



**TOASTMASTERS**  
INTERNATIONAL

## ACHIEVING SUCCESS AS **VICE PRESIDENT PUBLIC RELATIONS**

Club Leadership  
Training Session



**WHERE LEADERS  
ARE MADE**

## Club Leadership Training Session



# ACHIEVING SUCCESS AS VICE PRESIDENT PUBLIC RELATIONS

### **TOASTMASTERS INTERNATIONAL**

P.O. Box 9052 • Mission Viejo, CA 92690 • USA

Phone: 949-858-8255 • Fax: 949-858-1207

[www.toastmasters.org/members](http://www.toastmasters.org/members)



**WHERE LEADERS  
ARE MADE**

© 2013 Toastmasters International. All rights reserved. Toastmasters International, the Toastmasters International logo, and all other Toastmasters International trademarks and copyrights are the sole property of Toastmasters International and may be used only with permission.

Item 1311A.4

Rev. 5/2013

---

## 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.

## Toastmasters International Values

- ▶ Integrity
- ▶ Respect
- ▶ Service
- ▶ Excellence

## Toastmasters International Envisioned Future

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

## A Toastmaster's Promise

As a member of Toastmasters International and my club, I promise

- ▶ To attend club meetings regularly
- ▶ To prepare all of my speech and leadership projects to the best of my ability, basing them on projects in the *Competent Communication*, *Advanced Communication*, or *Competent Leadership* manuals
- ▶ To prepare for and fulfill meeting assignments
- ▶ To provide fellow members with helpful, constructive evaluations
- ▶ To help the club maintain the positive, friendly environment necessary for all members to learn and grow
- ▶ To serve my club as an officer when called upon to do so
- ▶ To treat my fellow club members and our guests with respect and courtesy
- ▶ To bring guests to club meetings so they can see the benefits Toastmasters membership offers
- ▶ To adhere to the guidelines and rules for all Toastmasters education and recognition programs
- ▶ To maintain honest and highly ethical standards during the conduct of all Toastmasters activities

# CONTENTS

<b>Club Leadership Training Session</b> .....	5
Conducting the Session .....	5
In Your Own Words .....	5
Using Visual Aids Effectively .....	5
How to Use the Outline .....	6
Checklist for Training .....	6
Evaluation and Follow-up .....	6
<b>Outline</b> .....	7
Foster Self-development .....	7
Your Leadership Opportunity .....	8
Toastmasters Brand .....	10
Maintain a Club Website .....	11
Closing .....	12
Additional Resources .....	13
Evaluation .....	15



# 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 officers' responsibilities and describes how to fulfill them.

The cornerstone of a good training session is preparation. A good presenter of a club officer training session is familiar with the *Club Leadership Handbook* (Item 1310). A free PDF of this item is available at [www.toastmasters.org/clh](http://www.toastmasters.org/clh).

Training does not end with the training session. It is a process that continues throughout an officer's term. Let participants 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

The vice president public relations is responsible for coordinating an active public relations and publicity program. This training identifies a vice president public relations's responsibilities and discusses some ways to fulfill them.

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 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.

## 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 officers 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

V1

## **FOSTER SELF-DEVELOPMENT**

Club officers are responsible for fostering an environment of meaningful self-development within the club for all members. Officers accomplish this in part by

- ▶ Helping officers clearly understand their roles
- ▶ Helping members understand what to expect from club officers
- ▶ Aiding members when evaluating current leaders and candidates for office
- ▶ Facilitating communication when expectations differ among club officers and members

V2

## **Outside the Club Meeting**

The following tasks identify what the vice president public relations does outside of the regular club meeting to ensure the club fulfills its mission and that members achieve their self-development goals.

- ▶ Publicize the Toastmasters brand
- ▶ Promote the club to local media
- ▶ Maintain a club website
- ▶ Join a Toastmasters-moderated social networking website
- ▶ Produce and distribute a club newsletter, preferably via email
- ▶ Promote membership programs
- ▶ Attend club executive committee meetings
- ▶ Attend other Toastmasters events
- ▶ Arrange for a replacement if unable to attend a club meeting
- ▶ Prepare your successor for office

V3

## **At the Club Meeting**

The following tasks identify what the vice president public relations does during club meetings.

- ▶ Announce upcoming events and programs.
- ▶ Gather information for the newsletter or website by asking for story contributions or covering club news.
- ▶ Report on recent publicity.
- ▶ Greet members and guests.

V4

V5

## YOUR LEADERSHIP OPPORTUNITY

Serving as vice president public relations is an opportunity to develop and enhance leadership skills while serving the club and helping it become a Distinguished Club. To enjoy a successful and rewarding term, a vice president public relations must

- ▶ Set realistic and attainable goals
- ▶ Plan how to accomplish the goals
- ▶ Delegate tasks as needed
- ▶ Monitor progress toward goals
- ▶ Coach team members when necessary

### Exercise

**Trainer:** Divide participants into teams of three or four. Have each team develop three public relations goals and create a plan to accomplish the goals. Discuss the goals and strategies developed by the teams with the entire group.

