

WHAT WOULD YOU DO?

Members weigh in on handling ethical dilemmas

BUILD TO SELL

Six steps to creating a salable speaking business

TALKING TOASTMASTERS

What role can it play in making you a better speaker?

JUNE 2018

Speaker

THE ART AND BUSINESS OF PROFESSIONAL SPEAKING



Open to Ideas

INSIGHTS FROM OTHER INDUSTRIES CAN HELP SPEAKERS SUCCEED

PAGE 24

The TOASTMASTERS

JOURNEY

*to Becoming
a Better
Speaker*



FIVE EXPERIENCED SPEAKERS SHOW THE WAY

**BY TAMARA SMILEY
HAMILTON, MA**

W

hen six of seven global finalists advance to the coveted circle of Accredited Speaker and your name is not called, you are grateful for a dimly lit ballroom.

These were the words I wrote in my journal the night I did not receive the designation as an Accredited Speaker (AS) from Toastmasters International.

The feeling was unfamiliar, because most things I want in life and truly prepare for, I achieve. For this endeavor, I was not prepared emotionally, nor was I at the depth of my craft. I underestimated the magnitude of what I was pursuing.



WHAT DO YOU KNOW? WHOM DO YOU KNOW?

Toastmasters International is the world's leading leadership development and communications organization, with 350,000 members in 142 countries. NSA founder Cavett Robert, CSP, CPAE, was a Toastmaster and was crowned the 1942 World Champion of Public Speaking.

Many NSA members are accomplished Toastmasters. The ideas in this article come from five who have achieved one or both of the highest designations or awards a Toastmaster can achieve: Accredited Speaker and World Champion of Public Speaking.

■ **Darren LaCroix, CSP**, won the 2001 World Champion of Public Speaking and earned Accredited Speaker in 2016. He is the first NSA member to hold the CSP and the AS designations along with the World Championship of Public Speaking.

■ **Rochelle Rice, MA, CSP**, NSA board member, is the only woman in the world to hold both the CSP and the AS designations.

■ **Sheryl Roush** earned Accredited Speaker in 1993 and is a global ambassador for Toastmasters.

■ **Ed Tate, CSP**, is the 2000 World Champion of Public Speaking.

■ **Peter Barron Stark, CSP**, earned the Accredited Speaker in 1990.

All are devoted NSA members, and all know a secret: Toastmasters is not a club solely for rookies. It's a powerhouse for practice. "There is enormous opportunity from participating in both organizations," says Rice, who says the AS designation has played a huge role in building her business.

Perhaps I am not alone in misjudging the rigor of becoming an Accredited Speaker. What I *do* know is that I grew exponentially as a speaker because of the journey. And the journey continues.

Some people think Toastmasters is only for the beginning speaker. For many, including some very accomplished NSA members, it is a road worth traveling. Come along and see for yourself.



BLEND OF SKILLS AND SERVICE

Roush, who has presented more than 3,500 programs in 11 countries thus far, was recruited to join Toastmasters in 1990 by another Toastmaster-turned-pro, Mary-Ellen Drummond. Roush earned the Distinguished Toastmaster (DTM) designation, which couples public speaking and leadership, while serving on the NSA-San Diego Board.

In 1993, she earned the Toastmasters Accredited Speaker designation on her first attempt. She's only the sixth female and the youngest to have done so. Plus, she did it while simultaneously serving as District 5 Governor.

More than any NSA member, Roush has found the ideal sweet spot in Toastmasters through service. She serves as a global ambassador keynoting conferences, including Canada in April and Australia in May of this year. She was honored by Toastmasters in 2009 for her global contributions in leadership and communication with the International Presidential Citation, the highest award a member can receive—comparable to NSA's Cavett Award.

AN OPPORTUNITY FOR TRAVEL AND TRIAL RUNS

LaCroix, who has spoken in 144 international cities, says of Toastmasters, "If you want to travel the world, why would you *not* want to be part of an organization where you can go to China, call up a local Toastmaster, and say, 'Hey, any advice for me in town?'" He adds that many members will come show you around.

