



TOASTMASTERS
INTERNATIONAL

CHARTING A COURSE FOR **CLUB SUCCESS**

Club Leadership
Training Session



**WHERE LEADERS
ARE MADE**

Club Leadership Training Session



THE MISSION OF THE CLUB

The mission of a Toastmasters club is to provide a mutually supportive and positive learning environment in which every individual member has the opportunity to develop oral communication and leadership skills, which in turn foster self-confidence and personal growth.

CHARTING A COURSE FOR CLUB SUCCESS

TOASTMASTERS INTERNATIONAL

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**WHERE LEADERS
ARE MADE**

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CLUB LEADERSHIP TRAINING SESSION

The club is the heart of the Toastmasters program. It provides the environment and support members need to develop their communication and leadership skills. Club officers support the club and sustain consistent club quality to keep members satisfied. In order for a club to be successful, club officers must know their roles and responsibilities. That's why this training session is so important: it identifies performance standards and describes how to achieve them.

The cornerstone of a good training session is preparation. A good presenter of a club officer training session is familiar with the Club Leadership Handbook (Item 1310). This item is available online at www.toastmasters.org/clubofficerroles.

Training does not end with the training session. It is a process that continues throughout an officer's term. Let your trainees know the area governor and district leaders are all available to help if questions arise during their term of office, and provide them with area and division governor contact information for their respective clubs.

CONDUCTING THE SESSION

To be a Distinguished Club or better does not come about by accident. It's a result of a clear vision, specific goals, and using the right tools. This session describes how to obtain a vision for the club, establish goals, and leverage the proper resources to achieve Distinguished or better.

This product consists of three parts:

1. Definition and explanation of the session
2. A training outline
3. A PowerPoint presentation to be viewed along with the session

IN YOUR OWN WORDS

The outline is not a script and should not be read word-for-word. Instead, use the document as a guide for presenting the material with your own narrative style. This training session may be modified by each district as necessary.

USING VISUAL AIDS AND HANDOUTS EFFECTIVELY

Visual aids and handouts add interest and help your audience retain information. You are encouraged to use them. If you plan to use the PowerPoint slides for this session as visual aids, you will need a data projector, a laptop computer, a table to support them, and a screen for viewing. In the outline, in the right-hand column, are indications for placement of the PowerPoint slides and distribution of handouts. Each is numbered. Please note that the first slide in the PowerPoint show is a title slide and is not included in this numbering system.

If you cannot arrange for projection equipment but still would like to use visuals, you may copy the material onto a flipchart. Do this before the presentation. Use a heavy marking pen that does

not seep through the paper, and write on every third or fourth page so succeeding visuals will not show through. Also, make your letters large and heavy with plenty of space between them.

Follow these tips when using visual aids:

- ▶ Set them up and test them before the meeting begins. Place them so they are easily visible to listeners. Place your projector so it projects a large, high, undistorted image on the screen. Focus the image.
- ▶ Bring spare equipment, such as a projector bulb, extension cord, and extra marking pens.
- ▶ Display your visuals only when they are needed. If you are using a flipchart, flip the page back out of view when you are finished with it.
- ▶ Remember not to stand between the screen or flipchart and your audience or you will block their view.
- ▶ Maintain eye contact with your listeners. Do not talk to the screen or flipchart. If you must turn your back to point out something, pause as you point it out, and then resume speaking only when facing your audience again.

HOW TO USE THE OUTLINE

As you prepare for the session, keep two things in mind:

1. Fit your planned discussion into the time allocated.
2. Allow ample time for group discussion and participation.

Mention that trainees can find information on all of the duties of office in their club officer manual. Urge them to use the Web Resources page in the Appendix of their officer handbook.

CHECKLIST FOR TRAINING

- ___ Visual aids prepared
- ___ Room arranged and properly equipped
- ___ Supplies and reference materials on hand
- ___ Laptop and projector available
- ___ Flipchart, easel, and marking pens available
- ___ Notepads and pencils available for each participant

EVALUATION AND FOLLOW-UP

Ask the participants to fill out the evaluation form at the end of the session. Use this information in planning future sessions.

