

# PERSUASIVE INFLUENCE

LEVEL  
1

**MASTERING  
FUNDAMENTALS  
(NEW AND OLD)**

**LEARNING YOUR  
STYLE**

LEVEL  
2

LEVEL  
3

**INCREASING  
KNOWLEDGE**

**BUILDING  
SKILLS**

LEVEL  
4

LEVEL  
5

**DEMONSTRATING  
EXPERTISE**

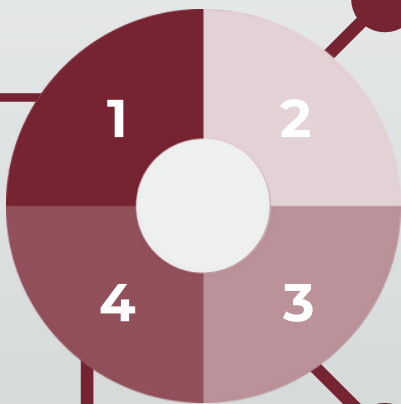
# LEVEL 1

## PERSUASIVE INFLUENCE - MASTERING FUNDAMENTALS (NEW)



### ICE BREAKER

Deliver a 4-6 minute speech to introduce yourself to the club



### WRITE A SPEECH WITH PURPOSE

- Speech Topic and Purpose Worksheet
- The Speech Outline Worksheet
- Deliver a 5-7 minute speech

### VOCAL VARIETY AND BODY LANGUAGE

- Speech should be evaluated on only their body language, only their vocal variety, or both.
- Deliver a 5-7 minute speech

### EVALUATION & FEEDBACK

- Deliver a 5-7 minute speech on any topic
- Incorporate feedback from your first speech into a second 5-7 minute speech
- Serve as a speech evaluator

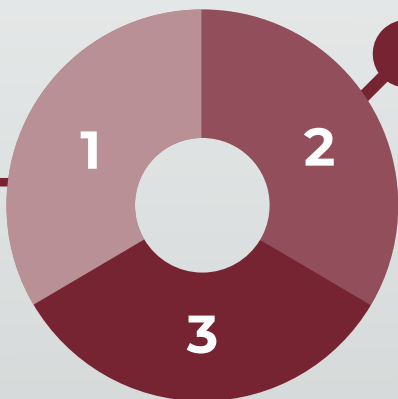
# LEVEL 1

## PERSUASIVE INFLUENCE - MASTERING FUNDAMENTALS



### ICE BREAKER

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### EVALUATION & FEEDBACK

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### RESEARCHING & PRESENTING

Research a topic & deliver a well structured 5-7 minute speech

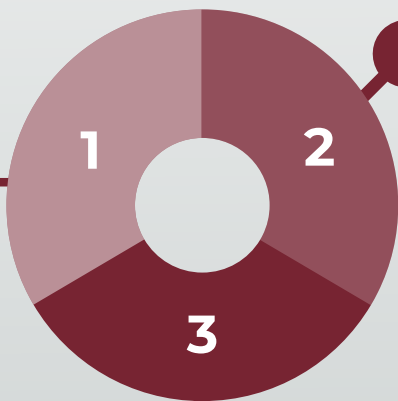
## LEVEL 2

### PERSUASIVE INFLUENCE - LEARNING YOUR STYLE



#### UNDERSTANDING YOUR LEADERSHIP STYLE

Understand your leadership style & deliver a 5-7 minute speech



#### ACTIVE LISTENING

Serve as a Topicsmaster at a club meeting



#### INTRODUCTION TO TOASTMASTERS MENTORING

Share the impact & importance of having a mentor & deliver a 5-7 minute speech

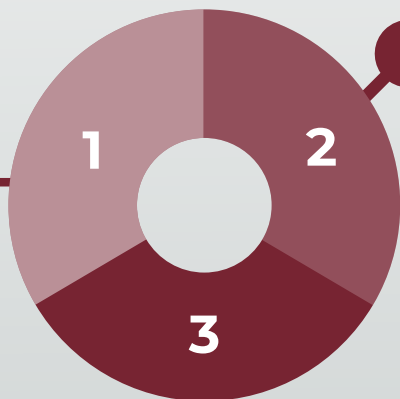
**(OPTIONAL)**

## **PATHWAYS MENTOR PROGRAM \***



### **PREPARE TO MENTOR**

Meet with the Vice President Education to discuss your readiness to mentor



### **MENTORING**

- Work with protégé to complete one project
- Deliver a 5-7 minute speech about your experience

### **ADVANCED MENTORING**

- Mentor a fellow toastmaster for a six-month period
- Give & receive feedback both verbally & in writing
- Deliver a 5-7 minute speech about your experience