"It's like you have brothers and sisters around the world," LaCroix says. "You can go speak at a Toastmasters club in the city of your choice—wherever you want to travel—build your business and write off the trip. That's a bonus."

LaCroix adds that it's also a great place to make mistakes. "I think they should change their slogan to 'Toastmasters International: a great place to make mistakes.'" He believes that if you want to be world class, you have to push yourself. You have to make more mistakes.

Tate agrees. To date, he has spoken professionally in all 50 states, in 25 countries, and on five continents. He believes Toastmasters provides essential practice in front of live audiences.

"Every time I do an engagement, I've got to be great. Everything has to work," Tate says. "Each night before his monologue, Jay Leno would go to a local comedy club and practice that night's monologue. I use Toastmasters the same way."

I made my mistakes last year. Most people who achieve the AS designation, like Stark and LaCroix, do not do so on their first attempt. Out of 350,000 members, there are only 75 Accredited Speakers traveling the nation and the world spreading the value of communication and leadership. I will be back on that stage. ■

	AS: Accredited Speaker Toastmasters International	CSP™: Certified Speaking Professional National Speakers Association
Membership Requirement	Current member of Toastmasters and meet prerequisites	Current member of NSA or a GSF Association for one year
Video Submission Requirement	20-45 minutes before a live, non-Toastmasters audience	45 minutes or more before a live audience (25% can be live virtual)
Number of Paid Speeches	15	250 in the past 10 years
Number in the Audience	20	15 (25% can be as few as three)
Total Revenue from Paid Speeches	None currently	\$50,000/year for five of 10 years (Can be fee or same-day product sales)
Video Review	Pass/fail; 3 of 5 judges; professional quality	Minimum score from four-person CSP-review panel
Live Presentation Review	International Toastmasters Conference: 3 of 5 judges	None
Number of Recommendations	5 from 5 paid speeches	20



"I joined both NSA and Toastmasters at the same time in 1991, because Dottie Walters suggested I do so in her book *Speak and Grow Rich*. I have continued both memberships because I feel that Toastmasters offers me a wonderfully supportive place to develop and practice my material, and my membership in NSA/CAPS provides me the business skills, support, and advice that help me grow my training business."

—Ross Mackay, Accredited Speaker

JOURNEY

Will Toastmasters Speed Your Journey?

Worldwide, there are more than 16,000 Toastmasters clubs that can serve as places to practice, make mistakes in a safe environment, receive feedback to improve, and build confidence for those main stage presentations. Talk to your NSA colleagues who are also Toastmasters. Visit a club. See for yourself if it is a good fit.

To find a club near you—or near where you will be traveling—visit [Toastmasters.org/find-a-club](https://www.toastmasters.org/find-a-club). Enter the postal code and distance desired from your location.

You can be a guest at any Community Club, which are open to all. Corporate Clubs may be “closed” and require employment at that firm. Advanced Clubs have additional requirements to join, but you may visit as a guest and potentially be a guest speaker.

INVITE TOASTMASTERS MEMBERS TO NSA!

Stark, who has 18 years in Toastmasters, says “We can reach out to those in Toastmasters International interested in pursuing a professional career to build our (NSA) membership.”

Roush says, “Approximately 10 to 15 percent of Toastmasters members, in their heart of hearts, truly desire to become professional speakers, with that percentage growing. These are the passionate superstars to invite to your upcoming chapter meeting and who may wish to enroll in your chapter academy. They want the how-tos about the business that NSA offers.”



NSA Accredited Speakers

Dilip Abayasekara
Johnny Campbell
Ron Chapman
Conor Cunneen
Bob Hooley
Barbara Khozam
John Kinde, MBA
Darren LaCroix, CSP
Tammy Miller
Rochelle Rice, MA, CSP
Sheryl Roush
Peter Barron Stark, CSP



TAMARA SMILEY HAMILTON, MA, a conflict-resolution coach, speaks on issues of race and inclusion. A global speaker, she lived in Germany for seven years to ground herself in international living. She has been a Toastmaster for 10 years and was a 2017 finalist for the Toastmasters Accredited Speaker designation. Her soon-to-be-released memoir is *Diary of a Watts Princess*, a tribute to her South Central Los Angeles coming-of-age experience.