own high school prom because of the disease, started the event back in 1999 through the Renal Support Network. The dance draws hundreds of young people, giving them a chance to connect with fellow teens in the same situation.

“They have a night that they will never forget,” Hartwell said in a *Los Angeles Times* newspaper article about the event. “They can just dance the night away.”

Hartwell continues to use her communication skills as the host of an online talk show called *Kidney Talk*. She also wrote and produced the 60-minute video “Communication Prescription for the Renal Care Professional.”

Her next stop is the Bahamas, where she's been invited to speak by the American Renal Associates. Her advice to other speakers is this: “Be in the moment, tell your story peppered with lessons learned, talk to your audience and take risks.” ■

MARY NESFIELD is the associate editor of *Toastmaster magazine*.



# An Education Program for the Future

Test pilot of REP content draws positive reviews.

BY PAUL STERMAN

Ever since Ralph C. Smedley founded Toastmasters, education has been central to the organization’s mission. The goal has always been to help members develop and improve their communication and leadership skills through experiential learning.

The best is yet to come. Toastmasters is revitalizing its education program, and the end result will be improved opportunities for members to learn and grow. Benefits will include a learning experience tailored to members’ personal and professional goals, and the development of communication and leadership skills that are transferrable.

The revitalized education program (REP) stems from the Toastmasters Board of Directors’ 2010 strategic plan, which identifies the need to modernize the communication program and renew our focus on leadership. Three years ago, the REP team at World Headquarters began developing the educational content, and

more than 250 member volunteers—called Learning Masters—offered valuable feedback during the process.

The REP builds on the best of the current education program. The way club meetings work will stay fundamentally the same, and the program will maintain Toastmasters’ four guiding principles: experiential learning, self-paced learning, peer evaluation and mentoring.

Along with tailored learning and transferrable skills, the REP will offer members:

- A clearer path toward Toastmasters recognition and achievement awards
- Greater access to educational materials
- Expanded learning resources such as video and digital content
- Stronger mentoring and evaluation programs

“The revitalized education program is vital to our future,” says Past International President Pat Johnson, who led the Learning Masters group. “We must adapt

to a changing world—and this is the best way to meet members’ needs in today’s global marketplace.”

### The Learning Journey

Based on extensive research and membership surveys, the program’s learning paths have been mapped out meticulously. Once a member joins a club, he can take a self-assessment, which identifies a tailored learning path that meets his specific goals.

Learning paths correspond to the program’s five disciplines:

- Public Speaking + Management
- Public Speaking + Strategic Leadership
- Public Speaking + Interpersonal Communication
- Interpersonal Communication + Strategic Leadership
- Interpersonal Communication + Management

This type of educational journey gives members more control of the skills they can develop and enables them to master particular competencies that are transferrable.

There are 10 learning paths, and all paths include 14 projects. Each path contains five levels of achievement that build in complexity, allowing members to build on what they have learned.

In total, there will be 59 learning projects—a mix of those that are required and electives—in the revitalized education program. (Some projects are included in more than one path.) The Learning Masters reviewed each of the projects, but in addition, and for the first time, members

**“I knew next to nothing about blogs when I began this project. I think the material was well-written for beginners like me.”** — participant in the REP content pilot

other than the Learning Masters have now reviewed the educational content. And their feedback is resoundingly positive.

The REP team at World Headquarters recently completed a pilot to test the educational content. It marked the first time any of the learning projects were completed in the club setting. That is critical. Because the member experience is at the heart of Toastmasters, one of the pilot’s primary aims was to evaluate how project assignments fit with the club setting.

Pilot participants also provided feedback on the educational impact of projects, the functionality of the online content and the overall response to the REP. More than 800 members from 168 clubs participated in the pilot, which ended in December. The feedback was provided through project surveys. The REP team received 1,292 surveys—some members completed more than one project—from members in 79 districts across the world.

### What Did They Say?

One member who completed the new “Ice Breaker” project wrote, “*LOVE the practical info and speech development guidelines*

*for this Ice Breaker project! I would have progressed far more quickly had this been available to me six years ago when I began [in Toastmasters].”*

Another member praised the “Introduction to Toastmasters Mentoring” project: “*It is the first time in a long time I have been able to speak about something ‘from the heart,’ which is what a mentor/mentee experience is ... a very heartfelt and meaningful experience.”*

Along with the positive input, members provided suggestions and constructive comments. For example, one Toastmaster offered suggestions on an assignment in the “Managing a Difficult Audience” project. The

assignment calls for one or more club members to role-play during the speech, causing disruptions and interrupting the speaker.

“*It was hard to do an actual 5-to-7-minute speech with four role players disturbing you,”* wrote this participant. The assignment “*did not say to limit [the members’] interruptions, so they kept at it again and again .... I would suggest a little more detailed instruction to the role players to make the project more realistic.”*

World Headquarters staff is reviewing the pilot feedback and adjusting projects to better serve members’ educational goals and the club experience. Staff is also fine-tuning the new evaluation process—a key benefit of the program—within individual projects.

### Blogs and Podcasts

A number of REP projects teach methods of communication that are increasingly popular around the world—methods that might be new to many members. One such project is “Write a Compelling Blog.”

“*I knew next to nothing about blogs when I began this project,”* wrote one pilot participant. “*I think the material was well-written for beginners like me.”*

Another member said the “Create an Engaging Podcast” project was enlightening. “*Most of the members of my club are not so active online and don’t listen to podcasts. For some it was the first time that they heard of podcasts.”*

Learning Masters served as club liaisons for the content pilot. One Learning Master, Phoenix Miller, said the Podcast project helped her overcome her fear of new technology. At first, the project was difficult, she said, but she forged ahead, determined to succeed.

