

PR Tool for Corporate Clubs, courtesy of Pamela Turner, DTM

Following is an article that you may modify and submit to your internal company newsletter to publicize your Toastmasters club.

Communication Provides the Link

In "Managing for Excellence," John Stitt states that the skills of an organization are the sum total of the skills of the individuals within the organization. If the individuals in an organization cannot communicate effectively, the organization cannot make maximum use of those individual skills. Communication is the link between people, information, and things. The more effectively the individual members communicate, the more value their skills add to the organization.

Unfortunately, the ability to communicate is not natural for most of us, especially when it involves speaking in front of a group. It is so unnatural, that many people fear public speaking more than death. In spite of that, communication is so vital, that people find themselves facing an audience, attempting to communicate.

There is hope. If I told you there is a proven, affordable method available to those who want to gain more confidence and skill in public speaking, would you be interested? There is such a method. It's called Toastmasters.

Toastmasters International (TI) is an international, not-for-profit educational organization, comprised of clubs. Each club under the Toastmasters umbrella is a group of adults working together to improve their communication and leadership skills. They use the proven structure and materials that TI has developed. There are no teachers. Members "learn by doing" within the structure of the program.

If you are ready to take the first step to improved communication skills, visit the Toastmasters clubs that meets at [*name of your company here*].

[*name of club, meeting days / time, contact name, contact email*]

For information about Toastmasters in general visit the international site at: www.toastmasters.org