

Creating a Quality Club

Club Officer Training



Agenda



- ▶ Member Experience



- ▶ Club Foundation



- ▶ Teamwork

Session Objectives

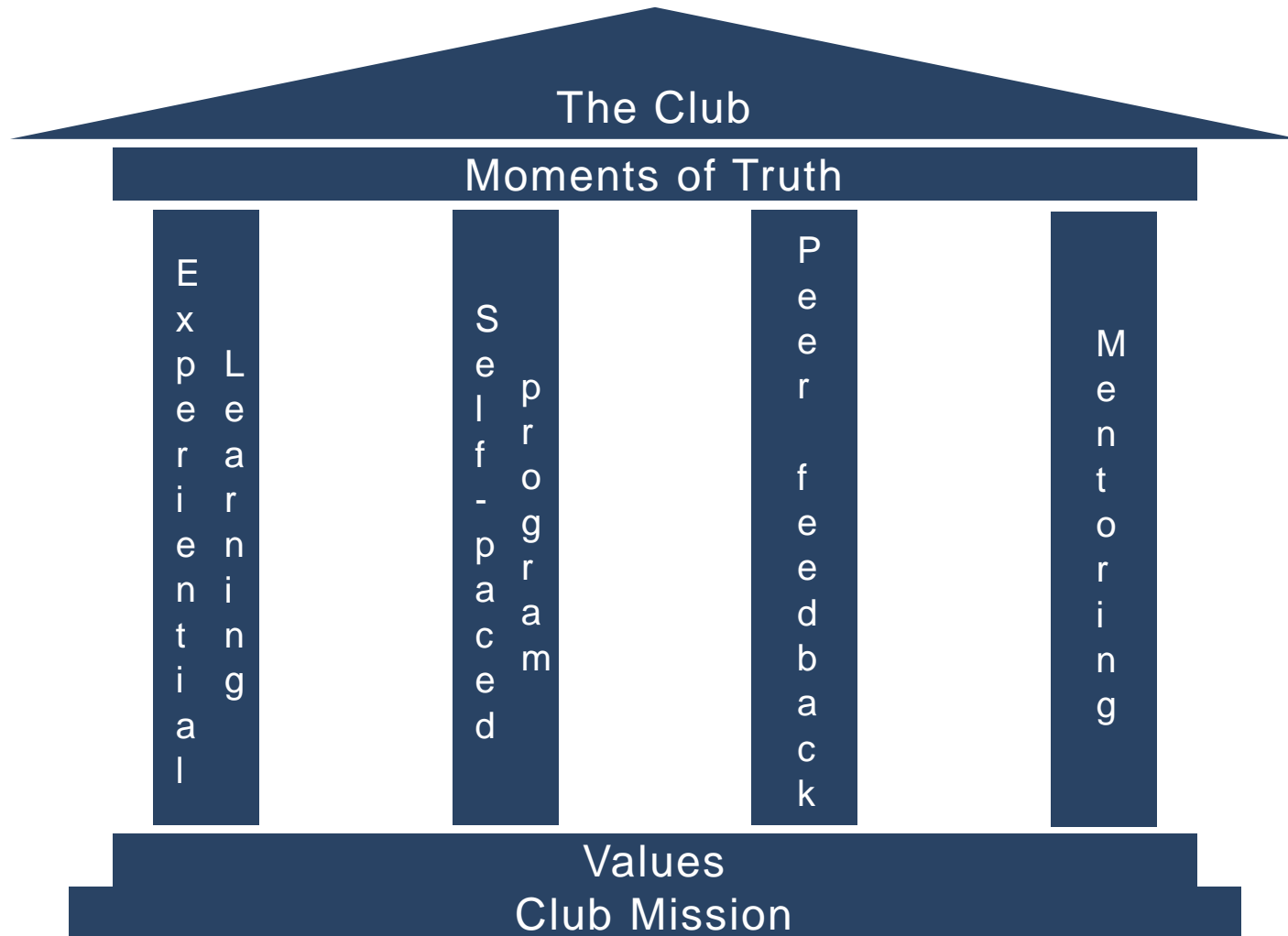
- ▶ Identify the elements that satisfy club members.
- ▶ Correlate Moments of Truth and the Distinguished Club Program.
- ▶ Apply Moments of Truth
- ▶ Identify your leadership role



Member Experience



Club Quality



Toastmasters' Club Mission

- ▶ We 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.