“*When I presented my first podcast to my club, on alternative work spaces, I was overwhelmed at the positive reaction,”* wrote Miller, a member of several clubs in North Carolina. “*Some of the younger members asked what kind of software I was using. I beamed.*

“*I received my DTM last year. I was ready for my next challenge. This project opened up a whole new world for me to reach outside my club and outside Toastmasters.”*

### Online Testing

The REP’s Learning Management System (which enables members to use the program online) is being integrated with the educational content, and testing of the system will soon begin. The first phase of testing will simulate the user experience, identify any system bugs and how to correct them, and ensure the quality of the system and the REP in general.

Members will participate in a second phase of testing later this year to further ensure the quality of the program. The REP is scheduled to begin rolling out in phases by the end of the year. However, the program won’t launch until the organization is certain that the REP is completely ready for members.

It’s an exciting time to be a Toastmaster, with an abundance of new learning opportunities on the horizon! 📺

**PAUL STERMAN** is the senior editor of *Toastmaster magazine*.



# How to Benefit From **CHANGE**

World Champion offers excellent A-D-V-I-C-E.

BY DANA LAMON, DTM, AS

Every Toastmaster is seeking something. No, I haven't had the chance to speak to each one, but every Toastmaster I have met has told me what he or she wants to gain from the organization. And for everyone, it is about change. To overcome shyness or fear of speaking, to hone oral presentation tools, to develop leadership skills, to improve English language skills, to become a professional speaker, to win the World Championship of Public Speaking or even to find a spouse—requires that you change. If you are not changing, you are not growing.





As you and I grow, the organization that we belong to must also grow. Toastmasters International's increase in membership and proliferation into 136 countries mandates change in how its message is managed; hence, the rebranding a few years ago. To provide more opportunities for the personal growth of all members, who are of diverse cultures and varied needs, necessitates a change in the programs offered; hence, a revitalized education program. Change that is drastic and/or sudden often evokes a negative reaction—a reaction based on fear of the unknown.

Notwithstanding the scope and speed of change, change always carries with it the opportunity for the best that life has to offer. Your capacity to maximize your benefit from change can be measured by your **Attitude, Desire, Vision, Innergy, Control** and **Excellence**. If you are resisting change, see what these gauges mean to you:

**Attitude.** Whether or not you can benefit from change depends on your attitude, which is the perspective from which you approach an endeavor. From which of these perspectives do you come in general situations, with respect to Toastmasters rebranding, and/or with respect to the REP?

**Catalyst.** You initiate change to promote your growth and development.

**Capitalizer.** You may not initiate change, but you fully embrace the change to find your opportunities for growth and development.

**Consenter.** You acquiesce to change, though you cannot see how you benefit.

**Complier.** You adapt to change, though you believe there is no benefit in it for you.

**Clinger.** You resist change by holding on to the past.

**Contester.** You fight change to restore the past.

The common attitude toward change is that of the clinger. This is especially true when change is sudden and/or drastic. We have a tendency to hold on to static goals, to memories, to security, to habits and to personal preferences.

Primatologists sometimes trap monkeys by placing a banana in a stationary box that has a hole just big enough for the monkey's paw. When the monkey reaches in and grabs the banana, it cannot pull the filled paw out. It is trapped because it won't let go.

You cannot grow today if you cling to yesterday. You cannot grab the opportunities of tomorrow's programs in Toastmasters if your hands are filled with yesterday's dreams and goals. If you cannot welcome change with open arms, start with one finger. Let go of the past you are clinging to one finger at a time. It will take only 10 steps to be released from yesterday and be ready for your future growth.

**Desire.** To know how to catch opportunity when it rides on a wave of change, you have to know what you want now. Yesterday's opportunities were wrapped in yesterday's circumstances. Static goals cannot move you forward tomorrow. To gain the benefit that dynamic change can offer, you must reset your goals. *Should I say "yes" to the opportunity? Should I invest now? Should I relocate? Is it a radical revision to what I currently do? You may have asked and answered these questions before, but when the circumstances change, you must ask and answer them again.* You cannot correctly answer these kinds of questions if you are holding on to the information of the past.

When I joined Toastmasters in 1988, I had only one goal—to improve my ability to put humor in my speeches. After a few evaluations, I had to add another—improve my use of gestures. After witnessing my district's international speech contest nine months into my membership, I established another goal—to participate in

### DON'T FEAR CHANGE, USE IT!

Three thoughts to turn your negatives into positives.

BY TOM RICHARD, CC

People fear change because it pushes them into the unknown, and one of the greatest fears in the world is the fear of the unknown. While this is natural, you can also control your fear and turn it into creativity.

Because fear is such a strong emotion, it creates an enormous amount of energy in a person. The problem with this is that the energy tends to be negative and destructive. People who fear change often see themselves as victims. They feel unprepared and inadequate to conquer whatever may come. And when change arrives, they feel they have no *control* over the situation, which causes even more fear.

When people are afraid, they spew out all sorts of negative comments to others. While it may not be intentional, their fear is damaging to themselves and to those around them.

