



ROSTRUM

INFORMER

November 2014

Newsletter of Rostrum Western Australia

www.rostrum.com.au/wa

The finalists have been decided – who will be
Rostrum WA's Speaker of the Year 2014?



Amy Radunz Club 34



Kanyanta Chipanta Club 64



Kun-Lin Wu Club 11



Denise Bradley Club 42



Luke Matthews Club 2230



Lynne Ellis Club 34



End of Year Celebrations

The end of another year is rapidly approaching – Christmas displays are already in the shops! For Rostrum it means the Arthur Garvey Speaker of the Year final and our Annual Dinner are just around the corner. I've attended two of the heats and, if the quality of speaking in the first heat was the same as in the two I attended,

we're in for a great final, so book your places now.

I was unable to attend the first heat as I was visiting my daughter in California and had a great holiday traipsing up and down the west coast of America.

Since my return I've been able to visit three clubs and am pleased to see the quality of meetings and speaking remains high. First, I visited Club 50 for the AGSOY heat. They put on a great show and with about 30 attendees there was a great vibe.

I also attended the 100th meeting of Leedy Speakers Club 64. I was involved in the formation of their club four years ago and it was great to see that their energy and innovation is still there today.

Finally, it was a visit to Sunrise Club 42 in the city to introduce a potential member. They were the first club I was rostered to as a Critic, in the days when their meetings regularly had 25+ members attending and they had 6 or 7 critics – many of whom were Freemen! You can imagine how daunting it was! Well their numbers have dwindled but they still have good speakers and lively meetings.

Another celebration was held up in Geraldton earlier this month, when Club 14 celebrated their 30th anniversary – quite a milestone! Unfortunately, I was unable to attend but I'm sure they had a great night. I did speak with Freeman Ray Morton a few days beforehand and know that they were expecting about 40 attendees.

Also at this time of the year we need to start thinking about next year. This is my fourth and last year as President. I've really enjoyed it – well most of the time! – but other demands are looming and organisations need regular injections of new blood. Fortunately, a new young blood, in the form of Luke Matthews, is ready to take over.

There will be other changes and these are still being sorted out. The main one however, is the position of Secretary – Luke can't do both. Think about it, it can only help your personal and professional life.

Unfortunately our web development has been delayed but I'm hoping we'll have it up and running by the new year. In the meantime I'm looking forward to catching up with you all at the AGSOY final and Annual Dinner.

Freeman Tony Lightman, President, Rostrum WA

Specialist speeches

Introducing a speaker

Although not the most difficult of speaking tasks, introducing a speaker still requires a certain amount of skill. You will want to introduce the speaker with some background about him as well as information relevant to the topic of his speech. If the speaker is well known, do some research online to find interesting information that the audience would like to know. If the speaker is not well known, contact him directly to obtain some background.

Don't make the mistake of reading the speaker's biography as you received it in the mail. Select highlights of the speaker's career that relate to the audience's interests and are relevant to the speech. Keep it brief – the audience doesn't need to know every detail. Your aim is to make the audience want to hear the speaker you're introducing.

Personalised stories make the best introduction – especially if they relate to the speech the audience is waiting to hear. If you don't have a personal story, tell the audience why you've invited the speaker or why you're proud to have him at your meeting. End the introduction with the speaker's name. Be sure to articulate the name clearly and pronounce it correctly.

Serving on a panel

If you're serving on a panel or moderating one, there are a few specifics to remember in order to communicate effectively with your audience.

First, never forget that you're part of a group. Don't cut yourself short, but don't hog the spotlight either.

Second, keep your remarks noteworthy but concise. You can't tell the audience everything in a few minutes so give the most basic, fundamental information. Prepare, edit and rehearse ahead of time.

Third, make eye contact. Always look at the person to whom you're speaking. If you're moderating, making introductions, or talking to the audience, look at the audience. If you're speaking to or about a panellist, look at that person and gesture in his direction. If someone is talking, look at him and don't let your eyes wander. Be sure not to project the feeling of boredom or frustration when someone else is speaking.

Fourth, listen intently. You may want to react to comments made by others. Keep pen and paper handy to jot down ideas and thoughts to bring up later in the discussion. When it's your turn to speak, make your point quickly and concisely. Don't hog the programme, but don't be a patsy either.

Adapted from Arch Lustberg *How to Sell Yourself* 2008

Spring has sprung so grab your sneakers – it’s time for a walking meeting!

Many of us have desk jobs and spend most of the day sitting in front of a computer screen. And many of us also have to attend meetings where – you guessed it – we also sit, often for lengthy periods. It’s a fact that some people spend more time sitting than they do sleeping.

We know that sitting for a long time is not good for our health and it’s recommended that we take regular breaks to stand, stretch, go for a short walk, maybe also fit in a walk during our lunchbreak.

Nilofer Merchant, a Silicon Valley executive and lecturer at Stanford, introduced the concept of the walking meeting in a TED talk in 2013. She realised she was spending so much time in meetings she was finding it difficult to find time to exercise. Enter the ‘walk-and-talk’ meeting. While at first she encountered some resistance (‘I’m not fit enough …’) she now schedules many of her meetings as walk-and-talks outside the office: in a park, in the city, around the neighbourhood.

Apart from the obvious health benefits of physical activity, after several hundred walking meetings she has found:

- the changing scenery helps the thinking process and in generating ideas;
- walking side by side is less stressful than meeting face-to-face across a table;
- meetings are more memorable;
- she has become a better listener by walking next to someone;
- the mobile phone stays mostly put away; and
- the meeting ends on a high note, be it because it’s been creative, it’s outside or due to the walking itself.

Merchant suggests walking meetings are more suitable for getting to know clients, brainstorming, giving feedback and hashing through ideas, rather than project management. She also suggests they be kept to under an hour as attention spans and conversation tend to dry up after this time. And wearing comfortable walking shoes is a must.



Critics’ training 2014

Critics’ Training was held over two Saturdays – 30 August and 13 September – at the Subiaco Community Centre. Neither the lure of the football nor the impossible parking situation along Bagot Road and surrounds was enough to keep the trainees and trainers away.



Trainees backed by years of experience and know-how. Standing (l-r) some of the trainers: Wayne Passmore, Ruurd Speelman, Ken Holzman, Joanna Whitney, Sue Hart, Frank Butler. Seated (l-r) the trainees: Carmel Philippe, Adrian Hinds, Denise Bradley.

Congratulations to the participants – Denise Bradley (Club 42), Adrian Hinds (Club 63) and Carmel Philippe (Club 64) for their commitment to improving their speaking skills, and their perseverance and sustained efforts over the two days, which included the occasional dash outside to move cars parked in restricted zones.

Through instruction and practical sessions, the trainees learnt how to *listen* attentively to speakers, *analyse* speeches to identify what was done well and what could be improved, *summarise* their analysis into points, *prioritise* their points, and *provide constructive feedback* in a non-threatening way. All agreed that by learning how the Critics did, not only would they be able to help other members, it would benefit their own speaking and presentation skills.

All the trainees improved their delivery of critiques over the two days, and will continue practising under the guidance of accredited Critics in their own clubs to gain more experience before accreditation.

Thank you to the members of Training Council who assisted in running the course, and to the many volunteers who gave up some of their Saturday to present speeches for the trainees to critique.

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“*The secret of being a bore is to tell everything.*”  
Voltaire (1694-1778)  
French Enlightenment writer, historian & philosopher  
~~~~~

A message from the coordinator of the Arthur Garvey Speaker of the Year competition

I am thrilled about our annual event – The Speaker of the Year Final and Dinner, held at Lake Karrinyup Country Club which has proven to be an excellent venue, so ambient and hospitable.

This year we have an exciting and innovative MC in Andrew Ballantyne from Club 15. We are in good hands as this man is able to juggle management with entertainment – plus some of the unexpected (?)

We also have an entertaining interlude from the spectacularly creative Samuel Osborne (Club 34). I can't say too much about this as Samuel has a way of being totally mysterious and surprising!

Our six finalists are currently working away at their apex effort, so please give them as much encouragement and support as you can. They are the stars of the show.

Before we move on to the grand finale, I must express my gratitude to the three clubs who hosted the heats – Clubs 15, 34 and 50. I was at all three heats and really appreciated the friendly welcoming atmosphere, the great food that was organised by the pixies behind the scenes, and the professional manner in which each heat was conducted. You are a credit to Rostrum!

By now you should all have full information about the final and how to book. The cost is \$60 each, and the Booking Form is on the back page of the newsletter.

If you have any doubts about anything at all, you can contact me on 0433 700 354.

Karen Reid, Coordinator AGSoY 2014

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*"You don't have to be a fantastic hero to do certain things. You can be just an ordinary chap, sufficiently motivated to reach challenging goals."*

Sir Edmund Hillary (1919-2008)  
NZ mountaineer, explorer & philanthropist  
~~~~~

2014 ROSTRUM WA ANNUAL DINNER and ARTHUR GARVEY SPEAKER of the YEAR COMPETITION FINAL

**Saturday 22 November 6.30pm for 7pm start
Lake Karrinyup Country Club**

**Cost \$60 each
Bookings Close Monday 10 November**

It's that time of year when we look forward to the Main Event, the one that brings all the clubs together for an evening of socialising, and a celebration of all the things we appreciate and gain from Rostrum.

