

**TOASTMASTERS**  
INTERNATIONAL®



The Successful Club Series

# Moments of Truth

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## Moments of Truth

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# The Successful Club Series

Toastmasters International's *The Successful Club Series* is a set of programs addressing the subject of quality club meetings. Members will learn about the skills and standards they must strive to achieve if their club is to be successful.

Most programs in this series have been designed to be presented by club members and will generally take 10 to 15 minutes for presentation.

## Conducting This Program

The *Moments of Truth* program is concerned with those brief but critical episodes when opinions are formed about club service. The first section defines and then discusses the standards necessary to create positive "moments" or impressions. The second half focuses on a club evaluation exercise. Since *Moments of Truth* offers its audience an overview of the subjects covered in other programs in *The Successful Club Series*, presentation time is approximately one hour. In order to accommodate various club meeting schedules, the program may be divided into two presentations, the first covering the standards, and the second involving the club evaluation.

Here are some tips on how to present the program using the outline provided:

1. Study the outline carefully. Preparation is your key to a successful presentation.
2. Don't read the outline word for word during your presentation. Instead, use the material provided in this document as a guide and present the material in your own words, using your own narrative style.
3. Before giving the presentation, prepare a set of notes indicating where you wish to pause, gesture or add special verbal emphasis. Highlight key words or sentences that will help you present the material most effectively.
4. Be expressive. Use all of the presentation skills you've learned as a Toastmaster, including vocal variety and gestures.
5. Print a full-size, 17x22 copy of the *Moments of Truth* wall chart and display it during your presentation. For maximum effectiveness, use the chart not only during the program's evaluation process, but also as an ongoing method of evaluation at subsequent meetings.

## Using Visual Aids Effectively

Visual aids add interest to any presentation and help your audience retain information; you are encouraged to use them. If you plan to use the PowerPoint visuals for this program, you will need a data projector, a laptop computer, a table to support them, and a screen for the presentation. In the outline, there are keys for visual aids. Their placement indicates the points at which they should be displayed. Each is numbered. For example, [V #1] means "first visual."

Please note that the first slide in the PowerPoint show is a title slide and is not included in this numbering system. You may find it useful to display the title slide in the moments prior to the start of your presentation, to identify your meeting for people entering the room.

If you can't arrange for projection equipment but still would like to use visuals, you may copy the material on the visuals onto a flipchart. Do this before the presentation. Use a heavy marking pen that doesn't "bleed" through the paper, and write on every third or fourth page so succeeding visuals won't show through. Also, make your letters large and heavy with plenty of space between words.

Follow these tips when using visual aids:

- ▶ Set them up and test them before the meeting begins. Arrange 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, including a projector bulb, extension cord, extra marking pens, etc.
- ▶ Display your visuals only when they are needed. If 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. Don't talk to the screen or flipchart. If you must turn your back to point out something, pause as you point it out, then resume speaking only after you are once again facing your audience.

## **Evaluation**

Because this is an outlined presentation, you will not receive credit for completing a manual speech project for presenting it. If you still would like feedback on your presentation, you'll find an evaluation form at the back of the script. Ask your vice president education to assign an evaluator for your presentation and give the form to the evaluator.

# Moments of Truth

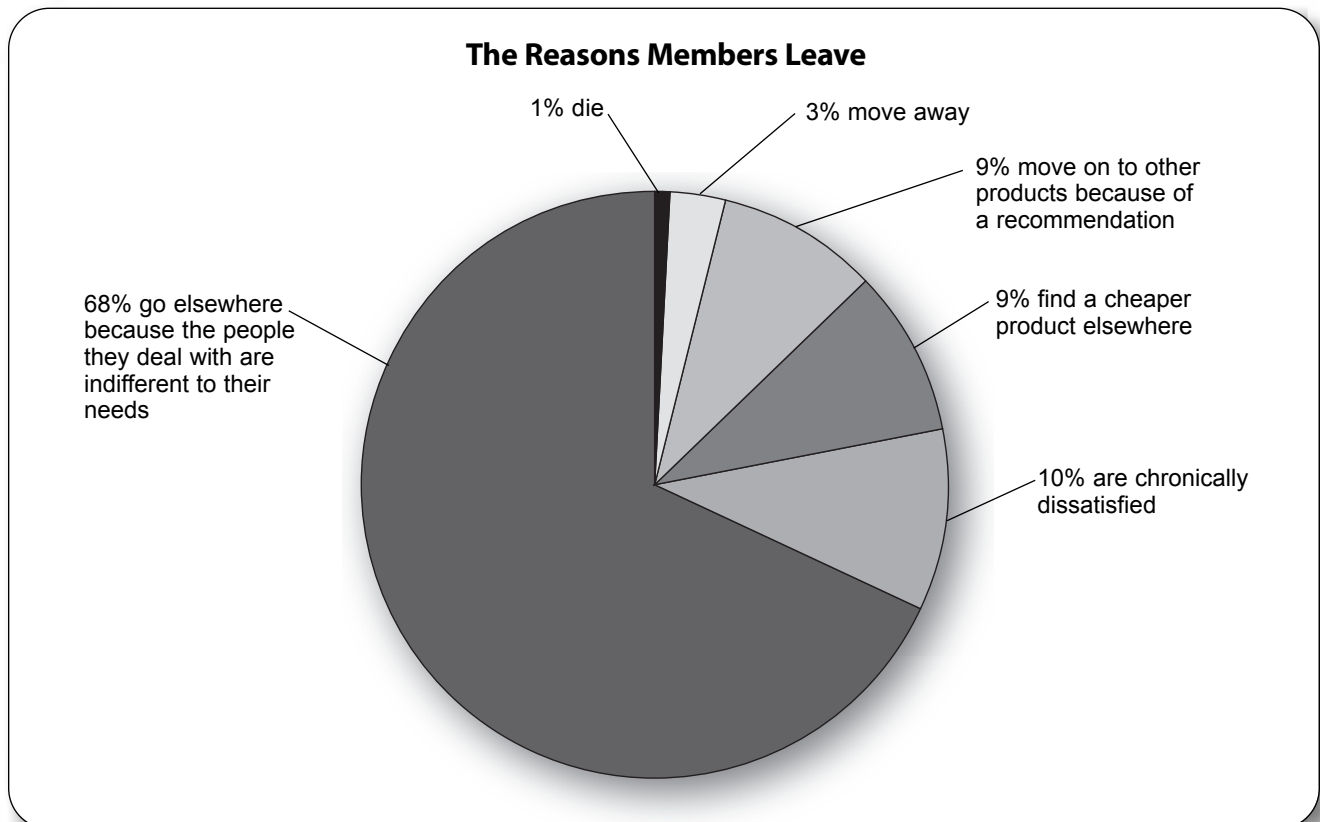
## Service: the Essential Ingredient

V #1

Each Toastmasters club is obligated to help members meet their individual goals. The club mission statement expresses this service. People join a club because they have a definite purpose or mission, such as learning public speaking skills, overcoming fear in front of an audience, or developing leadership abilities. But you can be sure that Toastmasters or prospective members must receive the benefits they anticipate, or they will leave and spend their time doing something else. Thus, our most important goals are member service and personal satisfaction.

## Why People Leave

V #2



- ▶ The message is clear: to keep people active in our clubs, we must focus on service to each and every one of our members.

## Moments of Truth

- ▶ When you encounter customer service that is courteous, attentive and capable, you feel gratitude and will likely become a return customer.

V #3

- ▶ A Moment of Truth is an episode when a prospective member comes in contact with any aspect of the Toastmasters experience and forms an impression of the organization's quality and service.