For example, one goal you may have is to promote the club monthly with an article in the local newspaper. Your plan may be to submit one success story about each member to the local newspaper.

The skills of motivation, delegation, and coaching also are instrumental to the success of leaders.

V6

## Motivation

Motivating fellow club members to put forth the efforts necessary to attain a goal can be challenging. Club officers must have a deep understanding of the concept of motivation in order to use it effectively. There are five principles to help officers successfully motivate club and other team members.

### Five Steps of Motivation

1. **Understand what motivates each person by learning about their**
  - ▶ Personal aspirations
  - ▶ Professional objectives
  - ▶ Toastmasters goals
2. **Focus on the benefit to the individual**
  - ▶ Show the team member how participation will be of personal value
3. **Make expectations clear**
  - ▶ Set milestones for achieving goals and share it with team members
4. **Recognize their work**
  - ▶ Point out team members' Toastmasters participation
  - ▶ Say "thank you" when the team member accomplishes a task
5. **Be a leader**
  - ▶ Recognize an individual's success
  - ▶ Be enthusiastic about the work to be done
  - ▶ Support team members in all tasks



**Trainer:** Ask the group to suggest specific examples for each step of motivation then briefly discuss the suggestions.

For example, you establish a public relations campaign to promote the club to local businesses. Members that distribute flyers and bring in guests should be recognized for their participation.

V7

## Delegation

Club officers must carefully delegate authority to team members in order to accomplish the team's goals and objectives. Delegation is the process of transferring a responsibility from one person to another and empowering that individual to accomplish a specific goal. By following the five steps of delegation, a leader not only creates opportunities for other team members to gain leadership experience, but also builds a stronger team that can accomplish more.

### Five Steps of Delegation

#### 1. Decide what to delegate

- ▶ Prioritize your tasks
- ▶ Identify what can be delegated

#### 2. Decide who will do the task

- ▶ Select a team member who is available and capable of completing the task

#### 3. Assign responsibility

- ▶ Allow the person to decide if they can handle the task
- ▶ Clearly explain what needs to be done

#### 4. Grant authority

- ▶ Provide the necessary tools and resources
- ▶ Confer the authority needed to make required decisions

#### 5. Establish accountability

- ▶ Define reporting requirements
- ▶ Set a timeline with milestones

V8

## Barriers to Delegation

Sometimes leaders are reluctant to delegate tasks. Leaders must learn to recognize five of the common barriers to delegation and work to overcome them.

- ▶ Lack of confidence in others' ability to do the job
- ▶ Fear of losing control of the team or project
- ▶ Selfishness—not wanting to share credit
- ▶ Insecurity—feeling bad about asking others to do things for you
- ▶ Reluctance—fear that another person will do so well that he or she will usurp leadership

**Trainer:** Solicit participants for methods for overcoming barriers. Discuss the methods with the group. Conduct a discussion about delegation and how to use it within the scope of this office.

## Coaching

The vice president public relations is a member of the executive committee and the chair of the public relations committee. This means he or she is responsible for ensuring committee members, as well as other club officers fulfill their responsibilities. Occasionally, a team member demonstrates a need for guidance. The vice president public relations can help by attentively coaching the team member and providing opportunities to improve as well as to build new skills. Leaders help their team members to improve by following the steps below.

### Four Steps of Coaching:

Leaders help team members by following the Four Steps of Coaching.

**Step 1:** Identify and define goals. Identify the issue and the goal sought.

**Step 2:** Define strategies to reach goals. Explain the behavior necessary to produce the desired goal.

**Step 3:** Establish a timeline and milestones to measure progress. Setting dates keeps progress and momentum moving forward.

**Step 4:** Follow up. Stay in contact to ensure the team member remains on course.

## Exercise

**Trainer:** Conduct a discussion about coaching and how to use it within the scope of this office. You can divide participants into teams and assign a role play for participants to practice the four steps to successful coaching.

### Scenario:

A member of the executive committee wants to help with the public relations campaign. He's never submitted a news release.

Roles: (1) vice president public relations (2) Member (3) Observer

## TOASTMASTERS' BRAND

Toastmasters International's principal asset—its brand—distinguishes it from other communication and leadership training programs. It is important for vice presidents public relations to ensure the club's promotional and other materials have the correct visual elements that project an image of excellence.

**Trainer:** Facilitate a discussion about how brand recognition works and why clubs should use the established Toastmasters visual elements standards for all public relations materials.

Suggested discussion starter:

What comes to mind when you think of Coke™? Nike™? KFC™? McDonald's™? Disney™? Google™? Volkswagen™? MasterCard™? Apple™? Starbucks™?

Whether it's the company's logo or its tagline the public knows exactly who the company is and what service or product they provide.

**Trainer:** Ask trainees what would happen if, for example, convenience stores used their own branding to advertise Coke™ products? Write answers on a flipchart.

