



# PARRA NATTA

Newsletter of Parramatta Toastmasters Club No 2274, Area 13, Western Division, Dist.70

## Meeting no 1248

7 Nov 2013

### THEME

*Awaken the Rebel Within*

### AWARDS

#### Best Speech

David Griffiths

#### Best Table Topic

Sam Ekinici

#### Best Evaluation

Wendy Nielson

### WELCOME VISITORS

Andrew Iverson

Diana Sangue

Victoria, Ralf, Gary, Nabeel

Mahmoud Mohamed

Jay McDonald

Kumi Matislinobu

### The Mission

of a Toastmasters club is to provide a supportive and positive learning experience in which members are empowered to develop communication and leadership skills, resulting in greater self-confidence and personal growth.

### Contact

To share any exciting news or to submit an article for Parra Natta, contact:

**Malkit Banwait**

Vice President for  
Public Relations at:

[vprr@parramattatm.org.au](mailto:vprr@parramattatm.org.au)

## Awaken the Rebel Within!



If a man wanted to propose to a lady, where would he do it? How about Paris the 'Love Capital of the World'. Well, that's exactly where our VPE Ian was when he popped the question. To be precise, he was standing under the Eiffel Tower. He told everyone that he was off to Europe for a much needed break from work, but clearly there was a hidden agenda. He travelled to 'Awaken the Rebel Within' and then propose to **Wendy**, who we are pleased to report said YES. Congratulations to Ian & Wendy from all your fellow club members who now eagerly wait for the next announcement!

The Meeting itself was just as exciting as the news by Ian & Wendy. With **Sam** as the MC, **John B** opened the speaking segment with his speech title taken from Charles Dickens Oliver Twist 'The Law is an Ass'. It was a socio-political abstract topic; all about the quality of law-making (or lack of!) in NSW by past Governments. He explained how we ended up today with laws to stop people breaking other laws. "It's so stupid that it doesn't work". He concluded his speech with 'The solution is law enforcement' as former police officer **Sam** nodded in agreement.

# Mind = Matter.



Next speaker was **David** with speech titled '**David and Goliath**'. The Goliath in **his** story was Mt. Ventoux, the great mountain in the Provence region of southern France. His cycle ride up the mount was part of his training for his 'Ride to Conquer Cancer' charity. With a 9% gradient, he realized the moment he started to climb, what a terrible idea it was! With one voice telling him 'David you're a bloody idiot' and another 'Don't quit now' he continued to the top. His fellow TMs could feel the pain in their legs just listening to his tale. Whilst avoiding the thoughts of cyclists in shining lycra, who spend more time in coffee shops, David eventually realized that to get to the top 'Mind must equal Matter'. 'Mind over Matter' doesn't mean anything'. A great motivational speech David. I'm sure it will generate plenty of new bicycle sales.

Speaker **Peter S** had to poke fun at an individual but in a good natured way because he was doing a **Roast**. Who does he pick but his mum in '**Mum's 80**' He opened 'If my mum ever found about this I'll be in

strife'. Lucky for him she was not in the audience. 'My mum is a neat freak and we were bound to come into conflict on that basis' which he did and gave us many examples. But despite all that 'she is rock solid and that's why this roast is about her'. Good on you Peter!

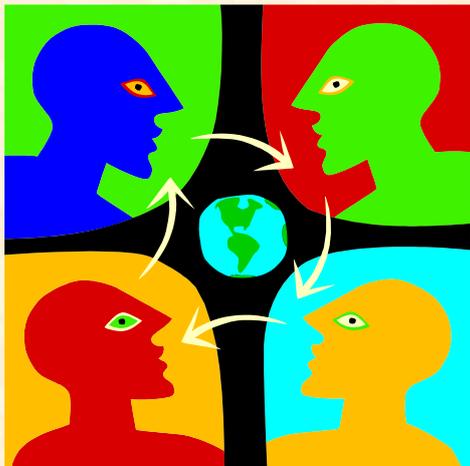


In '**Hello Won't Hurt!**' **Steven** inspired us to talk to total strangers! Because when he did it, he didn't get a single response. In his new project, his aim is to get people to engage with their communities. He's using print, radio and social media to mobilise people and needs our help. He is aiming for 5,000 FB likes so lets all get our mice clicking. Any ideas, help or resources are most welcome says Steve. Email him at [hellowonthurt@gmail.com](mailto:hellowonthurt@gmail.com).

