

Creating a Quality Club

Club Officer Training



Agenda



▶ Member Experience

▶ Club Foundation

▶ Teamwork

Session Objectives

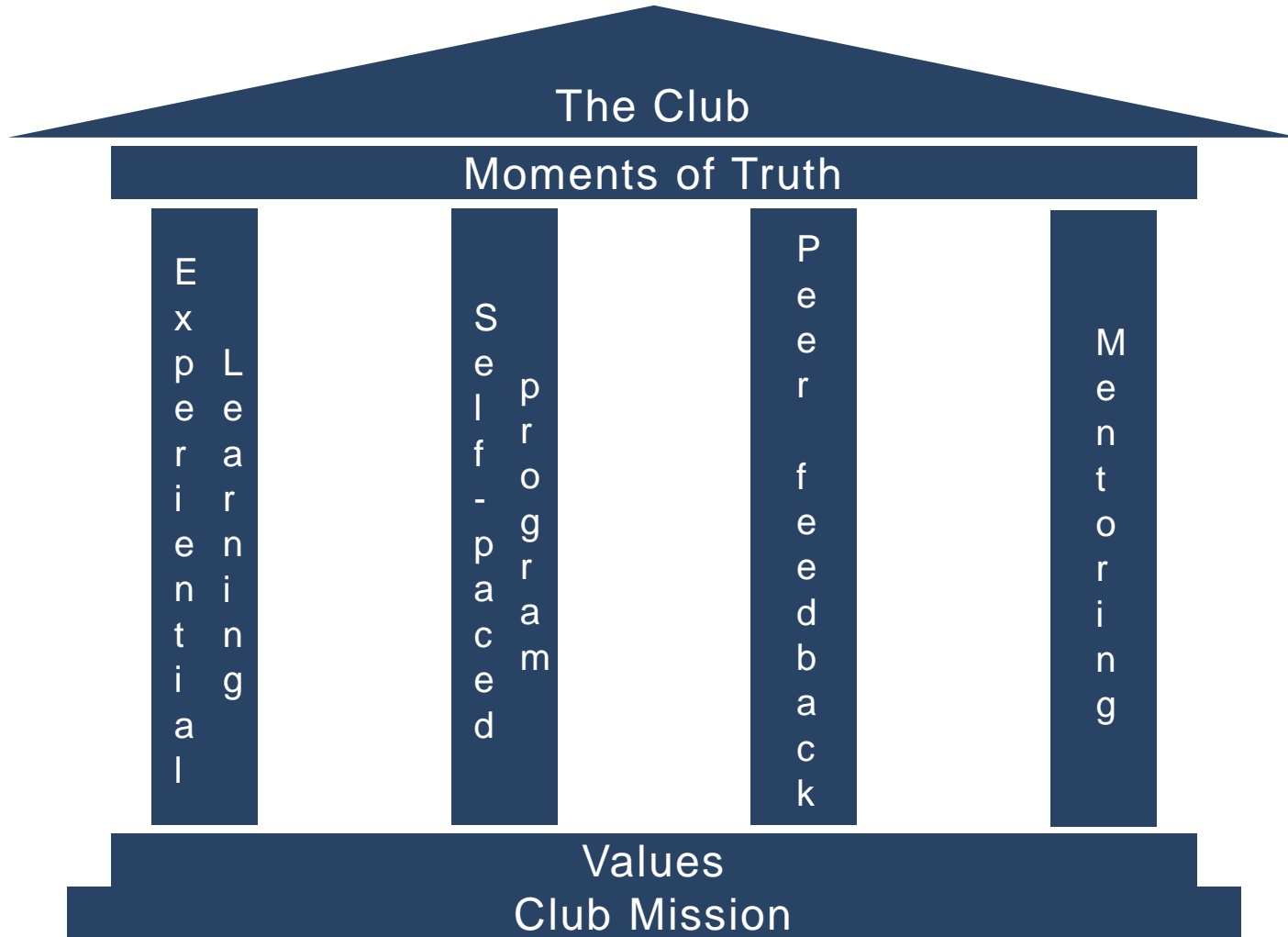
- ▶ Identify the elements that satisfy club members.
- ▶ Correlate Moments of Truth and the Distinguished Club Program.
- ▶ Apply Moments of Truth
- ▶ Identify your leadership role