Toastmasters' Values

- ▶ Integrity
- ▶ Respect
- ▶ Service
- ▶ Excellence

The Toastmasters Brand



TOASTMASTERS
INTERNATIONAL®



WHERE LEADERS ARE MADE
www.toastmasters.org



Brand Positioning

I wasn't born a leader. They were all around me though. In the community, at work, at school. Leaders were everywhere. They were the heads of families, coaches of teams, business leaders, mentors, organizational decision-makers.

I admired these leaders. They influenced who I was and who I was becoming. Whatever they did professionally or how they became what they were, I aspired to walk in their footsteps.

And, so, I committed myself to becoming one.

Finally, it came to me. It wasn't just what leaders knew that enabled them to lead. They had a voice. They could tell their story. They could listen and answer. They didn't just accomplish, they communicated.

So I set out to find my voice. Learn to process information on my toes. I needed to learn to listen. Learn to give feedback — and accept it. I needed to organize, plan, deliver, follow up. I needed a place where all the ingredients were there, and someone would guide me along the way.

I found that place. I found a community of learners and the path to leadership.

I am a leader — and I was made.

Brand Personality

- ▶ Leader
- ▶ Dedicated
- ▶ Helpful
- ▶ Empowering

Moments of Truth



- ▶ First Impressions
- ▶ Membership Orientation
- ▶ Fellowship, Variety and Communication
- ▶ Program Planning and Meeting Organization
- ▶ Membership Strength
- ▶ Achievement Recognition

Distinguished Club Program (DCP)

Education

- Members, who have the opportunity to earn education awards, are reaching their goals

Membership

- With enough members, everyone's experience is enhanced because leadership is provided and meeting and committee assignments are filled

Training

- Trained club officers are better able to serve and support your club

Administration

- Fulfilling administrative duties helps your club run more smoothly, which benefits members

DCP Education Goals

Current Education Program

Two CCs
Two more CCs
One ACB, ACS or ACG
One more ACB, ACS or ACG
One CL, ALB, ALS or DTM
One more CL, ALB, ALS or DTM

Toastmasters Pathways Learning Experience

Two CCs
Two more CCs
One ACB, ACS or ACG
One more ACB, ACS or ACG
One CL, ALB, ALS or DTM
One more CL, ALB, ALS or DTM

Remaining DCP Goals

Membership

Four new members
Four more new members

Training

A minimum of four club officers trained during each of two training periods

Administration

On-time payment of membership dues accompanied by the names of eight members (at least three of whom must be renewing members) for one period and on-time submission of one club officer list

Distinguished Club Program (DCP)



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Teamwork



The Gestalt Approach to Teamwork

- ▶ The whole is greater than the sum of its parts.
 - Know your role.
 - Know the roles of your teammates.
 - Communicate your areas of strength.
 - Take a proactive approach.
 - Be willing to cover for another officer.

The Executive Committee

- ▶ President
- ▶ Vice president education (VPE)
- ▶ Vice president membership (VPM)
- ▶ Vice president public relations (VPPR)
- ▶ Secretary
- ▶ Treasurer
- ▶ Sergeant at arms (SAA)

The President

- ▶ Sets the tone for the club
- ▶ Provides helpful, supportive leadership
- ▶ Facilitates communication
- ▶ Knows membership levels and progress
- ▶ Serves as Base Camp Manager



The President

- ▶ Ensures executive officers are functioning well and the club focuses on Distinguished club status
- ▶ Guides the executive committee and club towards goals



