

TOASTMASTERS
INTERNATIONAL[®]

CEO REPORT

MARCH 2023

Core Ideology

Toastmasters International Mission

We empower individuals to become more effective communicators and leaders.

District Mission

We build new clubs and support all clubs in achieving excellence.

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.

Envisioned Future

To be the first-choice provider of dynamic, high-value, experiential communication and leadership skills development

Brand Promise

Empowering individuals through personal and professional development

Core Values

Integrity, Respect, Service, and Excellence

Message From the CEO

Is the COVID-19 pandemic behind us? From a public health standpoint, that question may never have a final answer. Current news implies that COVID may be with us permanently.

Toastmasters International seems to be emerging from the decline that we began to experience in early 2020. For the quarter ending December 31, 2022, total membership payments surpassed the same quarter in the previous year for the first time since the pandemic began. This growth was driven primarily by new members of existing clubs and charter members of new clubs. If this trend continues, we could experience growth in membership payments, new clubs, and new members for the 2022–2023 program year.

Growth would indicate that Toastmasters clubs are delivering excellence as described in the club mission and measured by the Distinguished Club Program. Club excellence results in individual member growth and achievement, which, in turn, foster current and future club excellence. An increase in the number of new clubs indicates that the market for experiential communication and leadership development through Toastmasters has survived the pandemic. District leadership teams, working together, are building new clubs and supporting clubs in achieving excellence.

The pandemic years have not been easy for any part of the Toastmasters organization. Clubs have struggled and overcome their challenges, whether they meet in person, online, or in a hybrid format. Area, Division, and District operations have evolved and been adjusted to support current needs. World Headquarters has contracted in size and struggled to maintain service standards as a result; it is now returning to recognizable standards and norms. Region Advisors have coached, facilitated, and prodded differently. The Board of Directors has confronted challenges, made difficult decisions, and led the organization with wisdom and caution.

What's next for the movement Dr. Smedley founded? The future is up to each of us. Let's work together positively to each fulfill our part and our responsibility. Let's brush off the rust and hesitation, and focus on the basics: excellent club meetings and new growth. When those two items function well, the rest will quickly fall into place.

A handwritten signature in black ink, appearing to read 'Daniel Rex', with a stylized flourish at the end.

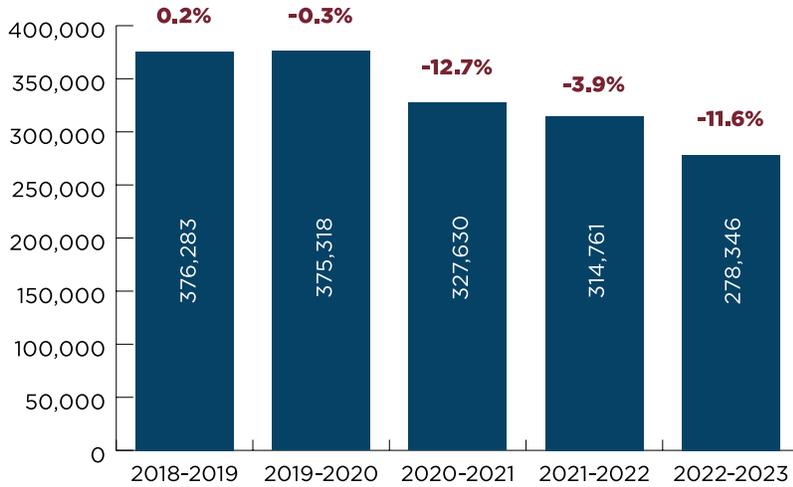
Daniel Rex

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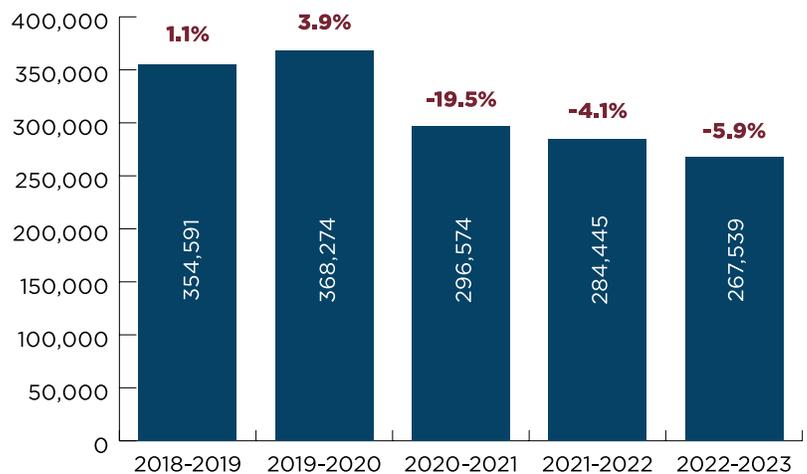
Numeric Snapshots

