

# THE POWER OF EFFECTIVE COMMUNICATIONS

BY LION Ray Lebeau

## INTRODUCTION

(WELCOME AND ACKNOWLEDGEMENT OF VIP'S IN AUDIENCE)

GOOD MORNING / AFTERNOON / EVENING

THE PURPOSE OF THIS SESSION IS TO LEARN ABOUT **THE POWER OF EFFECTIVE COMMUNICATIONS**, AND HOW STRONG PUBLIC SPEAKING SKILLS CAN HELP YOU TO BE SUCCESSFUL.

I AM LION RAY LEBEAU, A MEMBER OF THE PLANTAGENET LIONS CLUB, ASSOCIATE MEMBER OF THE CUMBERLAND LIONS CLUB AND MEMBERSHIP CHAIR ON THE DISTRICT A4 MERLO TEAM.

IN ORDER FOR YOU TO GET TO KNOW ME A LITTLE BETTER, I'LL PROVIDE YOU WITH SOME OF MY BACKGROUND.

I BECAME A LION IN 1994 WHEN I WAS LIVING IN GANDER, NEWFOUNDLAND. I SAW A FRIEND OF MINE, LION FRED DIXON, CALLING A SATURDAY NIGHT 'LIONS TV BINGO'. THE NEXT TIME I SAW HIM, I ASKED WHAT THE LIONS DID . . . NEED I SAY MORE?

IN ORDER FOR MY WIFE MURIEL AND I TO BE CLOSER TO OUR THREE DAUGHTERS AND GRANDCHILDREN, (WHO NOW NUMBER EIGHT - 5 GRAND-DAUGHTERS AND 3 GRAND-SONS), WE MOVED FROM GANDER TO PLANTAGENET IN 2003. AT THE SAME TIME, I TRANSFERRED MY MEMBERSHIP TO THE PLANTAGENET LIONS CLUB.

BEFORE BECOMING A RETIRED PERSON IN DECEMBER 2005, I COMPLETED OVER 42 YEARS OF CONTINUOUS SERVICE WITH THE ROYAL CANADIAN NAVY AND CANADIAN FORCES. YES, I JOINED WHEN I WAS TWELVE YEARS OLD!

IN 1997-1998 I WAS VERY FORTUNATE TO BE ABLE TO ATTEND THE LIONS LEADERSHIP INSTITUTE IN LISLE, ILLINOIS, JUST OUTSIDE OF CHICAGO. WHAT AN INFORMATIVE AND EDUCATIONAL EXPERIENCE THAT WAS! IF YOU EVER GET THE CHANCE TO ATTEND A LEADERSHIP INSTITUTE . . . TAKE IT!!!

I WAS GIVEN THE HONOUR OF BEING NAMED A MELVIN JONES FELLOW AT A DISTRICT 41-S2 CONVENTION IN MARYSTOWN, NEWFOUNDLAND.

AS WE ARE GOING TO BE TALKING ABOUT EFFECTIVE COMMUNICATIONS, I'D LIKE TO SHARE THIS HUMEROUS COMMUNICATIONS JOKE WITH YOU.

A VERY IRATE WOMAN TOOK HER HUSBAND TO COURT FOR A DIVORCE.

THE JUDGE SAYS TO THE WOMAN - WHAT GROUNDS DO YOU HAVE?

WOMAN - WELL SHE SAYS, WE HAVE ABOUT HALF AN ACRE.

JUDGE - NO, I MEAN WHAT KIND OF PROBLEMS DO YOU HAVE, DO YOU HAVE A GRUDGE?

WOMAN - HELL NO, WE DON'T HAVE A GRUDGE, WE HAVE A CAR-PORT.

JUDGE - (GETTING FRUSTRATED) NO, NO, NO. I MEAN, WHAT'S YOUR PROBLEM? WHY DO YOU WANT A DIVORCE? DOES HE BEAT YOU UP?

WOMAN - NO WAY, HE DOESN'T BEAT ME UP. I AM ALWAYS UP BEFORE HIM.

JUDGE - LISTEN, WHAT I AM TRYING TO FIND OUT IS WHY YOU ARE HERE, WHY DO YOU WANT A DIVORCE FROM YOUR HUSBAND?

WOMAN - WELL, HE'S SO DAMNED STUPID! YOU JUST CAN'T CARRY AN INTELLIGENT CONVERSTATION WITH HIM!

#### PRESENTATION

OK, WHAT IS EFFECTIVE COMMUNICATIONS?

ROBERT FROST IS CREDITED WITH SAYING THAT "HALF THE WORLD IS COMPOSED OF PEOPLE WHO HAVE SOMETHING TO SAY AND CAN'T, AND THE OTHER HALF WHO HAVE NOTHING TO SAY AND **KEEP ON SAYING IT.**"

RAISE YOUR HAND IF YOU KNOW SOMEONE LIKE THAT.

A NUMBER OF YEARS BACK, I READ AN ARTICLE IN THE LION  
MAGAZINE TITLED '**SPEAKING SKILLS FOR ALL LEVELS OF LIONS**'.  
IT WAS WRITTEN BY JUDGE BRIAN STEVENSON, A CANADIAN PAST  
INTERNATIONAL PRESIDENT AND IT WAS ORIGINALLY PRESENTED AT  
A 1996 USA-CANADA FORUM. AS IT IS STILL RELEVANT TODAY, I  
WILL BE MAKING EXTENSIVE REFERENCE TO HIS ARTICLE.

I'LL TELL YOU ABOUT SOMETHING THAT HAPPENED TO ME IN 1997,  
WHILE I WAS A STUDENT AT THE LIONS LEADERSHIP INSTITUTE.

FOLLOWING AN EXCELLENT PRESENTATION ON PUBLIC SPEAKING, BY  
PAST INTERNATIONAL PRESIDENT BILL BIGGS - IN ORDER TO HAVE  
SOME FUN, FIVE LUCKY LIONS WERE ASKED TO GIVE A ONE TO TWO  
MINUTE 'IMPROMPTU' SPEECH ON A TOPIC PICKED FROM A HAT.

