


## Communication: How Leaders Are Made!

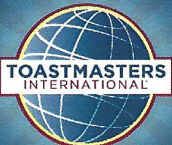
Cynthia Kerford, DTM  
District Brand Ambassador



## Objectives

- ▶ Controlling Your Fear
- ▶ Impromptu Speaking
- ▶ Know Your Audience
- ▶ Communicate To Lead
- ▶ Q & A


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## Controlling Your Fear

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## Controlling Your Fears Anxiety Triggers

- ▶ Anxiety Trigger
- ▶ Anxiety Systems
- ▶ Managing Anxiety
- ▶ Possibility of boring the audience


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**Conclusion:  
Controlling Your Fear. . .**

- ▶ It's normal to feel nervous.
- ▶ Your audience won't notice.
- ▶ Use methods to exhibit confidence.


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**Impromptu  
Speaking**

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**When Giving an  
Impromptu Talk:**

1. Listen
2. Pause
3. Confirm
4. Tell
5. End


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**Impromptu Speaking  
Whatever You Do...**

1. Be confident
2. Be brief
3. Be sincere


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# Know Your Audience

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## Audience Variables

- ▶ Audience variables
- ▶ Keep the audience attention
- ▶ Approaching the audience
- ▶ Common Objectives: inform, inspire, entertain, or persuade

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## Know Your Audience Conclusion

**Advance Research**

- ▶ Knowledgeable
- ▶ Confident
- ▶ Positive energy
- ▶ Speaker-friendly audience

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## Communicate To Lead

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## How Leaders Are Made

### Using the Toastmasters Program

- ▶ Join a club
- ▶ Control your fear
- ▶ Impromptu speaker
- ▶ Workshop environment
- ▶ Leadership opportunities
- ▶ Find Your Voice


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## Features of Toastmasters

TOASTMASTERS PROVIDES:	DIRECT RESULT:
Communication Skills Development	<ul style="list-style-type: none"> <li>• Improved direct and indirect communication skills</li> </ul>
Leadership Skills Development	<ul style="list-style-type: none"> <li>• Problem solving skills</li> <li>• Decision making skills</li> <li>• Team-building skills</li> <li>• Effective time management</li> </ul>
Impromptu Speaking	<ul style="list-style-type: none"> <li>• Ability to think on your feet</li> <li>• Developed reactionary skills</li> <li>• Increased poise and confidence in high pressure situations</li> </ul>
Self-Paced Program	<ul style="list-style-type: none"> <li>• Flexibility to adapt to personal schedules</li> <li>• Little to no disruption of current life commitments, routine, etc.</li> </ul>
Constructive Evaluations	<ul style="list-style-type: none"> <li>• Enhanced constructive criticism skills</li> <li>• Increased success when working with teams</li> </ul>
Speech Development	<ul style="list-style-type: none"> <li>• Improved sense of structure when communicating in formal and informal settings</li> </ul>

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## Questions and Answers?

**Presenter:**

**Cynthia Kerford**  
 Distinguished Toastmaster  
 Immediate Past District Governor of Arizona Toastmasters  
 Brand Ambassador

[www.toastmasters.org](http://www.toastmasters.org) / [www.aztoastmasters.org](http://www.aztoastmasters.org)

**TOASTMASTERS: Where Leaders Are Made**

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