



TOASTMASTERS
INTERNATIONAL

MOTIVATING ACHIEVEMENT

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.

MOTIVATING ACHIEVEMENT

TOASTMASTERS INTERNATIONAL

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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 Officer 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

Joining a Toastmasters club may be easy; to practice giving speeches may not be. As club officers, it is vital to motivate each member to meet and exceed their potential through the Toastmasters educational program. This training session discusses how to motivate members through the Toastmasters educational program which strengthens the club and develops the member.

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 manual.

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

INTRODUCTION

Becoming a Toastmaster is a comparatively effortless way to build speaking and leadership skills. Joining a club, however, does not automatically guarantee success. It is simply the first step toward that goal. Any type of achievement takes continued effort on the part of the individual. Achievement also must be encouraged and motivated. When individual members achieve, the entire club benefits. Individual member achievements often determine whether the club will be recognized in the Distinguished Club Program.

V2

SESSION TOPICS

The ability to motivate members is a key element in a successful Toastmasters club. As officers, one of the most important responsibilities is to motivate fellow members toward achieving their goals. This can happen once we are aware of the many possibilities participation offers.

- ▶ The communication and leadership tracks
- ▶ Membership building
- ▶ Club building
- ▶ Motivating individual achievement

V3

COMMUNICATION AND LEADERSHIP TRACKS

The educational program is the heart of the Toastmasters club. It is divided into two tracks – a communication track and a leadership track. The tracks are not mutually exclusive. Members can work in both tracks at the same time to receive the full benefits Toastmasters has to offer. It is important to motivate each member through these two tracks.

- ▶ Communication Track
 - The core of this track is the *Competent Communication* manual
 - Advanced Communicator Bronze
 - Advanced Communicator Silver
 - Advanced Communicator Gold
- ▶ Leadership Track
 - The core of this track is the *Competent Leadership* manual
 - Advanced Leader Bronze
 - Advanced Leader Silver
 - Distinguished Toastmaster

Trainer: For more detailed information on these two tracks, please visit www.toastmasters.org/educationprogram.

To apply for any award, members should complete the appropriate section of the awards application. Applications are available as PDFs online. The vice president education or other current club officer can then submit the application online through the Toastmasters website, www.toastmasters.org, or mail the application to World Headquarters. Members receiving CC, AC, CL, or AL awards will receive a certificate and, if they wish, World Headquarters will send a letter to their employer about their achievement. Members receiving the Distinguished Toastmaster award receive a plaque and mention in the *Toastmaster* magazine. World Headquarters can send a letter to their employer about their achievement, as well.

V4

AWARDS AND RECOGNITION

Some members may question the necessity of earning awards. They enjoy attending meetings, assuming various meeting roles, and even occasionally giving a speech, but they seem ambivalent about working in the manuals. When asked how far they are away from achieving an award, the response is something like, "I'm not really sure, but why earn awards anyway? I'm comfortable with the way things are now."

Feeling comfortable in a Toastmasters club is, of course, half of the battle. However, a battle half fought does not equal victory. Eventually each Toastmaster must step outside his or her comfort zone and take some necessary risks. Working through the manuals provides an excellent safety net for those ready to take risk; completion of the manuals signifies the victory.

- ▶ Why earn awards?
 - Increases self-confidence and poise
 - Improves speaking and leadership skills
 - Creates more opportunities to speak inside and outside of Toastmasters
- ▶ Getting members involved

V5

For example:

You have probably heard a number of reasons people delay in giving the next speech or assuming a harder meeting role. They may say, "I want my next project to be perfect, so I'm taking extra time," or, "I have too much going on at work right now— I'll let you know when I'm ready."

V6

- Offer assistance to any member who wavers when committing to a specific date for completing a manual project.
- Often, you can provide solutions to concerns that have gone unvoiced.
- ▶ Additional incentives to recognize members at club level
 - VPE is in an excellent position to congratulate club members.
 - Publish educational achievements in your club newsletter.
 - Publish educational achievements on the club's website.
 - Publicize achievements at area and district levels.

V7

- Hold recognition ceremonies.
- Present special tokens of recognition.
- ▶ Keep members aware of continued opportunities by
 - Becoming familiar with other projects

For example:

- | | |
|---|---|
| ▶ Advanced manuals | ▶ <i>The Better Speaker Series</i> |
| ▶ Speechcraft | ▶ <i>The Successful Club Series</i> |
| ▶ <i>Success/Communication Series</i> and
<i>Success/Leadership Series</i> modules | ▶ <i>The Leadership Excellence Series</i> |

- Reading *The Leadership Excellence Series*, particularly "Motivating People" (Item 319)

H1

Case Study 1

Recognizing Educational Achievements

Trainer: How do clubs recognize educational achievement?

Objective: To help leaders brainstorm ideas and activities that will motivate club members to achieve educational goals by recognizing their achievements.

Time: 10 minutes

Process: Ask, "How does your club recognize member achievement? How much would you like to recognize achievement in the upcoming year?"

For a group numbering less than 10 people:

Hold a question-and-answer session. Allow the entire group to make suggestions. Record them on a flipchart or white board, if possible.

For a group numbering more than 10 people:

Have everyone form groups of three or four to discuss their ideas for five minutes. Each group should have one person make note of the major discussion points. They may wish to use the extra space on the handout to write. Another person should report these ideas to the entire audience afterward. Record all of the ideas on a flipchart or white board, if possible.

V8

MEMBERSHIP BUILDING

One of the most important responsibilities during the term as a club officer will be your ability to motivate membership building. By networking with the vice president membership and other officers, you can discover some excellent methods of inspiring fellow club members to bring in guests and attract the attention of those unfamiliar with the benefits of being a Toastmaster.

There are some steps that can be taken beforehand.