V #4

- ▶ The Six Critical Toastmasters Moments of Truth:

- First impressions
- Membership orientation
- Fellowship, variety and communication
- Program planning and meeting organization
- Membership strength
- Achievement recognition

## First Impressions

All people like to feel they are important.

V #5

Here are some standards to help you offer quality service for that vital first impression:

- ▶ **Greet each guest at the door and introduce him or her to the club officers and other members.**

Such a welcome helps prospective members feel a sense of camaraderie.

- ▶ **Give each guest a name tag and ask him or her to fill out a guest information form.** No one should feel anonymous or overlooked.

- ▶ **Set up the meeting room in a professional manner.** Accompaniments such as an agenda and voting ballots have already been distributed, and the club's lectern, gavel, timer and other necessary administrative materials are in place.

- ▶ **Make sure the meeting location is conveniently located, accessible and user friendly.** Never assume that an anxious guest will effortlessly find your meeting place. Be sure to have easily-understood directions ready if requested, and post one or more signs at the site designating the exact location of the meeting room.

- ▶ **Encourage guests to participate in the meeting and then to comment on their experience at the end.** We'd like everyone to feel they have been a part of the proceedings.

- ▶ **Invite guests to join Toastmasters on the day of their visit.** Toastmasters are always ready to welcome a new member aboard!

By focusing on courtesy and accuracy, you ensure that the Toastmasters program sells itself.

## **Member Orientation**

Shortly after a new member joins, make sure to provide him or her with an orientation explaining the education program, recognition system and club procedure.

**V #6**

Help to inform new members properly and encourage the Toastmasters International spirit with these member orientation and initiation standards:

- ▶ **Induct each new member formally and see that he or she receives a pin and manuals.** Carefully explain the member's responsibilities to the club, as well as the club's responsibilities to the member.
- ▶ **Assign a mentor for one-on-one assistance.** Each new member must have a specific person to rely on for help.
- ▶ **Discuss how the educational program helps develop speaking and leadership skills.** New Toastmasters benefit from knowing about the opportunities that lie within reach through careful study and application.
- ▶ **Survey all new members' learning needs.** Remember, each person's goals are unique, so each program should offer a personalized approach.
- ▶ **Assign a speaking role for the new member as soon as possible.** An ambitious new member might wish to plan an icebreaker speech, but presenting an invocation or acting as grammarian is also a good way to become active in club proceedings.
- ▶ **Continue to make new members feel welcome by encouraging them to participate on an ongoing basis.** Don't allow an individual's initial enthusiasm to lag or that newly-found confidence to become rusty!

Make sure to tell new members about the value of the CC, AC, CL, AL and DTM awards. Inform them of the benefits derived from serving as a club officer so they will eventually want to hold an office.

## **Fellowship, Variety and Communication**

"If we should ever lose the fellowship of personal, friendly relationships, we might easily become just another high grade correspondence school. The personal touch, in all levels of our work, is one of its distinguishing features. Our club must work hard to sustain a climate of caring and good fun."

– Dr. Ralph Smedley

The following standards ensure that ours remains a quality club dispensing quality educational programs:

- ▶ **Members greet guests and make them feel welcome.** As the club's initial representative, the sergeant-at-arms should greet club newcomers as well as members and be ready to answer basic questions about the club and the Toastmasters organization. But it is also each member's responsibility to greet guests and make them feel welcome.
- ▶ **The vice president education regularly plans enjoyable, dynamic educational programs with exciting, thought-provoking themes.**
- ▶ **The club enjoys regularly-scheduled social events.** "Business-as-usual" meetings are interspersed with banquets, contests and other enjoyable activities.
- ▶ **Encourage club members to participate in area, district and international events.** Speech contests, district conferences, club officer training sessions and the International Convention are just a few exciting opportunities for learning and growth.
- ▶ **Promote and encourage inter-club events.** Having joint meetings with other clubs provides great chances for us to learn from others and for them to learn from us.
- ▶ **Issue a club newsletter on a regular basis and maintain a Web site.** Timely material is presented in a lively, easy-to-read format and readers have access to information that serves to enhance their club experience.