Fear, however, does not always have to lead to negative energy. You can turn it into positive energy by *choosing* to do so. When everything around you changes, throw away your doubts and insecurities and control your situation by taking charge of your own emotions:

1. Be strong in your convictions.
2. Be confident in your abilities.
3. Be proud of the work you do.

Although it may be easier to react negatively, you'll enjoy more lasting benefits if you challenge yourself to find the positive aspects and opportunities that lie within every change. Your energy and improved attitude will be contagious and you will become a positive influence to those around you. While others are still suffering with negative reactions, you'll be moving into the future ready to savor your new opportunities.

**TOM RICHARD, CC** is a former member of Winter Park Toastmasters club in Winter Park, Florida. This article first appeared in the September 2011 Toastmaster magazine.

the World Championship. And the goals kept changing as I gained experience in the organization.

Take a moment to consider what you want now. Not what you wanted when you joined Toastmasters. Use your current experience and the new knowledge that you have gained to formulate a different set of goals. Let go of those static goals you have been clinging on to and you will have a free hand to reach into the future of Toastmasters' opportunities to achieve the desires of your heart.

**Vision.** It is possible that changed circumstances cloud or completely block your view of where you were headed. That doesn't mean that your destination cannot be reached. It just means that you have to, in the vernacular of your GPS, "recalculate." To develop an alternate route, you need to have a vision of where you want to be and

### I love to prove wrong those people who note my blindness and say, "He can't." I know who I am. I love myself.

the best ways to get there. Benefiting from change sometimes requires you to refer to the big picture. Change may dictate that you redraw the map you had plotted out in order to find another route to your goal. Don't be afraid to review the big picture from time to time to see how change might enhance your focus. Then use your new knowledge to rethink your plans.

Law was not my original plan of study. When I was in high school I planned a future in math. I was specific and quite ambitious. I wanted to get a bachelor's degree from Yale, a master's from Harvard, and a doctorate from MIT (Massachusetts Institute of Technology). I followed this course through my senior year at Yale. Then I was unable to see what I could do with a math degree. Many of my classmates were going to either law school or medical school, so I changed course. I went to law school and eventually worked as a judge. I am no longer working in law because my Toastmasters experience helped me develop a vision for motivational speaking.

If you focus on the successes of the past, you will miss the vision of what lies

ahead in the coming changes. Preserve the memories of what was by writing in your private journal, by giving a speech in your club or at a district conference, or even by submitting an article for the Toastmaster magazine. Preserve the memories, but don't cling to them. There are new memories to be experienced and cherished.

**"In-nergy."** I coined this term because it is perfect for the point that your capacity to benefit from change is a power from within. The *force of external change* that might push you in a direction not of your choosing can be harnessed by the *force of will* that is in the essence of your being. You have the power to make things work in your best interest.

Often I am asked, "What keeps you upbeat?" or "How do you stay so motivated?" I don't have a standard answer,

but the answer is always about a drive from within. I am stubborn and won't let something that is outside of me to stop me. I love to prove wrong those people who note my blindness and say, "He can't." I know who I am. I love myself.

Giving your Ice Breaker speech required in-nergy. In-nergy is manifested in will, resolve, determination and persistence. If you are clinging to the past as security in the face of the changes in Toastmasters, think of those changes as additional opportunities to break the ice. Release the same in-nergy you used before.

**Control.** Attitude, desire, vision and in-nergy will not matter if you are clinging to habits. When you act out of habit, you allow circumstances to control your behavior. If you allow past circumstances to control your destiny, you'll be pushed in the direction of dial-up Internet, manual typewriters and mule driven ploughs. Change is inevitable, and if you are in control of yourself, instead of permitting your habits to control, you can take advantage of changes and mold them to shape your future.

I was not born blind as were most of the eighteen blind students with whom I went to high school. I was reluctant to accept the fact that I couldn't see. I initially rejected the offer of optional cane travel lessons because I did not want to carry the cane, a symbol of blindness. I walked my neighborhood on my own without the cane. As a result, I could only walk the paths with which I was familiar. In other words, I walked by habit. I could not explore new territories on my own until I stopped resisting blindness and learned to use the cane for travel.

It is easy for you to develop habits in Toastmasters. Attending weekly or biweekly meetings, following the standard agenda, and reading from the provided scripts can put you in a groove that you come to believe is the only way to do it. Then comes rebranding and revitalization to challenge that one-way notion you have. The choice is up to you and me. We can choose to stay in the groove that we've already driven ourselves into, or we can follow change to create a new path. If you cling to your habits and resist change, the groove will control where you go from here; it will take you to the places you've already been.

**Excellence.** To excel, you have to do better today than you did yesterday regardless of the change in circumstances. A commitment to excellence is an agreement between you and those with whom you interact that in all your actions and

dealings, you will give your best performance. Your best performance will gauge your capacity to benefit from change. Try to improve what you do in whatever circumstance you find yourself. What you are doing may be great today, but don't be content with today's greatness when tomorrow arrives. Greatness is also subject to change.

Recently I had the opportunity to speak at a Toastmasters district conference. I received second billing. A more current World Champion had top billing. On a tight program schedule with no time to spare, the first speaker spoke 35 minutes beyond his scheduled time. To help get the program back on schedule, I offered to cut my time by 15 minutes. I cut the time of my speech almost in half. Despite the change, I maintained my commitment to excellence. It was imperative that I do so because my presentation was about excellence. My commitment is not only to what I get but what I give to others.