Evaluate the use of materials. Be sure to follow up with the club leaders throughout their term. Keep in mind that learning is a continuous process. Hold formal or informal review sessions as frequently as possible. If necessary, hold a make-up session for those who were unable to attend.

OUTLINE

Trainer: Welcome the club officers, mention training length, location of restrooms, ask for cell phones to be silenced, etc. Remember, time is precious and must be controlled carefully.

V1

SESSION OBJECTIVES

Trainer: Ask participants to name leaders who come to mind when they hear the word “leader”. Most likely, they will be political figures, members of the military, social activists, etc.

There’s more to being a club officer than simply performing business of the office and a role in the club. A club officer is a leader, setting the tone of and direction for the club. Each club officer and leader should be seen as a source of inspiration and motivation. In this session, we will see how a club officer needs to inspire and empower their members to achieve:

- ▶ The club mission
- ▶ The Club Success Plan
- ▶ Distinguished Club goals

V2

THE CLUB MISSION

Trainer: Ask if anyone knows the club mission statement. If no one does, read it:

The mission of a Toastmasters club is to provide a mutually supportive and positive learning environment in which every individual member has the opportunity to develop oral communication and leadership skills, which in turn foster self-confidence and personal growth.

V3

There are four steps to fulfill a mission statement. To fulfill a mission a leader must:

Have a Vision.

A vision is a mental image of a goal. Specifically, it is a mental image of what you want your club (your team) to become. The vision must be infused with excitement, purpose, and energy. It needs to inspire and motivate members to act and achieve.

- ▶ Involve members in creating the vision, which
 - Affects the entire club
 - Develops a sense of ownership and responsibility
- ▶ What is your vision for your club?

Trainer: Ask participants to share what they would like to see happen in their clubs. Write responses on a flipchart. Some suggestions are:

- ▶ Meetings begin and end on time.
- ▶ Every member has a mentor.
- ▶ Members earn educational awards.
- ▶ Meeting programs are varied, educational, and fun.
- ▶ The club has at least 20 members.

V4

Set Goals.

Goals are:

- ▶ **Specific.** It states, using details, what must happen.
- ▶ **Measurable.** Results can be validated.
- ▶ **Action-oriented.** It begins with the word “to,” followed by a verb.
- ▶ **Realistic.** It is practical and achievable.
- ▶ **Time-bound.** It contains a time table for achievement.

Trainer: Referring to the visions described earlier, ask participants to turn them into specific goals to be achieved. Ask for examples. Write responses on the flipchart. Make sure each one fulfills the five requirements for a goal.

Sample goals:

- ▶ “To have at least 20 members by June 30”
- ▶ “To have weekly club meetings beginning July 1”

V5

Create Goals.

To create and establish club goals, a leader needs to be enthusiastic, sharing their energy and zeal for members’ success.

- ▶ Involve your team in setting each goal.
- ▶ Pinpoint the goals your club needs to achieve.
- ▶ Write each goal so it’s easy to remember and to track your progress toward it.
- ▶ Consider what you must do to achieve the goal.
- ▶ Identify and resolve any foreseeable obstacles, problems, or conflicts.

V6

Monitor Progress.

- ▶ Review your team’s progress toward the goal regularly. Ensure the club is on track. If not, find the problem and make changes where necessary.
- ▶ Focus on empowering others to accomplish goals.
 - Inspire and motivate the team to assume responsibility, authority, and autonomy.
 - Let the team know the benefits for achieving goals and making the vision a reality.

Trainer: Refer to the visions and goals described earlier. Ask participants to identify the benefits that those who help will receive.

For example, if a goal is to have 20 members by June 30, possible benefits to members are: more fun at club meetings, a lightened workload at club meetings since responsibilities can be shared with new members, and members learn and grow more. Write responses on the flipchart.

V7

Ask Members to Set Personal Goals Related to the Larger Goals.

For example:

If a club goal is to increase membership, a member's personal goal may be to bring at least one guest to a meeting each month. If a club goal is to have members earn CC awards, challenge members to set personal goals to achieve the award by a specific date.

- ▶ Make sure everyone, including you, has at least one personal goal.
- ▶ Write down goals and post them at each meeting.

Trainer: Ask participants to share what their clubs do to encourage members to achieve educational awards.