Total Membership as of September 30, 2022



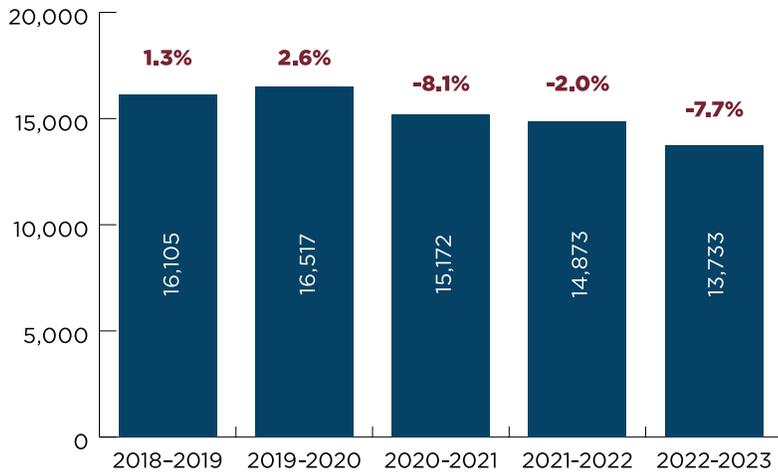
Total membership as of September 30, 2022 fell by 11.6% compared to 2021–2022, to 278,346. This graph represents all memberships as of that date and includes dual memberships.

Membership Payments as of December 31, 2022



As of December 31, 2022, membership payments during the 2022–2023 program year had decreased by 5.9% compared to the first half of the 2021–2022 program year.

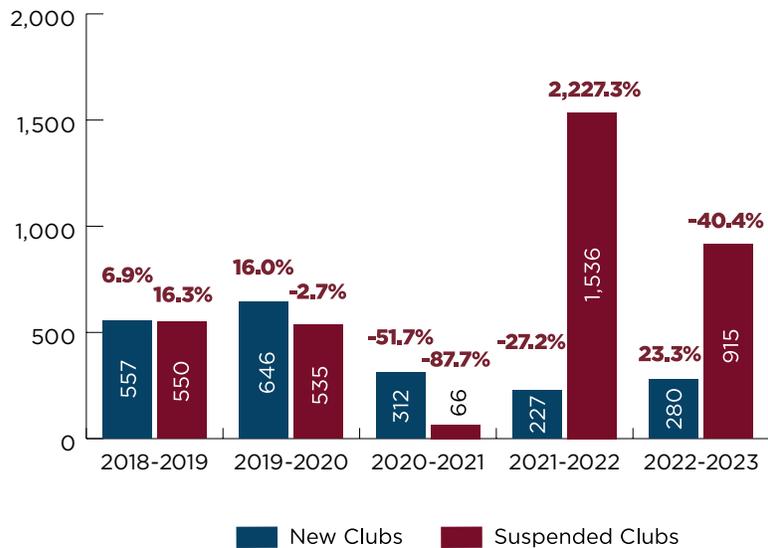
Paid Clubs



Paid clubs declined by 7.7% for the period July to December 2022 compared to July to December 2021.

New and Suspended Clubs

The first half of the program year has had strong new club chartering, up 23.3% compared to 2021-2022, to 280 new clubs. In the same period during the 2021-2022 program year, there was a spike in suspended clubs as an exception expired. The high number of suspended clubs this year, while lower than last year by 40.4%, is 915.