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

- Four members complete Level 1
- Two members complete Level 2
- Two more members complete Level 2
- Two members complete Level 3
- One member completes Level 4
- One member completes Level 5

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



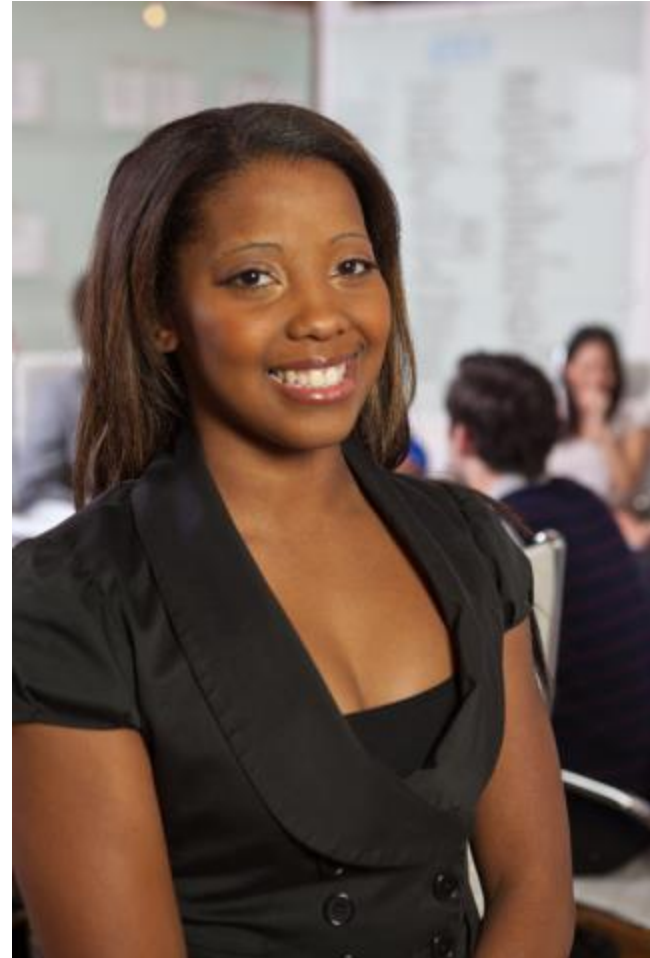
VPE

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



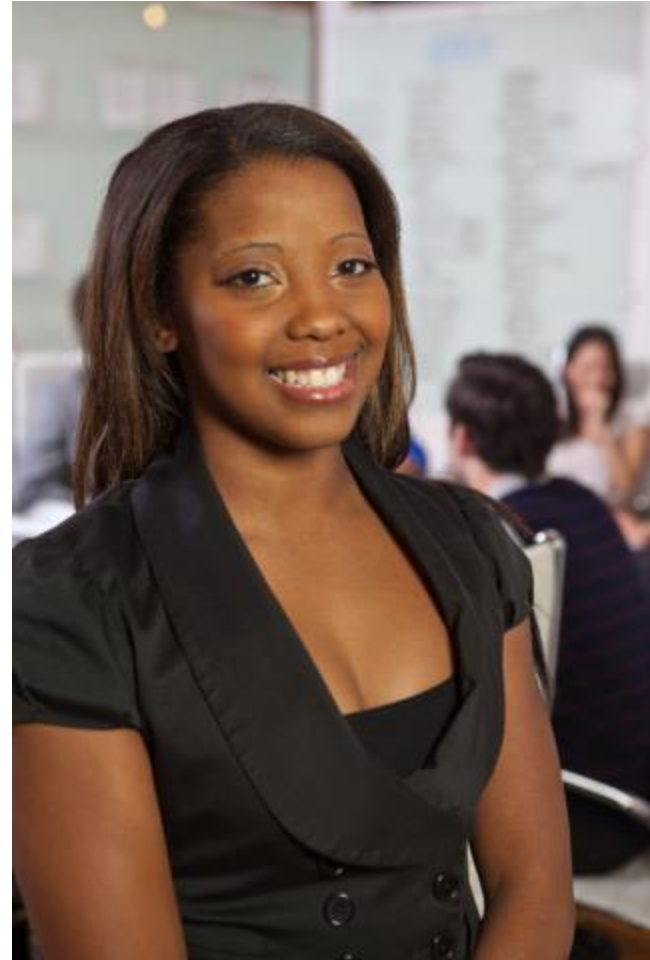
The VPM

- ▶ 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



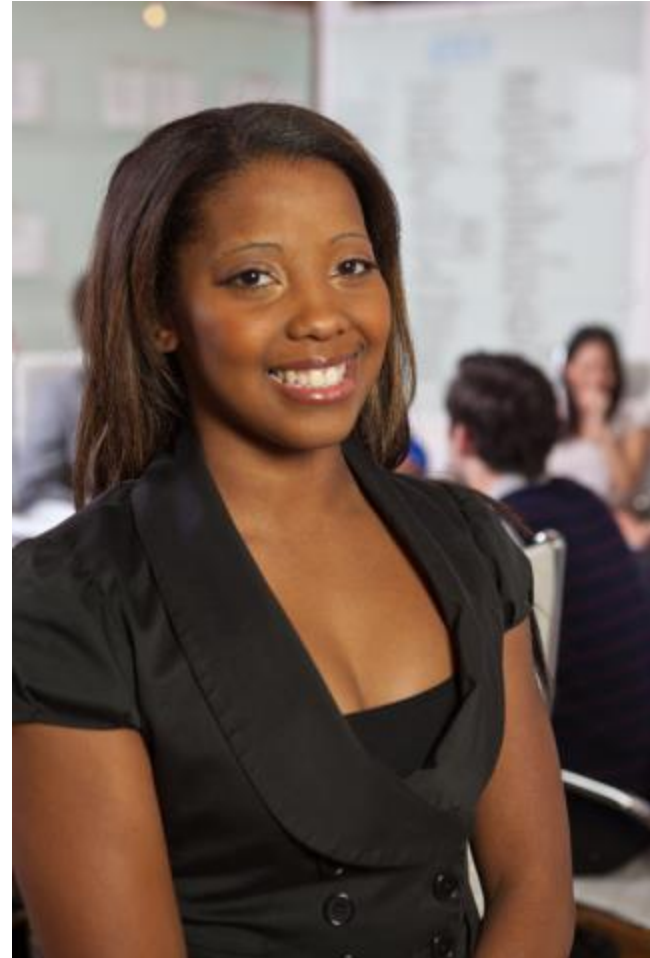
The VPM

- ▶ Works with the VPPR and the treasurer