- Keep club members apprised of progress.
- Celebrate milestones and goals, both club-wide and personal.
- Encourage members to set and achieve their goals through resources, like the:
 - Education Achievement Wall Chart Set (Item 306)
 - Membership Contests page on the Toastmasters International website at www.toastmasters.org/membershipcontests

H1

V8

THE CLUB SUCCESS PLAN

- ▶ Helps the club determine how it is going to meet 10 critical goals.
- ▶ Allows the club to establish additional goals of its own.
- ▶ Outlines strategies for achieving goals.
- ▶ Identifies resources the club may use.
- ▶ Has space to write in assignments, develop a timetable, and track accomplishments.
- ▶ Officers should meet after being elected to study and use the Club Success Plan
 - to set goals for their term of office
 - to assign responsibilities to specific individuals
 - to form committees to help them accomplish goals
 - to review the goals and timetables

V9

- to note the club's accomplishments at year-end for future incoming officers
- ▶ During the area governor's two visits they will review the club's plan, discuss the club's progress in it, and offer advice or assistance if necessary.

Note: All rules, deadlines, and requirements for the Distinguished Club Program (DCP) are published in The Distinguished Club Program and Club Success Plan (Item 1111) at www.toastmasters.org/1111.

H2

V10

DISTINGUISHED CLUB GOALS

10 Goals

1. Two CCs
2. Two more CCs
3. One ACB, ACS, or ACG
4. One more ACB, ACS, or ACG
5. One CL, ALB, ALS, or DTM
6. One more CL, ALB, ALS, or DTM
7. Four new members
8. Four more new members
9. Minimum of four club officers trained during each of two training periods
10. One club membership renewal and one club officer list submitted on time

V11

Club progress and reports

- ▶ Club presidents receive quarterly reminders to check the club's progress report online.
- ▶ Progress updates are posted weekly on the Toastmasters International website (www.toastmasters.org/DCP).
- ▶ World Headquarters recognizes clubs as Distinguished, Select Distinguished, or President's Distinguished based on membership size and goals achieved on June 30.

For example:

In April 2010, a club submitted renewal dues for 17 members. In June 2010, it submitted two new member applications and dues to World Headquarters. This means, on June 30, 2010, the club had a total of 19 members – that is 17 renewals plus two new.

Now, in August 2010, the same club submits late dues for three members for the April – September dues period. These people had been members for several years and did not pay their dues on time. The three late-paying members are added to the club's membership base that brings the base to 22 total members. This means the club begins the 2010-11 year with 22 as its membership base.

H3

V12

Trainer: Distribute handout 3. Describe and analyze the report.

Recognition

- ▶ Achieve five of 10 goals Distinguished Club
- ▶ Achieve seven of 10 goals Select Distinguished Club
- ▶ Achieve nine of 10 goals President's Distinguished Club

Distinguished, Select Distinguished, and President's Distinguished, clubs earn:

- ▶ A ribbon to display on the club banner
- ▶ A congratulatory letter

Trainer: Ask if anyone has questions. Refer to your Distinguished Club Program and Club Success Plan booklet as necessary.

V13

CLOSING

The success of a club is dependant upon vision, goals, and using the proper tools to achieve them. By creating a vision, establishing club goals, and implementing the right resources, your club can be recognized as a Distinguished Club or better.

CLUB SUCCESS PLAN

ACTIVITY	GOAL	STRATEGY	RESOURCES	ASSIGNMENT	TIMETABLE START COMPLETE	ACTUAL COMPLETION
(1) CC (Competent Communicator)	2	Determine which members are in a position to achieve CC status during the year. Encourage new members to complete manual projects, chart members' progress, recognize achievements. Make sure club meets weekly so members have more speaking opportunities.	Member Achievement Record (Item 1328), Education Achievement Wall Chart set, Member Badge, CC Pin	Vice president education is responsible for encouraging, tracking, and recognizing educational achievements.		
(2) Additional CCs	2 or more	Same as above	Same as above	Same as above		
(3) ACs (AC Bronze, AC Silver, AC Gold)	1	Determine which member is in a position to achieve AC status during the year and list below. Provide any assistance necessary. Chart progress, recognize achievements.	Member Achievement Record (Item 1328), Education Achievement Wall Chart set, AC application, Member Badge, ACB, ACS, ACG badge attachments, AC pin	Same as above		
(4) Additional ACs (AC Bronze, AC Silver, AC Gold)	1 or more	Same as above	Same as above	Same as above		