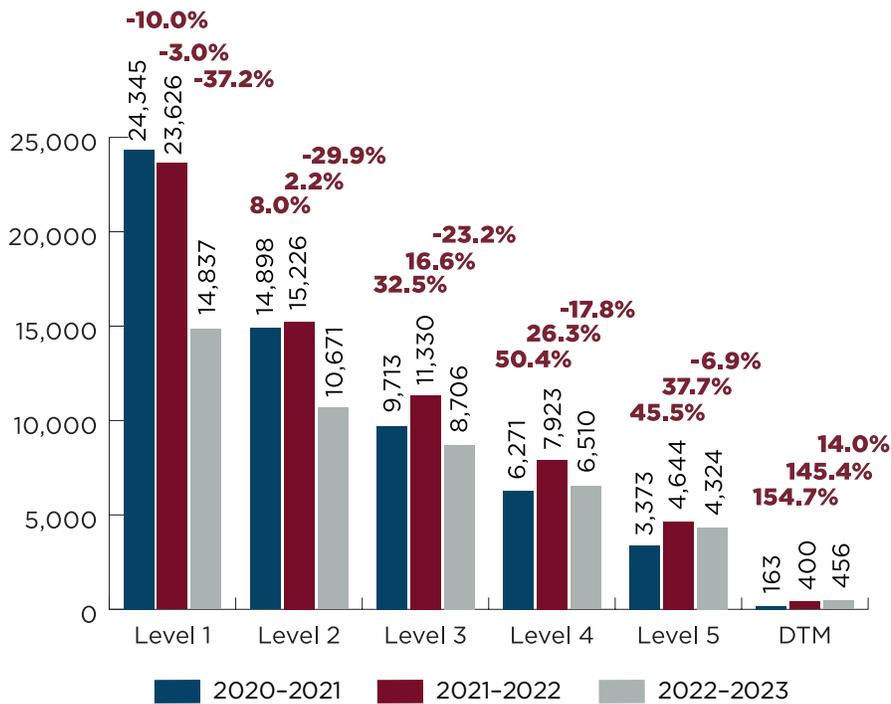


District Reformatations

On July 1, 2023, the following District reformatations will take effect:

Existing Districts	New Districts	Geographic Region
105	127	Jordan, Lebanon, Oman, Palestine, and United Arab Emirates
85	128	Central and Eastern China

Pathways Achievements

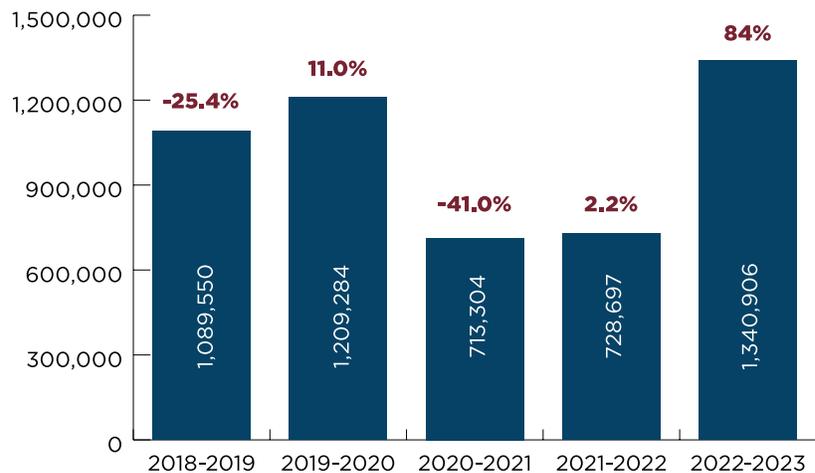


There were over 45,000 education awards earned by members in the first half of the 2022–2023 program year. Achievement in individual level completions dropped overall, but Distinguished Toastmaster awards continue to increase, up by 14.0% to 456.



Education and Product Sales

Education and product sales for the first half of the program year increased by 84.0% to \$1,340,996 USD. This includes digital and print path purchases and other product sales. This category was influenced by the ERP launch and impacts to Pathways path and product purchasing that extended through November 1, 2022.



Progress Snapshot

Membership growth, Club Success Plans, club coaches, and Area Director club visits all help to ensure club excellence and an overall positive member experience. As leaders work to achieve excellence, the below statistics provide insights into how clubs, Districts, and Areas are progressing.



