Toastmasters International Media Center

Fortune 500 Companies Develop Employees Through Toastmasters

Top corporations such as Amazon, Boeing and Google offer communication skills training for their workforce

RANCHO SANTA MARGARITA, Calif., Aug. 9, 2017 /PRNewswire/ -- More than half of all Fortune 500 companies now offer in-house Toastmasters clubs to help employees become better communicators and leaders. Amazon, Bank of America, Boeing, Coca-Cola, Ford, Google and Verizon are among the industry giants that have found the Toastmasters International program effective for staff development and as an asset for the bottom line.

"Every Google employee has to be a good communicator because they have to work with multiple teams and often in multiple geographies around the world," says Gopi Kallayil, Chief Evangelist for Brand Marketing at Google. "Good communication is a key driver for success at Google. Joining Toastmasters has fundamentally pivoted my life and is one of the best investments I have made in my professional growth."

During the past year, nearly 700 new corporate Toastmasters clubs were chartered. The growth of corporate clubs has stemmed from companies recognizing the value in giving their employees opportunities to grow their confidence and leadership skills as it supports retention and business continuity.

Toastmasters' communication and leadership teaches employees how to:

- Conduct effective meetings
- Practice time management
- Enhance their listening skills
- Sharpen their presentation skills
- Boost team collaboration
- Guide successful teams

When asked to assess candidate skills and qualities, employers rated verbal communication skills the most important, according to the National Association of Colleges and Employers *Job Outlook 2016* report. The report also found that more than 80 percent of employers look for evidence of leadership skills on a candidate's resume. Communication and leadership skills are at the core of the Toastmasters learning program, making it all the more valuable to employers.

Toastmasters continues to grow its clubs base as a result of more and more corporations choosing to form in-house Toastmasters clubs as an inexpensive yet effective way to develop their employees. Currently, 38 of the top 50 Fortune 500 companies have three or more active clubs.

"Offering employees a corporate Toastmasters club gives employers a cost-effective way to improve and retain their workforce," says Toastmasters Chief Executive Officer Daniel Rex. "Some of the most successful companies in the world credit Toastmasters for playing a central role in the increased knowledge, productivity and success of their employees."

Organizations that want to provide employee growth opportunities that also benefit the company can obtain more information about Toastmasters corporate clubs by emailing corporaterelations@toastmasters.org.

About Toastmasters International
Toastmasters International is a worldwide nonprofit educational organization that empowers individuals to become more effective communicators and leaders. Headquartered in Rancho Santa Margarita, Calif., the organization's membership exceeds 345,000 in more than 15,900 clubs in 142 countries. Since 1924, Toastmasters International has helped people from diverse backgrounds become more confident speakers, communicators and leaders. For information about local Toastmasters clubs, please visit www.toastmasters.org. Follow @Toastmasters on Twitter.

SOURCE Toastmasters International

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