President

- ▶ Transferable skills include:
 - Experience in leadership
 - Leading teams
 - Meeting goals
 - Motivating and coaching others



The VPE

- ▶ Encourages members to complete their communication and leadership goals
- ▶ Schedules member speeches and projects
- ▶ Serves as Base Camp Manager



The VPE

- ▶ Serves as a resource for questions about education awards, speech contests and mentors
- ▶ Is a source for Toastmasters knowledge and the education program



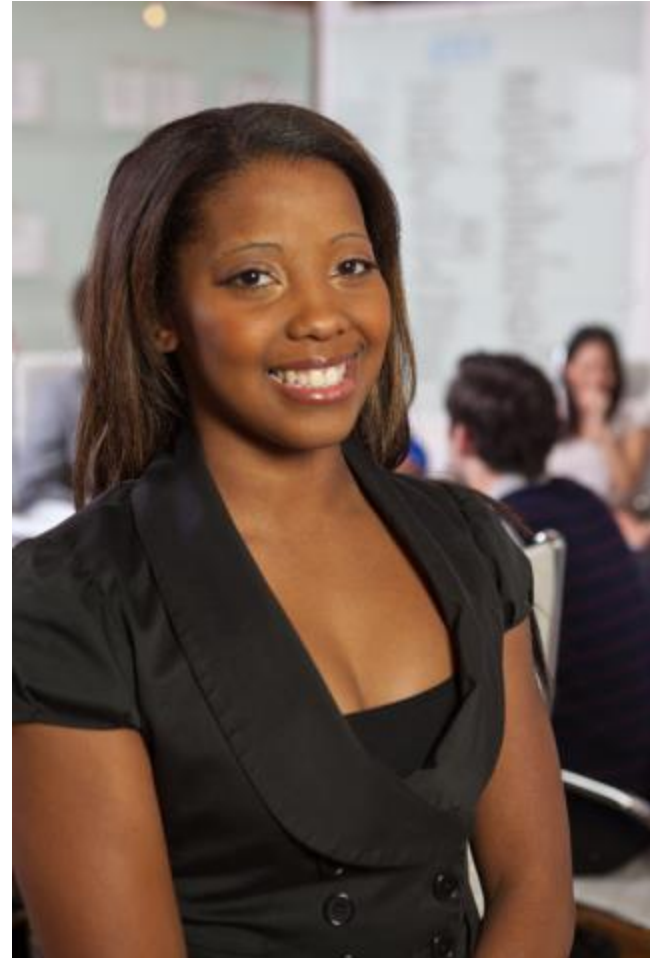
VPE

- ▶ Transferable skills include:
 - Motivating others
 - Setting and achieving goals
 - Organization and leadership



