

**TOASTMASTERS**  
INTERNATIONAL



## VALUES AND **LEADERSHIP**

The Leadership  
Excellence Series



**WHERE LEADERS  
ARE MADE**

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# THE LEADERSHIP EXCELLENCE SERIES

Toastmasters International's *The Leadership Excellence Series* is a set of presentations addressing the subject of leadership. Members will learn about the skills they will need to be successful leaders inside and outside of Toastmasters.

Presentations in *The Leadership Excellence Series* may be offered by any club member and require 10 to 15 minutes to present.

## CONDUCTING THE PRESENTATION

"Values and Leadership" discusses values and the need to ensure the alignment of a team's and leader's values in order to achieve a goal. This product consists of four parts:

- ▶ Definition and explanation of the presentation
- ▶ Guidelines for your introduction to the audience
- ▶ Outline for the development of your speech
- ▶ CD of a PowerPoint presentation to be viewed along with your speech

### ***In Your Own Words***

The outline is not a script and should not be read word-for-word. Instead, use the document as a guide for presenting the material in your own words and with your own narrative style. The outline is a structure on which to build your presentation. Use the points of the outline to develop your speech, but be the author of your own oration.

Here are some tips on using this outline to develop and deliver your presentation:

- ▶ Study the outline in this manual carefully. Familiarize yourself with the general structure. Preparation is the key to a successful presentation.
- ▶ Use the outline to build your own speech using your own words. Prepare a set of notes indicating where you wish to pause, gesture, or add special verbal emphasis. Highlight key words or sentences to help you present the material most effectively.
- ▶ Be expressive when delivering your speech. Use all of the presentation skills you have learned as a Toastmaster, including vocal variety and gestures.

## USING VISUAL AIDS EFFECTIVELY

Visual aids add interest to any presentation and help your audience retain information. You are encouraged to use them. If you plan to use the PowerPoint slides for this presentation as visual aids, you will need a data projector, a laptop computer, a table to support them, and a screen for viewing. In the outline, there are indications for placement of the PowerPoint slides. Each is numbered. For example, V1 refers to the first visual.

Please note that the first slide in the PowerPoint show is a title slide and is not included in this numbering system.

If you cannot arrange for projection equipment but still would like to use visuals, you may copy the material on the visuals onto a flipchart. Do this before the presentation. Use a heavy marking pen that does not seep through the paper, and write on every third or fourth page so succeeding visuals will not show through. Also, make your letters large and heavy with plenty of space between them.

Follow these tips when using visual aids:

- ▶ Set them up and test them before the meeting begins. Place them so they are easily visible to listeners. Place your projector so it projects a large, high, undistorted image on the screen. Focus the image.
- ▶ Bring spare equipment, including a projector bulb, extension cord, extra marking pens, etc.
- ▶ Display your visuals only when they are needed. If you are using a flipchart, flip the page back out of view when you are finished with it.
- ▶ Remember not to stand between the screen or flipchart and your audience or you will block their view.
- ▶ Maintain eye contact with your listeners. Do not talk to the screen or flipchart. If you must turn your back to point out something, pause as you point it out, and then resume speaking only after you are once again facing your audience.

### **EVALUATION AND THE ADVANCED LEADER BRONZE (ALB) AWARD**

Because this is an outlined presentation, for presenting it you will not receive credit toward completing a manual speech project, but you may receive credit toward your Advanced Leader Bronze (ALB) award. Ask your vice president education to assign an evaluator for your presentation.

Conducting any two presentations from *The Successful Club Series* and/or *The Leadership Excellence Series* is one component of qualification for ALB recognition. For further details, please view the Toastmasters International website: [www.toastmasters.org/membereducation](http://www.toastmasters.org/membereducation).

