

Leading the Club to Success

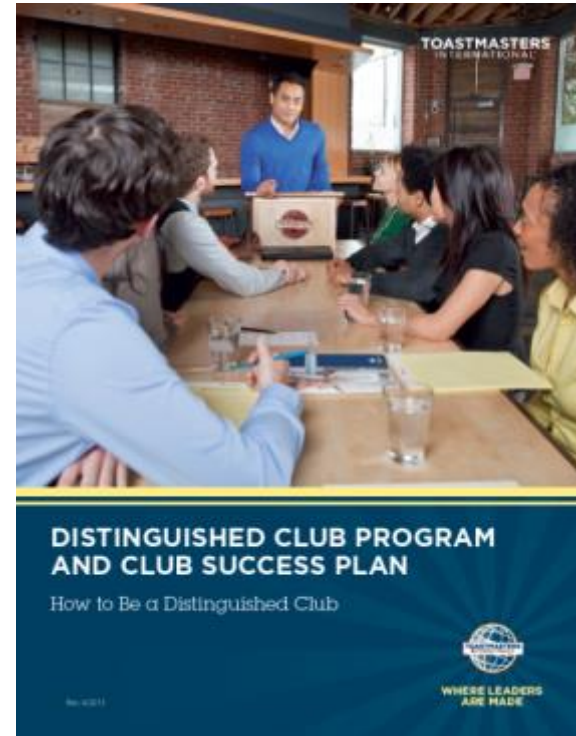
Club Officer Training



Agenda



▶ Leadership



▶ Club Success Plan

Session Objectives

- ▶ Identify five principles of motivation
- ▶ Apply Toastmasters' Hierarchy of
- ▶ List five steps of delegation
- ▶ Name four steps of successful coaching



Session Objectives

- ▶ Create SMART goals
- ▶ Develop a Club Success Plan



Leadership



Leadership Benefits

- ▶ Practical experience in a safe environment
- ▶ Leadership skill development
- ▶ Personal and professional opportunities
- ▶ Building the club's legacy

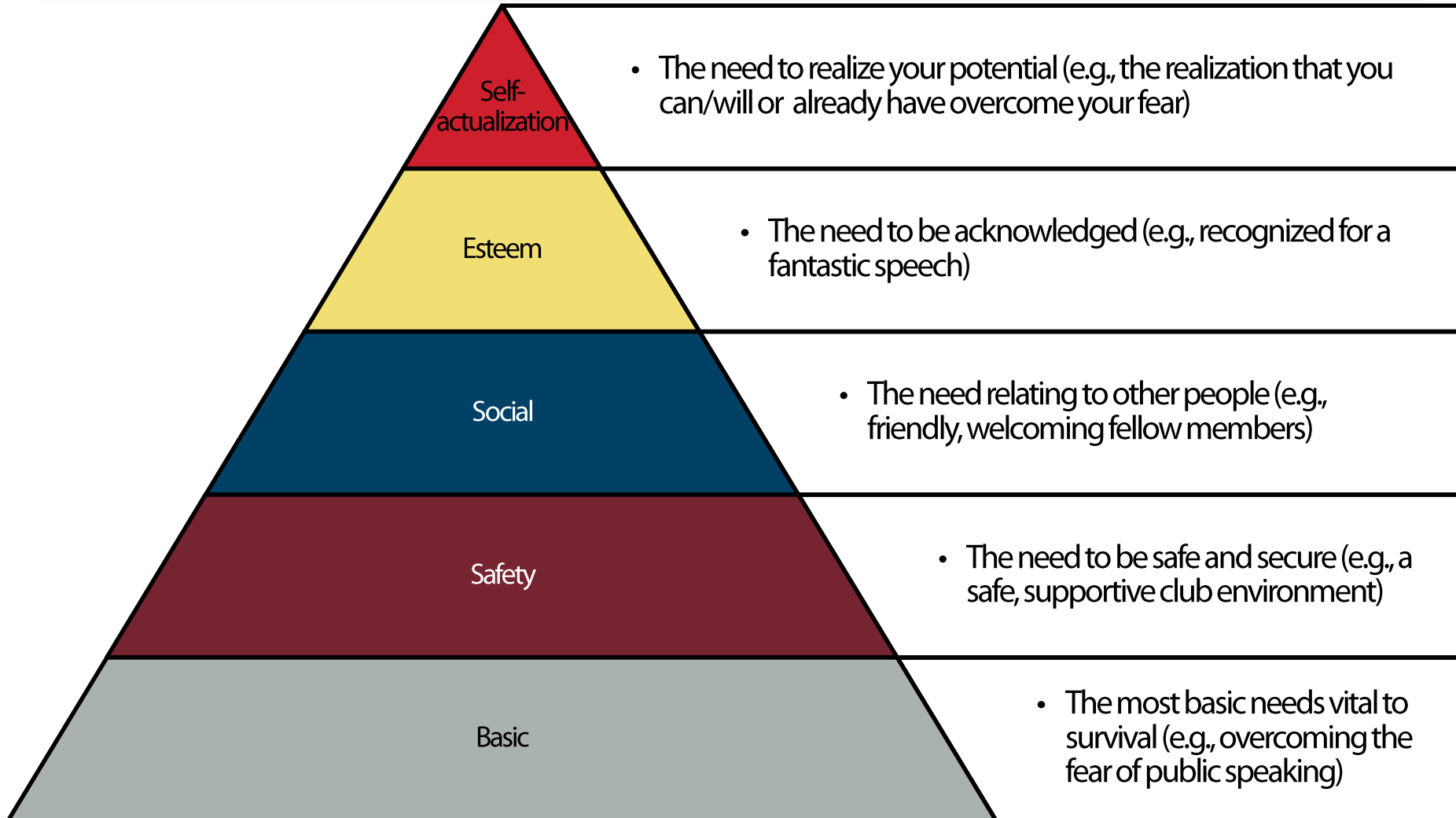
Tools of Successful Leaders

- ▶ Motivating team members
- ▶ Delegating tasks
- ▶ Coaching team members
- ▶ Setting realistic and attainable goals

The Five Principles of Motivation

1. Understand what motivates each person.
2. Focus on the benefit to the individual.
3. Make expectations clear.
4. Recognize members.
5. Be a leader.