TRY AND GUESS WHO ONE OF THOSE LUCKY LIONS WAS?

(HOLD UP BOX WITH TOPICS - AND LOOK AROUND THE ROOM)

WELL, FOLLOWING MY PRESENTATION ON THE 'DO'S' AND 'DON'TS'  
OF PUBLIC SPEAKING, IF WE HAVE ANY TIME LEFT, WE ARE GOING  
TO HAVE SOME FUN RIGHT HERE. I WILL ASK A FEW LIONS TO  
SHOW US WHAT THEY LEARNED FROM THIS PRESENTATION BY GIVING

US A SHORT ONE TO TWO MINUTE IMPROMPTU SPEECH. I HAVE SOME TOPICS WRITTEN ON THE SCRAPS OF PAPER IN THE BOX. SO YOU BETTER PAY CLOSE ATTENTION!

AS MOST LIONS KNOW, **PUBLIC SPEAKING IS VITAL WHEN WE ARE REPRESENTING THE ASSOCIATION AND EXPRESSING OUR IDEAS.** BY USING VARIOUS SPEAKING OPPORTUNITIES EFFECTIVELY, WE CAN INFORM OTHERS ABOUT THE ASSOCIATIONS 'GOALS', 'IDEALS' AND 'SUCCESSES' WHILE PRESENTING A POSITIVE IMAGE OF OUR INDIVIDUAL CLUBS AND DISTRICTS.

IT CANNOT BE OVER-EMPHASIZED THAT AN EFFECTIVE LEADER HAS TO WORK ON BEING A GOOD COMMUNICATOR.

THE MESSAGE THAT I HOPE TO GET ACROSS TODAY, IS THAT WE ALL HAVE THE ABILITY TO BE GOOD COMMUNICATORS, AND THEREFORE, TO BE EFFECTIVE LEADERS.

MANY YEARS AGO, DANIEL WEBSTER STATED: "IF ALL MY POSSESSIONS AND POWERS WERE TO BE TAKEN FROM ME WITH ONE EXCEPTION, AND I COULD CHOOSE THAT EXCEPTION, I WOULD CHOOSE TO KEEP THE POWER OF SPEECH, FOR BY IT, I COULD SOON RECOVER ALL THE REST."

JUDGE BRIAN STEVENSON BELIEVES THAT THE TASK FOR ANY  
SPEAKER IS *PLAIN AND SIMPLE* - TO DELIVER A MESSAGE.

IF LION'S SPEAKERS ARE NOT ABLE TO CLEARLY PRESENT THEIR  
MESSAGE OF SERVICE, THEN THEY WILL NOT BE ON THE RIGHT  
COURSE TOWARDS ACHIEVING SUCCESS IN PROMOTING MEMBER-**SHIP**,  
FELLOW-**SHIP**, LEADER-**SHIP** AND PARTNER-**SHIP** . . . WHAT I LIKE  
TO CALL 'THE FOUR SHIPS OF LIONISM'.

ONE OF THE GREAT PROBLEMS IN OUR SOCIETY TODAY IS  
COMMUNICATION: THE ABILITY TO ACCURATELY STATE, IN AN  
'ATTENTION-GETTING' STYLE - TO EXPLAIN EXACTLY WHAT IT IS  
THAT WE WANT TO SAY. REMEMBER THE JOKE, GROUNDS, GRUDGE???

MARK TWAIN SAID "THE DIFFERENCE BETWEEN THE RIGHT WORD, AND  
THE *ALMOST* RIGHT WORD, IS THE DIFFERENCE BETWEEN LIGHTNING  
AND THE LIGHTNING BUG." CAN YOU VISUALIZE THAT DIFFERENCE?  
IMAGINE THE BURST OF A BRILLIANT, THUNDER-CLAPPING BOLT OF  
LIGHTNING COMPARED TO THE SMALL, QUIET AND UNOBTRUSIVE  
LIGHTNING BUG OR FIRE-FLY. I HAPPEN TO LIKE FIRE-FLIES,  
BUT YOU GET THE PICTURE.

IN OUR DAILY ROUTINES, MISCOMMUNICATION CAN OCCUR WITH BOTH  
THE SPOKEN AND THE WRITTEN WORD. YOU CAN ALWAYS CORRECT

BOTH, BUT IT IS DEFINITELY MORE DIFFICULT, AND USUALLY MORE EMBARRASSING, TO CORRECT THE SPOKEN WORD.

PAST INTERNATIONAL PRESIDENT DR. JOHN PEARCE PUT THE IMPORTANCE OF WHAT WE SAY THIS WAY:

'ONCE THE BULLETS ARE OUT OF THE GUN, YOU CAN'T CALL THEM SUCKERS BACK!' WHAT HAS BEEN SAID . . . HAS BEEN SAID!!!

THE CAUTION HERE IS SIMPLE; WHEN YOU GET CARELESS USING WORDS, OR EVEN IF THEY'RE THE RIGHT WORDS, BUT THEY'RE POORLY ORGANIZED, YOU CAN CREATE MISUNDERSTANDING.

LISTEN TO THIS COLLECTION OF WORDS. SAY YOU ARE TRYING TO ROMANCE YOUR WIFE (OR GIRLFRIEND) AND YOU GENTLY WHISPER IN HER EAR - 'DARLING, WHEN I LOOK AT YOU, THE HANDS OF TIME STAND STILL.' SOUND COMPLIMENTARY ENOUGH TO YOU?

WHAT KIND OF SUCCESS DO YOU THINK YOU WOULD HAVE IF YOU SAID THE SAME THING ONLY YOU PHRASED IT THIS WAY - 'HONEY, YOU HAVE A FACE THAT COULD STOP A CLOCK!'

YOU CAN SEE FROM THESE TWO STATEMENTS, THAT THE ORGANIZATION OF WORDS IS VERY, VERY IMPORTANT!

EVEN THE MEDIA, WHO ARE SUPPOSED TO BE HIGHLY TRAINED PROFESSIONALS, ARE AS CARELESS WITH WORDS AS AMATEUR COMMUNICATORS. FOR EXAMPLE, HEADLINES CAN OFTEN BE CONFUSING OR MISLEADING. LISTEN TO THIS POORLY WORDED HEADLINE:

'POLICE BEGIN CAMPAIGN TO **RUN DOWN JAYWALKERS**' .

(WOULDN'T THAT BE A TERRIFIC DETERENT!)

WE HAVE TO BE CAREFUL WHEN WE COMMUNICATE, LEST WE CREATE CONFUSION OR MISUNDERSTANDING.

IN JUDGE BRIAN STEVENSON'S ARTICLE, HE CAUTIONED HIS READERS THAT HE WAS NOT AN EXPERT ON PUBLIC SPEAKING. THE FIRST POINT THAT HE MADE WAS THIS:

SPEECH-MAKING IS INDIVIDUALISTIC - NO TWO SPEAKERS ARE EXACTLY ALIKE!

JUDGE STEVENSON WENT ON TO SAY THAT YOU SHOULD NOT EVEN TRY ANY ONE ELSE'S STYLE. YOU HAVE TO FIND A PRESENTATION FORMAT WITH WHICH YOU ARE MOST COMFORTABLE AND THEN STICK WITH IT.

IT IS OK TO 'BORROW' MATERIAL FROM OTHER SPEAKERS, PROVIDED THAT YOU OBTAIN THEIR PERMISSION, AND YOU GIVE THEM PROPER CREDIT. FOR EXAMPLE, IN THE PREPARATION OF THIS PRESENTATION, I BORROWED FROM LIONS PIP BILL BIGGS AND PIP JUDGE BRIAN STEVENSON. IF YOU COPY SOMEONE ELSE'S SCRIPT WITHOUT GIVING THEM CREDIT, IT'S CALLED PLAGIARISM . . . AND WE DO NOT WANT THAT!

BOTH OF THESE TALENTED PAST INTERNATIONAL PRESIDENTS ARE IN A CLASS BY THEMSELVES. YOU CAN REST ASSURE, THAT IF YOU ARE EVER GIVEN THE OPPORTUNITY TO LISTEN TO EITHER ONE OF THEM SPEAK, THEY WILL ALWAYS BE CREATIVE, INFORMATIVE AND HIGHLY MOTIVATIONAL.

ONE OF THE GOALS OF THIS SESSION IS THAT YOU WILL LEAVE HERE MOTIVATED, AND THAT YOU WILL POSSESS THE DESIRE TO BE THE BEST COMMUNICATOR AND LEADER THAT YOU CAN BE.

PIP BILL BIGGS ALWAYS CONCLUDED HIS PRESENTATIONS WITH THIS RALLYING CRY:

**'DON'T TELL ME YOU ARE A COMMITTED LION . . . SHOW ME!'**

IN A NUTSHELL, THIS MEANS THAT ONCE YOU LEARN A NEW SKILL, IT IS UP TO YOU TO DO SOMETHING WITH IT.

WRITING AND SPEAKING ARE SIMILAR IN MANY RESPECTS, AS BOTH INVOLVE THE ARTISTIC USE OF WORDS.

WHEN RUDYARD KIPLING WAS ASKED FOR THE SECRET OF SUCCESSFUL WRITING, HE SAID:

"I KEEP SIX HONEST SEEING MEN; THEY TAUGHT ME ALL I KNOW; THEIR NAMES ARE WHO, AND WHAT, AND WHY, AND WHEN, AND WHERE, AND HOW."

TRUST ME ON THIS ONE, IF YOU GIVE CONSIDERATION TO THESE "SIX HONEST SEEING MEN," WHAT I LIKE TO CALL THE 5W'S AND 1H, YOUR COMPLETE MESSAGE WILL ALWAYS BE DELIVERED.

HERE'S A DID-YOU-KNOW FOR YOU. DID YOU KNOW THAT THERE ARE APPROXIMATELY ONE MILLION WORDS IN THE ENGLISH LANGUAGE, AND THE NUMBER INCREASES DAILY?

NOW A TRIVIA QUESTION: OF THOSE MILLION PLUS WORDS IN OUR ENGLISH LANGUAGE, THERE IS ONLY ONE WORD THAT HAS THE CONSECUTIVE LETTERS OF U-F-A IN IT. DOES ANYONE KNOW WHAT THAT WORD IS?

HOW WE COMMUNICATE WITH ONE ANOTHER, ON A DAILY BASIS, IS ONE OF THE MOST IMPORTANT THINGS THAT WE DO. WITHOUT CLEAR

COMMUNICATION WITH ONE ANOTHER, WE ARE MORE OR LESS LIKE A SHIP AT SEA WITHOUT A RUDDER, GOING WHEREVER THE WINDS AND THE TIDES MAY TAKE US.

ON THE OTHER HAND, WHEN WE HAVE EFFECTIVE COMMUNICATIONS WITH ONE ANOTHER, WE ARE ABLE TO CONFIDENTLY CHART A COURSE AND THEN STEER STRAIGHT TO OUR DESIRED DESTINATION.

JUDGE BRIAN STEVENSON'S IMPORTANT RULES FOR PUBLIC SPEAKING ARE AS FOLLOWS:

**RULE #1: BE YOURSELF**

RELAX!

DO NOT TRY TO BE ANYONE ELSE BUT YOURSELF. REMEMBER WHAT I SAID EARLIER . . . YOU SHOULD NOT TRY ANYONE ELSE'S STYLE.

FIND A STYLE THAT YOU LIKE, AND THEN STICK WITH IT.

**RULE #2: COMMUNICATE CLEARLY**

PUBLIC SPEAKING IS AN ART WITH TWO PRIME CHARACTERISTICS:

'WHAT WE SAY' (WHICH IS THE SUBJECT MATTER) AND 'HOW' WE SAY IT (WHICH IS THE PRESENTATION).

THE PURPOSE OF A SPEECH OR PRESENTATION IS FAIRLY STRAIGHT FORWARD. IT IS TO:  
DIRECT YOUR THINKING;  
IMPART INFORMATION;  
STIMULATE YOUR LISTENERS;  
CONVINCE YOUR AUDIENCE; AND  
INSPIRE OTHERS TO TAKE ACTION.