91,068
inquiries

Find a Club Prospective Members

Between July 1, 2022 and December 31, 2022, Find a Club collected 91,068 unique inquiries. A recent survey to Find a Club prospective members revealed that 41.6% of those surveyed did not visit a club because they never heard from club leadership after submitting a Find a Club inquiry.



Club Success Plan

The Club Success Plan is a tool that helps club officers strategize for the program year. The online version was launched in 2022. Since its launch, 4,070 clubs have used the online version. Clubs have earned Distinguished Club Program badges in education, membership, training, and administration, as well as badges for their achievements in the Club Success Plan.

4,070
clubs



Club Coach Program

So far in the 2022–2023 program year, 2,332 members have completed the Club Coach Training Module on Base Camp. The average time to complete the training is 9.7 days. Clubs eligible for a coach can be assigned a coach by the District. As of July, individual Districts had assigned coaches to between 0% and 43.3% of their coach-eligible clubs.

2,332
members

Area Director Club Visit Reports

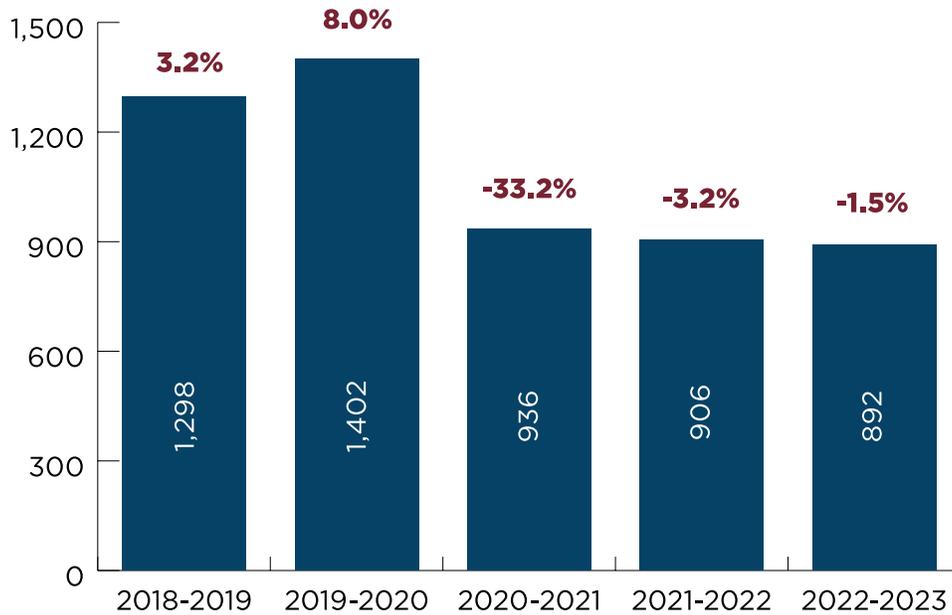
There were 13,802 reports completed for Round 1 visits in 2022–2023. Districts submitted reports for a range of 32.1% to 99.0% of their clubs.