We have six outstanding speakers in this year's Final, and we want you to experience the thrill of hearing and seeing them in action.

The Winner will take home the coveted trophy and a cheque for \$500. The Runner-up will receive \$250.

The price of tickets is \$60 thanks to our Board's decision to assist with costs again this year. Some clubs may be able to add their own subsidy to coax even more of you to come along. The cost includes a two-course meal, coffee and chocolates, with wine on the table. Other drinks will be available at the Bar.

THE SPEAKERS

**Amy Radunz (34) Denise Bradley (42)
Kanyanta Chipanta (64) Luke Matthews (2230)
Kun-Lin Wu (11) Lynne Ellis (34)**

THE TOPICS

**Leaping into the Future
Held to Ransom
The Ugly Grandparent
Signs of Life
When Good Men Do Nothing
Smoke and Mirrors**

Bookings must be made through your **Club Treasurer** on the Booking Form sent to all Treasurers.

Enquiries to AGSoY Coordinator KAREN REID
karenreid34@hotmail.com Ph 0433 700 354

Meet the AGSOY finalists...

Amy Radunz Club 34

My passion is connecting people. Being born in the heart of Australia, in Alice Springs, and having travelled to over 20 countries, I have connected and engaged with individuals in various cross cultural experiences all over the world. Though day to day, my artistic background joined with over 10 years of working within the events industry, has given me the gifts to create unique experiences that bring people together. I notice the commonality that binds us all together and that connection is what I want to share and ignite within individuals, to have a better experience of life itself.

With a heart to nurture, a need to challenge convention and being a passionate visionary, I bring people together to discover the power of being connected with yourself and being connected with those around you. *Life is a beautiful journey and it's worth travelling with a peaceful heart.*

Denise Bradley Club 42

People describe me as passionate, happy, energetic and friendly – and I'm known for my laugh! Apart from a couple of privileged years spent working in Tasmania, I've lived and worked in Perth for the past 31 years and I love it.

I believe Rostrum is an effective tool for people to improve their communication skills; whether it's to improve leadership skills by good communication with staff, polish presentations to prospective clients to win more business, or improve relationships with colleagues and put their point across. Polished public speaking ability is a side effect, or the icing on top. We just need to spread the word louder and wider and follow the Rostrum Promise to 'not be silent when we ought to speak.'

I see the AGSOY competition as an opportunity to take my skills one step further, having just returned to Rostrum this year after my Tasmanian 'sojourn'.

Kanyanta Chipanta Club 64

Kanyanta hails from a little Southern African country called Zambia and is the youngest of four siblings. She moved to Perth 11 years ago to pursue a degree in Architecture in which field she now practises. She is passionate about Family, music, dance, good food and now improving her public speaking. Kanyanta also enjoys swing dancing and enjoys social dancing with the Perth Swing Dance Academy. She joined Rostrum Club 64 in June 2014 and is enjoying the learning and challenges so far.

Kanyanta is excited about what's next for her on this wonderful journey of self-discovery.

Luke Matthews Club 2230

Preparation, preparation, preparation....the three Ps for speeches.

I have been looking forward to this moment, slowly working away, preparing for my AGSOY entry since the final last year. A year on, hundreds of ideas, weeks of writing and rewriting, I am ready.

Last year I gave a good speech, this year I gave a great speech. And I'm pleased with my achievement. I'm confident my next AGSOY speech will be an improvement on my last two. Will it be good enough? Of course. Could it be better? Yes.

My aim is to be better than before, to have fun and to give the best competition I can to all the fantastic speakers in this year's final.

To all the entrants, I say 'well done'. You have shown outstanding dedication by stepping up and competing. Pat yourself on the back and learn from your experience.

To everyone else, I invite you to come along to the final and be inspired by the speakers and what they have to say.

Kun-Lin Wu Club 11

Hi there, my name is Kun, and I was born in Taiwan. Before working and living here in Perth as an engineer, I worked in Taipei, Dubai, Singapore and Sydney. It was great travelling to different parts of the world and seeing people in different cultures. And, with those experiences, I find Perth is my most favourite place because of its climate, great outdoor activities, and lovely people.