AS I STATED EARLIER, JUDGE STEVENSON BELIEVES THE TASK FOR ANY PRESENTER IS *PLAIN AND SIMPLE* . . . TO DELIVER A MESSAGE.

**RULE #3: PREPARE**

THERE IS ABSOLUTELY NOTHING THAT WILL SUBSTITUTE FOR PREPARATION.

VERY FEW SPEAKERS HAVE NATURAL PUBLIC SPEAKING ABILITY. THE MOST SUCCESSFUL SPEAKERS, INCLUDING THE PROFESSIONALS, ARE SUCCESSFUL ONLY BECAUSE OF THEIR PREPARATION AND PRACTICE.

"GREAT PRESENTERS AREN'T BORN, THEY ARE PREPARED!"

FOR ALL OF THE GREAT SPEAKERS OF OUR TIME, EVERY ONE OF THEM SPENT HOURS WORKING ON THE PROPER WORDS FOR THE MESSAGE THEY WISHED TO CONVEY. THEN, THEY SPENT MORE HOURS PRACTICING THEIR PRESENTATION OF THOSE WORDS.

**RULE #4: KNOW YOUR AUDIENCE**

AS A LION PUBLIC SPEAKER, YOU WILL MOST OFTEN BE SPEAKING TO AN AUDIENCE OF LIONS. HOWEVER, THERE WILL BE OCCASIONS WHEN YOU WILL BE INVITED TO ADDRESS A NON-LION BODY, SUCH AS THE CHAMBER OF COMMERCE, TOWN COUNCIL, OR SOME OTHER INTERESTED COMMUNITY ORGANIZATION.

YOU SHOULD ALWAYS MAKE A POINT OF KNOWING IF THERE ARE ANY VIP'S IN THE AUDIENCE SO THAT THEY MAY BE ACKNOWLEDGED IN YOUR OPENING INTRODUCTION.

BY KNOWING YOUR AUDIENCE, IT WILL HELP YOU TO CREATE AND TAILOR YOUR MESSAGE, AND TO ANTICIPATE QUESTIONS AND CONCERNS.

**RULE #5: TIME IS OF THE ESSENCE**

PRE-PREPARATION DECISIONS ARE IMPORTANT. FOR EXAMPLE, YOU HAVE TO ASK YOURSELF HOW LONG YOUR PRESENTATION SHOULD BE?

I WAS ASKED TO PREPARE FOR APPROXIMATELY ONE AND ONE-HALF HOURS.

THE SHORT IMPROMPTU SPEECHES AT THE END OF THIS SESSION WILL HELP TO FILL IN THE LAST FIFTEEN TO TWENTY MINUTES!

THE IMPORTANT THING IN PUBLIC SPEAKING IS THIS. IF YOU CAN KEEP YOUR AUDIENCE 'INTERESTED' IN YOUR TOPIC, THE LENGTH OF TIME THAT YOUR PRESENTATION TAKES WILL SEEM MUCH SHORTER.

**RULE #6: YOUR TITLE IS VITAL**

THERE ARE FOUR COMPONENTS TO A GOOD PRESENTATION, THE FIRST OF WHICH IS THE **TITLE**.

THE TITLE YOU CHOOSE FOR YOUR PRESENTATION CAN GAIN OR LOSE LISTENERS BEFORE YOU EVEN BEGIN TO SPEAK.

IT IS IMPORTANT TO GET THE ATTENTION OF THE AUDIENCE IMMEDIATELY. SOMETIMES, THE USE OF STRONG WORDS CAN HELP YOU CONNECT WITH THE AUDIENCE.

FOR EXAMPLE, TO HELP ME GET YOUR ATTENTION UP FRONT, I PUT THE WORD **POWER** IN MY TITLE, THE **POWER** OF EFFECTIVE COMMUNICATIONS.

I KNOW THAT IF I HADN'T PUT THAT **POWER** WORD IN THERE, YOU WOULD ALL BE FAST ASLEEP BY NOW.

**RULE #7: OPEN THEIR EARS AND MINDS**

AFTER COMING UP WITH A GOOD TITLE, YOU HAVE TO TURN YOUR ATTENTION TO THE THREE OTHER COMPONENTS OF YOUR PRESENTATION. THEY ARE:

**THE INTRODUCTION;**

**THE BODY; AND**

**THE CONCLUSION.**

EACH HAS A SPECIFIC PURPOSE, BUT ALL SHOULD HAVE SOME COMMON CHARACTERISTICS.

WHEN TRYING TO DETERMINE THE PURPOSE OF THE INTRODUCTION OR OPENING, AND WHAT YOU ARE TRYING TO ACHIEVE, THE FOLLOWING FIVE OBJECTIVES COME TO MIND. YOUR INTRODUCTION OR OPENING REMARKS SHOULD BE DESIGNED TO:

ESTABLISH CONTACT WITH YOUR AUDIENCE (TELL THEM WHAT YOU WILL BE SPEAKING ABOUT);

ENLIST THE GOODWILL OF YOUR AUDIENCE (TELL THEM SOMETHING ABOUT YOURSELF, WHO YOU ARE);

AROUSE THEIR INTEREST IN YOUR SUBJECT (TELL THEM WHY THEY SHOULD BE INTERESTED IN YOUR PRESENTATION);

LAY THE GROUNDWORK FOR THE BODY OF YOUR SPEECH (WALK THEM THROUGH ALL OF THE POINTS YOU WANT TO COVER); AND

SET THE TONE FOR THE BALANCE OF YOUR PRESENTATION.

AT THE 1996 LIONS INTERNATIONAL CONVENTION IN MONTREAL, ONE OF THE GREATEST OPENINGS OF ALL TIME WAS SPOKEN BY U.S. PRESIDENT AND LION JIMMY CARTER, WHEN HE SAID - "IT'S A LONG WAY FROM THE OFFICE OF 'TAIL TWISTER' TO THE OFFICE OF THE PRESIDENT OF THE UNITED STATES."

WITH THAT SPECTACULAR OPENING, PRESIDENT CARTER INSTANTLY ESTABLISHED CONTACT WITH AND ENLISTED THE GOODWILL OF THE AUDIENCE.

**RULE #8: PRESENT AN INFORMATION FLOW**

FOLLOWING THE INTRODUCTION IS **THE BODY** OF YOUR SPEECH. THIS IS THE 'MEAT AND POTATOS' PORTION OF YOUR MESSAGE AND IT IS USED TO:

INFORM AND IMPART INFORMATION;

STIMULATE THE INTEREST OF THE AUDIENCE; AND

CONVINCE THE LISTENERS OF THE IMPORTANCE OF THE MESSAGE.

THE MATERIAL THAT YOU PRESENT IN THE BODY OF YOUR SPEECH SHOULD BE ARRANGED 'PLEASANTLY'. IN OTHER WORDS, INSTEAD OF JUMPING BACK AND FORTH FROM ONE IDEA TO ANOTHER, THE INFORMATION SHOULD 'FLOW', AND BE EASY TO FOLLOW.

**RULE #9: IN YOUR CONCLUSION - FINISH WITH FLAIR**

SHARE YOUR MUTUAL IDEALS IN LIONS - AND YOUR ENTHUSIASM FOR THE SUBJECT OF YOUR APPEAL. ASK YOUR AUDIENCE TO JOIN WITH YOU IN THAT ENTHUSIASM.

FOR EXAMPLE, AT THE **CONCLUSION** OF THIS PRESENTATION, I WANT EACH ONE OF YOU TO GO BACK TO YOUR CLUBS, AND BE THE BEST COMMUNICATORS AND LEADERS THAT YOU CAN BE.

TO HELP WITH THE ACCOMPLISHMENT OF THIS GOAL, I WANT YOU TO WRITE DOWN THESE TEN POWERFUL TWO-LETTER WORDS:

**'IF IT IS TO BE - IT IS UP TO ME'**

**RULE #10: THREE TIMES THREE TIMES THREE**

JUDGE STEVENSON HAS FOUND THAT IT TAKES AT LEAST THREE 'REWRITES' TO GET TO A FINAL COPY. THE RULE OF THREE CAN

MAKE YOUR REMARKS MORE ACCEPTABLE, MORE PALATABLE AND MORE PLEASING TO YOUR LISTENER'S EARS.

THE RULE HERE IS THAT YOU HAVE TO TAKE THE TIME TO REVIEW YOUR SCRIPT AND MAKE CHANGES IN ORDER TO ARRIVE AT EXACTLY WHAT IT IS THAT YOU WANT TO PRESENT TO YOUR AUDIENCE.

**RULE #11: PRACTICE, PRACTICE, PRACTICE**

PAST INTERNATIONAL PRESIDENT BILL BIGGS HAS FEW, IF ANY, EQUALS IN PUBLIC SPEAKING IN OUR ASSOCIATION. AT A LEADERSHIP INSTITUTE HELD IN APRIL 1997, HE OFFERED THIS 'SOUND' ADVICE ABOUT PREPARING SPEECH DELIVERY. HE SAID THAT REHEARSAL IS ABSOLUTELY ESSENTIAL!

AND REHEARSAL DOESN'T JUST MEAN READING OVER YOUR SPEECH. IT MEANS CONCENTRATED WORK, THINKING HOW EVERY PARAGRAPH SOUNDS AND THEN TRYING TO PROJECT, AND PREDICT, ITS IMPACT ON AN IMAGINARY AUDIENCE.

IT MEANS EXPERIMENTING WITH VARIOUS WAYS OF PHRASING, WITH DIFFERENT PATTERNS OF VOCAL INFLECTION. IT MEANS DECIDING WHERE PAUSES ARE MOST EFFECTIVE, PAUSE), AND THEN MARKING THEM ON YOUR MANUSCRIPT.

IT MEANS PROPERLY SOUNDING OUT EACH WORD. THERE IS NOTHING WORSE THAN PUTTING THE . . . EM (PAUSE) PHA (PAUSE) SIS ON THE WRONG SYL (PAUSE) A (PAUSE) BLE.

DON'T REHEARSE SITTING DOWN. BODY MOVEMENTS ARE IMPORTANT AND SPEAKERS MUST PRACTICE THEM, AND COORDINATE THEM, AS THEY PRACTICE THEIR LINES.

IF YOU CAN MANAGE TO KEEP FROM LAUGHING AT YOURSELF, YOU SHOULD TRY REHEARSING IN FRONT OF A MIRROR, IN THE NUDE! I'M KIDDING! I JUST WANTED TO SEE IF YOU WERE STILL LISTENING!

REMEMBER THAT CONFIDENCE AND PRACTICE CAN GO A LONG WAY TOWARD WOWING YOUR AUDIENCE TIME AFTER TIME.

**RULE #12: LOOK LIKE A LEADER**

APPEARANCE DOES MAKE A DIFFERENCE! ALWAYS PAY ATTENTION TO YOUR PERSONAL APPEARANCE WHEN YOU ARE REPRESENTING YOUR CLUB. IT IS IMPORTANT TO BE DRESSED APPROPRIATELY.

WHILE CASUAL DRESS MAY BE ACCEPTABLE FOR COMMUNITY PROJECTS AND SOME MEETINGS, BUSINESS ATTIRE IS MORE FITTING FOR

MEDIA INTERVIEWS, SPEAKING ENGAGEMENTS, RECEPTIONS AND BENEFITS.

WE HAVE BEEN REMINDED, TIME AND AGAIN, THAT LIONS ARE LEADERS IN THEIR RESPECTIVE COMMUNITIES. WELL, TO APPEAR AS A LEADER YOU SHOULD MAKE EVERY ATTEMPT TO LOOK LIKE A LEADER, DRESS LIKE A LEADER AND ACT LIKE A LEADER.

WE'VE ALL HEARD THE SAYING, 'YOU NEVER GET A SECOND CHANCE TO MAKE A FIRST IMPRESSION.' SO, DRESS APPROPRIATELY FOR THE OCCASION, ALWAYS BEARING IN MIND THAT YOU ARE REPRESENTING LIONS, AND THE IMAGE YOU PRESENT WILL BE THE IMAGE OF OUR ASSOCIATION IN THE MIND OF THE OBSERVER.

**RULE #13: INSPECT THE LOCATION**

FAMILIARIZE YOURSELF WITH, AND PREPARE THE ROOM, PRIOR TO THE TIME OF YOUR SPEECH. YOU SHOULD ALWAYS KNOW:

- IF THE MICROPHONE WORKS AND IF IT IS ADJUSTABLE.
- IF AUDIO-VISUAL AIDS ARE AVAILABLE, AND WHETHER OR NOT THEY ALL WORK.
- FOR 'EYE CONTACT' PURPOSES, YOU SHOULD KNOW HOW THE AUDIENCE WILL BE SEATED.
- IF THERE IS A LECTERN, YOU SHOULD MAKE SURE THAT IT IS THE RIGHT HEIGHT AND WHETHER OR NOT IT HAS A LIGHT.

THERE IS NOTHING MORE DISTRACTING THAN HAVING THINGS FAIL ONCE YOU HAVE STARTED INTO YOUR PRESENTATION.

**RULE #14: CONTROL YOUR INTRODUCTION**

THE AUDIENCE WANTS TO KNOW SOMETHING ABOUT YOU. THEY WANT TO KNOW WHY THEY ARE BEING ASKED TO LISTEN TO YOU. THEY WANT TO KNOW WHAT QUALIFICATIONS YOU HAVE TO SPEAK ABOUT YOUR PRE-ANNOUNCED TOPIC. SO, PREPARE A BRIEF BIOGRAPHY THAT PROVIDES YOUR NAME, OCCUPATION, LIONS HISTORY (YEAR OF JOINING AND YOUR HOME CLUB - CLUB, DISTRICT AND MULTIPLE DISTRICT OFFICES HELD - MAJOR AWARDS AND RECOGNITIONS) - OTHER COMMUNITY INVOLVEMENTS - NAME OF SPOUSE - NUMBER OF CHILDREN AND GRANDCHILDREN.

ALWAYS TAKE A COPY OF YOUR BIOGRAPHY WITH YOU TO THE SPEAKING ENGAGEMENT. IF YOU'VE MAILED IT TO THE PERSON WHO WILL BE INTRODUCING YOU, 9 TIMES OUT OF 10, THEY WILL NOT HAVE IT IN THEIR POSSESSION WHEN IT COMES TIME FOR THEM TO INTRODUCE YOU.

**RULE #15: KNOW KEY PLAYER'S NAMES AND POSITIONS**

YOU SHOULD KNOW THE NAME OF THE MEETING CHAIR, THE NAME OF THE INTRODUCER, THE NAMES OF OTHERS SHARING THE PLATFORM WITH YOU, AND AS MENTIONED BEFORE, THE NAMES OF ANY

IMPORTANT MEMBERS IN THE AUDIENCE WHO SHOULD BE  
ACKNOWLEDGED.

**RULE #16: CHOOSE YOUR FORMAT**

PAST INTERNATIONAL PRESIDENT BIGGS SAID THAT SOME EXPERTS  
SUGGEST MEMORIZING A SPEECH. OTHERS SUGGEST READING IT.  
STILL OTHERS SUGGEST SIMPLY MAKING AN OUTLINE AND SPEAKING  
FROM THE OUTLINE.

LION BILL BIGGS IS CONVINCED THE DECISION DEPENDS LARGELY  
ON THE SPEAKERS PREFERENCE AND EXPERIENCE.

THERE IS NO QUESTION THAT A SPEAKER ADDRESSING AN AUDIENCE  
DIRECTLY, WITHOUT A TEXT, SOUNDS MORE SPONTANEOUS AND  
DYNAMIC.

LISTENERS ARE IMPRESSED BECAUSE THEY ARE AWARE THAT HE OR  
SHE IS NOT SPEAKING FROM NOTES AND THIS IMPLIES A SELF-  
CONFIDENCE THAT IS ADMIRABLE AND A COMMAND OF THE SUBJECT  
MATTER THAT THEY CANNOT HELP BUT LOOK UPON WITH RESPECT.  
IN THIS DAY AND AGE, THERE IS NO DOUBT THAT TELEPROMPTERS  
HAVE PROVIDED SPEAKERS WITH MUCH MORE FLEXIBILITY.

**RULE #17: STAGE FRIGHT IS NATURAL**

YOU HAVE BEEN INTRODUCED AND THE MOMENT OF YOUR SPEECH HAS ARRIVED. ALL EYES ARE FOCUSED ON YOU; YOUR PULSE RATE QUICKENS; YOUR PALMS ARE SWEATY; YOU HAVE TO GO TO THE BATHROOM; YOUR FACE IS FLUSHED; WHY?

IT'S CALLED STAGE FRIGHT!

BUT, LET ME TELL YOU THIS. NERVOUSNESS IS THE MOST NATURAL FEELING IN THE WORLD. EVERY PERFORMER HAS IT.

DID YOU KNOW THAT PSYCHOLOGICAL POLLS RANK PUBLIC SPEAKING AS PEOPLES #1 FEAR . . . USUALLY RANKING ABOVE THE FEAR OF DEATH!

ACTUALLY, STAGE FRIGHT IS AN ALLY AND YOU SHOULD MAKE USE OF IT. IT PRODUCES THE ADRENALINE THAT MAKES YOU MORE ALERT AND MOST LIKELY TO GIVE A MORE EXCITING PERFORMANCE.

MARK TWAIN REMARKED THAT "THE BRAIN IS A WONDERFUL THING. IT STARTS WORKING THE MINUTE YOU ARE BORN AND NEVER STOPS UNTIL YOU GET UP TO SPEAK IN PUBLIC".

THE EFFECTS OF STAGE FRIGHT CAN BE MADE LESS HARMFUL IF YOU DO A FEW EXERCISES BEFORE YOUR BEGIN. TO HELP BECOME RELAXED, TAKE SEVERAL DEEP BREATHS, DO SOME STRETCHING OF

YOUR SHOULDERS AND BACK, AND FOCUS ON DELIVERING A GOOD SPEECH.