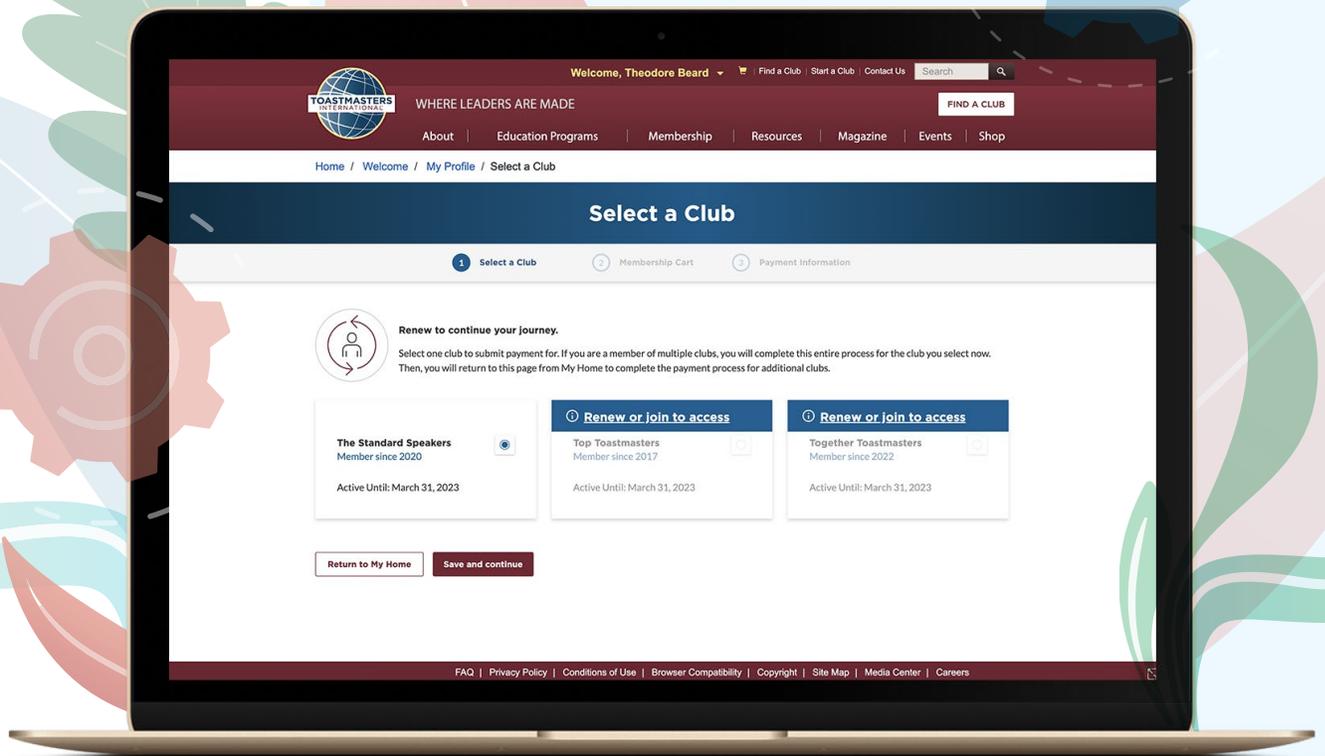
13,802

Area Director Club Visit Reports

Smedley Awards



In the 2022–2023 program year, 892 clubs achieved the Smedley Award by adding five new, dual, or reinstated members between August 1 and September 30; a decrease of 1.5% compared to 2021–2022. These clubs represent 6.5% of total paid clubs for the first half of the program year.



Online Member Experience

February saw the unveiling of member Self-Pay, a highly anticipated feature enabling members to submit their own international dues payments directly to World Headquarters online. This function was originally requested by members and with the implementation of the Enterprise Resource Planning platform in 2022, World Headquarters was finally able to build it. Now, club officers can choose whether or not to enable Self-Pay for their respective clubs and are furthermore empowered to disable specific members from using the functionality. Self-Pay lessens the administrative workload on club officers while simplifying the overall member experience. This is the first step in the evolution of digital functionality that will continue to support members and volunteer leaders moving forward.

Members were “welcomed home” to My Home in November, a personalized landing screen experience that makes it more intuitive for members to navigate the Toastmasters website. My Home was designed based on member feedback; now users can access Base Camp, Leadership Central, Meeting Tools, Order History, and other member-specific sections of the site from one central screen.

Speaking of Meeting Tools, this section of the site was released in late July to help with the Ah-Counter, Timer, and Grammarian meeting roles. Additionally, members can access their Meetings Log to see a record of role entries for their club and their history of “ahs,” speech times, and Grammarian insights. Meeting Tools is available in the “From the Organization to You” section of My Home, and all the tools are optimized for mobile devices.

The new online Club Success Plan interactive form, which replaces the old 22-page Club Success Plan PDF, was released in September. The new form is faster to complete, has an interactive education management tool, and encourages collaboration amongst club officers all while helping define a path for club recognition in the Distinguished Club Program.

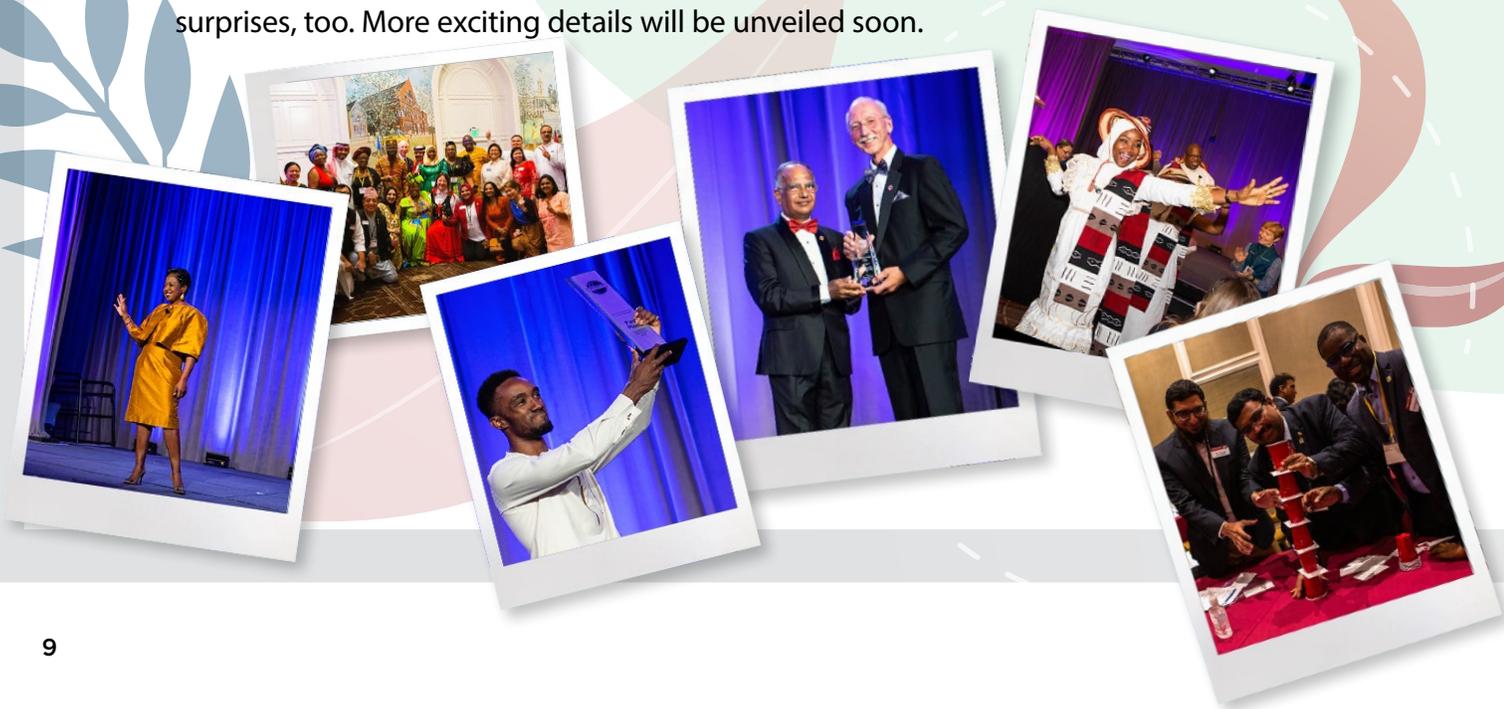
In December, World Headquarters launched Toastmasters Yoodli, an artificial intelligence (AI) platform where members can get instant analytical insights about their speeches. Utilizing the tool’s simplest function, members can record speeches directly on the platform to watch and critique their own performance. Additionally, the site’s AI provides key metrics, such as how many filler words the speaker used, the overall pace of the speech, and even the percentage of time the speaker maintained eye contact with the camera. Members are enjoying these features and many more, including communication-based games. Some clubs are even integrating Toastmasters Yoodli with Zoom to provide AI insights during meetings!

2022 Convention Recap

The 2022 International Convention marked a Toastmasters first—the launch of a hybrid convention that featured both online and in-person aspects. Utilizing the same digital event platform vendor as 2021, Toastmasters created two successful attendee experiences that allowed participants to engage at their comfort level. The event brought together a total of 9,222 members and nonmembers from 167 countries, with 761 attending onsite in Nashville, Tennessee, at the Gaylord Opryland Resort and Convention Center, and 8,461 attendees online.

Overall, attendee feedback was positive, with a majority praising the hybrid delivery of the International Speech Contest and the quality of the speaker content in the 16 education sessions offered both live from the convention stage and as On Demand offerings on the digital event platform. During the convention, online attendees used over 32,000 emoji reactions to speeches and events. All attendees, both onsite and online, were empowered to network and learn at a pace that was meaningful and convenient for them.

This year’s event will continue the hybrid format, scheduled to take place August 16–19 in beautiful Nassau, Bahamas, at the Grand Hyatt Baha Mar Resort. Toastmasters looks forward to offering in-person conventiongoers a serene, tropical backdrop and online participants access to livestreamed sessions, as all learn and network at the organization’s most thrilling event of the year, featuring traditional highlights, plus a few surprises, too. More exciting details will be unveiled soon.





Learn. Play.
Make memories with
Toastmasters.



Save the dates:
August 16-19, 2023
Details coming soon!

District Translation Program

The District Translation Program was created as a pilot in 2020 and became official in February 2022. In those two years, it has grown beyond all expectations. There are now a total of 27 language teams that have requested, are working on, or have completed translations through the program. In the last six months alone, World Headquarters started to work with the Papiamentu (D81), Lithuanian (D108), Māori (D112), Urdu (D122P), and Haitian Creole (D81) District Translation Teams. Most teams choose to translate Pathways, but many are also translating marketing material as well as the *Youth Leadership Workbook*.

There are currently 114 District-translated Pathways projects on Base Camp. All paths have been translated into Romanian. Furthermore, Level 1 has been translated into Hindi, Hungarian, Italian, and Polish, Level 2 into Hindi, Hungarian, and Italian, and 11 Level 3 projects have been translated into Hindi.

There are resources in 19 languages, including English, in the Resource Library, and people can now use a field at the top of the page to filter for resources in their preferred language. Eight of these languages (Greek, Hindi, Hungarian, Italian, Polish, Malayalam, Romanian, and Swedish) and a total of 31 items were translated through the District Translation Program.

To support the rapid growth of the District Translation Program, World Headquarters will be implementing a Translation Management System (TMS) in the coming year. This is an integrated system that includes terminology management, a computer-aided translation tool, and a workflow tool. This will allow the District Translation Program to expand exponentially with minimal growing pains and no immediate need for additional World Headquarters staff.

A TMS will greatly improve usability, quality, and consistency while reducing the time needed to complete translations. The District Translation Teams will work in an easy-to-use online interface with direct access to an integrated glossary and terminology database, allowing for reuse of previously translated text, consistent use of terminology, and no need to worry about uncooperative file formats.



Public Relations Update

In the last six months, Toastmasters International has received positive media coverage in broadcast, print, and online publications. That coverage has resulted in more than 10,000 Toastmasters feature stories and mentions that have reached millions of people since July. Prominent examples of publicity for the organization include feature stories by *ABC News*, *CNBC*, *Entrepreneur*, *Fast Company*, *Forbes*, *MSN*, *Yahoo News*, *Irish Independent* in Ireland, *The Gulf Times* in Qatar, *The Island* in Sri Lanka, *The Mirror* in the United Kingdom, and *The Sun Daily* in Malaysia.

“Four Ways To Attract Clients By Speaking Like A Toastmasters World Champion,” which was featured last September in *Forbes*, highlighted tips from 2022 World Champion of Public Speaking Cyril Junior Dim. In the article, Dim credited Toastmasters with helping him develop as a speaker, stating, “When I joined the organization and got a picture of what Toastmasters is, I realized how much I didn’t know. I thought I was a good public speaker, but there was plenty I didn’t know and things I needed to learn.”

The organization was recognized for its ability to grow confidence among members last October in *MSN’s* **“10 Confidence Boosting Tips to Help You Achieve Your Dreams!”** The writer recommended Toastmasters as an ideal way for those with a fear of public speaking to step outside their comfort zone and boost their confidence.

This February, International President Matt Kinsey’s evaluation of U.S. President Biden’s 2023 State of the Union Address was featured by *Parade* in **“6 Things We Learned About Public Speaking from Watching the 2023 State of the Union.”**

These media snapshots, along with others, were repurposed on Toastmasters’ social networks, which helped drive the organization’s overall exposure and the public’s awareness. Many of the articles sprang from well-received press releases, including announcements highlighting the partnership with Yoodli, the new World Champion of Public Speaking, and International President Matt Kinsey taking office.





More than
10,000 Toastmasters feature stories and attributions



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