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 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

- **Basic**: The most basic needs vital to survival (e.g., overcoming the fear of public speaking)
- **Safety**: The need to be safe and secure (e.g., a safe, supportive club environment)
- **Social**: The need relating to other people (e.g., friendly, welcoming fellow members)
- **Esteem**: The need to be acknowledged (e.g., recognized for a fantastic speech)
- **Self-actualization**: The need to realize your potential (e.g., the realization that you can/will or already have overcome your fear)

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.
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

- Specific
- Measurable
- Attainable
- Realistic
- Timely
Club Success Plan
### SWOT Analysis

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Opportunities</th>
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<table>
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<tr>
<th>Weaknesses</th>
<th>Threats</th>
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## Sample SWOT Analysis

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Opportunities</th>
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<tbody>
<tr>
<td>• Well-developed Club Success Plan and budget</td>
<td>• Speech contests</td>
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<tr>
<td>• Club officers who have properly set expectations about duties</td>
<td>• Membership-building contests</td>
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<td></td>
<td>• <em>Speechcraft</em> (Item 204)</td>
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<tr>
<td></td>
<td>• <em>The Successful Club Series</em> (Item 289)</td>
</tr>
<tr>
<td>Weaknesses</td>
<td>Threats</td>
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<tr>
<td>• No presence on social networks</td>
<td>• Low attendance</td>
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<tr>
<td>• Club website has not been updated recently</td>
<td>• Members not properly prepared for speeches</td>
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<td>• CL manual not being used</td>
<td>• Dues not paid</td>
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<td>• Members not engaged during meetings</td>
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*Item numbers refer to specific items in a reference guide.*
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