



TOASTMASTERS

INTERNATIONAL

# The Voice

*District 83 Newsletter*  
"Better You, Better World"  
February 2010

**The Voice** is dedicated to inspiring Toastmasters in District 83 to achieve their goals. Let **The Voice** be *your voice* by sending in your success stories—the way that Toastmasters has helped you either personally or professionally. Everyone has a story to share and your experiences can help others find *their voice*. Please send your submissions to Joanne Callahan, your District 83 Newsletter Editor, at [greenbriar206@yahoo.com](mailto:greenbriar206@yahoo.com). Photos are welcomed!

## **Ace the Interview**

by Kai Rambow, DTM,  
Accredited Speaker

"How did the interview go?" Evelyn Peyton, ATM-B always asks. "Oh, it was great. Everything went perfectly. I know this job is mine," is the typical response. And then someone else gets the job.

Peyton, a dynamic, funny speaker herself (she placed second at the World Championship of Public Speaking) is a manager with a Fortune 100 company. She explains that the candidates are absolutely qualified for the job, they know it before they go in, so they're confident and communicate well throughout the interview. "Where they make their mistake," Peyton notes, "is assuming they are the only perfect one for the job."

How can you stand out from the competition, especially since there are hundreds of applicants for every position in today's job market? These six areas identified by active recruiters may surprise you.

## **#1 Dress to Impress**

The expression that you never get a second chance at a first impression is still true today. Dressing appropriately and/or professionally was the number one thing mentioned by the recruiters.

"When people dress up," says Don Ensich, DTM, AS, "they are showing respect for the audience." Ensich, who is often referred to as "The Voice of Toastmasters" for his announcement work at the international conventions, admits to being very conservative. So much so, that his Toastmasters club, Sandpiper in Ventura, California has a tradition of proper dress. That means that men are expected to wear a jacket and tie.

Ensich states, "People get bent out of shape, yet they are lacking polish and panache. When people are dressed well they feel good about themselves and show greater confidence."

While many workplaces have gone with a business casual dress code, impressions and impact, especially during interviews hasn't changed. When John Molloy researched his classic book,

*Dress for Success*, he started with the premise that how we dress doesn't matter. His research showed otherwise.

Not sure what to do? You can't go wrong with classics. Ensich always wears a full suit for any speaking engagement. And Peyton cautions not to relax your dress in second or third interviews. "You need to be consistently professional," she advises.

## **#2 Mind Your Manners**

This is a combination of things such as being articulate, confident, polite, respectful and professional. Cheryl Austin, a former Toastmaster and club president, shares wisdom gained from her 13 years of human resources experience and 20 years of management consulting work.

Austin observes you use good judgment when you don't wear a brand new suit, you show respect when you arrive early, and you demonstrate being professional when you prepare anything that frees you and makes the interviewer's job easy. "Anytime you don't have to think about the little

things,” Austin expounds, “you free yourself to forget about yourself and be really good at observing the interviewer and what he or she needs. It’s their agenda that matters.”

Ken Wright, whose work over the past 25 years has included executive search, management consulting and executive coaching asks himself these questions, “Is their game on? Are they answering more than just the question? Are they confident enough to amplify or ask their own question?”

### #3 Do Your Homework

Research the company. Judy Hooper, who hired 100 people last year, says it absolutely is an advantage to know about the company. If you check out the web site, it makes a good impression that you care about the job and the company. I really like it when they are checking us out.”

Austin suggests trying to identify how the company wants to be seen, “what words and phrases do they use.” Austin also always digs deeper by talking to people who work there or have worked there before.

“Don’t try to be an expert on their business,” Wright warns, however you can ask some great questions such as, “What do you think is the company’s edge is in the marketplace? Who do you see as your biggest competitors? Who are the ones who keep you up at night? What do you think the company needs to do differently?” Let them tell you, and then you’ll know what skills to highlight to the interviewer.

### #4 Be Positive

Expressing yourself as motivated, enthusiastic with a can do attitude are definite assets during the interview process. Since most of us are too busy trying to fight our nervousness, what can you do to at least come across better than other candidates.

Austin recommends a two prong approach by working with and rehearsing with a friend. “We all have entry behaviors when we’re not quite comfortable. Have a good friend help you become self-aware. If you squirm, maybe you need to fold your hands and practice doing so. When you have lunch with a friend, you relax, drop your shoulders and it has nice ripple effect throughout your body. That’s what you want to practice.”

If this still doesn’t come easily to you, Wright has a great suggestion. He recommends verbalizing, “Don’t misinterpret my quietness as disinterest. I’m nervous, but I’m very interested in the company.”

### #5 Sell Yourself

Even some of the best salespeople have difficulty selling themselves. Austin has taken advantage of something all of us as Toastmasters are used to doing. She once received a standing ovation at the end of teaching a university course. That’s basically unheard of. When someone paid her a general compliment at the end of a class, Austin would always ask them what was it that specifically triggered that comment. Then she would repeat it every week after.

Since we’re used to getting feedback in Toastmasters, be proactive. Austin encourages people to, “ask your previous managers, ‘What do I do best? What have you seen me do well? What would you say is not one of my core strengths?’”

Once you know, “instead of using ‘I’ all the time, which is uncomfortable for most of us,” Austin enthuses, “you can say, ‘My previous boss . . .’ Invoking a third party is both easier and more credible.”

Wright takes it a step further. “Pick out a need in the interview, a problem you think you can solve. Talk about how you can solve it. At the end of the interview, go back and bring it up again. Assert, ‘I think I can bring that to this company. Those are reasons I want to work for you and why I think I can do the job.’ ”

### #6 Resume

You need to be invited to the interview first. That is what your resume needs to do. Surprisingly many candidates fail to do a good job here.

Wright recommends no more than two pages. “I’m not a believer in summary statements such as, ‘experienced executive who can walk on water.’ I’m interested in what your experience says you can do. Most recruiters skip to your experience. They’re looking for the scope, depth and breadth of your responsibility. Concentrate on what you’ve done.”

Judy Hooper recruits for a software company. She notices that basics are frequently missing. “I need to know exactly what skills you have learned with your degree in computer science. If you don’t tell me you know Java, I’m not going to

know.” Hooper advises to be specific in your cover letter and tweak your resume accordingly.

These are suggestions you can take as an individual. It doesn’t have to end with this article. Here are some activities your club can do to help members.

1. Use the theme of the job interview for Table Topics and then use challenging questions for club members.
2. Have an entire club meeting geared towards club members answering interview questions on camera. Then give each member his/her own copy so everyone can see how they present themselves in an interview format.
3. Invite a guest speaker, preferably an active recruiter with experience to present on any number of related topics: how to write a better resume, how to give better answers, and how to develop some great questions.

All of these are great ways to put your Toastmaster skills to work for you.

*The author recently surveyed and interviewed over 125 active recruiters for this article.*

**Kai Rambow, DTM, AS**, is a past international director and a professional speaker based in Tampa, Florida. Reach him at [www.kairambow.com](http://www.kairambow.com)



## The Techie Toastmaster

by Joel Heffner, ACB



### How to Make A Video... fast!

The best way to improve your public speaking skills is to see yourself speak. As good as comments and criticism may be from others, it's better when we see it ourselves. With today's technology, videotaping is easier than ever. With cameras like TheFlip, (<http://www.theflip.com>), all you have to do is press a button and the camera does just about everything else for you. At a Toastmasters meeting someone can hold the camera or you can mount it on a tripod. If you do set up a camera, make sure that you reassure those present that you will NOT video them unless they specially ask you to do it. Once you make the video you can view it on your computer and see how well you did and see what areas you want to improve next time. You can even upload a video onto sites like YouTube (<http://www.youtube.com>) or put it on your club's web site.

If you want to edit your video, that's pretty easy, too. PCs have a program built-in that allows you to edit. For Macs, iMovie is a good way to start editing.

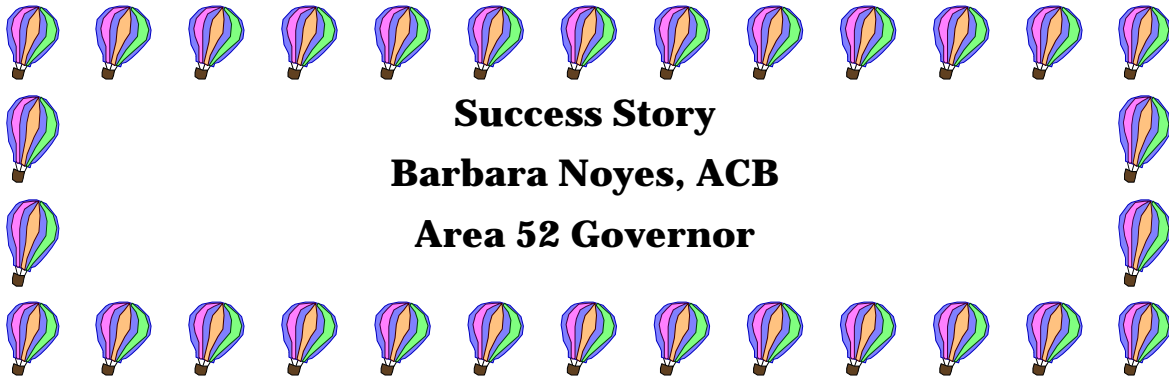
When you record a video you might want to follow these three tips:

1. Keep the camera as steady as possible. That's why a tripod is useful.
2. Don't zoom in. It's very distracting to have the image move. Remember, you're interested in the speaker, not making a masterpiece.
3. Keep the camera as close to the speaker as possible. Small cameras don't have great built-in microphones. Staying as close to the speaker optimizes the sound quality.

If you want to see an example of what a video from such a small camera looks like go to <http://www.youtube.com/watch?v=E2h6eULuek0>.

That's me making a speech at a recent Toastmasters meeting:





**Success Story**  
**Barbara Noyes, ACB**  
**Area 52 Governor**

As a whole, I would say being a Toastmaster has really opened up my possibilities. Besides giving me confidence when I speak, it allows me to practice being a leader in a variety of situations, especially since recently becoming an area governor. There is no better way to learn than by actually doing!

Toastmasters has served as an inspiration to me by seeing how the organization has inspired others. I have seen wonderful transformations within the members of my club and if I can be part of the process for others, I feel incredibly lucky.

A fellow toastmaster and myself have used our Toastmasters experience to run a fundraiser that involves jumping into the Hudson River in the winter to help offset medical expenses for families with seriously ill children. Thanks to the generosity of our donors, we have been able to raise more than \$25,000. We are currently in the process of forming our own non profit 501c3 program for our event next year. Our wish is that the event grows beyond us and serves as a way for others to carry on the dream.

So while I appreciate what Toastmasters has done for me personally, (I've saved a lot on laundering my clothes due to nervous sweat while speaking in public!), what I am most grateful for is the opportunity to help others reach their potential.





**Dear Toastie:**

I have been a member of Toastmasters for a few months now and am terrified of giving my Icebreaker Speech. I have taken on some other minor roles in meetings, but just the thought of standing up in front of an audience scares me to death. Can you give me some tips on how I can take that all important first step towards becoming a better speaker? - *Scared in Secaucus*

**Dear Scared:**

It may help you to know that the feelings you are having are not unique to yourself. Every member of a Toastmaster Club has been where you are now and they know exactly how much courage it takes to give your very first speech. The good thing about the Icebreaker is that you are speaking about a topic you know very well – yourself! Picture yourself at a social event where someone has just asked you about your career or about a hobby you may have. Write these things down as part of your speech. Remember to have a beginning, a middle, and an end so that your speech does not appear to be just a string of random thoughts. Your speech could start out something like, “My name is Jane Doe and I am going to tell you about a hobby I am passionate about – skydiving!” Once you begin talking about something that interests you, you will find that the words come easily. Speak clearly and slowly so that your audience understands what you are saying. Use notes and rely on them if necessary. There is no need to memorize your first speech if you feel unable to do so. Before you know it, your club will be giving you a standing ovation, and you will have accomplished your very first goal – that of acing the Icebreaker Speech!

*Do you have a question for Toastie? Please send it along to Ask Toastie at [greenbriar206@yahoo.com](mailto:greenbriar206@yahoo.com)  
Your privacy will be respected so if you do not wish to have your name published, it will be withheld.*





## Novartis Toastmasters Membership Drive a Success

By Joanne Callahan

The Toastmasters at Novartis Pharmaceuticals in East Hanover ran a successful 2-day lunchtime membership drive on Wednesday, February 3<sup>rd</sup> and Thursday, February 4<sup>th</sup> 2010. After all was said and done, over 100 employees had signed up to receive notifications via e-mail of upcoming meetings. Tables decorated with Toastmasters balloons were set up in four different cafeterias, with cookies, candies and Toastmasters pens used to entice people to see what we were doing. At two of the events, videos of the World Champion of Public Speakers were being played, which also helped draw curious passers-by to the tables.

Our Vice President of Membership, Erika Zannou, did a fantastic job of organizing the entire event. Tables were staffed by the following Toastmasters who willingly gave up their lunch hours to help promote the club: Florence Halbert, Gloria Mayer, Stacey Tannenbaum, Mark Grebenau, Janice Ferraro, Leigh Strachan, Ken West, Victoria Seltser, Gayathri Rajagopal, Surya Ayalasomayajula, Jan Penraat, Anthony Masiello, Valery Glemaud, Jane Xiang, Koray Kaplan, Albert Reising, Soniya Vaidya, Erika Zannou, and Joanne Callahan.

A great big thank you goes out to Ron Califre, the head of Development at Novartis, whose generosity funded the cost of the tables. Without his support, we would not have been able to reach out to as many employees as we did.



Your articles, stories, anecdotes, quotes and musings relating to Toastmasters. Do you have a story to tell? Your District wants to know! Please send all submissions, including photos, to [greenbriar206@yahoo.com](mailto:greenbriar206@yahoo.com) for inclusion in our District 83 newsletter.