"Giving to" is equally as important as "getting from" your Toastmasters experience. When you resist change by clinging to your personal preferences, you ignore your responsibility to contribute to fellow members and the organization and the goals they have set to excel. The commitment to excellence governs more than what you get from Toastmasters; it applies to what you give to Toastmasters. When you have committed yourself to excellence,

you are not only committed to maximizing the benefit you get from change, but you are compelled to be a supportive force to maximize the benefits that others receive. This requires that your attitude, desire, vision, in-nergy, control and excellence are fully engaged in forward motion. When you resist change by clinging on to the past, you slow down or completely thwart forward motion, and thus the progress of everyone.

No matter who you were when you first joined Toastmasters; today you are a different person. Your circumstances changed. The membership of your club changed. The international organization changed. Ours is an organization about change. The reason you put your membership fee down and pay your semi-annual dues is that you are expecting change. Fortunately, we have elected international leadership that has accepted the challenge of being catalysts for change. Don't resist or run away from it. You can maximize for yourself the benefit of the changes that will take place by taking the A-D-V-I-C-E that I offer here, and you can still get what you are seeking. ■

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# Kick a Bad Habit

This time for good.

BY PAULINE WALLIN, PH.D.

**H**abit change is simple, but not always easy. It requires sustained effort and focus—in other words, willpower. But you already know that. If you're like most people, you have failed at least once in trying to change a habit. You may even be wondering whether it's worth trying again.

It is possible to succeed. Millions of people change their habits over time, although not always on the first try (especially when it comes to addictive behaviors such as smoking, overeating, shopping, drinking and watching too much TV). The key is understanding how habits are formed, preparing yourself for challenges, and applying psychological techniques in training new habits to override the counterproductive ones. As a Toastmaster, you may have created and overcome a few bad habits over time. Procrastination? Tardiness? Here is how to overcome a bad habit.

## How habits get established

Habits are learned patterns of behavior that get deeply ingrained through repetition and reward. Every habit has multiple interconnections throughout the brain, including the deeper areas below the level of conscious thinking.

## Just like your physical muscles, you can build up your willpower “muscles” through repetitive practice.

Most habits make your life more efficient by putting routine tasks on autopilot. Imagine how exhausting it would be to think about each little step in tying your shoelaces; or where to find the light switch each time you enter a dark room. You do hundreds of things like this without effort, saving time and energy throughout your day.

Other habits make your life more difficult: procrastination, wasting time on your phone, taking on too much, chronic lateness, just to name a few. Even though you typically feel bad later on, there is still some reward value in maladaptive habits: a burst of immediate gratification before the regret sets in.

For example, let's say you've resolved to quit snacking after dinner. You're doing ok until around 8 p.m., when you remind yourself that you still need to write the speech you're supposed to give at your 7 a.m. club meeting the next day. Then you remember you're also supposed to be Toastmaster of the meeting. Stress starts to build and your default reaction is to get rid of this tension as quickly as possible. Without thinking you walk to the kitchen. Since you've learned from past experience that food has a calming effect, it's a lot more rewarding to mindlessly reach for the ice cream than to face a task—even though you know, rationally, that it's not going to help get the task done.



*Changing habits, like reducing the time that you spend watching TV, you practice self-control the less mental effort it eventually takes.*

## What happens when you try to change a habit?

Try this simple experiment: Clasp your hands together, interlacing your fingers. Notice which thumb is on top. Now try it again, with the other thumb on top. Feels strange, doesn't it? Don't you have the urge to go back the way you're used to doing it?

That's what happens when you try to change a habit. It somehow feels “not right.” You're not just *doing* something different, you're *feeling* uneasy.

Thus, the first few times you avoid snacking after dinner, you're probably going to feel uncomfortable. Your logical mind tells you that you're not hungry, but your emotional urge to snack is very strong. You want it, and you want it now!

What will you do? It all comes down to how well you can tolerate the discomfort, which depends partly on how much mental energy you have at a given moment. It takes a lot of mental energy in the form of self-control to resist a strong emotional urge.

Behavioral scientists have found that mental energy gets depleted in a similar way to physical energy. Just as you can become physically tired after several hours of moving furniture, you can become mentally tired after a day of stressful decisions and tasks. That's why people slip off their diets and snack more often in the evening, after exercising self-control all day.

The good news is that, just like your physical muscles, you can build up your willpower “muscles” through repetitive practice. Muscles get fatigued with use, but when they recover they are stronger, so that you can do more work with less effort. The more you practice self-control, the less mental effort it takes over time.



can make you feel uneasy, but the more

### Essentials for successful habit change

Because willpower is easily depleted, you have a better chance of success if you also make a few tweaks in your thinking and your behavior:

- **Think in terms of retraining.** Habits are learned patterns of behavior. With frequent repetition, your new habit will override the old one and become automatic—just as it does when you train yourself to use a new piece of equipment or improve your golf swing.
- **Minimize stress where you can.** Research has shown that even a few minutes of stress can reduce your capacity for self-control. Although you can't avoid *all* stress, try to pace yourself whenever possible. Minimize contact with people who stress you out. Above all, don't skimp on sleep. Fatigue is a form of stress that can quickly derail your best intentions.
- **Conserve your mental energy.** Using a budget analogy, assume you wake up every day with a dollar's worth of energy. Don't squander it on petty worries or decisions, or you may not have enough left over to resist urges and temptations.
- **Focus on changing just one habit at a time.** Each habit that you work to change requires additional mental energy and willpower. If your goals are to win your district speech contest, lose weight and socialize more with your colleagues from work, focus on each one at a time, or, you're likely to feel overwhelmed and give up altogether.

- **Expect discomfort.** When you change habitual behavior, discomfort is inevitable. However, it does eventually subside. To endure the discomfort, you'll feel stronger if you view it as a challenge rather than an affliction.

### How long does it take to break a habit?

Habits aren't broken, so much as gradually replaced with new behaviors. With practice, these new behaviors become ingrained over time.

There is no research data on how long it takes to change a habit because it depends on many factors, including situational triggers, stress and the level of emotional reward or relief that your old habit provides.

Instead of thinking in terms of *breaking* a habit, consider it a process of managing behavioral and attitudinal change—a new habit in training. 📺

**PAULINE WALLIN, PH.D.**, is a psychologist in central Pennsylvania. She is the author of the self-help book *Taming Your Inner Brat: A Guide for Transforming Self-defeating Behavior*, and writes about how to apply psychology to everyday life.

## MIND TRICKS TO HELP YOUR NEW HABIT STICK

- 1 Avoid negative self-talk.** Complaining can quickly drain your motivation. Instead of thinking: *This is so hard* or *What's the point? ... substitute more empowering thoughts: It's hard, but not impossible. It will be easier tomorrow. I won't be sorry if I stick to it.*
- 2 Reframe discomfort as positive.** Feeling uncomfortable is a sign that you are making progress toward change; and tolerating discomfort will make you mentally stronger—not just for the habit you are working to change, but also other challenges in your life.
- 3 Distract yourself for 15 minutes.** Take a walk. Answer emails; do a small task that you've been putting off (bonus benefit!). Focus on something other than what your emotional urges are telling you to do. After 15 minutes the craving should subside.
- 4 Does progress seem slow? Focus on small units.** If you've really struggled while working on your next speech project, it's hard for you to imagine how you'll make it through the whole manual. Instead, focus on how far you've come, and set a short-term goal: "Five projects done. Five more to go and I'll be earning my DTM."
- 5 Forgive your slip-ups.** Everyone has lapses. Understand what happened, learn from it and get back to the program the next day. Look forward, not back. Don't allow yourself to use slip-ups as excuses to give up.
- 6 Feeling discouraged?** Don't have the motivation to continue? No need to make the decision today. Reread No. 1 and No. 2 above, and sleep on it. After a good night's rest you'll have a new supply of mental energy.

# The Youth Leadership Program

# Rocks!



How young people around the globe become confident presenters.

BY CHRISTINE CLAPP, DTM

Do you ever wonder where you would be now if you had Toastmasters experience when you were a kid? Unquestionably, building confidence and developing public speaking and leadership skills are worthwhile at any stage in life. But imagine honing those skills as a teenager, or even younger.

This is a question that Aimee Ennis McLoughlin will never ask herself. McLoughlin, a 16-year-old Irish student who participated in the Toastmasters Youth Leadership Program (YLP), reflects on her experience: "When I started in the program I was nervous. Each time I stood up to speak, my confidence grew, and it's all thanks to Toastmasters!" Imagine the cascading benefits she will reap in her academic, professional and personal endeavors during her teen years, and into adulthood.

Although membership in Toastmasters is limited to individuals 18 and older, teenagers like McLoughlin can gain confidence, polish their communication skills and develop leadership abilities through the





*Toastmasters and professional educators join forces around the world to mentor students younger than 18 through the Youth Leadership Program, including the students shown here, in 1. Hungary; 2. South Africa; 3. Ireland; and 4. The United States.*

## LEADERSHIP

YLP. Sponsored by existing Toastmasters clubs, the eight-session workshop helps youth, usually middle- or high-school students, “develop their communication and leadership skills so that they may become tomorrow’s leaders in business, industry and the community,” as described in Toastmasters’ Youth Leadership Program brochure.

In keeping with the openness and inclusivity that characterizes Toastmasters clubs, YLP is open to all young people, regardless of any prior leadership experience, achievement or other factors. Like club meetings, YLP sessions are held on a regular basis for one or two hours per session. The sessions have the components of a typical club meeting—an agenda, parliamentary procedure, an emcee, impromptu and prepared speeches, and evaluations.

The following is a snapshot of communities across the globe—in Hungary, South Africa, Ireland and the United

**Like club meetings, YLP sessions are held on a regular basis for one or two hours per session.**

States—that have successfully spearheaded and customized the YLP so that youth can reap the benefits of Toastmasters long before they reach adulthood.

### Hungary

A couple of years ago, in Godollo, Hungary, Toastmaster Marya Kaska launched what she believes is the first YLP workshop conducted in that country. She partnered with Zoltan Szoke, an English teacher at Premontrei Gimnazium grammar school. Together, they conducted the program in English with a group of 15- and 16-year-olds from the school.

In addition to building communication and leadership skills, the program provided the students an opportunity to advance their English speaking skills. Kaska says, “Many of the students were advanced in English but they really needed to work on their word usage.”

To help them, Kaska served as grammarian during each session. She recorded the students’ speeches and replayed the recordings at home, taking careful note of each student’s use of English. At the next session she provided each speaker with detailed feedback on both word choice and sentence structure.

At first, Kaska says, it was difficult to get other teachers at the school to sponsor and help advertise the YLP, but once they participated, they liked it and saw how the students benefited from it. Because the students expressed their desire to continue the sessions, the teachers are exploring a fusion of YLP and a Gavel club. The goal is to provide ongoing opportunities for students to give speeches, and “perhaps do a little debating as well.” It looks hopeful that last year’s YLP will be the first of many at Premontrei Gimnazium, and in Hungary.



*From left, Past International President Ted Corcoran and Toastmaster Bridie Corrigan present a certificate to Darwin Zapata for his participation in the YLP in Dublin, Ireland.*

### South Africa

While YLP is gaining a foothold in Hungary, it is an established tradition in other countries, such as South Africa. Since 1984, District 74 Toastmasters have conducted YLP programs at schools in and around the South African city of Port Elizabeth. Last year alone, students in 14 area schools participated.

According to Colleen Love, CC, CL, grade 11 learners not only learn communication and presentation skills through the YLP, they also learn “how to run a meeting and conduct themselves in the business world.” The most interesting aspect of this application of the YLP is the capstone event, when at the end of each course at the various schools, “a competition is held and the best speaker is entered into an Inter Schools Competition whereby the learners compete against each other,” Love says.

Contestants deliver a three- to five-minute prepared speech on a subject of their choice. Next, the top five speakers face off in an impromptu-speaking contest, in which the overall winner is decided. For more than a decade, the Inter Schools Competition in Port Elizabeth has exemplified the potential for the coordination among YLPs to create an even more robust experience for youth participants, Toastmaster organizers and community members.



## Ireland

As seen in Hungary and South Africa, the YLP benefits youth as either a stand-alone program or as a coordinated effort conducted for students with different needs.

Take, for example, the YLP workshop implemented last year at St. Mary's School for Deaf Girls and St. Joseph's School for Deaf Boys in Dublin, Ireland. The program was offered to Transition Year students who had successfully completed the junior cycle of secondary education in Ireland, and who had embarked on an additional one-year education program. Most notably, it was the first time that the YLP had been offered to this group of deaf students.

Toastmaster Maggie Owens, a member of the Athy Toastmasters club in Athy, County Kildare, Ireland, recounts the greatest challenge of working with this youth population. "Some of the students communicate through Irish Sign Language (ISL), others with 'Total Communication' and some by 'Speech' only," she says. "Promoting language acquisition through effective communication epitomizes the teaching styles of both schools. In St. Mary's and in St. Joseph's, we endeavor to provide our students with every opportunity to engage in meaningful conversational exchanges and group discussions to enhance their communication and language skills."

Sometimes logistics are a challenge. For instance, when the group couldn't arrange an interpreter for a particular meeting, a YLP organizer came up with the idea of using voice-recognition software. Although it was a brilliant solution to the problem, the software wasn't very accurate. Owens recalls how the software's mistakes were a source of amusement. Each time, for instance, that the software heard the name of a participant named "Darwin," it showed up on the projected screen as "Darling!"

Despite the logistical hurdles and software glitches, the YLP for deaf students at St. Mary's and St. Joseph's was a smashing success. Throughout the eight-week course that Owens conducted, she noted how participants overcame their shyness and shed bad habits, "such as hands [that were] stuck inside pockets while speaking, and a lack of connection with an audience because of a lack of eye contact."

Owens says, "I felt privileged and proud to see the students enhance their eloquence and their interaction and leadership skills through their preferred mode of communication (ISL, Total Communication, Speech) within the friendly environment of the Youth Leadership Program." For the 10 students who participated, completing the YLP was a powerful means of developing their voices, regardless of their mode of communication.

## United States

Another program focused on a student population in Atlanta, Georgia. Started in November 2014, this YLP included students in the third, fourth and fifth grades—roughly ages 9 to 12—at Dunbar Elementary School.

*continued on page 28*

## HOW TO START A YLP WORKSHOP

The **Youth Leadership Program**, presented in an eight-session workshop, offers a multitude of benefits to the young people who participate as well as the adults who lead the program. So how do you start one of these workshops? The first rule is that it must be sponsored by a local Toastmasters club. The club supplies the experienced members to present the program. One of the members serves as the coordinator.

The sponsoring club, or a cooperating organization, selects the participants for the workshop. The program must be presented following the guidelines of YLP materials, which can be purchased through the Toastmasters Online Store. These include the coordinator's guide (Item 802) and the participant's workbook (Item 805). A YLP kit (Item 811) includes a coordinator's guide and five participant's workbooks as well as evaluation guides, completion certificates and a coordinator certificate.

### ANOTHER YOUTH PROGRAM

Our members are not the only ones who can share the benefits of Toastmasters with young people. **Interpersonal Communication** is another community-based program offered by Toastmasters, but unlike the Youth Leadership Program, this one doesn't need to be presented by club members.

Interpersonal Communication is aimed at helping teenagers build strong listening and communication skills while understanding their own communication style. It features materials designed to be used by teachers or other adults who mentor teens in their community, such as youth program administrators, guidance counselors, church leaders and others.

Interpersonal Communication includes two manuals, both of which can be purchased through the Toastmasters Online Store. One is for the leader of the program (Item 701A) and the other is for participants (Item 701B). The Interpersonal Communication kit includes a leader manual and 10 copies of the participant's manual.

## VIDEO CONTEST



# BEST OF 2015

**F**or the third year in a row, clubs from different continents submitted innovative videos for the 2015 Video Brand Contest. To qualify, they had to depict unique ways to promote their clubs and the Toastmasters brand. Winners receive a branded banner, a lectern or marketing materials, along with public recognition by Toastmasters World Headquarters, potentially reaching thousands of current and prospective members with their messages.

This year's contest runs through December 31, 2016. To participate, record a short video of your club members showing excitement for the Toastmasters brand, then email [brand@toastmasters.org](mailto:brand@toastmasters.org) with a link of your club's video. You can find tips on how to create a high quality video here: [bit.ly/1YQ7H7D](http://bit.ly/1YQ7H7D).

Due to limited space, this article includes a partial list of the 2015 winners. Download the March issue on your tablet to see all winning videos, or view them on YouTube at [bit.ly/1kFGHdr](http://bit.ly/1kFGHdr).





# CLUB VIDEOS

**1 | GO-GETTERS TOASTMASTERS**

BUSAN METROPOLITAN CITY, SOUTH KOREA  
JULY 2015 WINNER

**2 | EIB TOASTMASTERS CLUB**

LUXEMBOURG, EUROPE • APRIL 2015 WINNER

**3 | VILA OLÍMPIA ENGLISH TOASTMASTERS CLUB**

SÃO PAULO, BRAZIL • OCTOBER 2015 WINNER

**4 | GALESBURG TOASTMASTERS**

GALESBURG, MICHIGAN • MARCH 2015 WINNER

**5 | KUANTAN TOASTMASTERS CLUB**

KUANTAN, PAHANG, MALAYSIA • JANUARY 2015 WINNER



## The Youth Leadership Program Rocks!

*continued from page 25*



*Jaidah Jackson delivers a speech as part of the YLP in Atlanta, Georgia.*

Though some may doubt that elementary-age students are ready for the rigors of the program, Yvonne DeBellotte, ACB, ALB, of the Transit Talkers club in Atlanta, wholeheartedly believes that “it is never too early to learn public speaking and leadership skills.” She shares how participants at the public elementary school were like “sponges that soaked up the energy the core team gave.” She said that the program produced “confident students who embraced the thinking that they too can do what they put their hearts and minds to do.”


DeBellotte hopes other elementary schools will consent to allowing a Toastmaster to conduct a YLP workshop either during regular school days or as an after-school enrichment program.

As evidenced by the snapshots of the English-language focus in Hungary, the Inter Schools Competition in South Africa, the multiple modes of communication used by deaf students in Ireland, and the “tween” participants in the United States, it is clear that the adaptability of the YLP is limited only by the creativity of its organizers. It also is clear that the YLP has the potential to benefit a wide range of people younger than 18.

Many of us will only know the advantages of starting the Toastmasters journey as an adult. But with our leadership and involvement in YLPs, we no longer have to wonder what speakers can accomplish if they start in Toastmasters before adulthood. No doubt, Aimee Ennis McLoughlin and other YLP participants around the globe will one day demonstrate the benefits of their exposure to Toastmasters at a young age. ■

**CHRISTINE CLAPP, DTM**, is the author of *Presenting at Work: A Guide to Public Speaking in Professional Contexts*. Her consultancy, *Spoken with Authority*, trains professionals to surpass their personal best each time they present.

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# Are You a Dud in Meetings?

5 ways to make the right impression.

BY ALEX MALLEY

For too many years to be proud of, I just didn't know how to perform in the strange beast known as "the meeting." What I did notice, though, whether right or wrong, fair or not, was that performance in meetings appeared to be a proxy for career progression. Even at the very least, it was a factor relevant to promotion.

It makes sense when you think about it. Meetings are a common stage where, more often than not, you are on show in front of colleagues from multiple departments and levels of seniority. Your ability to effectively communicate is judged. So, leaving a consistent positive impression in meetings is a

## Remember, if you have nothing to say on a particular matter, say nothing.

key factor in building and maintaining a positive reputation.

Below are the five core behaviors that make people more effective in meetings.

### 1 Key messages

Work on the principle that time is limited. All too often, hard-working people deliver a level of detail that ultimately requires the chair to abruptly cut them off mid-stream.

Remember, in the first instance, less is more. In preparation, define the key messages you wish to deliver and aim to provide just enough detail at the meeting to prompt reasonable questions—that is your opportunity to then provide that little bit more information to showcase your knowledge.

### 2 Certainty and confidence

As a senior leader, or as a chair of a meeting, you don't value surprises. As a participant, always be direct and certain in your commentary. The minute your colleagues sense doubt they will begin to second-guess even the issues you are

confident about. If asked a question that you have no capacity to answer at the time, take it on notice and assure the relevant colleagues that your response will follow soon after the meeting.

Certainty and confidence stem from your preparation. Too often great operators neglect their homework, creating the perception of uncertainty in a meeting.

### 3 Don't compete

All too often colleagues enter an unofficial competition to outdo the other. Do not enter this game. Focus on your key messages, enter appropriate debates on

issues and rise above any obvious petty competitiveness or politics. Your capacity to stay professional and objective during those moments will win you the long game—the only game worth winning.

### 4 Timing

If you speak too early on particular topics, the whole tone of the conversation may change and you may feel a need to re-enter to clarify your comments. Avoid this. It will damage your credibility.

I am going to repeat what I know you will have heard many times before: Timing is everything. You know the situation: Everyone in the meeting is offering their opinion on a particular issue, each focused on being heard—there is a lot of noise but little substance.

This is why timing what you have to say toward the end of the dialogue is a smart move. By doing so you will have a clearer understanding of all the issues and perspectives, placing you in the best position to either provide a better informed



contribution or formulate a potentially useful closing to the matter.

Remember, if you have nothing to say on a particular matter, say nothing. It will set you apart from the serial over-talker.

### 5 Body language

Much is written about the multiple impacts of body language.

Never underestimate the power of the nod.

Here's the situation: Someone in the meeting is delivering an important message that you agree with. Try this: Wait for eye contact, nod in agreement, and study that person throughout the ensuing conversation. They will more than likely keep looking back at you for reassurance. Others in the meeting will notice and likely presume this is a measure of your influence. In spite of the competitive world we have created for each other, most human beings seek recognition and reassurance—you can count on that. Don't overdo it, though. Colleagues may question your authenticity. Express it when you mean it.