## **Program Planning and Meeting Organization**

We each joined our Toastmasters club for any number of reasons. We succeed in meeting our purpose if we plan club meetings well and the educational content appeals to our fellow members.

Here are important program planning and meeting organization standards:

- ▶ **Publicize the program and agenda in advance.** Members should receive a carefully drafted agenda outlining the day's program, and scheduled participants need to be reminded of assignments at least one week in advance.
- ▶ **Make sure all members know their program responsibilities and are prepared to carry out all assignments to the best of their abilities.**
- ▶ **Make sure all projects are manual projects.** Members do projects from the Competent Communication and Competent Leadership manuals. Doing manual projects provides a learning framework benefiting not just the speaker or leader, but also the evaluator and other club members.
- ▶ **Begin and end meetings on time.** Pacing is critical, not just in the delivery of a speech, but also in conducting the entire meeting. Time is valuable to our members, and professionalism dictates that we begin and end as promised.
- ▶ **Feature creative table topics and exciting theme programs.** Subject areas open for discussion are relevant, stimulating and of interest to a membership representing many backgrounds and philosophies.
- ▶ **Keep all evaluations positive, helpful and based upon project objectives and the speaker's learning needs.** Constructive feedback is a cornerstone of the Toastmasters educational program.

## Membership Strength

Try to always maintain at least 20 members on your club's roster. This ensures that all officer and committee roles are filled, speaking and evaluation opportunities are taken, and all tasks necessary to achieving the club's mission are completed.

### Membership Strength Standards:

- ▶ **Maintain a minimum of 20 or more members.** Drawing from a talent pool of this number helps to ensure varied and stimulating meetings.
- ▶ **Work to retain members.** Each of us joined Toastmasters because we desire self improvement through the shared learning experience provided by our club. So, in order for each of us to achieve our individual potential, we must be sensitive to the learning needs of other members as well. It is our responsibility as a group to keep individual members satisfied with and involved in our club.
- ▶ **Actively promote your club in the community or within our sponsoring organization.** Continue to think of new and innovative ways to communicate the Toastmasters message to those who stand to benefit by joining a club...that means everyone!
- ▶ **Continually plan varied and exciting club programs.** Toastmasters are always on the lookout for ideas and opportunities which will stimulate membership growth and dynamic club development.
- ▶ **Recognize Toastmasters who sponsor new members.** It is critical that we encourage membership building and acknowledge the efforts of those who sponsor new members.
- ▶ **Participate regularly in membership building programs.** We must constantly strive to share the benefits of Toastmasters clubs with others. By actively participating in membership building programs, we stand not only to benefit our club, but also provide a valuable opportunity to friends, coworkers and fellow community workers who have much to gain from the Toastmasters program.

## Recognizing Accomplishments

Openly recognizing members' contributions and notable accomplishments helps to keep members motivated.

These standards will help you recognize accomplishments:

- ▶ **When a member completes the educational requirements for an award, send the application to World Headquarters immediately.**
- ▶ **Make sure to maintain and post a member progress chart at every meeting.** Members are more easily encouraged to continue developing their speaking skills when they see a visual record of their progress.
- ▶ **Formally recognize member achievements.** Conducting a ceremony and giving formal recognition to members achieving their CC, AC, CL, AL and DTM awards becomes a high priority. Members who work toward their goals should be rewarded and applauded by their fellow Toastmasters.
- ▶ **Recognize club, district and international leaders.** It is important to acknowledge those who demonstrate leadership skills and growth possibilities to others.
- ▶ **Publicize member and club achievements.** By publicizing Toastmasters accomplishments, we not only recognize individuals and clubs for their excellent efforts and achievements, but also bring the Toastmaster message to a wider audience and attract potential members.
- ▶ **Use the Distinguished Club Program (DCP) for planning and recognition.** Outstanding clubs use the DCP as a tool for realizing the Club Mission, as well as for promoting educational achievement, membership and club building, club leadership and club communication. By making use of the DCP, you are able to measure your club's strengths as well as its achievements.

