

# The Toastmasters Educational Program

The educational program is the heart of a Toastmasters Club. It is the means through which you develop your communication and leadership skills and achieve your goal of becoming a better communicator.

The Toastmasters educational program is divided into two tracks -- a communication track and a leadership track. The communication track is the major part of the system -- almost all new members join Toastmasters for the benefits this track offers. Some become involved in the leadership track. The tracks are not mutually exclusive. You may participate in both tracks at the same time if you wish.

## Communication Track

The core of the communication track is the *Communication and Leadership Program* manual (also called the "basic manual"), which contains 10 speech projects. Every new member receives a basic manual when inducted into the Club. Included with the basic manual are three other manuals: *Your Speaking Voice*, *Effective Speech Evaluation*, and *Gestures: Your Body Speaks*.

## The CTM Award

The basic manual helps develop your speaking skills one step at a time. Every project builds upon what you have learned in the preceding project. As you complete the projects you'll learn the importance of sincerity in speaking, how to effectively organise a presentation, how to use body language and voice to convey your message, word choice and props, persuasive speaking, and how to inspire others.

Your first goal as a member is to complete this manual. When you do, you are eligible for Competent Toastmaster (CTM) recognition. When you finish all 10 projects, complete the CTM application (Catalogue #223 in the manual), have the Vice President Education sign it, and send it to World Headquarters. You'll receive a CTM certificate and, if this is your first CTM award, two Advanced Communication and Leadership Program manuals free of charge. If you wish, World Headquarters will send your employer a letter about your accomplishment.

## Advanced Program

After receiving CTM recognition you can enter the Advanced Communication and Leadership Program, where you can refine and enhance your basic skills. This program consists of 15 manuals, each containing five speech projects. Many of the manuals are career-oriented; several are not. You choose the manuals you want to complete and the skills you want to learn.

The manuals (with their catalog numbers) are:

- ♦ Communicating on Television (226-J)
- ♦ Interpersonal Communication (226-M)
- ♦ Persuasive Speaking (226-H)
- ♦ Speaking to Inform (226-B)
- ♦ Speciality Speeches (226-E)
- ♦ Storytelling (226-K)
- ♦ The Discussion Leader (226-D)
- ♦ The Professional Speaker (226-G)
- ♦ Humorously Speaking (226-O)
- ♦ Interpretative Reading (226-L)
- ♦ Public Relations (226-C)
- ♦ Special Occasion Speeches (226-N)
- ♦ Speeches by Management (226-F)
- ♦ Technical Presentations (226-I)
- ♦ The Entertaining Speaker (226-A)

When you work in the advanced manuals you are eligible for several awards:

### Advanced Toastmaster Bronze (ATM-B) Award

To be eligible for this award, you must have:

- Achieved Competent Toastmaster award
- Completed two *Advanced Communication and Leadership Program* manuals

### Advanced Toastmaster Silver (ATM-S) Award

To be eligible for this award, you must have:

- Achieved new Advanced Toastmaster Bronze award or achieved Able Toastmaster award
- Completed two additional advanced manuals (may not be those completed for previous awards)
- Conducted any two programs from *The Better Speaker Series* and/or *The Successful Club Series*

### **Advanced Toastmaster Gold (ATM-G) Award**

To be eligible for this award, members must have:

- Achieved new Advanced Toastmaster Silver award or achieved Able Toastmaster Bronze award
- Completed two additional advanced manuals (may not be those completed for previous awards)
- Conducted a Success/Leadership Program, Success/Communication Program (Success/Leadership or Success/Communication programs may not be those completed for Able Toastmaster Bronze award) or a Youth Leadership Program
- Coached a new member with the first three speech projects

By the time you earn the Advanced Toastmaster Gold award, you will have completed six of the available Advanced Communication and Leadership Program manuals and will have learned many valuable advanced speaking skills.

### **Leadership Track**

As mentioned earlier, the Toastmasters educational program also includes a leadership track, where you acquire and practice the skills necessary to be an effective leader. You can serve as a Club leader, developing skills in planning, training, motivating, and managing. You even can become a District leader, where these skills are further enhanced. You also can participate in the "High Performance Leadership" program (Catalogue No. 262), which requires you to conduct a project of your choice in which you serve as a leader. The program provides study material and activities to complete.

Following are the awards members may earn in the leadership track and the requirements for each.

### **Competent Leader (CL) Award**

To be eligible for this award, you must have:

- Achieved Competent Toastmaster award
- Served at least six months (June 1 through December 31, or January 1 through June 30) as a Club officer (President, Vice President Education, Vice President Membership, Vice President Public Relations, Secretary, Treasurer, or Sergeant-at-Arms) and participated in the preparation of a Club Success Plan while serving in this office
- While a Club officer, participated in a District-sponsored Club officer training program
- Conducted any two programs from The Successful Club Series

### **Advanced Leader (AL) Award**

To be eligible for this award, you must have:

- Achieved Competent Leader award
- Served a complete term as a District officer (District Governor, Lieutenant Governor, Public Relations Officer, Secretary, Treasurer, Division Governor, or Area Governor)
- Completed the High Performance Leadership program
- Served successfully as a Club Sponsor, Mentor, or Specialist

To apply for any of the leadership awards, complete the appropriate section of the Leadership/Distinguished Toastmaster Awards application (Catalogue No. 1209-A). Applications also are available from World Headquarters and are on the organisation's Website. ( [www.toastmasters.org](http://www.toastmasters.org) )

You'll receive a certificate and, if you wish, World Headquarters will send a letter to your employer about your achievement.

### **Distinguished Toastmaster (DTM) Award**

The Distinguished Toastmaster (DTM) award is the highest award our organisation bestows and it recognises both communication and leadership skills. To be eligible for the DTM award, a member must have:

- Achieved Advanced Toastmaster Gold award
- Achieved Advanced Leader award

To apply for the DTM award, complete the appropriate section of the Leadership/Distinguished Toastmaster Awards application (Catalogue No. 1209-A). Applications also are available from World Headquarters. You'll receive a special plaque and, if you wish, World Headquarters will send a letter to your employer about your achievement.