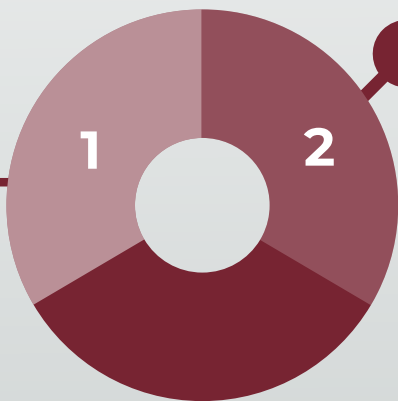
\* A member can unlock "Pathways Mentor Program" after the completion of Level 2 in any path

## LEVEL 3

## PERSUASIVE INFLUENCE - INCREASING KNOWLEDGE

### UNDERSTANDING CONFLICT RESOLUTION

- Complete the conflict resolution video activity
- Deliver a 5-7 minute speech



### ELECTIVES (Choose any 2)

- **Deliver Social Speeches**  
Deliver 2 different social speeches of 3-4 minutes each
- **Using Presentation Software**  
Deliver a 5-7 minute speech using presentation slides
- **Connect with Storytelling**  
Deliver a 5-7 minute speech to practice narrating a story
- **Creating Effective Visual Aids**  
Deliver a 5-7 minute speech using 1-3 visual aids
- **Using Descriptive Language**  
Deliver a 5-7 minute speech using descriptive language to increase interest & impact
- **Connect with Your Audience**  
Deliver a 5-7 minute speech to connect with an unfamiliar audience
- **Make Connections Through Networking**  
Deliver a 5-7 minute speech to share some aspect of your networking experience
- **Focus on the Positive**  
Maintain record of your thoughts & feelings for 2 weeks & deliver a 2-3 minute report or a 5-7 minute speech

- **Inspire Your Audience**  
Deliver a 5-7 minute speech to inspire the audience
- **Prepare for an Interview**  
Deliver a 5-7 minute role-play interview at a club meeting
- **Understanding Vocal Variety**  
Deliver a 5-7 minute speech to practice vocal variety
- **Effective Body Language**  
Deliver a 5-7 minute speech with awareness of intentional & unintentional body language
- **Know Your Sense of Humor**  
Deliver a 5-7 minute speech that includes humour

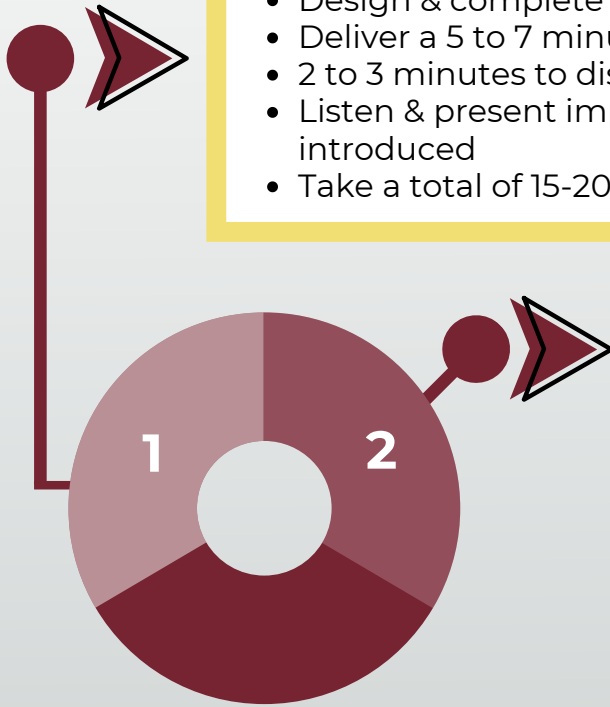


## LEVEL 4

## PERSUASIVE INFLUENCE - BUILDING SKILLS

### LEADING IN DIFFICULT SITUATIONS

- Design & complete a project plan for any event
- Deliver a 5 to 7 minute speech to share your plan
- 2 to 3 minutes to discuss possible disruptions to your plan
- Listen & present impromptu solutions to the disruptions introduced
- Take a total of 15-20 minutes



### ELECTIVES (Choose any 1)

- **Create a Podcast**
    - Record 60 minute podcast
    - Play 5-10 minute segment along with a 2-3 minute introduction speech
  - **Build a Social Media Presence**  
Establish or enhance a social media presence & deliver a 5-7 minute speech
  - **Managing a Difficult Audience**
    - Prepare a 5-7 minute speech
    - Deliver speech to practice skills to manage audience disruptions in 10-15 minutes
  - **Writing a Compelling Blog**
    - Maintain a blog, post at least 8 times in 1 month & obtain blog evaluation
    - Deliver a 2-3 minute speech
  - **Manage Online Meetings**  
Plan & conduct a 20-25 minute online meeting or webinar
  - **Question-and-Answer Sessions**
    - Deliver a 5-7 minute speech followed by Q&A session (Total project duration: 10-15 minutes)
- **Public Relations Strategies**
    - Create a PR plan for real / hypothetical group / situation
    - Deliver a 5-7 minutes speech
  - **Manage Projects Successfully**
    - Build a team, choose a project.
    - Create project plan & deliver 2-3 minute speech
    - Complete the project & deliver a 5-7 minute speech about your experience

## LEVEL 5

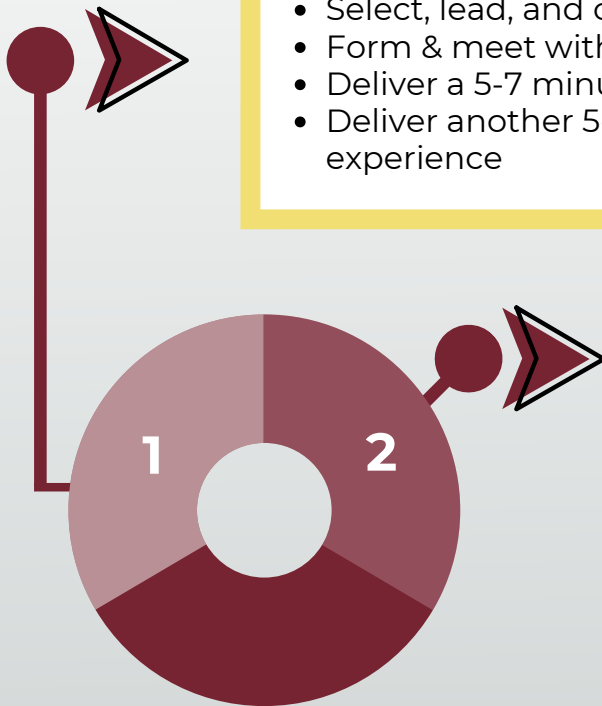
## PERSUASIVE INFLUENCE - DEMONSTRATING EXPERTISE

### HIGH PERFORMANCE LEADERSHIP

- Select, lead, and complete a project with a team
- Form & meet with a guidance committee at least 5 times
- Deliver a 5-7 minute speech, introducing plan and vision
- Deliver another 5-7 minute speech, sharing your experience

### ELECTIVES (Choose any 1)

- **Lessons Learned**
  - Facilitate a "lessons learned" meeting for a team
  - Complete a 360° evaluation
  - Deliver a 5-7 minutes speech
- **Moderate a Panel Discussion**
  - Plan and moderate a 20-40 minute panel discussion
- **Ethical Leadership**
  - Define an ethical framework for yourself
  - Plan and moderate a 20-40 minute panel discussion followed by a Q&A session
- **Leading in your Volunteer Organization**
  - Serve in leadership role for a minimum of 6 months
  - Complete a 360° evaluation
  - Create succession plan
  - Deliver a 5-7 minute speech to share experience
- **Prepare to speak professionally**
  - Deliver an 18 to 22 minute keynote - style speech

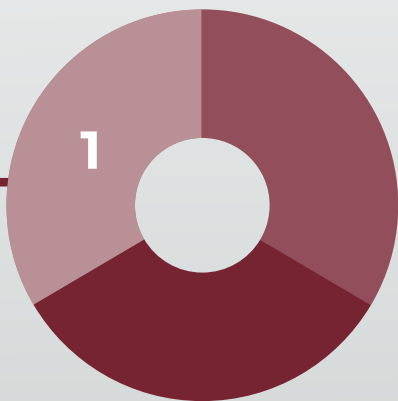






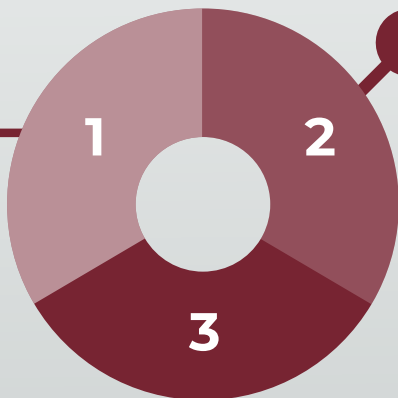
**REFLECT ON YOUR PATH**

- List your accomplishments both in and outside of Toastmasters
- Reflect on your learning from the path
- Describe on how Toastmasters has affected your life
- Think about next steps and new goals
- Prepare and deliver a 10-12 minute speech





- Plan & complete a project that benefits an organization
- Develop a team and design a plan
- Deliver a 5-7 minute speech to share plan / vision



- Organize the project & lead your team, complete it
- Seek a 360 degree evaluation of your leadership skills



Deliver an 8-10 minute speech to review your project, its outcomes, your learning, etc.