CLUB SUCCESS PLAN

ACTIVITY	GOAL	STRATEGY	RESOURCES	ASSIGNMENT	TIMETABLE START COMPLETE	ACTUAL COMPLETION
(5) CL, AL, or DTM (Competent Leader, Advanced Leader Bronze, Advanced Leader Silver, Distinguished Toastmaster)	1	Determine which member is in a position to achieve one of these awards during the year and list below. Provide any assistance necessary. Chart progress, recognize achievements.	Member Achievement Record (Item T328), Leadership Award application, CL, ALB and ALS badge attachments, DTM badge, CL, ALB and ALS pin tags, DTM pins, DTM medallions	Same as above		
(6) Additional CL, AL, or DTM (Competent Leader, Advanced Leader Bronze, Advanced Leader Silver, Distinguished Toastmaster)	1 or more	Same as above	Same as above	Same as above		

DISTINGUISHED CLUB PROGRAM

10 Goals

1. Two CCs
2. Two more CCs
3. One ACB, ACS, or ACG
4. One more ACB, ACS, or ACG
5. One CL, ALB, ALS, or DTM
6. One more CL, ALB, ALS, or DTM
7. Four new members
8. Four more new members
9. Minimum four officers trained each training period
10. One club membership renewal and one officer list submitted on time

Membership Requirement

At year-end a club must:

- ▶ Have at least 20 members, OR
- ▶ Have a net growth of at least five new members

Recognition

Clubs that meet the membership requirement and do the following earn recognition:

Achieve 5 of 10 goals	Distinguished Club
Achieve 7 of 10 goals	Select Distinguished Club
Achieve 9 of 10 goals	President's Distinguished Club

TOASTMASTERS INTERNATIONAL Distinguished Club Program

Toastmasters International Distinguished Club Program

You are viewing Weekly - December 2011 - Updated January 03, 2012 Report

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Clubs with at least 20 members OR with net growth of at least five members at June 30 which also do the following are eligible for TI recognition at year-end

GOAL

Achieve any five of 10 goals
Achieve any seven of 10 goals
Achieve any nine of 10 goals

RECOGNITION

Distinguished Club
Select Distinguished Club
President's Distinguished Club

Club 0000- "Toastmasters Club"

District: 00 **Division:** * **Area:** *

Membership Base: 12

Membership to Date: 17

		GOAL	ACTUAL	ACHIEVED
(1)	CCs	2	1	
(2)	Additional CCs	2	0	
(3)	ACs	1	0	
(4)	Additional ACs	1	0	
(5)	CL, AL or DTM	1	0	
(6)	Additional CLs, ALs, or DTMs	1	0	
(7)	New Members	4	4	*
(8)	Additional New Members	4	4	*
(9)	Officers Trained (both required) June – August and December – February	4 4	5 6	 *
(10)	Submitted on time(both required) October or April Renewal and Officer List	1 1	1 0	
Total Goals Achieved To Date:			3	

EVALUATION FORM

Date: _____ Session Name: _____

Facilitator: _____

On a scale of one to five, five being the highest rating, please rate the course and facilitator on the following items by circling the number you find most appropriate.

1.	How relevant was this session to your job in Toastmasters?	1 2 3 4 5
2.	Rate the following:	
	Course	1 2 3 4 5
	Facilitator	1 2 3 4 5
	Activities/Exercises	1 2 3 4 5
3.	Were the objectives clearly stated?	1 2 3 4 5
4.	How was the lesson plan organized?	1 2 3 4 5
5.	Did the instructional methods clearly illustrate the instructor's plan?	1 2 3 4 5
6.	To what extent did the visual aids add to your understanding of the presentation?	1 2 3 4 5
7.	How were the meeting facilities?	1 2 3 4 5

8. What are two things you learned that will make you a more effective club officer?

Additional Comments: