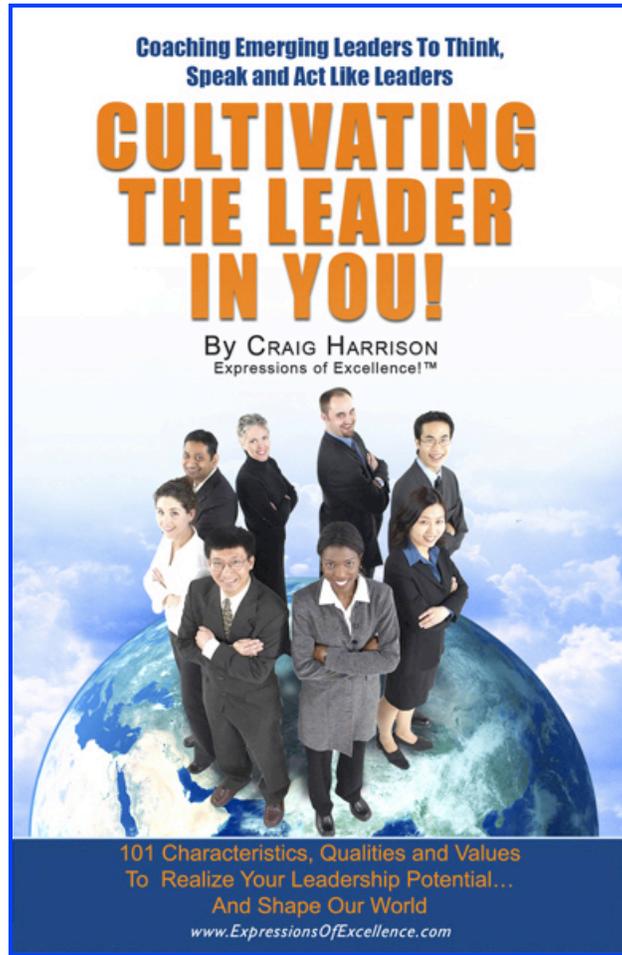
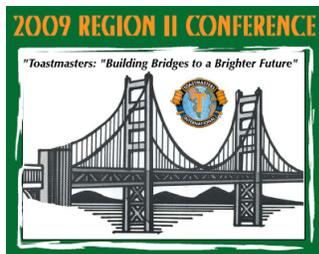


Good, Better...BEST!

On Becoming the Consummate Toastmaster



Helping Toastmasters Lead From Where They Sit, Stand & Speak



Sales & Service Solutions Through Speaking

www.ExpressionsOfExcellence.com

You can be a leader
with or without an official title.
When you act as a leader does
the title comes shortly thereafter!

At meetings

Good:..... Come to every meeting

Better:..... Come to every meeting early

Best:..... Come early, greet guests, help Sgt-at-arms set up the room

Good:..... Invite guests to visit.

Better:..... Invite guests. Call them the night before to confirm attendance.

**Best:..... Invite guests. Call them the night before, AND
meet them in front of venue before the meeting to walk in together.**

Good:..... _____

Better:..... _____

Best:..... _____

Good:..... _____

Better:..... _____

Best:..... _____

Other ways to be a leader in your meetings:

- ✓ Close the door when noise threatens to disrupt the meeting
- ✓ Refrain from cross-talk and model good listening while others are speaking
- ✓ Make sure guests and members have enough handouts, right forms during meetings
- ✓ _____
- ✓ _____
- ✓ _____

In Your Club

Good:..... Volunteer to serve each role in meetings throughout the year

Better:..... Agree to mentor a member as well

Best:..... *Serve in each of the seven officer roles (twice!*)*

* Article: www.expressionsofexcellence.com/ARTICLES/repeat_performance.htm

Good:..... Give manual speeches

Better:..... Make every speech a manual speech

Best:..... *Also deliver Better Club Series, Better Speaker Series modules*

Good:..... _____

Better:..... _____

Best:..... _____

For Your Club and Others

Good:..... Participate in a Youth Leadership or SpeechCraft program

Better:..... Coordinate a Youth Leadership or SpeechCraft program

Best:..... Serve as your District's Youth Leadership or SpeechCraft Chair

Good:..... Create a flyer or business card for your club to pass out to prospects

Better:..... Disseminate said materials throughout the neighborhood

Best:..... *Coordinate an Open House for your club and then invite guests*

Good:..... _____

Better:..... _____

Best:..... _____

Other ways to be a leader in your club:

- ✓ Call members you haven't seen in a while to check in on them
- ✓ Offer to carpool or provide rides for members who miss meetings
- ✓ Acknowledge members for their achievements whether in or beyond the club
- ✓ _____
- ✓ _____

Cultivating The Leader In You...Through Toastmasters!

Flex Your Leadership Muscles Beyond The Club

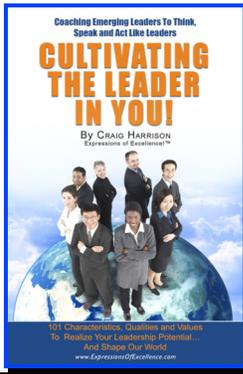
- ✓ Assist with an Area or Division Contest
- ✓ Host or coordinate a contest
- ✓ Conduct a club officer training or make-up training
- ✓ Start or help in starting a club
- ✓ Save a club that is struggling
- ✓ Conduct a *Success-Leadership / Success-Communication* module for the District!
- ✓ Join the *Speakers Bureau* and give outside speeches *about* Toastmasters!
- ✓ Form a specialty club to fill a need for a subset of Toastmasters or the community
- ✓ _____
- ✓ _____
- ✓ _____
- ✓ _____

Join the District Team...Operators Are Standing By

- ✓ Fill a governor, chairperson or coordinator role for your District.
- ✓ Be a part of the demonstration meeting team to help build new clubs!
- ✓ Apply your writing, editing, web, accounting or other skills on behalf of your district.
- ✓ Qualify for sainthood...chair a District Conference!
- ✓ _____
- ✓ _____
- ✓ _____
- ✓ _____

Lead Beyond Toastmasters

- ✓ Get involved in local politics
- ✓ Become active in community organizations
- ✓ Participate or form a Gavel Club to serve those ineligible to form their own clubs
- ✓ Develop programming for local radio, community access or local TV
- ✓ _____
- ✓ _____
- ✓ _____
- ✓ _____



Excerpts from **Cultivating The Leader In You!**

- 1 Successful leaders **show up**. They arrive early, stay late, and are visible to others. They are accessible and accountable. Are you?

- 8 Leaders **cultivate leadership** development in others, investing in the career development of their colleagues and team leaders.

- 12 Leaders are **exceptional listeners**. They hear what is said, what is unsaid, and often what is implied. They understand the meta-messages (messages that are embedded *within* the message).

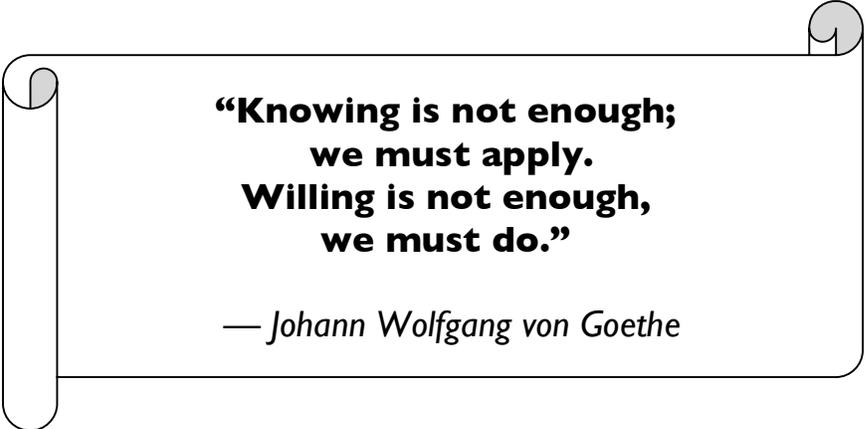
- 16 Leaders are CMOs — **chief morale officers**. They're bullish on the future. They realize their demeanor speaks volumes. Everyone looks to his or her leader for indications. The best leaders are upbeat and positive, exuding confidence.