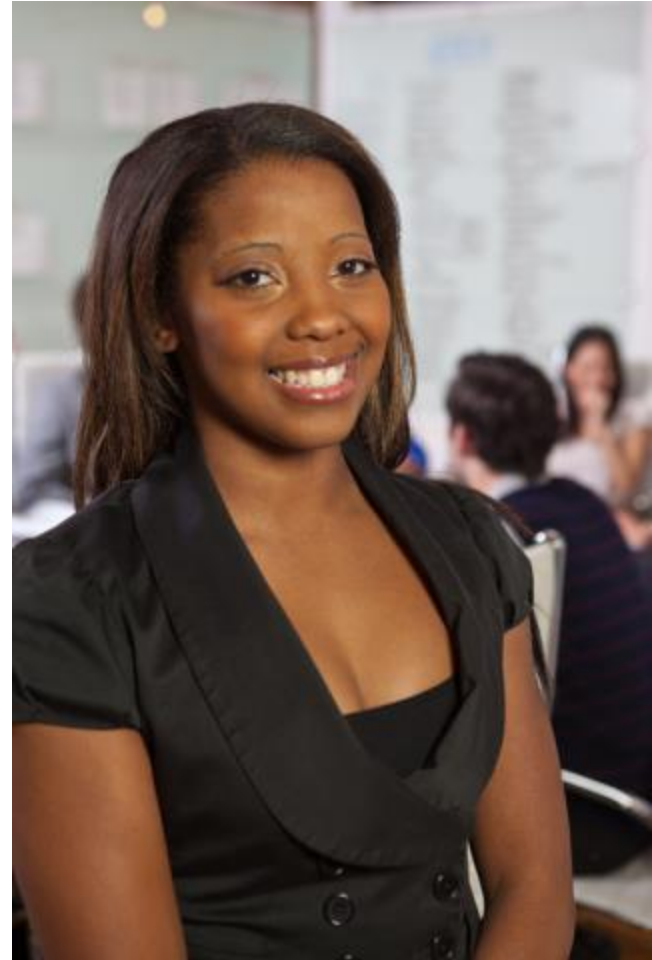
The VPM

- ▶ Promotes the club and manages the process of bringing in guests and transforming them into members
- ▶ Initiates contact with guests, makes them feel welcome and provides information to join the club



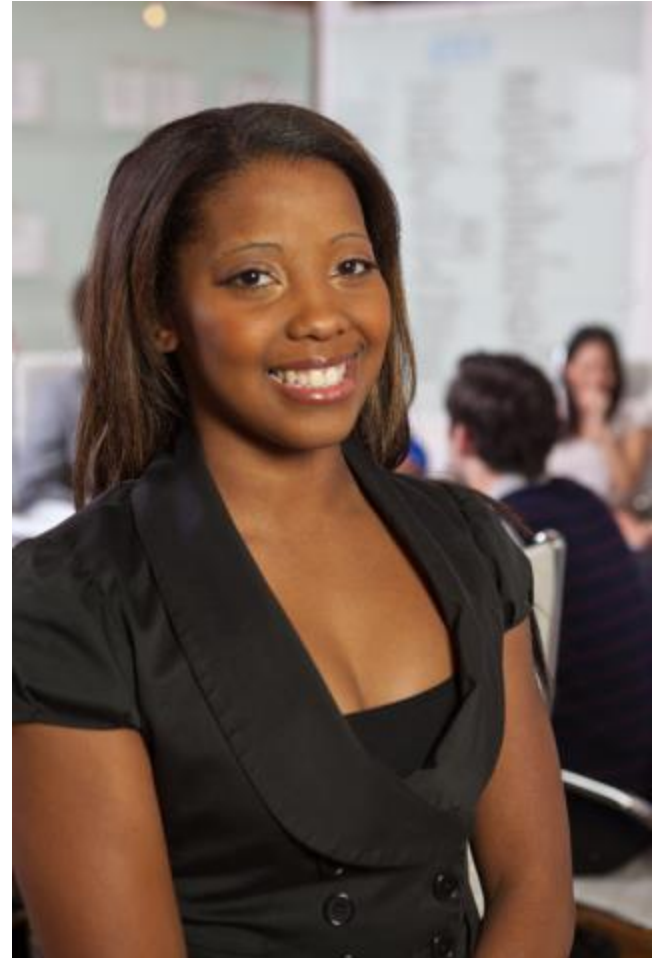
The VPM

- ▶ Works with the VPPR and the treasurer



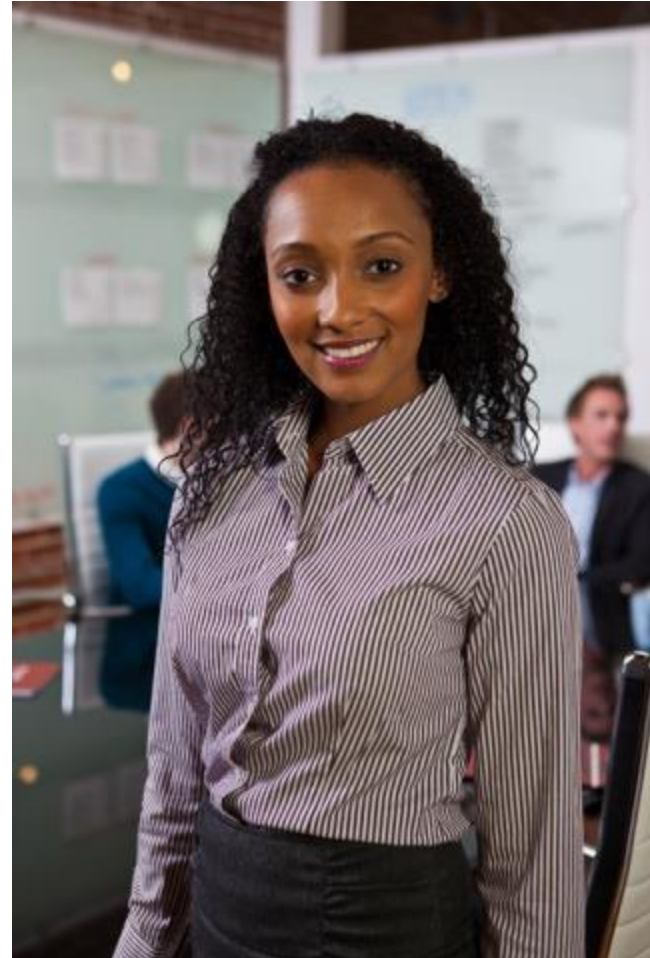
VPM

- ▶ Transferable skills include
 - Sales skills
 - Improved communication skills
 - Confidence to meet new people



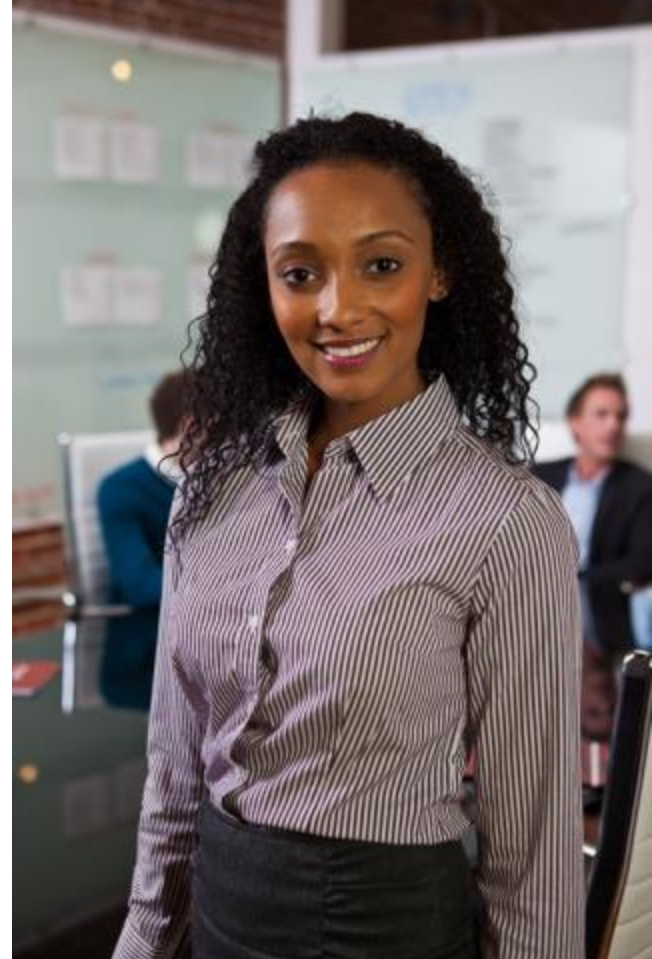
The VPPR

- ▶ Promotes the club to the community through activities that increase membership
- ▶ Publishes meeting times and locations