- ▶ Step 1: Set realistic goals

For example:

A club could decide to add at least one new member a month.

V9

- ▶ Step 2: Conduct a Speechcraft

Speechcraft is a speech-training workshop that will bring prospective new members into the club

to see what Toastmasters is all about. The workshop can be presented either as an integral part of the club meeting or as an outside-the-club seminar. The Speechcraft Starter Kit contains all the material needed to conduct the program for five participants, including complete instructions for you, the coordinator.

- Speechcraft Starter Kit (Item 205)
- An Opportunity to Succeed (Item 207)
- Speechcraft Promotional Kit (Item 203)
- www.toastmasters.org/speechcraft

V10

- ▶ Step 3: Plan a membership-building contest (www.toastmasters.org/membershipcontests)
 - **Annual Membership Program:** Members who sponsor 5 or 10 new, dual, or reinstated members will qualify for one of two Membership Building pins; sponsors of 15 new members will qualify for their choice of a Toastmasters necktie or ascot scarf.
 - **Smedley Award:** Clubs that add 5 or more members during August and September receive a “Smedley Award” ribbon for their club banner. In addition to the ribbon, qualifying clubs will also earn a special discount code for 10% off their next club order.
 - **Talk Up Toastmasters:** Clubs that add 5 or more new, dual or reinstated members during February and March receive a “Talk Up Toastmasters!” ribbon to display on the club banner. In addition to the ribbon, qualifying clubs will also earn a special discount code for 10% off their next club order.
 - **Beat the Clock!:** Clubs that add 5 new, dual, or reinstated members between May 1 and June 30 receive a “Beat the Clock” ribbon to display on the club’s banner. In addition to the ribbon, qualifying clubs will also earn a special discount code for 10% off their next club order.

V11

CLUB-BUILDING ASSISTANCE

Membership levels are not the only issue of importance in the development and care of a Toastmasters club. Sometimes the club itself needs assistance in order to evolve or grow.

Toastmasters who help other clubs by acting as sponsors, mentors, and coaches deserve special accolades for their efforts and dedication.

- ▶ Club Sponsors: Those who play a part in founding a new club
- ▶ Club Mentors: Those who help a club through its first six months
- ▶ Club Coaches: Those who are advisors and troubleshooters for clubs with 12 or fewer members that need them

H2

Case Study 2

Help Clubs Plan for Membership Building

Objective: To encourage ideas and activities that will motivate clubs with membership building.

Time: 10 minutes

Process: Ask: “How has your club encouraged membership building in the past? What types of membership-building activities will your club find useful during the current club year?”

For a group numbering less than 10 people:

Hold a question-and-answer session. Allow the entire group to make suggestions. Record them on a board, if possible.

For a group numbering more than 10 people:

Have everyone form groups of three or four to discuss their ideas for five minutes. Each group should have one person write down the major discussion points and another person report these ideas to the entire audience afterward. Record all of the ideas on a board, if possible.

V12

MOTIVATING INDIVIDUAL ACHIEVEMENT

Aside from fulfilling basic executive responsibilities, one of your most critical obligations as a club officer will be inspiring your fellow members to achieve their own personal goals as active club participants.

- ▶ Recognize Immediately.
 - Sometimes an unexpected brief but sincere compliment, a smile, or a handshake is all someone needs to feel appreciated.
 - Set aside some time to make announcements of individual achievements.

For example:

Post an announcement on the club website for individuals who completed their CC Award.

V13

- ▶ Acknowledge personal milestones.
 - E.g. birthdays, birth of children, promotion at work, purchase of new home
 - VPPR is in excellent position to publicize achievements, though all club officers should make an effort to recognize club members on their accomplishments.
- ▶ Recognize in print.
 - Club newsletter
 - Inform editors of area and district publications.
- ▶ Recognize online.
 - Club website
 - Club mailing list

H3

Case Study 3

How do clubs recognize individual achievement?

Objective: To encourage club officers to plan new and better motivational strategies to help foster personal growth in active club members.

Time: 10 to 15 minutes

Process: Divide the group in half. Assign the following discussions:

Group A – First half of the trainees:

Discuss motivational awards and incentives that you have personally received over the years. Which have worked the best in motivating you to reach for new goals? Choose one person to write a list of the items discussed. If possible, use a whiteboard or flipchart to record the list.

Group B – Second half of the trainees:

Discuss motivational awards and incentives that you have used in a club/area/district officer role.

- Which of these have been the easiest to arrange?
- Which have been the most challenging?
- Which have garnered the strongest reactions from the recipients of these awards?

Choose one person to record three sections: 1. Easier, 2. More challenging, 3. Strongest reactions. If possible, use a whiteboard or flipchart to record the three lists.

After a five- to 10-minute discussion, help the two groups compare notes. If possible, place the lists near each other to compare answers from Group A with answers from Group B.

V14

CLOSING

Even if club members tend to be self-starters with clear-cut goals and objectives, they still need to be motivated and inspired throughout the term. Take time to become familiar with the many program opportunities offered by Toastmasters International. Encourage members to go beyond basic participation, and network with fellow officers to present the best programs possible. Be accessible, and remember that both long- and short-term goals need reinforcement and reassurance. One of the most important advantages of learning with a group of like-minded individuals is the mutually supportive atmosphere. As an officer, take pride in motivating your members!

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Case Study 3

How do clubs recognize individual achievement?

Objective: To encourage club officers to plan new and better motivational strategies to help foster personal growth in active club members.

Time: 10 to 15 minutes

Process: Divide the group in half. Assign the following discussions:

Group A – First half of the trainees:

Discuss motivational awards and incentives that you have personally received over the years. Which have worked the best in motivating you to reach for new goals? Choose one person to write a list of the items discussed. If possible, use a whiteboard or flipchart to record the list.

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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: