



Simi Valley Toastmasters - Club 3533

Simi Valley's Voice

Give voice to your potential.

Meet at:

Vintage Simi Hills

5300 East Los Angeles Ave.
Simi Valley, CA 93063

Club Mission

A statement of shared values

Every Toastmasters club shares the same mission, clearly defined in the following mission statement:

The mission of a Toastmasters club is to provide a mutually supportive and positive learning environment in which every individual member has the opportunity to develop oral communication and leadership skills, which in turn foster self-confidence and personal growth.

Vision

Toastmasters International empowers people to achieve their full potential and realize their dreams. Through our member clubs, people throughout the world can improve their communication and leadership skills, and find the courage to change.

Values

Toastmasters International's core values are integrity, dedication to excellence, service to the member, and respect for the individual. These are values worthy of a great organization, and we believe we should incorporate them as anchor points in every decision we make. Our core values provide us with a means of not only guiding but also evaluating our operations, our planning, and our vision for the future.

Strategic Plan 2010

Since the last Toastmasters Strategic Plan was released in 2003, much in the world has changed and with it, the needs of members around the globe have evolved.

How to inspire employees, investors and customers.

By Carmine Gallo

The Seven Secrets of Inspiring Leaders

For the past year, I have interviewed renowned leaders, entrepreneurs and educators who have an extraordinary ability to sell their visions, values and themselves. What I've found are seven techniques that you can easily adopt in your own professional communication with your employees, clients and investors.

1. Demonstrate enthusiasm constantly.

Inspiring leaders have an abundance of passion for what they do. You cannot inspire unless you're inspired yourself.

Period. Passion can't be taught. You either have passion for your message or you don't. Once you discover your passion, make sure it's apparent to everyone within your professional

Happy
Thanksgiving



circle. Richard Tait sketched an idea on a napkin during a cross-country flight, an idea to bring joyful moments to families and friends. His enthusiasm was so infectious that he convinced partners, employees and investors to join him. He created a toy and game company called Cranium. Walk into its Seattle headquarters and you are hit with a wave of fun, excitement and engagement unlike anything commonly seen in corporate life. It all started with one man's passion.

2. Articulate a compelling course of action. Inspiring leaders craft and deliver a specific, consistent and memorable vision. A goal such as "We intend to double our sales by this time next year," is not inspiring. Neither is a long, convoluted mission statement destined to be filed away and forgotten. A vision is a short (usually *10 words or less*), vivid description of what the world will look like if your product or service succeeds. Microsoft's Steve Ballmer once said that shortly after he joined the company, he was having second thoughts. Bill Gates and Gates' father took Ballmer out to dinner and explained he had it all wrong. They said Ballmer saw his role as that of a bean counter for a startup. They had a vision of putting a computer on every desk, in every home. That vision – a computer on every desk, in every home – remains consistent to this day. The power of Bill Gates' vision set everything in motion.

3. Sell the benefit. Always remember: It's not about you, it's about them. In my first class at Northwestern University's Medill School of Journalism, I was taught to answer the question, Why should my readers care? That's the same thing you need to ask yourself constantly throughout a presentation, meeting, pitch or any situation where persuasion takes place. Your listeners are asking themselves, What's in this for me? Answer it. Don't make them guess.

4. Tell more stories. Inspiring leaders tell memorable stories. Few business leaders appreciate the power of stories to connect with their audiences. A few weeks ago I was working with one of the largest producers of organic food in the United States. I can't recall most, if any, of the data they used to prove that organic is better. But I remember a story a farmer told. He said when he worked for a conventional grower, his kids could not hug him at the end of the day when he got home. His clothes had to be removed and disinfected. Now, his kids can hug him as soon as he walks off the field.

No amount of data can replace that story. And now guess what I think about when I see the organic section in my local grocery store? You got it: The farmer's story. Stories

connect with people on an emotional level. Tell more of them.

5. Invite participation. Inspiring leaders bring employees, customers and colleagues into the process of building the company or service. This is especially important when trying to motivate young people. The command and control way of managing is over. Instead, today's managers solicit input, listen for feedback and actively incorporate what they hear. Employees want more than a paycheck. They want to know that their work is adding up to something meaningful.

6. Reinforce an optimistic outlook. Inspiring leaders speak of a better future. Robert Noyce, the co-founder of Intel, said "Optimism is an essential ingredient of innovation. How else can the individual favor change over security?" Extraordinary leaders throughout history have been more optimistic than the average person. Winston Churchill exuded hope and confidence in the darkest days of World War II. Colin Powell said that optimism was the secret behind Ronald Reagan's charisma. Powell also said that optimism is a "force multiplier," meaning it has a ripple effect throughout an organization and increases the effects of the other six secrets. Speak in positive, optimistic language. Be a beacon of hope.

7. Encourage potential. Inspiring leaders praise people and invest in them emotionally. Richard Branson has said that when you praise people, they flourish; criticize them and they shrivel up. Praise is the easiest way to connect with people. When people receive genuine praise, their doubt diminishes and their spirits soar. Encourage people, and they'll walk through walls for you.

By inspiring your listeners, you become the kind of person people want to be around. Customers will want to do business with you, employees will want to work with you, and investors will want to back you. It all starts with mastering these seven secrets.

Carmine Gallo is a communications coach for the world's most admired brands. He is the author of *Fire Them Up!: 7 Simple Secrets to Inspire Your Colleagues, Customers and Clients* (John Wiley & Sons).

Be My Guest At


**Simi Valley Toastmasters
Club # 3533**

Every Thursday evenings
7:30 PM Meeting begins

You are invited to be my guest this Thursday evening!

Name: _____
Date: _____

Joy Gaylord: toastie@real-me.net
(805) 527-4703





RSTB Calendar December 2010



Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2  Simi Valley Toastmasters Meeting 3500 LA Ave. Vintage Senior Center 7:30PM	3	4
5	6	7	8	9 Simi Valley Toastmasters Meeting 3500 LA Ave. Vintage Senior Center 7:30PM	10	11
12	13	14	15	16 Simi Valley Toastmasters Meeting 3500 LA Ave. Vintage Senior Center 7:30PM	17	18
19	20	21	22	23 Simi Valley Toastmasters Meeting 3500 LA Ave. Vintage Senior Center 7:30PM	24	25 
26	27	28	29	30 Simi Valley Toastmasters Meeting 3500 LA Ave. Vintage Senior Center 7:30PM	31 	

Simi Valley Toastmasters Club Officers

Toastmasters International

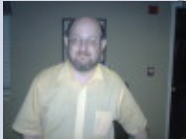
Club President Daniel McBride (818) 281 - 4265 deltadan@aol.com

VP of Education



Linda Martins - Mann (805) 581- 4826 dancingangel42@sbcglobal.net

VP of Membership



Alan Mann (805) 581 - 4826 alanmann@dslextreme.com

VP of Public Relations



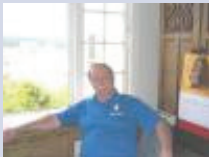
Joy Gaylord (805) 527 - 4703 toastie@real-me.net

Secretary



Greg Seymour (805) 428 - 4046 seymoursolutions@yahoo.com

Treasurer



Tom Reilly (805) 497 - 4987 geepatom@gmail.com

Sgt. At Arms Daniel McBride (805) 281 - 4265 deltadan@aol.com