I hope these tips will help you take a little less time than I did to work out how to make the right impression in meetings. **T**

*This article first appeared on [www.thenakedceo.com](http://www.thenakedceo.com).*

**ALEX MALLEY, FCPA**, is the chief executive of CPA Australia and the host of the television series *The Bottom Line*. Alex also is a LinkedIn Influencer, a regular contributor to *The Huffington Post* and a business commentator on the nationally syndicated programs *The Money News on 2GB* and *Sky News Business*.



# What Time Is It?

Time to find out how a real man tells time.

BY JOHN CADLEY

**A**s a former copywriter, I appreciate an ad that really works hard to separate you from your money. So few do. Today's advertisers seem to think they can seal the deal with a little humor, cleverness and syrupy sentimentality (cue the kids and dogs). It's as if they don't want to be caught doing what they're doing—selling you stuff—for fear it may appear unseemly.

Well, that's not how it works. Advertising—real advertising—reaches out, grabs you by the lapels and shouts *"Hey you! Yeah, that's right, I'm talking to you! You need what I'm selling and here's why!"* It preys on your insecurities until you're convinced that failure to buy what they're selling is tantamount to failure as a human being. It changes you from a normal person into a quivering mass of desire. It isn't pretty but it moves the merchandise.

I don't see that kind of unapologetic huckstering often, but when I do I'm sold. Like the ad I saw recently for one of those rugged, manly chronometer watches with the "rotating bezel." I don't know what a bezel is, or why it rotates. The fact that it's water resistant to 10,000 feet is nice but my bathtub is only 18 inches deep and I rarely go below six—just enough so I can't hear my wife yelling at me to get out of the bathroom. I do like the price—\$59—for a watch that looks just like the ones the jet pilots and ocean yachters wear. Those sell for \$2,500 and now I can get the same effect for 500 percent less. So if nothing else, I'd like to thank these guys for lowering the price of manhood.

But that's still not the reason I'm sold. It's not really the watch at all; it's the way they sell it. Just listen to this headline: "How to Tell Time like a Man." Ouch. No subtlety there. They're looking me square in the face and questioning my masculinity. They're telling me there's a certain way a real man tells time, and if I'm not doing it that way, maybe it's time to check my testosterone levels.

I'll pay good money for that kind of crass, manipulative sales pitch any day. In fact, I hope it goes to the guy who wrote the copy, because whatever they pay him, it's not enough. It takes a special talent for blatant gender stereotyping combined with self-contradiction to write: *Your watch should look and feel like a power tool and not a piece of bling. Wearing it shouldn't make you think twice about swinging a hammer or changing a tire. A real*

*man's timepiece needs to be ready for anything.* Wait a minute. Is a hammer a power tool? And don't you change a tire with your hands? And what does "ready for anything" mean? Am I about to get mugged? Who cares! This guy's pulled out the old "Power Tools = Manhood" equation and he's riding it like a rented mule. Lord knows a woman can't handle a power tool. It takes a real man to plug a cord into a socket and let the electricity do the work.

**Advertising—real advertising—reaches out, grabs you by the lapels and shouts *"Hey you! Yeah, that's right, I'm talking to you! You need what I'm selling and here's why!"***

The next paragraph has even more hair on its chest: *"This watch doesn't do dainty. And neither do I. Call me old-fashioned but I want my boots to be leather, my tires to be deep-tread monsters, and my steak thick and rare. Inspiration for a man's watch should come from things like fast cars, firefighters and power tools."* Call him old-fashioned? I'd call him overtly chauvinistic with tendencies toward cliché, hyperbole and unhealthy eating habits. And I love it! Those tough, virile words sum up every guy I know—except the ones with orthopedic problems who can't wear boots. And the ones who drive lightweight compact cars because heavily treaded tires cause excessive road wear and degrade the infrastructure. And the ones with high cholesterol who can't eat red meat because they'll die.

But the heck with those wimps. This watch isn't for them. It isn't for me either but I'm going to buy it just to keep the company in business. It's called sticking by your friends, right or wrong. It's what a real man does. ■

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**JOHN CADLEY**, a former advertising copywriter, is a freelance writer and musician living in Fayetteville, New York.

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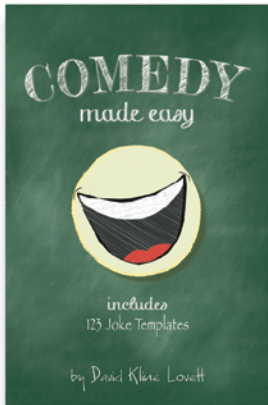
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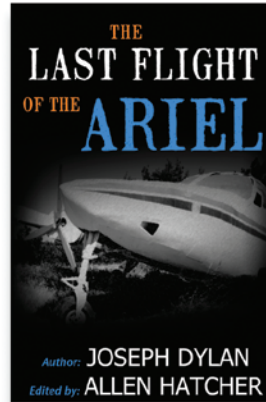
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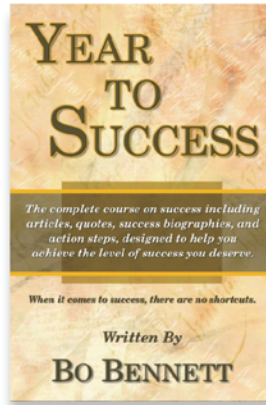
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