



TOASTMASTERS INTERNATIONAL'S

New Recognition System



Training Program



TOASTMASTERS INTERNATIONAL'S

New Recognition System



Toastmasters International

P.O. Box 9052
Mission Viejo, California 92690 U.S.A.
(949) 858-8255 • Fax: (949) 858-1207
www.toastmasters.org

©2005 Toastmasters International. All rights reserved, including the right to reproduce all or any part of this publication in any form without written permission from World Headquarters. Toastmasters International, The Toastmaster, and the Toastmasters International emblem are trademarks of Toastmasters International registered in the United States, Canada, and many other countries.

Printed in U.S.A.

Introduction

This program, “Toastmasters International’s New Recognition System,” discusses the new awards system that begins in 2006. Districts can use it to train area, division and club officers, clubs can use it to train members, and it can be presented at district conferences as an informational session for conference attendees. The program takes 10 to 15 minutes to present.

The program has three parts: this introduction with instructions for presenting the program, the script you may follow as you present the material and an appendix. The program also has visual aids.

The Script/Outline

Following are instructions on how to use the script/outline provided.

1. Study the script/outline carefully. Preparation is your key to a successful presentation. Also study the appendix if you plan to allow listeners to ask questions at the end of the presentation. The appendix contains frequently asked questions about the new system and the answers. You should know this information so you may answer any questions your audience may ask.
2. Don’t read the script when you present the information. Instead, paraphrase it, incorporating your own presentation style.
3. Add your own marks to indicate where you wish to place special verbal emphasis, to pause, or to gesture a certain way. Underline words or sentences to help you present the material effectively.
4. When presenting scripted material, place the script on the lectern or table. Always keep two pages in front of you. Present the material on the left-hand page, then slide the next page from right to left. This way, you can maintain eye contact with the audience and avoid having to turn pages and possibly distract participants.
5. Be expressive. Use all of the presentation skills you’ve learned as a Toastmaster, including vocal variety and gestures.

Visual Aids

Visual aids help your audience to retain the information you present, and you are encouraged to use them. PowerPoint visuals are available in a separate file. If you plan to use them, you will need a laptop computer, data projector, a table on which to place them and a screen. In the right-hand column of the script are keys for the visuals. Their placement indicates the points at which they should be displayed. Each is numbered. For example, “V#1” means “first visual.”

If you can’t arrange for data projection equipment but would like to use visuals, you may copy the material onto a flip chart. Do this before the presentation. Use a heavy marking pen that doesn’t “bleed” through the paper, and write on every third or fourth page so succeeding visuals won’t show through. Also, make your letters large and heavy with plenty of space between words.

Follow these tips when using visual aids:

- Set them up and test them before the meeting begins. Place them so they may be easily visible to everyone. Position the projector so that it projects a large, high, undistorted image on the screen. Focus the image.
- Bring spare equipment, including a projector bulb, extension cord and extra marking pens.
- Display your visuals only when they are needed. If you’re using a flip chart, flip the page back out of view when you are finished with it.
- Do not stand between the audience and the screen or flip chart. You will block listeners’ views.
- Maintain eye contact with your audience. Don’t talk to the screen or flip chart. If you must turn your back to point out something, pause as you point it out, then resume speaking after you have turned back to face the audience.

Toastmasters International's New Recognition System

Toastmasters International is making some exciting changes in our educational system and award designations.

Leadership skills development has always been part of the Toastmasters program. Members have had the opportunity to learn and practice leadership skills while serving in various club meeting roles and in officer positions. In fact, many of our members join because they want to improve their leadership skills.

To strengthen its leadership training and to make all educational designations in the communication and leadership tracks clearer and more meaningful, we are adding a new leadership program and renaming all educational awards to distinguish between speech programs and leadership programs.

Beginning in 2006 members will see the following improvements in the educational program:

- **A new manual on leadership and a new leadership award.** The 10-project *Competent Leadership* manual will help you develop leadership skills while serving in various club meeting roles. The manual will debut in January 2006 and will be included in the New Member Kit, which all new members receive. Other members may purchase the manual for \$6.00 (U.S.) plus shipping. Members completing the manual will receive the new Competent Leader award. Toastmasters International will begin issuing the new award in July 2006.