The Toastmaster's Hierarchy of Needs



Adapted from "A Theory of Human Motivation" by Abraham Maslow

The Five Steps of Delegation

1. Decide what to delegate.
2. Decide who will do the task.
3. Assign responsibility.
4. Grant authority.
5. Establish accountability.

The Four Steps to Successful Coaching



1. Identify and define goals.
2. Define strategies to reach goals.
3. Establish a timeline and milestones to measure progress.
4. Follow up on goals.

Coaching Role-play

- ▶ Louis has been a sergeant at arms for three weeks. He is learning the role on his own. His responsibilities are greater than he anticipated. Meetings are starting late because it's taking longer to set up the room. Louis has come to you for help.
- ▶ Roles
 - Louis
 - Your club officer role
 - Facilitator

Set SMART Goals

- ▶ Specific
- ▶ Measurable
- ▶ Attainable
- ▶ Realistic
- ▶ Timely

Set SMART Goals

▶ Specific

- Who?
- What?
- When?
- Where?
- Why?
- Which?



Set SMART Goals

- ▶ Measurable
 - How many?
 - How much?
 - How will we know when it's accomplished?



Set SMART Goals

- ▶ Attainable
 - Right attitude
 - Necessary skills and abilities
 - Necessary financial resources
 - Necessary time

Set SMART Goals

▶ Realistic

- How willing are we?
- How able are we?
- What are our current conditions?
- What similar things have been accomplished?

Set SMART Goals

- ▶ Timely
 - What is the deadline?
 - When must each step be accomplished?

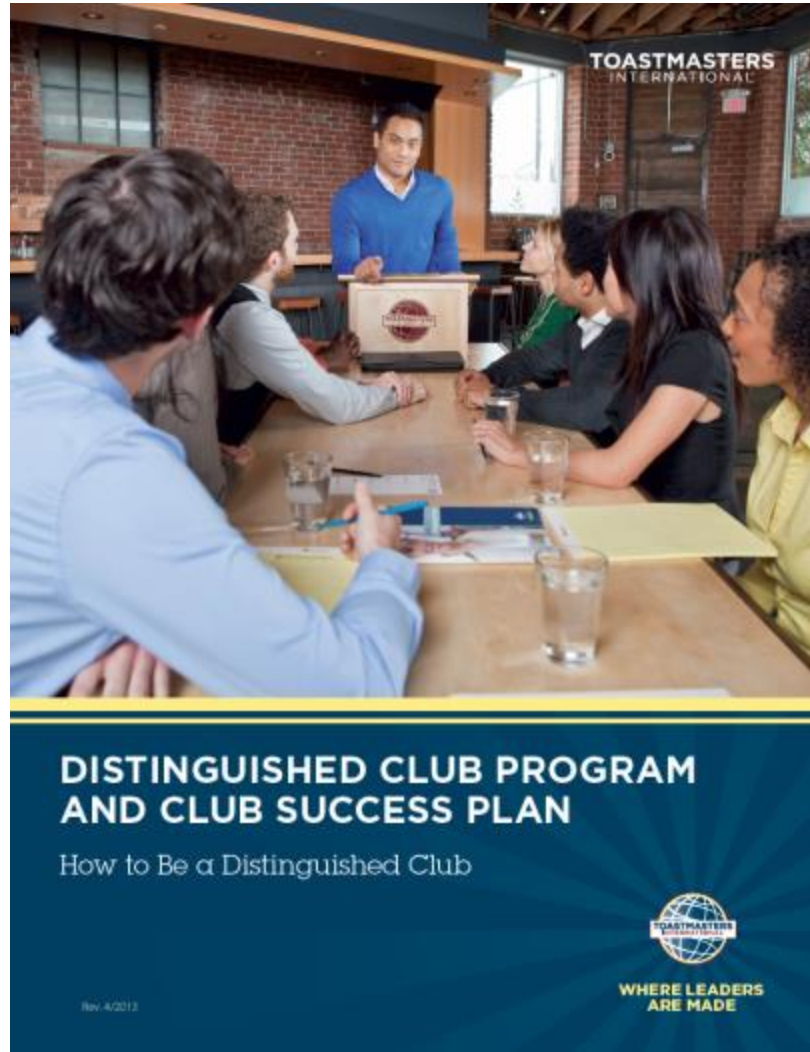


Set SMART Goals



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Club Success Plan



SWOT Analysis

Strengths	Opportunities
Weaknesses	Threats

Sample SWOT Analysis

Strengths

- Well-developed Club Success Plan and budget
- Club officers who have properly set expectations about duties

Opportunities

- Speech contests
- Membership-building contests
- *Speechcraft* (Item 204)
- *The Successful Club Series* (Item 289)

Weaknesses

- No presence on social networks
- Club website has not been updated recently
- CL manual not being used

Threats

- Low attendance
- Members not properly prepared for speeches
- Dues not paid
- Members not engaged during meetings

Action Plan

- ▶ What actions need to be taken?
- ▶ What resources are available?
- ▶ Who is responsible?
- ▶ When must the action be completed?

This concludes Leading the Club to Success.

Club Officer Training

