



PREPARE TO SPEAK PROFESSIONALLY

LEVEL 5 PROJECT



TABLE OF CONTENTS

2	Introduction
2	Your Assignment
3	Assess Your Skills
4	Competencies
5	Attributes of Professional Speakers
6	Apply Attributes of Professional Speakers
8	How to Achieve Professional-level Skills
9	Meet Audience Expectations
10	Market Yourself as a Professional-level Speaker
11	Review and Apply
12	Complete Your Assignment
13	Resources

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INTRODUCTION

Most of us have experienced outstanding professional speakers. They can be found serving as event hosts or emcees, leading an educational or training seminar, or delivering a keynote address. Superior public speakers are characterized by expertise in a specific topic and a style of delivering their message that engages their audience from their opening comments to their closing statement. They are highly poised and confident.

Some Toastmasters envision building the expertise to go from speaking at club meetings to speaking professionally. This project is an introduction to the skills needed to make that transition.

In this project, you will learn how to determine your area of expertise, define the attributes of professional speakers, understand what your audience expects from you, know how to connect with them, and incorporate stories and anecdotes that support and enhance your message. You will also learn how to market yourself as a professional-level speaker.

YOUR ASSIGNMENT

For all assignment details and requirements, review the Project Checklist on page 13.



Purpose: The purpose of this project is to practice developing and presenting a longer speech.

Overview: Write and present an 18- to 22-minute keynote-style speech. Exemplify the point of view or message you would convey as a professional-level speaker. You may choose to use visual aids if they fit your speech and your style. Your speech may be humorous, informational, or any style that appeals to you and supports your speech content. If you receive advance approval from the vice president education, you may present your speech to a non-Toastmasters group.

Throughout this project you will see icons in the margins next to the text. These icons indicate additional resources available online.



Video: Sign in to Base Camp to watch a video that supports this project.



Interactive Activity: Sign in to Base Camp to complete an interactive activity.



Resource: Sign in to Base Camp to view this resource online.

ASSESS YOUR SKILLS

Evaluate your current skill level by rating each statement.



Select the appropriate number based on your skills today:

5
EXEMPLARY

4
EXCEL

3
ACCOMPLISHED

2
EMERGING

1
DEVELOPING

Pre-Project					Statement	Post-Project				
5	4	3	2	1	I can provide my audience with a meaningful message.	5	4	3	2	1
5	4	3	2	1	I am comfortable and confident when delivering my message, whether it's from a stage or lectern.	5	4	3	2	1
5	4	3	2	1	I am able to project expertise and credibility when speaking.	5	4	3	2	1
5	4	3	2	1	I can adapt my speaking style to different occasions and audiences.	5	4	3	2	1
5	4	3	2	1	I understand the need to research and support my topic.	5	4	3	2	1
5	4	3	2	1	I know how to market myself as a professional-level speaker.	5	4	3	2	1
5	4	3	2	1	I recognize how this project applies to my life outside of Toastmasters.	5	4	3	2	1

COMPETENCIES



The following is a list of competencies that you will learn and practice in this project.

- Define the attributes of a professional speaker.
- Determine your area of expertise.
- Understand what your audience expects from you.
- Tailor your speech to reflect your understanding of the audience.
- Incorporate stories and anecdotes to support your message.
- Develop a connection with the audience.
- Understand how to market yourself as a professional-level speaker.

ATTRIBUTES OF PROFESSIONAL SPEAKERS

Every professional speaker is unique, but it is possible to identify a set of attributes exhibited by all speakers working at this level.

Take time to understand each attribute and how you embody it in your public speaking. Identify your strengths and weaknesses in each area. As you gain experience and improve your skills, you may achieve the skills to speak at a professional level—whether you receive payment for your services or not.

CREDIBILITY AND EXPERIENCE

A professional speaker can come from any background. Some develop the skills and experience over years while others are thrust into the spotlight by a life experience. Regardless of how they begin, all successful professional speakers have experience and credibility in common.

EXPERTISE

Every speaker brings some level of knowledge to their choice of topic. Expertise can be academic or come from life experience. Speakers who cover topics based on their life experience will often support their point of view with facts based on research to add credibility.

STRONG MESSAGE

The very best speakers have a clear, strong message. It is easier to develop a strong message when you have a powerful connection to your topic. Your message is at the heart of every speech, whether you speak to inform, excite, teach, motivate, or simply entertain your audience. A message that resonates will help you connect with your audience.

CONNECTION

The ability to connect with an audience is foundational to any speaker's success. Part of building a positive connection with an audience is internal to the speaker. An engaging personality, an open and welcoming demeanor, and a voice that carries well are all positive qualities that help a speaker connect with an audience.

The choice of topic, message, and delivery also impact a speaker's ability to connect. Being comfortable with your topic and understanding the type of audience you are speaking to will contribute to your ability to make a strong and effective connection with audience members.

CONFIDENCE

Success for professional speakers is built on a strong base of confidence. Confidence builds from a speaker's knowledge, a well-prepared speech with a strong message, an understanding of the audience, and trust in his ability to speak publicly.

Knowing that you are prepared will help you approach any speech, regardless of audience size or venue, with a higher level of confidence.

APPLY THE ATTRIBUTES OF PROFESSIONAL SPEAKERS



USE YOUR STORY TO BUILD A PROFESSIONAL-LEVEL SPEECH

The first step in developing a career as a professional speaker is to identify the life experience you would like to share. Your experience may be derived from: a single, powerful event; years of education; time spent in a field of endeavor, as an employee, leader, or a volunteer. The origin of your experience is not as important as the knowledge you gained.

Everyone has a story to tell. Once you identify the experiences that have meaning to you, you have your story and your first area of expertise. Credibility comes from the authenticity you bring to the story. When you speak about an experience—professional, educational, or personal—and share how it contributed to you as a person, or your understanding of the world, you establish your credibility.

EXPERTISE

When you have examined your life experiences and decided on the essence of the story you want to tell, the next step is adding expertise. If your intent is to speak about your academic or professional background, your expertise is built into the learning you have already completed.

Take a moment to list your academic or professional knowledge and skills. The time to determine how to individualize the topics to you and your experiences will come later.

BUILD YOUR EXPERTISE

When your speech covers a topic that is drawn primarily from your personal experience, it is important to include research to support your point of view. For example, your topic may be about a medical condition you or a family member has experienced. To support your personal story and provide a framework for the information you share, developing a practical level of knowledge about the medical condition will help to validate your position.

Your research can be as simple as sharing statistics, learning academic definitions, or familiarizing yourself with the most recent research on topics you discuss.

YOUR UNIQUE PERSPECTIVE

As you start the work of defining your message, look at the unique perspective you bring to your chosen subject.

Just as every person has a story to tell, all of us have a unique view of stories that have been told before. Even if you are planning to present on groundbreaking science that no one has ever discussed before, the science is only part of the message. The rest of your story has to do with your perspective.

Demonstrate your passion for your topic. Enthusiasm is contagious and can help you lead an audience on the journey you have designed.

AUDIENCE DEMOGRAPHICS

Understanding your audience can have a powerful impact. Before every presentation, take time to research your audience's demographics. Demographics include age, gender, cultural background, political or religious affiliation, ethnicity, ability, economic status, and employment status. Understanding where your audience came from and who they are can help you build rapport and communicate your message in a way that has meaning to that particular group.

For example, if you're talking to an audience composed mainly of younger professionals who are just starting their careers, your recollections from your career or volunteer experience could help you make a connection. If you know that the group is predominantly made up of parents and you have children, incorporating a few of your parenting experiences can make you more relatable, regardless of your topic.

CONFIDENCE

Preparation is a fundamental building block of confidence. Another is public speaking skill. Even with both of these in place, some speakers feel a lack of confidence on stage. To remedy this, focus on posture, tone, and vocal quality.

HOW TO ACHIEVE PROFESSIONAL-LEVEL SKILLS

WRITE A COMPELLING SPEECH

Create a speech opening that is exciting and prepares the audience for your message. In the body of your speech, include stories and anecdotes from your life that reveal who you are as a person and how the audience can identify with you. Finally, finish your speech with a memorable conclusion and a strong appeal for action.

You may find it helpful to develop a speech for an hour-long keynote address and, from that, create shorter speeches by subtracting content to accommodate any timeframe.



Use the Speech Outline Worksheet on page 18 to develop your speech.

PRACTICE

The best way to develop your professional speaking skills is to practice at every available opportunity. Take advantage of all opportunities for public speaking within your club. If another club, community organization, or your place of business is in need of a speaker, volunteer your services.

Create a strong, well-written speech that can be adjusted based on the timeframe, audience, or setting.

Reaching professional-level speaking skills is dependent on your willingness to contribute time and effort. You can enhance and nurture your skills by using them.

TAILOR YOUR MESSAGE

Practice your public speaking by addressing unfamiliar audiences. This gives you the chance to adjust your message and tailor it to each individual group. Always ask for feedback so that you can continue to improve.

Part of your practice needs to involve giving your presentation to audiences of varying sizes. The number of people in an audience affects your delivery. Volume, visual aids, and audience engagement may change based on the assembly in the room. Look for speaking opportunities in Toastmasters that offer the opportunity to address larger audiences (for example, you could enter speech contests).

COLLECT FEEDBACK

You may want to practice and deliver the same presentation many times. If possible, ask for feedback about specific areas, such as how to strengthen the conclusion of your speech. By isolating different areas of your presentation and incorporating constructive feedback, you build a speech that is polished and professional.

Your goal as a professional-level speaker is to capture your audience's attention and deliver your message in a way that is memorable. Presenting your speech multiple times and incorporating constructive feedback each time will help you strengthen your presentation, making the achievement of that goal possible.

MEET AUDIENCE EXPECTATIONS

Speaking to an Unfamiliar Audience

When you are invited to speak to a new group, clarify as much information up front as possible.

Know Your Timeframe

Confirm the length of your speech and any other expectations of your role as speaker. These might include introducing other speakers, accommodating a flexible timeframe, or adjusting your speech based on changes to the schedule.

Audience Expectations

Ask questions about the audience and consider any and all expectations audience members might have. Provide a description of your presentation to event organizers in advance to clarify any questions.

Know Your Objective

Clarify any specific purpose organizers have for the event and how your speech can help them achieve their goals. You may be asked to educate, provide information, persuade, or inspire. A strong message that meets the needs of your audience will also support event organizers.

Know Your Audience

Know your audience and why they are attending. For example, they may be there to gain more information about a topic or to be entertained. Review the information with the host or facilitator on the day of the event to confirm or adjust your understanding of the audience.

Consult Other Experts

If you know other speakers who have presented at the same event or who have knowledge about the usual audience demographics, confer with them in advance to help you prepare.

MARKET YOURSELF AS A PROFESSIONAL-LEVEL SPEAKER

GENERATE OPPORTUNITIES

Once you have done the work to develop professional-level speaking skills, you need to generate opportunities to speak by marketing yourself.

There are many steps you can take to increase your visibility as a professional speaker.

CREATE A WEBSITE

A creative, well-maintained website can provide potential clients with all the information they need to hire you. Your website will be the first place many people go when they want to know more about you. Always include your contact information so your potential clients know how to best contact you. If possible, include:

- video of one or more speeches that you delivered before a live audience
- positive testimonials from previous clients (remember to ask them for permission to use before doing so)

A well-organized, accessible catalogue of your skills and accomplishments makes the search-and-hire process much easier for potential clients.

NETWORK

Network to connect with other professional speakers and potential clients. They may know of upcoming opportunities for professional speakers.

Fees for speakers differ greatly based on your geographic location, industry, or field for which you're hired to speak, and venue/audience size. If your area of expertise is in demand, this may increase the payment you can expect to receive. Do your research ahead of time in order to price your services reasonably. You can obtain this information by talking with clients who are hiring and colleagues who speak professionally. Industry standards for your area may also be posted online, so use these as a guide when establishing your fees.

PROMOTE YOUR SKILLS

A well-organized, accessible catalogue of your skills and accomplishments makes the search-and-hire process much easier for potential clients.

DO YOUR OWN RESEARCH

Conducting your own research for specific information that applies to your goals, topic, interests, and geographic area will help you develop a more effective point of view and speech. The stronger your understanding of your topic, market, and skills compared to others competing for the same speaking opportunities, the better able you will be to promote yourself. Knowledge is power and it will benefit you to be as knowledgeable as possible.

REVIEW AND APPLY



Before you complete the assignment, take a moment to read through the questions you see here. If you are not able to answer them comfortably, review the project.

- How do you define the attributes of a professional speaker?
- What steps can you take to determine your area of expertise?
- How can you best understand what your audience expects from you?
- What is the value of tailoring your speech to reflect your understanding of the audience?
- Why is it important to incorporate stories and anecdotes to support your message?
- How can you develop a connection with the audience?
- What strategies can you use to market yourself as a professional-level speaker?

COMPLETE YOUR ASSIGNMENT



Now that you have read through the project, plan and prepare your speech or report.

Review: Return to page 2 to review your assignment.



Organize: Use the Project Checklist on page 13 to review the steps and add your own. This will help you organize and prepare your assignment.

Schedule: Work with the vice president education to schedule your speech.



Prepare: Prepare for your evaluation. Review the evaluation resources on pages 15–17 and share all resources with your evaluator before your speech. You may choose to share your evaluation resources online.

PROJECT CHECKLIST

Prepare to Speak Professionally

Purpose: The purpose of this project is to practice developing and presenting a longer speech.

Overview: Write and present an 18- to 22-minute keynote-style speech. Exemplify the point of view or message you would convey as a professional-level speaker. You may choose to use visual aids if they fit your speech and your style. Your speech may be humorous, informational, or any style that appeals to you and supports your speech content. If you receive advance approval from the vice president education, you may present your speech to a non-Toastmasters group.

This project includes:

- The Speech Outline Worksheet
- An 18- to 22-minute keynote-style speech

Below are tasks you will need to complete for this project. Please remember, your project is unique to you. You may alter the following list to incorporate any other tasks necessary for your project.

Identify the focus of your professional-level speech (refer to the project for more information on how to select the best topic for you).

Schedule your speech with the vice president education.

Write your speech.

Develop visual aids if you intend to use them.

EVALUATION FORM

Prepare to Speak Professionally

Member Name _____ Date _____

Evaluator _____ Speech Length: 18 – 22 minutes

Speech Title

Purpose Statement

The purpose of this project is for the member to practice developing and presenting a longer speech.

Notes for the Evaluator

The member completing this project has been working to build the skills necessary to engage an audience for an extended period of time.

About this speech:

- The member will deliver an engaging, keynote-style speech.
- The speech may be humorous, informational, or any style the member chooses.
- The member should demonstrate excellent presentation skills and deliver compelling content.
- The speech is not a report on the content of the “Prepare to Speak Professionally” project.

General Comments

You excelled at:

You may want to work on:

To challenge yourself:

EVALUATION FORM – Prepare to Speak Professionally

For the evaluator: In addition to your verbal evaluation, please complete this form.

5 EXEMPLARY	4 EXCELS	3 ACCOMPLISHED	2 EMERGING	1 DEVELOPING
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<p>Clarity: Spoken language is clear and is easily understood</p> <p>5 4 3 2 1</p>	Comment:
<p>Vocal Variety: Uses tone, speed, and volume as tools</p> <p>5 4 3 2 1</p>	Comment:
<p>Eye Contact: Effectively uses eye contact to engage audience</p> <p>5 4 3 2 1</p>	Comment:
<p>Gestures: Uses physical gestures effectively</p> <p>5 4 3 2 1</p>	Comment:
<p>Audience Awareness: Demonstrates awareness of audience engagement and needs</p> <p>5 4 3 2 1</p>	Comment:
<p>Comfort Level: Appears comfortable with the audience</p> <p>5 4 3 2 1</p>	Comment:
<p>Interest: Engages audience with interesting, well-constructed content</p> <p>5 4 3 2 1</p>	Comment:
<p>Speech Content: Content is compelling enough to hold audience attention throughout the extended speech</p> <p>5 4 3 2 1</p>	Comment:

EVALUATION CRITERIA

Prepare to Speak Professionally

This criteria lists the specific goals and expectations for the speech. Please review each level to help you complete the evaluation.

Clarity

- 5 – Is an exemplary public speaker who is always understood
- 4 – Excels at communicating using the spoken word
- 3 – Spoken language is clear and is easily understood
- 2 – Spoken language is somewhat unclear or challenging to understand
- 1 – Spoken language is unclear or not easily understood

Vocal Variety

- 5 – Uses the tools of tone, speed, and volume to perfection
- 4 – Excels at using tone, speed, and volume as tools
- 3 – Uses tone, speed, and volume as tools
- 2 – Use of tone, speed, and volume requires further practice
- 1 – Ineffective use of tone, speed, and volume

Eye Contact

- 5 – Uses eye contact to convey emotion and elicit response
- 4 – Uses eye contact to gauge audience reaction and response
- 3 – Effectively uses eye contact to engage audience
- 2 – Eye contact with audience needs improvement
- 1 – Makes little or no eye contact with audience

Gestures

- 5 – Fully integrates physical gestures with content to deliver an exemplary speech
- 4 – Uses physical gestures as a tool to enhance speech
- 3 – Uses physical gestures effectively
- 2 – Uses somewhat distracting or limited gestures
- 1 – Uses very distracting gestures or no gestures

Audience Awareness

- 5 – Engages audience completely and anticipates audience needs
- 4 – Is fully aware of audience engagement/needs and responds effectively
- 3 – Demonstrates awareness of audience engagement and needs
- 2 – Audience engagement or awareness of audience requires further practice

- 1 – Makes little or no attempt to engage audience or meet audience needs

Comfort Level

- 5 – Appears completely self-assured with the audience
- 4 – Appears fully at ease with the audience
- 3 – Appears comfortable with the audience
- 2 – Appears uncomfortable with the audience
- 1 – Appears highly uncomfortable with the audience

Interest

- 5 – Fully engages audience with exemplary, well-constructed content
- 4 – Engages audience with highly compelling, well-constructed content
- 3 – Engages audience with interesting, well-constructed content
- 2 – Content is interesting but not well-constructed or is well-constructed but not interesting
- 1 – Content is neither interesting nor well-constructed

Speech Content

- 5 – Content is exemplary and fully engages the audience throughout the extended speech
- 4 – Content is excellent and engages the audience throughout the extended speech
- 3 – Content is compelling enough to hold audience attention throughout the extended speech
- 2 – Content, though compelling, holds the attention of some audience members but not all throughout the extended speech
- 1 – Content holds the attention of few or no audience members throughout the extended speech

SPEECH OUTLINE WORKSHEET

Opening

A. Greeting

You may thank the Toastmaster or person who introduced you and acknowledge fellow Toastmasters and guests.

B. Capture audience interest

Begin with information about your topic that will capture the attention of the audience, such as an interesting fact about your topic that you discovered in your research.

C. Introduce your topic

D. Transition

This is a statement or sentence designed to lead smoothly into your first main point.

Body

A. Main point 1

1. Sub-point

Details and specifics about your main point.

Support/evidence

Use examples, facts, or statistics from your research to illustrate your main point and sub-point.

2. Sub-point

Support/evidence

3. Sub-point

Support/evidence

4. Transition

B. Main point 2

1. Sub-point

Support/evidence

2. Sub-point

Support/evidence

3. Transition

C. Main point 3

1. Sub-point

Support/evidence

2. Sub-point

Support/evidence

3. Transition

Signal that the conclusion of the speech is approaching.

Conclusion

A. Brief summary of your topic

B. Review main points

Main point 1

Main point 2

Main point 3

C. Close with impact

Finish with a strong statement; consider mirroring your attention-grabbing opening.



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