V #1

V #2

V #3

- **New titles for the existing leadership awards.** The current Competent Leader award will become the Advanced Leader Bronze award. The current Advanced Leader award will become the Advanced Leader Silver award. The requirements for the Advanced Leader Bronze award include completion of the *Competent Leadership* manual. Because requirements for the award are changing, there will be a two year “grace period” for those working toward the current Competent Leader award. This means World Headquarters will continue to issue Competent Leader awards under the current requirements through June 30, 2008. Beginning July 1, 2008, all members will have to meet the new requirements.

Those who have already earned the Competent Leader award under the current requirements and who apply for the Advanced Leader award after June 30, 2006, will receive the new Advanced Leader Silver certificate.

- **New titles for the communication track awards.** Effective July 1, 2006, the Competent Toastmaster (CTM) award, given to those completing the *Communication and Leadership Program* manual, becomes the Competent Communicator award. The Advanced Toastmaster Bronze, Advanced Toastmaster Silver and Advanced Toastmaster Gold awards become the Advanced Communicator Bronze, Advanced Communicator Silver and Advanced Communicator Gold awards respectively, with no changes to award requirements. Beginning July 1, 2006, members applying for any of the current awards will receive certificates reflecting the new award names.

- **New titles for the *Communication and Leadership Program* and *Advanced Communication and Leadership Program* manuals.** At their next reprinting, the *Communication and Leadership Program* manual will be titled the *Competent Communication* manual and the *Advanced*

Communication and Leadership Program manuals will become the Advanced Communication manuals.

- **A change in the Distinguished Toastmaster award requirements.**

Beginning July 1, 2006, to be eligible for the award, a member must have received the Advanced Communicator Gold (or current Advanced Toastmaster Gold) and the Advanced Leader Silver (or current Advanced Leader) awards.

So the new communication and leadership tracks will look like this.

The Competent Leadership Manual

The *Competent Leadership* manual is the most exciting of the changes. The new manual allows members to join your club and immediately begin working on developing their leadership skills. Members can work in both the *Competent Communication* and *Competent Leadership* manuals at the same time, or do one at a time.

The leadership manual features 10 projects, each focused on developing a leadership skill, such as listening, motivating and team building. Each project requires you to serve in one or more meeting or club roles that will help you learn and practice that skill. For each leadership role you complete as a project requirement, your club vice president education will assign an evaluator who will provide a written evaluation.

Verbal Evaluations

What about verbal evaluations? Most of the meeting roles fulfill various project requirements. If a lot of club members are working in the leadership manual, providing so many verbal evaluations

V #7

V #8

would require more time. Because many clubs meet only for an hour or so, adding verbal evaluations for those serving in meeting roles may not be possible. Your club should discuss the matter in the next month or so and decide whether to provide verbal evaluations during meetings. If the club chooses not to and later someone working in the leadership manual wants a verbal evaluation in addition to the written evaluation, the evaluator may give it privately outside of the club meeting.

As I mentioned earlier, new members will receive the manual in their new member kits beginning in January 2006. But current members are encouraged to complete the manual as well because it will help to further develop and refine your leadership skills. You can purchase the manual online through the Toastmasters International Web site for \$6 (U.S.) plus any applicable taxes and shipping. The catalog number is 265.

Conclusion

Toastmasters International is enthusiastic about the growth in leadership and communication skills that the new educational system and award designations will provide for members. These changes are another step in Toastmasters' ongoing efforts to strengthen its leadership training program and become the world's leading organization devoted to communication and leadership training.

***Presenter:** If time permits, ask if there are any questions. Be sure you are familiar with the questions and answers in the appendix if you do field questions. If you don't know the answer to a question, contact the Education and Program Development Department at World Headquarters.*

Appendix

Following are some of the most frequently asked questions about the new recognition system and responses. You should review the questions and answers as you prepare your presentation so you will be able to answer listeners' questions.

Q: *The new leadership manual has 10 projects. Will I be evaluated on each of these projects, like I am in the current Communication and Leadership Program manual?*

A: Yes. For each leadership role you complete as a project requirement, your club vice president education will assign an evaluator who will provide a written evaluation. However, a verbal evaluation is optional at the club's discretion. Many clubs have limited time available during most club meetings and adding verbal evaluations for those serving in meeting roles would not be feasible. If you want a verbal evaluation in addition to the written evaluation, the evaluator should give it privately outside of the club meeting if the meeting cannot accommodate it.

