

**These organizations — and many others — sponsor Toastmasters training for their employees:**

- ▶ 3M
- ▶ AAA
- ▶ Adobe Systems
- ▶ Allstate
- ▶ American Express
- ▶ Apple Computer, Inc.
- ▶ AT&T
- ▶ Bank of America
- ▶ Bayer
- ▶ BlueCross BlueShield
- ▶ BMW
- ▶ Boeing
- ▶ Caterpillar
- ▶ Chevron
- ▶ Cisco
- ▶ ConocoPhillips
- ▶ Dell
- ▶ Deloitte
- ▶ Dow
- ▶ EnCana
- ▶ Ericsson, Inc.
- ▶ Ernst & Young
- ▶ ExxonMobil
- ▶ Facebook
- ▶ Fluor
- ▶ Frito-Lay
- ▶ Gap
- ▶ Geico
- ▶ General Dynamics
- ▶ General Electric
- ▶ General Mills
- ▶ Google
- ▶ HDR Inc.
- ▶ Hewlett-Packard
- ▶ Honda
- ▶ IBM
- ▶ Intel
- ▶ Johnson & Johnson
- ▶ JPMorgan Chase
- ▶ Kodak
- ▶ KPMG
- ▶ Lockheed Martin
- ▶ Macy's
- ▶ McGraw-Hill
- ▶ McKesson
- ▶ Microsoft
- ▶ Monster
- ▶ Motorola
- ▶ Nationwide Insurance
- ▶ Nissan
- ▶ Nokia Siemens Networks
- ▶ Northrop Grumman
- ▶ Pepsico
- ▶ Procter & Gamble
- ▶ Prudential Financial
- ▶ Questar Corporation
- ▶ Raytheon Company
- ▶ RBC Royal Bank
- ▶ Safeco
- ▶ Safeway, Inc.
- ▶ Shell
- ▶ SNC-Lavalin ProFac
- ▶ Sony
- ▶ Sprint
- ▶ Staples
- ▶ Starbucks
- ▶ State Farm
- ▶ TELUS
- ▶ Bank of New York Mellon
- ▶ The Coca-Cola Company
- ▶ The Shaw Group
- ▶ Toyota
- ▶ Verizon
- ▶ Walmart
- ▶ Walt Disney
- ▶ Warner Brothers
- ▶ Wells Fargo
- ▶ Westinghouse
- ▶ Weyerhaeuser
- ▶ Xerox
- ▶ Yahoo!



**Take the First Step**

Forming a Toastmasters club at your company is easy and inexpensive. Make sure to visit or join a club to see how you can benefit!

Ask the person who gave you this brochure how you and your company can become involved. Visit [www.toastmasters.org/bringti](http://www.toastmasters.org/bringti) for more information.



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**CLEAR  
COMMUNICATION**

Your organization needs it.



**WHERE LEADERS  
ARE MADE**



# TOASTMASTERS

Your company's success depends in large part on how well your employees communicate — with each other as well as with customers. The effects of a poorly run meeting or an ineffective sales presentation are lasting and expensive. How well do your employees convey their expertise to potential customers? Can they lead meetings efficiently? Can they offer constructive feedback and diplomatically deal with a wide range of people?

Good communicators tend to be good leaders, and chances are your company needs employees with leadership potential. This is where a Toastmasters club can help. Think of it as an on-site training class for busy professionals where employees meet once a week to practice communication in a supportive setting with co-workers. The cost is minimal, and the benefits are long-lasting. When employees attend seminars, they quickly forget what they learned; when they regularly attend Toastmasters meetings, they learn skills that stay with them for a lifetime

Most people are shy or nervous about speaking in public. Many of your employees would rather have dental surgery than sign up for a speaking class at the office. However, since 1924, Toastmasters International has helped millions of men and women gain competence and become more confident in front of an audience. Toastmasters' learn-by-doing program helps employees become better speakers and leaders. See the overleaf for testimonials from members who have experienced the success Toastmasters brings.

## Toastmasters teaches your employees skills to be better communicators and leaders:

- ▶ Give effective sales presentations
- ▶ Assume management roles
- ▶ Build teams
- ▶ Give and receive constructive feedback
- ▶ Effectively present ideas
- ▶ Conduct effective meetings
- ▶ Manage time
- ▶ Actively listen

## How it Works

A typical Toastmasters club consists of 20 people who meet once a week for about an hour. Each meeting gives everyone an opportunity to practice:

- ▶ **Impromptu speeches:** Members have the opportunity to give one- to two-minute impromptu speeches about announced topics.
- ▶ **Prepared speeches:** Three or more members give speeches based on projects from Toastmasters manuals. Speeches cover topics such as speech organization, humor, voice, language, gestures and persuasion.
- ▶ **Constructive evaluations:** Every speaker is assigned an evaluator who points out speech strengths and suggestions for improvement. Peer evaluation is essential to the success of the Toastmasters program. It gives members the confidence to progress one step at a time toward becoming the speakers and leaders they want to be.

## It Really Works

The effectiveness of the Toastmasters educational program is evidenced by the more than 3,000 organizations that sponsor in-house Toastmasters clubs as communication training for employees. A former director of the U.S. Office of Personnel Management said, *"The Toastmasters experience can help employees gain the necessary skills to speak, listen and think in ways that broaden their abilities and help create a skillful and talented workforce. ... We encourage Toastmasters involvement because we have found it an effective way to enhance employee communication skills, which in turn fosters self-confidence and personal growth."*

## What's in It for Your Organization?

When employees are competent and confident communicators, everyone wins: They advance their skills, and your company retains skilled employees. Your business needs leaders who can persuade others to do what needs to be done. Good leaders are good communicators. Therefore, employees need to communicate and work as a team. Toastmasters members do both. They learn to vary their approach to suit the needs of different people, whether giving a speech or presenting to the committee for a fundraiser. Confident, charismatic leaders are not born with these characteristics. In Toastmasters, members gain the practice to shape their words and their careers.

**Resources:** When your employees join Toastmasters, each receives a variety of manuals and resources about how to give presentations. They also receive a monthly magazine that offers the latest insights into speaking and leadership techniques.

**Recognition:** People love recognition, and Toastmasters provides it. At first members are applauded for their effort; later they are applauded for their skill. After presenting the first 10 speeches, a member is recognized and given a certificate suitable for display in the office or at home. As they progress in the program, members continue to be recognized for their accomplishments.

# What Former Toastmasters Say

## HAROLD MCGRAW, III

*Chairman, President and CEO of The McGraw-Hill Companies, Inc., corporate sponsor*

"Having a strong culture that emphasizes effective communication is incredibly important to the success of any company . . . Results speak louder than words. All any leader has to do is look at the benefits individuals receive from their participation in Toastmasters and, more broadly, examine the results Toastmasters in general has achieved, to see the value the program adds.

"The Toastmasters program provides an important chance for employees to expand their peer network and collaborate with employees whose paths they may not otherwise cross."

## STEFAN GMÜR

*Executive Vice President, State Street Corporation*

"The benefits of confident and well-structured speakers representing our business, both internally and externally, are undeniable, and Toastmasters is an excellent way to allow employees to develop these skills." "

## ABDULRAHMAN JAWAHERY

*President, Gulf Petrochemical Industries Company*

"The Toastmasters programs offer the best value available in the market to shape the personalities of our employees, help them develop their presentation and leadership skills and uncover their talents. Our company has uncovered talents in our employees that we have nurtured and utilized — talents that would have remained hidden and wasted [if not for Toastmasters]. So it's a benefit for both the employee and the organization."

## LINDA LINGLE

*Former governor of Hawaii*

"Toastmasters is the best and least expensive personal improvement class you can go to. Anybody who begins and sticks with it for any length of time ends up a better speaker. As a result, they build confidence and are able to do their jobs better."

**Toastmasters:  
the answer to your  
organization's  
communication and  
leadership needs**