# VALUES AND LEADERSHIP

## Introducing the Presenter

### TIPS FOR THE PRESENTER: WRITE YOUR INTRODUCTION

All prepared speeches in Toastmasters require an introduction. A proper introduction of you and your speech is important to the success of your presentation. Use the following as a guide in writing your introduction:

- ▶ Include the purpose of *The Leadership Excellence Series*.
- ▶ Explain why “Values and Leadership” is important for a Toastmasters club, stating the purpose and one or more objectives of your presentation.
- ▶ Incorporate some background about yourself.
- ▶ Read *When You’re the Introducer* (Item 1167E) for further details on giving a proper introduction.
- ▶ Give your finished introduction to the person who will be introducing you.

### TIPS FOR THE INTRODUCER

- ▶ Ask the presenter any clarifying questions.
- ▶ Rehearse the introduction.



# VALUES AND LEADERSHIP

## Outline

### INTRODUCTION

Values affect the way leaders conduct business. Successful leaders recognize the importance of understanding their own values as well as those of their team and knowing how these values influence decisions and behavior.

### WHAT ARE VALUES?

Values are a basic set of beliefs and ideas held by an individual or organization. Values affect the way people conduct themselves, guiding their decisions, behavior, and world view.

In leadership terms, values are not to be confused with morals or ethics. Rather, they define what an individual finds worthy of his or her time and attention. For example, the officers of Toastmasters Club X value having many people join the club, regardless of these individuals' participation in educational activities. Alternatively, officers in Club XX value members' educational progress above collecting names for the membership roster.

#### **Presenter:**

Ask the audience to name some decisions or behaviors that Club X may employ in its pursuit of its values, and then do the same for Club XX. Write responses on a flipchart or whiteboard. If the audience is slow to respond, use the following to encourage discussion.

- ▶ Club X's membership appears to grow rapidly but few members remain in the club, while Club XX's membership appears to grow slowly but retains nearly every member that joins. Each club sees itself as successful. Why?
- ▶ How would Club X's values influence meeting planning? Club XX's?
  - Devote more or less time to evaluations
  - Creating commonplace vs. instructive Table Topics®

### DEMONSTRATE VALUES

Everything a leader says and does reveals his or her values and the sincerity with which he or she regards those values. Effective leaders can also demonstrate the values he or she embraces by:

- ▶ talking about them whenever possible
- ▶ explaining how his values affect the decisions he makes
- ▶ showing that he is proud of his values

Leaders also must understand the values of team members because team members' values may affect the success of the leader's endeavors.

V1

V2

V3

**Presenter:**

If you wish and time permits, you may facilitate a discussion among the audience regarding how members of each club would feel and react to the opposing values of the club leaders. Use the examples of Club X and Club XX mentioned previously.

**V#4**

Leaders can reinforce the focus on values by recognizing and rewarding team members whose behaviors exemplify the appropriate values, and recognize and correct team members' behavior that conflicts with the values. But the leader will only be successful if he or she is able to persuade team members to align their values with his or her own.

**V#5**

**CONCLUSION**

Successful leaders continually develop and adhere to a set of values that evolve from what they believe is important or relevant. They will earn the respect of the team by consistently acting in keeping with his or her values. They will also inspire their team to adopt his or her values, too. The leader's values will become a compass that will help him or her consistently make the right decisions in leading the organization.

*"It's not hard to make decisions when you know what your values are."*

— Roy Disney

## Evaluation Guide

Evaluator's Name \_\_\_\_\_

Presentation Title \_\_\_\_\_ Date \_\_\_\_\_

- ▶ How effective was the speaker's introduction in helping the audience understand the purpose of *The Leadership Excellence Series* and the presentation itself?
- ▶ Was the presenter adequately prepared? How heavily did the presenter rely on notes?
- ▶ How did the speaker use vocal variety to enhance this presentation?
- ▶ What other techniques did the speaker use to personalize and augment the presentation? Were they effective? How?
- ▶ Did the speaker display the visuals smoothly and at the appropriate times? How could the speaker improve?
- ▶ What aspect of the speaker's presentation style did you find unique? Why?
- ▶ Did the speaker present the material clearly and simply so audience members could easily use the information to improve their own leadership skills?
- ▶ What could the speaker have done differently to make the presentation more effective?
- ▶ What did you like about the presentation?





## Notes



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