



Soaring Eagles Toastmasters Club

Vol. II, Issue 11 – May 2005 Newsletter

Soaring Eagles Toastmasters Club (#9647)
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MISSION

To provide a mutually supportive and positive learning environment in which every member has the opportunity to develop communication and leadership skills, which in turn foster self-confidence and personal growth.

WELCOME

Personal development is a lifelong process. As such, the skills you learn now will affect the rest of your life, both personally and professionally. Toastmasters provides you with opportunities to increase your effectiveness as a speaker, a leader and a listener. The Soaring Eagles Toastmasters Club meets twice a month (every 2nd and 4th Wednesday of the month). The meetings last an hour and give members an opportunity to practice these skills.

If you have heard about Toastmasters but haven't experienced it, please visit our next meeting (without obligation). We would love to meet you and show you how we have benefited from Toastmasters.

CLUB LEADERSHIP

President Mike Duerksen, CTM
VP Education Seth Cowand, CTM, CL
VP Membership .. Renee Cantave, ATM-B
VP Public Relations .. Walter Kelley, CTM
Secretary {vacant}
Treasurer {vacant}
Sergeant-at-Arms Tim Germer

CALENDAR

Please mark your calendars and try to attend the following activities:



7 May (see website)
District 27 Spring Conf.
0900-2130



11 May (SKY7: 1W38)
Club Meeting
1200-1300



25 May (SKY7: 1W38)
Club Meeting
1200-1300



8 Jun (SKY7: 1W38)
Club Meeting
1200-1300



22 Jun (SKY7: 1W38)
Club Meeting
1200-1300

www.geocities.com/eagles_toastmaster/

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IT'S NOT ONLY ABOUT VISUALS

A picture can be worth a thousand words. But beyond slides, there are figures of speech and other verbal devices that also help to bring information alive. They help to clarify a complex message. They help your audience to better see, hear, feel—and remember. Here are just a few of the more common devices to choose from when you're making a point or stating a claim.

- Metaphors and similes
- Statistics
- Anecdotes



Take the next steps in your journey toward making your presentations more powerful and memorable. Use imagery and other verbal devices to capture the attention and imagination of your audience.

To learn more about these verbal devices, check out the other articles later on in the newsletter.

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METAPHORS & SIMILES

A metaphor suggests a comparison by referring to or describing one thing as something else. "All the world's a stage." A metaphor should paint a picture in the mind, allowing you to make your point simply and quickly.

We routinely use metaphors in everyday speech to state or describe an idea. "That's a bird of a different feather... It's the elephant in the room ... It's a slam dunk ... " Metaphors serve as a shorthand description of something and aren't meant to be taken literally.

A simile is a direct comparison between two things that are not alike through the words like and as. "We will not be satisfied until justice rolls down like waters and righteousness like a mighty stream," from Martin Luther King's "I Have A Dream" speech, is an excellent use of similes.

Don't overdo the use of these, however. Make sure you're using them in the right way. And don't mix your metaphors. "That's a horse of a different feather" can only confuse your listeners and amuse them—at your expense.

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STATISTICS

Most people don't like statistics. Still, they can be useful and sometimes essential, in making a point.

Try a little creativity when using statistics. No one, for example, will likely absorb or remember "8,979,362." "Almost nine million" is better. Better still, if it applies, is "40 percent", which is not as good for most audiences as "about four out of every 10."

Put your statistics within a context. Here's a good example from a recent review of how computer viruses can impact businesses: "Viruses, adware, spyware—they're a scourge of modern life. These attacks cost businesses upward of \$23 billion a year in PC repairs and lost work. In the first half of 2004 alone, nearly 4,500 new viruses popped up—ten times more than just four years ago. On average, more than three out of four e-mails now contain a virus or advertising message."

Statistics have one purpose, which is to support your central ideas. The statistics themselves are not the message. The key is to use just enough statistics to make your case, and not to tell your listeners everything you know about a subject.

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INSPIRATIONAL QUOTE

"It is not length of life, but depth of life."

Ralph Waldo Emerson

ANECDOTES

These are very short stories or descriptions that can also add impact to your remarks. They can be humorous, emotional, or serious. They should convey a particular point and they should fit seamlessly with your surrounding material. They should be a way to support your point, not serve as a digression with no particular purpose.

When you're looking for an anecdote, start by deciding what purpose you want it to serve. The best anecdotes are based on personal experience. But don't let that limit you. There are many sources of anecdotes, including an almost endless variety of Internet sites. Such a bounty can be a blessing. It can also be a curse unless you start your search knowing at least in general what you're looking for. It's a good idea to collect and file anecdotes and stories that you may be able to use at the right moment. These can be anecdotes you've heard; they can come from articles or books you've read. In short, they can come from almost any source.

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WEBSITE UPDATE

Have you visited the Soaring Eagles website lately? The website is updated several times a month and has schedule items and announcements.

Check back regularly to find out what's happening in the Soaring Eagles Club.