With his own wedding in 22 days, our funny man **Ron** gave us '**5 Tips for Planning a Wedding**'. As our VPE **Ian and Wendy** eagerly took notes, Ron went through the 5 wedding tips starting with to knowing your budget, to negotiate hard, to realize that people are going to disagree (especially when choosing clothes), to make it personal (after all it's all about you), According to Ron things don't go wrong, they just don't go according to plan. So there you have it Ian & Wendy, all your hard work done by Ron. He's also convinced that this will be his first and only wedding because he cannot see himself going through it all again. Yes Ron, we agree.



# What to Know When You're Speaking to an International Audience



**What works in one culture doesn't always work in another. With TM International Speech Contest season starting, follow these tips to make your presentation a success.**

If the world were a village of 1,000 people, it would include: 584 Asians, 124 Africans, 95 Europeans, 84 Latin Americans, 52 North Americans, six Australians and New Zealanders, and 55 people from the former Soviet republics.\* They would speak more than 200 languages and reflect an astounding mix of different cultures. Now imagine giving a presentation to that group of 1,000 people.

Fortunately, the typical international audience is a lot less international than the one described above. Nonetheless, there are things every presenter should consider when speaking to any international audience.

## **What works here doesn't always work there.**

First and most obviously, be aware that what works in the U.S. doesn't necessarily work in other cultures.

Pay attention especially to how people in different countries prefer to receive information. Many Europeans historically have preferred to receive information in detail, with lots of supporting documentation (although there are some signs that may be changing.) They want to hear speakers build to a point in their presentation. Japanese audiences follow a similar pattern. That's especially true among business audiences in those countries, where

senior managers are more likely to hold technical degrees. American and Canadian audiences, on the other hand, tend to prefer a faster pace. They tend to be more bottom-line oriented. They want speakers to speak from a point, rather than build step-by-step towards a point.

If your presentation calls for certain actions to be taken by your listeners, be sure what you're asking for is realistic. A given timetable may be realistic in a culture that's exact, precise, and oriented towards immediate action. It may not be realistic in another culture that's more consensus-oriented and more relaxed, especially about time.

Be careful when selecting visuals. Colours carry different suggestions and meanings in different cultures. In some Latin American countries, for example, yellow has strongly negative connotations. In Japan, white symbolizes death.

Know what to expect with questions.



It's practically inconceivable for Americans and Canadians not to ask questions. In most Asian cultures, on the other hand, audiences are more likely to greet a presentation with silence or just a few questions.

Take extra care to fully understand the question. Especially where language barriers may exist, always repeat the question. Don't hesitate to rephrase the question. That will help to assure the question's real meaning, and it will buy more time for your answer.



As to body language, follow the same rules that you would when addressing an American audience. However, be sensitive to how different audiences react to gestures. In some Asian cultures, for example, audiences find too many sweeping, rapid gestures distracting, if not downright disconcerting.

## **Choose your language carefully.**

Although English is spoken widely around the world, you should nonetheless take extra care to use simple, neutral language. Avoid complexities or "insider" language or buzz words that are more familiar to Americans. American presenters, for example, like to use sports terms. There are more than 400 baseball expressions in everyday language. Britons have some 250 expressions that derive from their own popular sports. These may work with American and British audiences, respectively, but almost never in another culture.

Remember too that many English words have different meaning when translated to another culture. They can have a completely unintended result ranging from the extremely comical to the extremely disastrous. As just one of many examples, "mad" usually means angry in the U.S. It means "insane" to a British audience.