20 Leaders honor the successes of their subordinates. They **are magnanimous** in their praise of others. They recognize the importance of recognition and are not miserly with it. □

30 Leaders avoid the blame game, and thus model responsible accountability for all. Leaders who blame others erode their own loyalty within an organization as everyone else focuses first on covering their donkey, to the detriment of others. □

86 Leaders **learn from defeat**. They retool, regroup and ultimately triumph over their obstacles. There is great learning in having fallen short. Do you heed the lessons that come from falling short? □

101 Leaders **step up**. Leaders accept the challenge! They say “Let’s!” It’s easy for many to say no, to shirk from challenges or do nothing. Not so for leaders. They step up, step out and on occasion, step in it, But they act! And in doing so, they shape our world. And you can too! □



**“Knowing is not enough;
we must apply.
Willing is not enough,
we must do.”**

— *Johann Wolfgang von Goethe*

Craig's next book, due out in September:
Good Better Best — Becoming the Consummate Toastmaster

Craig Encourages You to...Get In Motion!

Here are Craig Harrison's suggestions to mobilize you and your leadership skills in our world:

1. **Get More Out Of Toastmasters** (www.toastmasters.org). They not only teach communication skills, but leadership skills too. Develop yours! Work the High Performance Leadership program, lead Speechcrafts, Youth Leadership programs and deliver Success-Communication and Success-Leadership modules. Serve your club and district. ▲
2. **Volunteer to lead a committee at work.** Leadership experience is invaluable. Show initiative by volunteering to chair a committee or lead a work team on a project or initiative. You will get experience, exposure, and build your professional and social network. ▲
3. **Commit to read leadership books.** Among my favorites: books of John C. Maxwell, Ken Blanchard, Stephen R. Covey (especially *Principle-Centered Leadership*), John Wooden on *Leadership, Doing Good Better* (nolo press) for non-profit board work.. Purchase Craig's book *Cultivating the Leader in You* and his soon to be released *Good, Better, Best: Becoming the Consummate Toastmaster* (www.ExpressionsOfExcellence.com/products.html). ▲
4. **Get published.** Write an article for your district's newsletter or *The Toastmaster*. Pen a memo, white paper or report, column, procedure or guest column in a local publication. Write letters to the editor. Share your wisdom in print. Take a stance, share your point of view! Become a *thought-leader*. ▲
5. **Stage an event or coordinate a function.** Within or beyond Toastmasters, the more events you coordinate the better you become as a leader. You gain experience, strengthen relationships and become visible as a leader. You become a “player” when you lead an event. ▲
6. **Join a leadership development group.** Many chambers of commerce, cities and counties have leadership development programs. Whether for eight weeks or a year, these programs give you hands-on experience in leadership, and put you in contact with other leaders. It's a great place to flex and stretch your leadership muscles. ▲



7. **Lead within your community.** Apply your skills, experience and time to your community. Ample opportunities exist. There are summer camps and youth job programs, church programs and police athletic leagues, even your humane society needs volunteers. Help build affordable housing with Habitat for Humanity. Join the League of Women Voters. Lead a March of Dimes campaign. Serve with SCORE. Join the Salvation Army. Become a *community* leader. ▲
8. **Work with youth.** Young people need leaders in their lives. Become a leader among youth. Teach job training and interviewing skills, coach a sports team, teach youth about recycling, conflict-resolution skills or other useful skills. Support your local Boy Scouts, Girl Scouts or similar programs. ▲
9. **Work with local schools.** Become a leader through your local Parent-Teacher Association (PTA), get involved with schools in your community. Support existing Charter Schools or launch your own! Apply your leadership skills to help with capital improvement campaigns and other fundraisers, achievement celebrations, etc. Whether during or after school, use your leadership skills to make a difference.
10. **Become a block captain.** Often leadership starts locally. Be a leader on your own block. Get to know your neighbors. Get involved in emergency preparedness, neighborhood safety and looking out for each other locally. ▲
11. **Get involved with political campaigns and politics** of your choosing, whether on the local, regional or national level. Flex your leadership muscles in support of ballot measures, initiatives and other campaigns to make a difference.
Register to vote and vote. That's what leaders do! They use their voice, their influence and their power. Use yours. People sacrificed for you to enjoy these rights. Exercise them! ▲
12. **Join a service organization.** Alexis de Toqueville was right: Americans love their associations. Join other service organizations to now apply your leadership skills! ▲

Craig Harrison's



Inspiring Stellar Sales and Service Leadership

"I was so pleased to hear Craig's presentation.

"I travel the world and hear so many speakers who precede me. There was no 'cringe factor' with Craig.

"I agreed with his advice, his sentiment and his insights.

"Thank you, Craig!"

**RICHARD N. BOLLES
AUTHOR**

**WHAT COLOR IS YOUR
PARACHUTE?**

You need more confident sales and service professionals, more credible and confident communicators who speak, lead, sell and serve!

I imagine an environment in which productivity soars, teamwork flourishes, absenteeism shrinks and mental health prevails! These are the quantifiable results of Craig Harrison's keynotes, training, consulting, coaching and facilitation for such diverse

organizations as UNITED AIRLINES, PFIZER, WILSON SPORTING GOODS, CHEVRON, KAISER PERMANENTE, KPMG and HILTON HOTELS.

Craig Harrison delivers better sales, better service, improved communication and energized workplaces.

Whether it's a Sales program on *Bypassing Gatekeepers to Close Decision Makers*, a Service program on *The Voice of Customer Service*, or a Workplace Communication program on *Teaming With Success — Teambuilding for Workgroups*, Craig delivers every time!



PROFESSIONAL MEMBER



CRAIG HARRISON'S EXPRESSIONS OF EXCELLENCE!™

3151 ETON AVENUE, SUITE 102 • BERKELEY, CA 94705 USA

DIRECT (510) 547-0664 • FAX: (928) 569-0664

CRAIG@EXPRESSIONSOFEXCELLENCE.COM • WWW.EXPRESSIONSOFEXCELLENCE.COM

Craig Harrison has been profiled in the *Wall Street Journal*, quoted by *Business Week*, *Selling Power*, *The Financial Times*, *Bottom Line*, *Benefits Selling* and the *Orange County Register*. He has been interviewed by *60 Minutes* and *BBC Radio*, and his articles have been published in the *San Francisco Chronicle*, *Support World*, *Professional Speaker*, *Toastmaster*, *Speaker*, *Customer Service Newsletter*, *Customer Communicator*, and numerous publications worldwide.



Craig brings a decade of high-tech and management experience, and extensive community and non-profit savvy to you. Well traveled and well spoken, Craig helps your professionals adeptly express their excellence.

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When you hire Craig Harrison ... What's in the package

You get a consummate professional who arrives early, leaves late and is your partner throughout your event.

Craig delivers inspirational and humorous key-notes and content-laden training, facilitates retreats and meetings and emcees myriad special events. He uses humor, interactivity, storytelling and instructive role-plays to transform passive recipients of information into active participants in their own learning and growth. Success is experienced on the spot, and engrained for lasting impact.

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DETAILS ON THESE PROGRAMS AT WWW.EXPRESSIONSOFEXCELLENCE.COM

"In today's corporate environment where employees are seeking leaders with both vision and integrity, Craig models the way. A speaker with heart, Craig shows sincere respect for the needs of his audience."

MARCIA M. GRIFFIN, VICE PRESIDENT, BANKAMERICA'S SPEAKING NETWORKS

"I was a bit nervous to entertain a representative from the White House at our event, and I was grateful to have you by my side throughout the planning phase, as well as on the day of the event. Your willingness to meet with me multiple times before the engagement made me absolutely certain that the event would go well. You established a wonderful rapport with the audience, and made a large banquet hall full of people feel relaxed.

I received tremendously positive feedback that the evening was enjoyable and memorable."

JILL BUCK, FOUNDER/EXECUTIVE DIRECTOR GO GREEN INITIATIVE ASSOCIATION

"... (A) powerful and exciting presentation. 'Teaming With Success' was received extremely well by our group. Your humor was entertaining and refreshing. Your style of communication was unique and inspiring.

Everyone left the meeting thinking how they will do things differently and more professionally."

WILSON J. CURTIS, CUSTOMER SERVICE MANAGER, WILSON SPORTING GOODS

"We're always looking for ways in which we can improve customer service and conflict resolution skills. I found your 'United We Fly' session to be very eventful. I especially enjoyed your 'orchestra' activity. It was very original, and really hit home. Thanks, Craig."

BARB HITZEROTH, SENIOR STAFF COORDINATOR – SYSTEMS TRAINING, RESERVATIONS PLANNING, WORLD HEADQUARTERS, UNITED AIRLINES

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