BEYOND THAT, ONLY A WORD OF COMFORT - STAGE FRIGHT ALMOST ALWAYS VANISHES ONCE YOU HAVE BEGUN TO SPEAK. AS SOON AS YOU ARE PAST THE FIRST COUPLE OF PAGES AND FULLY WARMED UP TO YOUR SUBJECT, AND YOUR AUDIENCE, YOUR NERVOUSNESS WILL BE GONE.

**RULE #18: BE CAREFUL WITH HUMOUR**

BEWARE OF SOME JOKES AS THEY CAN BE DANGEROUS. NEVER TELL AN OFF-COLOR STORY TO ANY GROUP. YOU WILL ALWAYS OFFEND SOMEONE, AND OFFENDING PEOPLE SHOULD NOT BE YOUR OBJECTIVE. TRY YOUR BEST TO MAINTAIN GOOD TASTE AT ALL TIMES.

**RULE #19: USE THE MICROPHONE**

IN A LARGE CONFERENCE ROOM, AMONG THE WORST POSSIBLE OPENING STATEMENTS ARE THOSE THAT BEGIN 'I DON'T NEED THIS THING, YOU CAN ALL HEAR ME WITHOUT IT.' AND, OF COURSE, THERE ARE SOME WHO CANNOT. REMEMBER THAT SOME IN THE AUDIENCE (WHISPER) MAY EVEN HAVE HEARING PROBLEMS.

IF YOU SEE SOMEONE IN THE AUDIENCE WITH THEIR HAND CUPPED TO THEIR EAR, YOU ARE THE ONE WITH A PROBLEM THAT NEEDS IMMEDIATE ACTION.

**RULE #20: DON'T FIDGET, HESITATE, MUMBLE, DRONE OR HURRY**

MANY SPEAKERS, QUITE UNCONSCIOUSLY, HAVE OR DEVELOP MANNERISMS THAT CAN DISTRACT OR IRRITATE AN AUDIENCE. SOME OF THOSE 'DISTRACTING' AND PERHAPS IRRITABLE HABITS ARE:

THE FIDGETER - WHO JUGGLES COINS OR KEYS IN THEIR POCKET, PULLS ON THEIR EAR OR ADJUSTS THEIR GLASSES CONTINUALLY.

THE 'AHHHHH - ERRRRR' VOCALIST - YOU HAVE ALL HEARD AT LEAST ONE OF THESE:

'THANK YOU - ERRRRR - LION PRESIDENT - ERRRRR - FRANK, AHHHHH - I'M VERY - ERRRRR - PLEASED TO - AHHHHH - BE WITH YOU AND - ERRRRR - YOUR MEMBERS TONIGHT. THESE AH'S AND ER'S ARE ALSO KNOWN AS WORD-WHISKERS.

IF YOU ARE IN THE HABIT OF USING WORD-WHISKERS, REMEMBER, IT IS BETTER TO SAY NOTHING THAN TO TRY TO FILL THE QUIET SPACE WITH AN AHHHHH OR AN ERRRRR.

THE MUMBLER - YOU CAN'T UNDERSTAND A WORD THAT IS APPARENTLY COMING FROM THE MUMBLER'S MOUTH. THAT'S WHEN YOU'RE LIKELY TO FIND THE FELLOW IN THE BACK OF THE ROOM STANDING AND SHOUTING, 'SPEAK UP! I CAN'T HEAR YOU!

THE LISTLESS VOICE - THIS IS THE PERSON WHO PRESENTS THE MATERIAL IN A SINGLE, DULL MONOTONE. REMEMBER THE FELLOW AT THE BACK WHO SHOUTED TO THE SPEAKER TO SPEAK UP, BECAUSE HE COULDN'T HEAR? WELL, HERE'S WHERE YOU'RE GOING TO GET A FELLOW IN THE FRONT TO STAND - TURN TO THAT FELLOW IN THE BACK - AND SHOUT: 'I'LL CHANGE SEATS WITH YOU - I CAN HEAR HIM!

DON'T BE IN A HURRY - THE SPEAKER WHO IS IN A HURRY LOOKS AT HIS WATCH SEVERAL TIMES DURING HIS SPEECH. NEVER LOOK AT YOUR WATCH OR THOSE IN YOUR AUDIENCE WILL BE TEMPTED TO START LOOKING AT THEIRS.

IF THERE IS NO CLOCK VISIBLE TO YOU FROM THE LECTERN, PLACE A WATCH OR SMALL CLOCK IN AN INCONSPICUOUS PLACE SO THAT YOU CAN SEE IT WITHOUT THE AUDIENCE BEING AWARE THAT YOU ARE LOOKING AT IT. YOU MUST BE CONSCIOUS OF TIME, BUT BE SURE YOUR AUDIENCE IS NOT.

**RULE #21: LOOK THEM IN THE EYES**

MAKE EYE CONTACT WITH THE AUDIENCE AS MUCH AS POSSIBLE; IT KEEPS THEM ALERT AND INTERESTED. PIP BILL BIGGS STATED: 'ONE OF THE MOST APPEALING QUALITIES THAT ANYONE CAN DEMONSTRATE IN A SPEECH IS THAT OF SINCERITY. AN AUDIENCE IS REASSURED BY THE SINCERITY OF A SPEAKER.

FROM TIME TO TIME, LOOK UP FROM YOUR TEXT AND MAKE EYE CONTACT WITH MEMBERS OF THE AUDIENCE.

**RULE #22: DON'T BE ARROGANT**

ALWAYS AVOID SARCASM. IF YOU ARE ARROGANT OR SARCASTIC, MOST AUDIENCES WILL REACT WITH A 'WHO THE H... DOES HE (OR SHE) THINK HE (OR SHE) IS?'