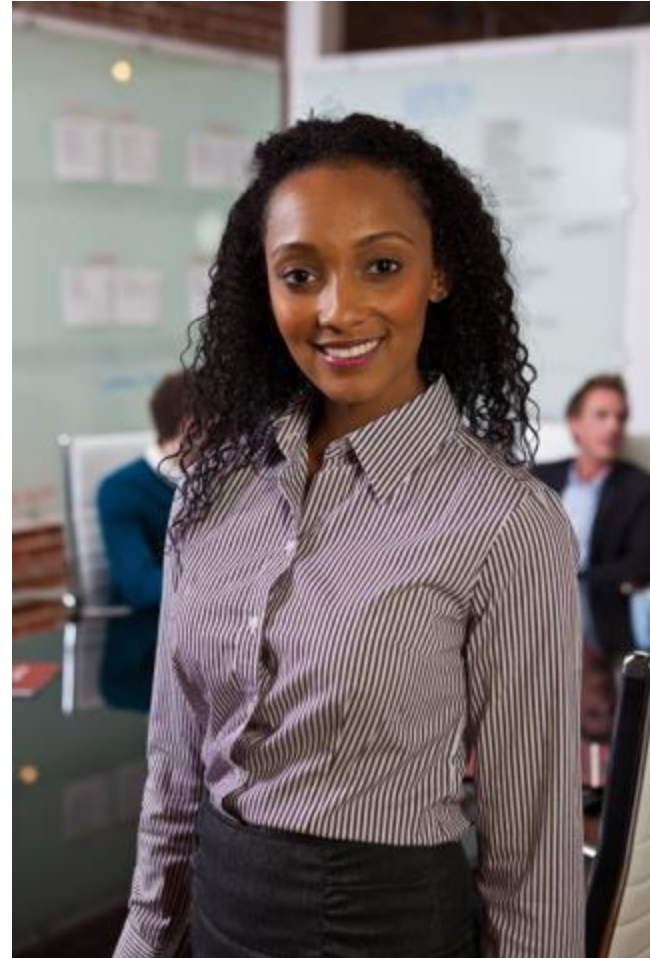
VPM

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



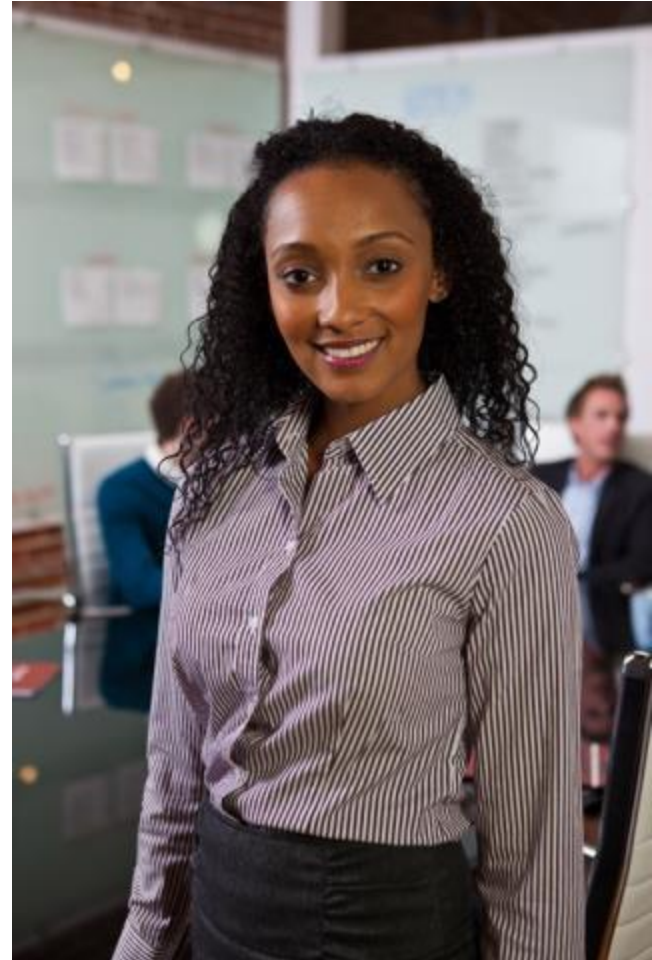
The VPPR

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



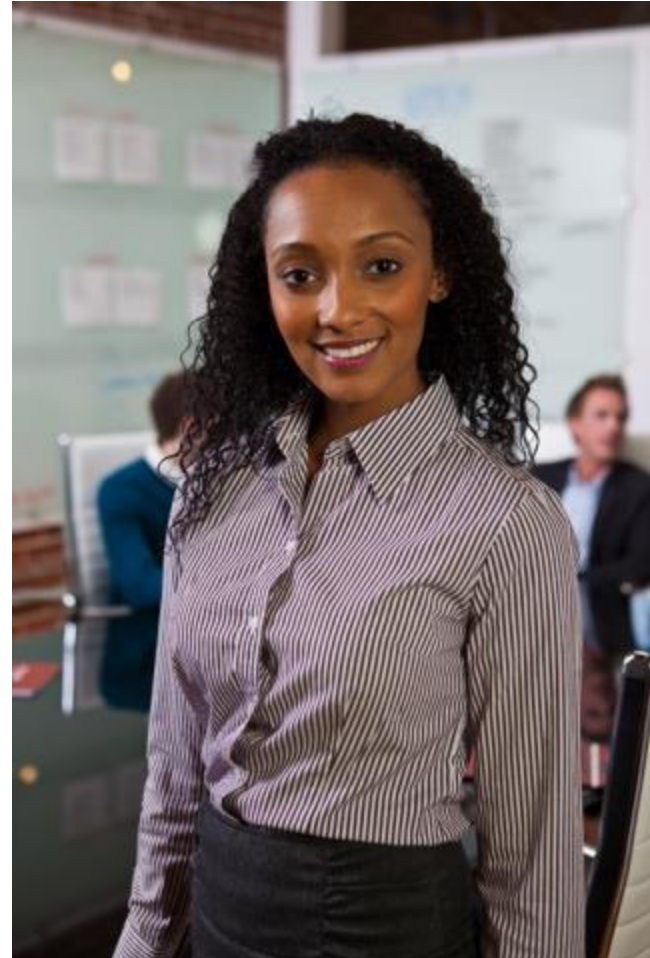
The VPPR

- ▶ 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