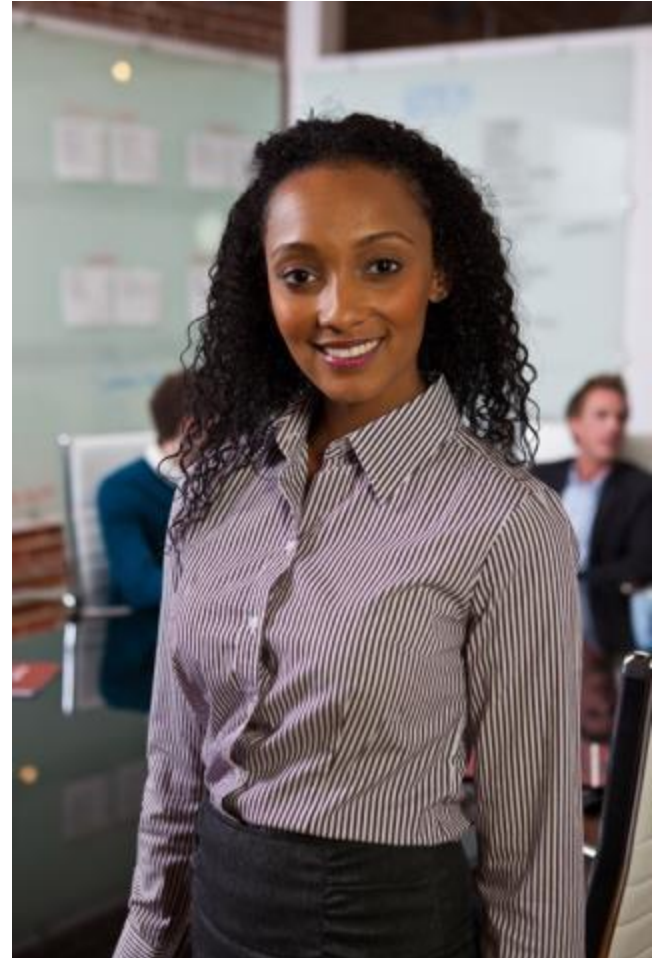
The VPPR

- ▶ Writes a newsletter
- ▶ Maintains social media sites such as Facebook, Twitter and MeetUp.



VPPR

- ▶ Transferable skills include
 - Marketing experience
 - Proficiency using social media websites and applications
 - Sales
 - Increased confidence to meet the public



The Secretary

- ▶ Manages accurate files, all club records and correspondence
- ▶ Takes the minutes at every meeting
- ▶ Archives historical records
- ▶ Records all member and guest attendance



The Secretary

- ▶ Distributes the club roster of current paid memberships
- ▶ Maintains a current club officer list
- ▶ Serves as Base Camp Manager



Secretary

- ▶ Transferable skills include
 - Improved communication and listening skills
 - Proficiency using software programs
 - Accurate record keeping
 - Time management
 - Organization



The Treasurer

- ▶ Is the club's accountant
- ▶ Keeps financial records
- ▶ Manages the club's bank account
- ▶ Writes checks as approved by the executive committee



The Treasurer

- ▶ Collects and pays dues on time to World Headquarters
- ▶ Works with the executive committee to create the budget



Treasurer

- ▶ Transferable skills include:
 - Receiving and managing money
 - Budgeting
 - Keeping accurate records
 - Disbursing funds.



The SAA

- ▶ Is responsible for the club's physical property
- ▶ Arrives early
- ▶ Sets up the meeting location
- ▶ Removes club property after the meeting



The SAA

- ▶ Creates a good first impression
- ▶ Sets the tone for the entire meeting.



SAA

- ▶ Transferable skills include:
 - The ability to hold an effective meeting
 - Preparation
 - Organization



Executive Committee Duties

- ▶ Create a club budget
- ▶ Develop a *Club Success Plan* (Item 1111)
- ▶ Strategize for success in the Distinguished Club Program
- ▶ Create and oversee other club committees as necessary

This concludes Creating a Quality Club.

Club Officer Training

