

Because Public Speaking Skills Aren't Debatable

Survey after survey show that presentation skills are crucial to success in the workplace. The person with strong communication skills has a clear advantage over tongue-tied colleagues - especially in a competitive job market. Many people pay thousands of dollars for seminars to gain the skill and confidence necessary to face an audience. But another option is less expensive and held in high regard in business circles - Toastmasters International. This organisation has been around for more than 80 years and offers a proven - and enjoyable - way to practise and develop the communication and leadership skills of its members.

The effectiveness of the Toastmasters simple learn-by-doing formula is evidenced by the thousands of corporations that sponsor in-house Toastmasters clubs. These clubs serve as public speaking and leadership training workshops for employees. Every year, more and more business and government organisations are discovering that Toastmasters is the most effective, cost-efficient means of satisfying their communication training needs.

Toastmasters also benefits the community by conducting the following types of programmes:

- **YOUTH LEADERSHIP** - public speaking training for junior and high-school students.
- **SPEECHCRAFT** - a "short course" in public speaking run by one of our clubs for adults in business, education, industry and government.
- **SPEAKERS' BUREAU** - helps other nonprofit organisations and community and government groups tell their stories to the community.
- **GAVEL CLUBS** - bringing Toastmasters training to prisons and other institutions.
- **SUCCESS/LEADERSHIP and SUCCESS/COMMUNICATION PROGRAMMES** - educational modules in a how-to-format on topics such as conducting productive meetings, effective listening, parliamentary procedure, evaluation, creative thinking, leadership, management and training.

To find out more about the features and benefits of Toastmasters, please find enclosed a tri-fold brochure and a features/benefits/values chart.

If you are interested in learning more, please take the time to contact me.

We look forward to hearing from you.

Yours faithfully,

Changi Simei Toastmasters

Lubna Razak
President/ ACB, CL

For more information:

Regional website (Thailand, Hong Kong and Singapore)	http://www.district80.org
International website	http://www.toastmasters.org

Features / Benefits / Value Chart

Features "We Have ..."	Benefits "It Will ..."	Value "Which Means ..."
Workshop-based communication skills training	Improved communication skills	Better teamwork Improved morale Increased productivity
Company-sponsored training program	Overcome anxiety and fear of public speaking	Self confidence Career advancement
Weekly meetings	Reinforce lessons learned continually	Skills learned are used and retained
Opportunity for leadership roles	Improved leadership skills	Improved management and increased productivity
Low cost/very economical	Welcome everyone to benefit from the program	Great return on investment
Mutually supportive training environment	Enhances teamwork and morale	Decreased turnover and improved customer service
Prepared speeches	Train employees how to structure presentations for maximum effectiveness	Effective meetings and better communication with customers
Table Topics	Teaches how to think fast and react to crises	Enhanced confidence and poise under pressure
Critical evaluations	Improves ability to coach and help teammates	Smoother team functioning better performance
A key benefit for all employees	Enhance your job satisfaction and career	Employee retention Career enhancement
Meetings are kept lively and fun	Improve enjoyment of your job	People who enjoy themselves will perform better
Opportunity to meet fellow employees from other areas of the company	Enhance diversity and teamwork	Improved productivity Less absenteeism
Work at your own pace	Adapt with flexibility to employee/company schedule	No disruption or loss of productivity
Training on how to properly conduct a meeting	Improve quality and results of meetings	Increased productivity and morale
Active participation in the training	Assist employees to learn by doing with help from fellow club members	Better teamwork, morale and productivity
Leadership development programs	Directly improve leadership skills	Reduced "churn" and better managers