Possible results:

- ▶ No consistent image
- ▶ Poor or mediocre signage quality
- ▶ No product recognition
- ▶ Customer confusion
- ▶ Limited sales

**Trainer:** Ask trainees what words come to mind when they hear the name “Toastmasters International.” Write responses on a flipchart.

Possible words to include:

- |                 |                 |
|-----------------|-----------------|
| ▶ communication | ▶ Table Topics™ |
| ▶ leadership    | ▶ evaluations   |
| ▶ fun           | ▶ fellowship    |
| ▶ speeches      | ▶ meetings      |

What image comes to mind when you hear “Toastmasters International?”

Show images of various club and/or district websites to demonstrate the effect of inconsistent branding. Emphasize that these do not project a specific, common image and that viewers would not recognize that only one company is represented.

It is the vice president public relations’s responsibility to make sure every time an individual sees a news release, promotional flier or poster, newsletter or website about the club, that individual immediately thinks of Toastmasters International.

**Trainer:** If possible, show participants the brand portal page on the Toastmasters website at [www.toastmasters.org/brandportal](http://www.toastmasters.org/brandportal).

V11

## MAINTAIN A CLUB WEBSITE

A professional-looking website is an excellent way to promote Toastmasters, publicize the club, and attract new members. A club website can

- ▶ Show your club’s personality
- ▶ Attract new members
- ▶ Keep current members updated

V12

The webhost FreeToastHost.org

- ▶ Is a Web service specifically for Toastmasters clubs anywhere in the world
- ▶ Provides the tools needed to run a successful club without the annoyance of ads
- ▶ Uses a standard, professional template
- ▶ Is easy to use—no Web design experience needed

Visit [www.toastmastersclubs.org/welcome](http://www.toastmastersclubs.org/welcome) for directions on how to begin building a club website and visit [www.toastmasters.org/Web\\_Use](http://www.toastmasters.org/Web_Use) for usage guidelines.

V13

## CLOSING

Serving as vice president public relations is not only a responsibility, it is a privilege. It is an opportunity to learn and practice communication, organization, and leadership skills as well as to support fellow members, educate new leaders, and contribute to the success of the club as a whole.

## ADDITIONAL RESOURCES

### General Leadership

#### [“Laws for Positive Leadership”](#)

The article “Laws for Positive Leadership” (*Toastmaster* magazine, September 2006) by Victor Parachin describes how to be a leader others want to follow.

#### [The Leadership Excellence Series Set](#) (Item 310)

A complete set of *The Leadership Excellence Series* modules containing outlines and PowerPoint presentations. Individual module titles include: Resolving Conflict, Building a Team, Motivating People, and The Leader as a Coach.

#### [Leadership, Part I: Characteristics of Effective Leaders](#) (Item 255)

This educational seminar program explores the qualities, values, and styles effective leaders display.

#### [Leadership, Part II: Developing Your Leadership Skills](#) (Item 256)

#### [Leadership, Part III: Working in the Team Environment](#) (Item 258)

This educational program helps participants learn to use leadership skills as they pertain to working with and leading teams.

### Delegation Techniques

#### [High Performance Leadership](#) (Item 262)

This five-project program offers instruction and practice in vital leadership skills.

#### [Delegate to Empower](#) (Item 315)

This presentation discusses how to effectively delegate tasks and responsibilities.

#### [Building a Team](#) (Item 316)

Build teams through delegation. This presentation reviews how to create and lead a team.

### Conflict Resolution

#### [“Effective Solutions for Team Conflict”](#)

Renee Evenson’s article for the *Toastmaster* magazine explains that when you confidently manage conflict others will see you are a person of action and will respect your forthrightness and leadership.

#### [“Turning Team Conflict into Team Harmony”](#)

In his article for the *Toastmaster* magazine, “Turning Team Conflict Into Team Harmony,” Dave Zielinski cites team-building experts who offer advice on how to be a team leader, leading volunteer-based teams, and what to do when your team isn’t working.

## Web Resources

[www.toastmasters.org/trademarkuserequest](http://www.toastmasters.org/trademarkuserequest)

[www.toastmasters.org/brandportal](http://www.toastmasters.org/brandportal)

[www.toastmasters.org/conditionsofuse](http://www.toastmasters.org/conditionsofuse)

[www.toastmasters.org/brochures](http://www.toastmasters.org/brochures)

## Social Networking

- ▶ Facebook.com (Open to Toastmasters International [**members only**].)  
Keyword Search: The Official Toastmasters International Members Group
- ▶ Facebook.com (Open to members *and* non-members.)  
Keyword Search: The Official Toastmasters International Group
- ▶ LinkedIn.com (Open to Toastmasters International [**members only**].)  
Keyword Search: The Official Toastmasters International Members Group
- ▶ LinkedIn.com (Open to members *and* non-members.)  
Keyword Search: The Official Toastmasters International Group
- ▶ Twitter.com  
Keyword Search: Toastmasters  
Handle: @Toastmasters
- ▶ YouTube.com  
Channel Keyword Search: Toastmasters International

Email [marketresearch@toastmasters.org](mailto:marketresearch@toastmasters.org) with any questions about these social networks.



# 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: