



# Dynamic Speakers Toastmasters

DYNAMO

## February 2008

Club #457

Founded 1953

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Area 10  
Central Division  
District 5

How would you evaluate a person that points at you, frequently, while promoting his product?



In our January 30<sup>th</sup> meeting, we had such a challenge. Several evaluators were to watch a 5 min video and then evaluate his talk. This was extremely challenging and very educational. Come to Toastmaster do develop your evaluating and listening skills.

The great thing about photos in newsletters is that if you have only a few things to say you can make the photo larger. ☺ Here is Bruce next to new member Ernie Uyeda. Bruce was taken by the video presenter (see story to the left) and offered to buy each Toastmaster one of the special gold-plated bibles.



## TRANSITIONS

As we transition into 2008, it is a helpful reminder that transitions are a critical component to an effective presentation. They help audiences move effortlessly from one slide, or concept, to the next and they link information together so that it tells a compelling story.

See the difference:

A Show and tell - new slide pop up : "This slide shows you the graphic results of ..."

B. Tell and Show – "In the last few minutes, we have talked about the market need for our product as well as the competitive landscape. Let's talk about how we are going to execute with focus..." Now new slide



Effective presenters say their transition statements *BEFORE* they advance to the next slide This strategy communicates that you, not the slides, are driving the story. It also ensures that your transition statement doesn't compete with the new information on the next slide.

Every presentation is a story waiting to be told and transitions are often an overlooked tool that helps turn information into a story. For your next presentation, try emphasizing your transitions and watch your story come to life.

## QUOTE OF THE MONTH

***"To most of you, your neighbor is a stranger, a guy with a barking dog and a high fence around him. Now you can't be a stranger to any guy who's on your own team. So tear down the fence that separates you, tear down the fence...and you'll really have teamwork."***

Long John Willoughby