### Should you use a script?

This brings up the question of whether to use a script. While not recommended for American audiences, using a script can help with international audiences. It can keep you focused on precise language, which can be especially important if you're addressing a technical audience. A script can also be used as a handout to your listeners after you speak, as an aid. If you do use a script, you can still depart from it now and then. But if you do extemporize, stay within the immediate context of your script.

### Slow down—and don't crack wise.

Adjust the pace of your delivery to reflect what the audience is accustomed to. While North and South Americans prefer a faster pace, Europeans and Asians typically prefer more time to process information. In any case, do slow down a bit, and try to build comfort with the use of pauses. Your audience will thank you for it.

Use humor very judiciously with an international audience. In many—if not most—cultures, there's a far greater risk that your humor will not be understood at all. And worse, in some cultures—even with your best intentions—it can

be found offensive. Humor rarely works the same way from culture to culture. So proceed with caution. For an in-depth look at using humor in presentations, see our article, [\*A Funny Thing Happened on my Way to This Meeting.\*](#)

### What to expect from your audience.

Audiences around the world respond outwardly to presentations in different ways. As a rule, applause is a universal sign of approval. Still, there are exceptions to the rule. In many parts of Germany and Austria, for example, listeners seated around a table may signal their approval by knocking on the table instead of applauding. In the U.S., if you've really wowed 'em, you might even get a few whistles. But if you hear whistles in some European countries, watch out: it's a sure sign of disapproval. In some countries, like Australia, no one ever gets a standing ovation.

If you wave goodbye when you've finished your presentation, you'll get a different response depending on where you are. In some parts of Latin America and Europe, a wave goodbye tells your audience to stay put, there's more to come.

### Good advice, as always: be prepared.

As part of your audience analysis, you'll need to learn about your audience's culture.

Check out reference books, travel guides, and Web sites that serve foreign travelers. The U.S. State Department Web site ([www.state.gov](http://www.state.gov)) is an excellent source. You may need to use all or some combination of these sources to get a clear insight into the culture or cultures of those audiences you'll be addressing.

Before you present, set aside time to meet with local colleagues or acquaintances, perhaps over dinner. Ask questions. That can be especially helpful, and in all likelihood, they'll appreciate your interest. Better still if you can arrange a test-run before someone who's going to be in your audience. Remember: we're playing in a global arena. Be prepared to play well!

\* From a profile compiled by the late Donella Meadows, author, journalist, conservationist and distinguished Dartmouth College Professor. Full article at: [http://totalcommunicator.com/vol2\\_2/interaudience.html](http://totalcommunicator.com/vol2_2/interaudience.html)

## For Your Diary

Every Tuesday 6:30 - 9:30

### Speech Craft Course

Now in Week 3 and doing well with 15 active participants. All Club members are encouraged to help out over the next three weeks. Please contact Coordinator Monique Tonna and Liaison Officer Tom Woods.



23 Nov at 7pm

### Dural Lifeboat Debate

Magnificent Mosman Toastmasters

Thursday 5 Dec

### Club International Speech Contest Meeting



Sunday 15 Dec

Club Social at Tom & Elaine's Home in Rydalmere

12 noon onwards



Thursday 19 Dec

Club Christmas Party Meeting

### Club Executive Officers for 2012/2013

President: Alicia Denis

VPE: Ian Lipski

VPM: Monique Tonna

VPPR: Malkit Banwait

Treasurer: Tom Cummins

Secretary: Mrinal Sarkar

Sergeant-At-Arms: Richard Aitkins

Immediate Past President: Linda Snalam

Webmaster: Gary Wilson

Speechcraft Liaison Officer: Tom Woods

Executive Support Officers: Melanie Wilson, Natasha Chan,

Join us for our Next Meeting with the theme 'Count Your Blessings' on 21 Nov 2013



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WHERE LEADERS ARE MADE