**RULE #23: BE ANIMATED**

SPEAKING STIFFLY IS A VERY COMMON FAULT AND IT WILL BUILD A BARRIER BETWEEN YOU AND THE AUDIENCE. WHETHER IT IS AT A PARTY OR IN A BUSINESS SITUATION, THE ANIMATED SPEAKER IS THE ONE WHO IS GOING TO GET THE ATTENTION. A GOOD SPEECH DEMANDS AN EMOTIONAL RESPONSE. YOU ARE NOT GOING TO GET THAT WITH A WOODEN DELIVERY.

ALLOW YOUR NATURAL ENTHUSIASM FOR YOUR SUBJECT TO TAKE OVER. TRANSMIT THAT EXCITEMENT TO THOSE WHO COME TO LISTEN TO YOU. ANIMATION IS A POWERFUL ASSET IN ANY SPEAKER.

YOU CAN LEAN OVER TO MAKE A POINT; OR YOU CAN TURN TO ONE SIDE OR THE OTHER. YOU CAN SHRUG YOUR SHOULDERS, THROW UP YOUR ARMS, AND YOU CAN NOD YOUR HEAD. THE BOTTOM LINE IS THAT MOVEMENT OF THE BODY CAN HELP YOU TO MAKE A POINT.

**RULE #24: CONCENTRATE**

WHILE A SPEAKER MUST BE SELF-ASSURED AND POISED, OR AT LEAST APPEAR TO BE, HE OR SHE MUST ALWAYS CONCENTRATE. THE ABILITY TO CONCENTRATE IS OFTEN THE DIFFERENCE BETWEEN SUCCESS AND FAILURE.

NEVER LET YOUR MIND WANDER - EVEN FOR A MOMENT. THINK ABOUT WHAT YOU ARE GOING TO SAY, THE VERY MOMENT BEFORE YOU SAY IT.

THE SENTENCE YOU ARE DELIVERING IS NOT JUST A COLLECTION OF SOUNDS. IT IS AN IDEA EXPRESSED IN A CERTAIN WAY, WITH CERTAIN SHADES OF FEELING. CONCENTRATE ON THE MEANING OF YOUR WORDS AND THINK HARD ABOUT THE MOST EFFECTIVE WAY TO COMMUNICATE THAT MEANING TO YOUR AUDIENCE.

**RULE #25: SPEAK FOR THEIR EARS**

PIP BRIAN STEVENSON REINFORCES THE IMPORTANCE OF VOICE VARIATIONS IN PRESENTATION DELIVERY. HE SAYS THAT ONE OF THE MOST IMPORTANT CHARACTERISTICS OF ANY PERSON IS THEIR VOICE.

VOICES CAN SOOTHE, IRRITATE, INTIMIDATE, DISCOURAGE, AND INSPIRE. LISTEN TO YOUR OWN VOICE IN A TAPE RECORDER. DECIDE WHETHER YOUR PITCH IS TOO HIGH OR TOO LOW, AND THEN DO SOMETHING ABOUT IT. PRACTICE BEING YOURSELF AND THEN BE THE BEST THAT YOU CAN BE.

**RULE #26: PACE YOURSELF**

DON'T RUSH YOUR DELIVERY. TAKE (PAUSE) YOUR (PAUSE) TIME. IF YOU NEED TIME TO PAUSE AND COLLECT YOUR THOUGHTS, DO SO. THE AUDIENCE WON'T MIND.

SPEAKING FAST CAN BE ALRIGHT IN SOME CASES, BUT UNLESS YOU PLAN TO BECOME AN ANNOUNCER FOR A RACE TRACK. MODERATION SHOULD BE THE RULE.

THE LAST RULE IS:

**RULE #27: CLOSE WITH CLASS**

WHEN YOUR SPEECH IS OVER AND YOU HAVE MADE YOUR CONCLUSION, PAUSE, OR NOD, AND STEP BACK. THERE IS NO NEED TO SAY THANK YOU VERY MUCH, OR NOW, IN CONCLUSION.

CONCLUSION

AT THE CLOSE OF JUDGE BRIAN STEVENSON'S ARTICLE, HE RECOMMENDED THAT ANY PERSON WHO EXPECTS TO BE SPEAKING PUBLICLY, WITH ANY DEGREE OF FREQUENCY, SHOULD SERIOUSLY CONSIDER JOINING HIS OR HER LOCAL TOASTMASTER'S CHAPTER.

TOASTMASTERS IS AN OUTSTANDING SELF-IMPROVEMENT ORGANIZATION THAT CONCENTRATES ON ENHANCING QUALITIES OF CHARACTER THAT WILL STAND ANY PUBLIC SPEAKER IN GOOD STEAD.

ALL YOU HAVE TO DO IS GOOGLE THE WORD TOASTMASTER'S FOR MORE INFORMATION ON HOW TO 'MASTER THE ART OF PUBLIC SPEAKING'.

PREPARING A GOOD SPEECH IS LIKE PREPARING TO RUN A TWO HUNDRED-YARD DASH IN A TRACK MEET. EACH REQUIRES TRAINING BEFORE THE EVENT ACTUALLY STARTS. TO ATTEMPT A FORMAL SPEECH OR PRESENTATION WITHOUT PREPARATION IS JUST AS

FOOLHARDY AS TO ATTEMPT A QUARTER-MILE RUN WITHOUT PRACTICE.

THE WELL-TRAINED AND CONDITIONED RUNNER MAKES IT LOOK EASY, JUST AS DOES THE WELL-PREPARED SPEAKER.

I AM HOPEFUL THAT THIS SESSION ON THE POWER OF EFFECTIVE COMMUNICATIONS WILL HELP YOU TO:  
PRACTICE, PRACTICE, PRACTICE YOUR PUBLIC SPEAKING SKILLS;  
AND  
STRIVE TO BE A LEADER WITHIN YOUR CLUB AND WITHIN YOUR COMMUNITY.

AS YOU PREPARE TO TAKE THE REIGNS AND TO LEAD YOUR RESPECTIVE CLUBS THROUGH THE LIONS YEAR 2009/2010, I WISH EACH ONE OF YOU ABUNDANT SUCCESS.

NOW, TO SEE WHAT YOU HAVE LEARNED . . . LET'S GET TO THOSE SHORT IMPROMPTU SPEECHES.