## Moments of Truth–The Evaluation: How Does Your Club Measure Up?

Using the provided handouts, work with your club to perform this self-evaluation against the six standards of each *Moment of Truth*.

1. Divide your club into six groups.
2. Assign a Moment of Truth to each group. (If fewer than 20 people are in attendance, you may have less than six groups. In this case it may be necessary to assign more than one Moment of Truth to a group.)
3. Distribute one handout to each group.
4. Give each group the following assignment and allow 5-10 minutes for discussion within groups, making an announcement when there is one minute left.
  - Determine how many of the six standards your club meets.
  - Discuss how your club handles each of the quality standards belonging to your assigned *Moment of Truth*. What could they do differently or better?
5. On the Moments of Truth chart, record the number of achieved standards. Using a flipchart, record the recommendations.
  - Remember the following tips:
    - ♦ If your group's *Moment of Truth* is **FIRST IMPRESSIONS**, you will be discussing what guests first experience and observe when visiting your club, and whether or not these impressions encourage them to return.
    - ♦ If your assigned *Moment of Truth* is **NEW MEMBER ORIENTATION**, you will be asking yourselves, "To what degree do we acquaint new members with the Toastmasters education and recognition system, their responsibility to the club and the club's responsibility to them?"

- ◆ If your group has been assigned **PROGRAM PLANNING & MEETING ORGANIZATION**, you will want to consider whether or not your meetings have been carefully planned, with well-prepared speakers and evaluations that hit the mark.
- ◆ Those assigned **FELLOWSHIP AND VARIETY** will be verifying if your club offers a warm, friendly and supportive environment that encourages enjoyable learning experiences.
- ◆ If your group's *Moment of Truth* is that of **CHARTER STRENGTH**, discuss whether your club's number of members is not only sufficient to provide leadership, but also to fill meeting and committee assignments. Also, be sure to evaluate your club's membership-building and retention practices.
- ◆ If **RECOGNITION** is your group's *Moment of Truth*, you'll be evaluating your club's performance regarding the tracking of each member's educational progress, immediate submission of completed applications, and consistent recognition of achievements.

6. Ask that each group select a spokesperson who will write down the group's ideas and make a brief report to the entire audience.

- The report should include the following:
  - ◆ Which of the six standards does the club currently meet?
  - ◆ What recommendations does your group have for improvement or change?

## Ensuring Club Health

Remember, always keep a vision of how your club can best serve the needs of its members.

As your club continues to evolve, regular evaluations need to be made in order to reassess your growth and capabilities. Perform routine check-ups and monitor your club's well-being!

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## **A Good Beginning**

This exercise has helped your club accomplish a great deal in understanding the importance of member service and the standards behind Toastmasters' Moments of Truth. With your support, the recommendations and ideas you've developed will serve as the basis of your club's new efforts toward helping each of your members meet their individual goals and, ultimately, creating a world-class Toastmasters club.

## Evaluation Guide

Evaluator's Name \_\_\_\_\_

Program Title \_\_\_\_\_ Date \_\_\_\_\_

How effective was the speaker's introduction in helping the audience understand the purpose of *The Successful Club Series* and the presentation itself?

Was the presenter adequately prepared? How heavily did the presenter rely on notes or the script itself?

How did the speaker use vocal variety to enhance this scripted presentation?

What other techniques did the speaker use to personalize and augment the presentation? Were they effective? How?

Did the speaker display the visuals smoothly and at the appropriate times? How could the speaker improve?

What aspect of the speaker's presentation style did you find unique? Why?

What could the speaker have done differently to make the presentation more effective?

What did you like about the presentation?



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