Q: *How will the Competent Leadership manual affect my club?*

A: The new manual allows members to join your club and immediately begin working on developing their leadership skills. As mentioned in the previous question, the club vice president education assigns an evaluator who will provide a written evaluation. However, most clubs won't have the meeting time to allow verbal evaluations of a leadership project. In these cases, if a member wants a verbal evaluation, the evaluator may provide it outside of the club meeting. More information about how to incorporate the manual into your club and its activities will appear in the December issue of *The Toastmaster*. Club officers also will get information during their district's upcoming club officer training.

Q: *Do I have to complete the Competent Communication and Competent Leadership manuals in any particular order?*

A: No. You may work in both manuals at the same time if you wish, or work in one at a time. If you complete the *Competent Leadership* manual first, you may apply for the Competent Leader award. If you complete the *Competent Communication* manual first, you may apply for the Competent Communicator award. If you finish both at the same time, you may apply for both awards at the same time.

Q: *I am now a Competent Leader. After July 1, 2006, will my title be Advanced Leader Bronze?*

A: You still will be a Competent Leader. Likewise, members who already have received the Advanced Leader award will retain that title.

Q: *I am now a Competent Leader. Do I have to complete the new Competent Leadership manual?*

A: No. However, we encourage you to do so because you'll enhance and refine your leadership skills by completing the projects in the manual.

Q: *I am now a Competent Leader. After July 1, 2006, could I apply for the Advanced Leader Bronze award?*

A: The requirements for the current Competent Leader and the Advanced Leader Bronze awards are the same, and Toastmasters International does not issue multiple awards for the same work. If you want to earn the Advanced Leader Bronze award, you would have to meet all of the requirements a second time. Instead of doing this, we recommend that you work toward the next level award, the Advanced Leader Silver.

Q: *I have met almost all conditions for the current Competent Leader award. Will I have to start over and complete the requirements for the new Competent Leader award, which includes completing the new Competent Leadership manual?*

A: You need not start over as long as you complete the current award requirements and apply for the Competent Leader award before June 30, 2008. After that date, all applicants must meet the new criteria.

Q: *I am a Competent Leader. After July 1, 2006, what is the next leadership award I could earn?*

A: Those who already have the current Competent Leader award may work toward the Advanced Leader Silver award after July 1, 2006.

Q: *How will the new leadership award affect the Distinguished Club Program?*

A: The new award will be incorporated into the 2006-07 Distinguished Club Program. A club will need at least one Competent Leader, Advanced Leader Bronze, Advanced Leader Silver or Distinguished Toastmaster award to meet Goal 5, and at least one additional Competent Leader, Advanced Leader Bronze, Advanced Leader Silver or Distinguished Toastmaster award to meet Goal 6.

Q: *The communication track has three advanced awards, but the leadership track has two. Will there be more leadership awards?*

A: We are planning to expand the leadership track even more, so eventually an Advanced Leader Gold award will be introduced.

Q: *I am now a Competent Toastmaster. After July 1, 2006, will my title be Competent Communicator?*

A: You still will be a Competent Toastmaster. Likewise, members who already have received the Advanced Toastmaster Bronze, Advanced Toastmaster Silver and Advanced Toastmaster Gold awards will retain those titles. Only those applying for awards after June 30, 2006, will have the new titles.

Q: *I am an Advanced Toastmaster Bronze and my goal has been to achieve the Advanced Toastmaster Silver award in late 2006. How do the changes affect me?*

A: Because you will be applying for the award after June 30, 2006, you will receive the Advanced Communicator Silver certificate instead of the Advanced Toastmaster Silver certificate.

Q: *I am an Advanced Toastmaster Silver and my goal has been to achieve the Advanced Toastmaster Gold award in late 2006. How do the changes affect me?*

A: Because you will be applying for the award after June 30, 2006, you will receive the Advanced Communicator Gold certificate instead of the Advanced Toastmaster Gold certificate.

Q: *I've been a member for a long time and have all of the awards. What can I do?*

A: We recommend completing the new *Competent Leadership* manual because you'll develop and refine your leadership skills. Completing all of the educational awards again also will help improve your communication skills.