In order to improve my English, I joined Rostrum Club 11 earlier this year, and the amount of help I have received is far beyond my initial expectations. It is not just learning new words and correct grammar, but also what to say and how to say it. The most eye-opening part is to see great speeches delivered by experienced speakers, and that makes me realise there is still so much more to learn. I really enjoy this!

Lynne Ellis Club 34

Lynne could be described as 'well-travelled'. Since joining Rostrum in 1995 to meet people outside her industry, she has been a member of several clubs north and south of the river. She's also not one to shy away from a challenge

Early on when a fellow club member suggested she try competition speaking, Lynne jumped in with both feet. First as a member of Club 56, and later Club 49, she was a regular participant in Rostrum speaking competitions, including the impromptu competition at Convention.

She also served on Dais as Director of Special Events.

Travelling of a different kind became Lynne's focus during a break from Rostrum in 2009 when she travelled around Australia in a motor home. On her return she was a member of Club 52 in Mandurah for a time, and has now found a new 'home' at Cambridge Speaking Club (Club 34).

A refresher on Storytelling 101

JD Schramm

At bedtime, I tell stories to my godchildren, Anna and Noah, when their parents invite me to care for them. Their capacity for stories amazes me. They beg for “just one more” and then “just one more.” It seems we are wired to enjoy a well-told story.

And as we grow up, we do not lose our thirst for stories. I work with future leaders at Stanford to help them develop compelling stories that achieve their management goals — and I’ve developed a seven-part formula for storytelling success in presentations and business meetings.

Parachute in, don’t preamble. The best storytellers draw us immediately into the action. They capture our attention and set the tone for a unique audience experience. Avoid opening with “I’d like to tell you a story about a time when I learned...” Instead, drop us into the action and draw the lesson out later.

Choose first and final words carefully. We never get a second chance to make a good first impression. One needn’t memorize the story, but great leaders know the first and final words cold ... and can deliver them without hesitation. Take advantage of the impact of a powerful opening and conclusion.

Follow the “Goldilocks” theory of details. Give us “just the right amount.” If you give too many details, we get lost, or worse, bored. If you don’t give us enough detail, we may lack the context to grasp the story fully or to see ourselves inside your tale. If possible, test out your story with a few friends who have a similar background to your audience; let them help you discern the right level of detail.

Focus your delivery on “one person with one thought.” When speaking to a group, focus on one person at a time, for four to seven seconds. As you tell your story, try to connect with each individual if possible. Don’t wash your eye contact over the crowd like a lighthouse, but actually connect with individuals. Consider even “casting” a member of the audience as a character in your story as you tell it.

Consider the power of poetry. Use fewer words to carry more meaning. My high school English teacher, Mr. Wessling, used the analogy of the “magic grain truck” to educate us about poetry. He said “imagine if a magic truck allowed a farmer to haul seven times the amount of grain that a normal truck usually holds?” (Can you tell I grew up in Kansas?) We developed a long list of benefits such a truck would provide: fewer trips, less fuel, more free time, etc. Then he concluded: “Well boys that’s what poetry is. Using just a few carefully chosen and arranged words to carry much more meaning than their usual weight.” That imagery from over three decades ago reminds me of the power of poetry.

Use silence for impact and emphasis. When a composer writes the score for a symphony she places a rest in the music when silence is called for. That rest is as much a part of the music as the notes. Silence is a powerful and underutilized

storytelling tool. Matt May elaborates on this point in his recent HBR post. Intentional silence draws emphasis to what was just said or what is about to come — and allows others to contribute their own interpretations.

Know your AIM. Who is your Audience, what is your Intent, and what is your Message? Using this simple framework from Mary Munter and Lynn Russell’s book *Guide to Presentations* assures that the message is clear, captures the audience, and motivates your desired action.

A leader who deploys these seven strategies will deliver a more artful and meaningful story.

Here are two examples. Recently the noted author Jeffrey Kluger appeared on *Late Night Live with Seth Myers* to plug his new book on narcissism. He effectively uses these seven principles to deliver two concise stories in less than five minutes. One story is about his interaction with astronaut Jim Lovell while writing *Apollo 13*, and his second story is about meeting President Clinton in the oval office. In both short examples he provides just enough detail for us to grasp the setting. While many of us have never been in the oval office, Jeff makes it easy for us to imagine what it felt like and see why the President’s actions had such an impact on him.

For an example of storytelling within a presentation, I’d suggest looking at Mark Bezos’s 2011 TED Talk: A life lesson from a volunteer firefighter. Bezos tells a powerful story, complete with props, in three minutes. In particular his choice of final words, “Save the shoes” serves as a concise and poetic summary of his message. He also chose very deliberately which details of the fire to share, and what to ignore. We know the homeowner is outside, under an umbrella and barefoot; but we don’t know the street name or style of home that is ablaze. Bezos provides only what we need for the story’s point to be made.

Stories can be compelling and entertaining. Stories can teach and influence. Stories make our messages memorable. Use these seven strategies to hone and polish your storytelling skills, and achieve the results you seek as a leader and communicator.

JD Schramm is a Lecturer in Organisational Behaviour at Stanford’s Graduate School of Business (Blog post, October, 2014)

WANTED

A Secretary for the Rostrum WA DAIS Board

This position will be available in early 2015 when Luke Matthews becomes President of Rostrum WA. This is an opportunity to learn new skills and become involved in running Rostrum WA, as well as communicating with Rostrum in other states and with the general public. It would also look quite impressive on your CV!

For more information contact Luke Matthews or Tony Lightman

For the lexophiles

Time flies like an arrow; fruit flies like a banana.

A backward poet writes inverse.

In a democracy, it's your vote that counts; in feudalism, it's your Count that votes.

A chicken crossing the road is poultry in motion.

With her marriage she got a new name and a dress.

A grenade falling onto a kitchen in France results in linoleum blown apart.

You are stuck with your debt if you can't budge it.

Local Area Network in Australia: the LAN down under.

Every calendar's days are numbered.

A lot of money is tainted: 'taint yours, and 'taint mine.

A boiled egg in the morning is hard to beat.

He had a photographic memory which was never developed.

A plateau is a high form of flattery.

Those who get too big for their britches will be exposed in the end.

When you've seen one shopping centre you've seen a mall.

If you jump off a Paris bridge, you're in Seine.

Santa's helpers are subordinate clauses.

Acupuncture is a jab well done.

Bakers trade bread recipes on a knead to know basis.

Show me a piano falling down a mineshaft and I'll show you A-flat minor.

Marathon runners with bad footwear suffer the agony of defeat.



-What drives me to write is my need to communicate with people.

What's on in ...

NOVEMBER

- 6 Dais Board meeting**
6.15 pm
Shenton Park Community Centre
240 Onslow Rd, Shenton Park
- 11 Speak Up Speak Out Course**
6.30 to 9.30 pm
Tom Dadour Centre
363 Bagot Rd, Subiaco
- ☺Registration essential
- 22 Arthur Garvey Speaker of the Year Competition Final & Annual Dinner**
6.30 pm for 7 pm start
Lake Karrinyup Country Club
North Beach Rd
Karrinyup
- ☺More details on back page
- 28 Copy deadline for December Informer**
- 28 Dais Reps meeting**
6.30 pm
Joan Watters Centre
Alexander Rd, Wembley
- 29 Training Council meeting & workshop**
8.30 am to 11 am
Tom Dadour Centre
363 Bagot Rd, Subiaco

DECEMBER

- 4 Dais Board meeting**
6.15 pm
details as for November

Information and course registration:

Rostrum Information Centre
PO Box 5547
Canning Vale South WA 6155
Phone 08 9463 6433
Fax 08 9455 1215
Email ric@rostrumwa.com.au

Thank you for your contributions to this issue of the *Informer*. Please send any club news you want to share or announcements of Rostrum events for inclusion in the December issue by **28 November** to:

informer@rostrumwa.com.au

Rose Fogliani (Editor)

BOOKING FORM FOR AGSoY 2014
at
LAKE KARRINYUP COUNTRY CLUB
North Beach Rd Karrinyup

Saturday 22 November 2014 - 6.30pm for a 7pm START

CLUB NUMBER: _____

Contact Name and Phone Number: _____

TOTAL ATTENDEES @ \$60 each _____ (Names as per List Below)

CHQ ENCLOSED \$ _____ Payable 'ROSTRUM WA'

(Note: Finalist Speakers and nominated Adjudicators are free-of-charge, but still should be listed)

Post Cheque & Booking Form to: KAREN REID
144B Rochdale Rd, Mt Claremont 6010

Bookings close Monday 10 November 2014

LIST OF ATTENDEES – For Seating Arrangement

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