Your Role in the 2015 Strategic Plan

Introduction
The 2015 Strategic Plan identifies three specific goals for Toastmasters International. Every member helps to accomplish this plan. By reviewing the 2015 Strategic Plan, we can identify our impact and determine how we can influence the growth and success of the organization.

Overview
Participants review the 2015 Strategic Plan to understand why it was developed and to learn the goals, objectives and initiatives it includes. Then, they focus on how their roles contribute to the accomplishment of the 2015 Strategic Plan.

Objectives
After completing this session, participants will be able to do the following:
- Identify the three goals of the 2015 Strategic Plan
- Identify their roles in accomplishing the 2015 Strategic Plan

Materials
- PowerPoint
- Paper
- Pen
- 2015 Strategic Plan (optional)

Group Size
- Any

Setting
- Room with ability to display the PowerPoint presentation

Time
- Approximately 45 minutes
Process

1. SHOW the Your Role in the 2015 Strategic Plan slide as participants enter the room.

   ![Your Role in the 2015 Strategic Plan](https://www.toastmasters.org)

2. SHOW Session Objectives slide.

   ![Session Objectives](https://www.toastmasters.org)

   - After completing this session, you will be able to do the following:
     - Identify the three goals of the 2015 Strategic Plan
     - Identify their roles in accomplishing the 2015 Strategic Plan

3. PRESENT

   - After completing this session, you will be able to do the following:
     - Identify the three goals of the 2015 Strategic Plan
     - Identify their roles in accomplishing the 2015 Strategic Plan
NOTE TO FACILITATOR
In this section, review the goals and objectives of the 2015 Strategic Plan with participants. During the activity, participants identify which objectives and initiatives they can contribute to and the manner in which they will do so.

4. SHOW the 2015 Strategic Plan slide.

5. PRESENT
   ▪ In any organization, strategic planning is necessary to:
     ▪ Set priorities
     ▪ Focus energy and resources
     ▪ Strengthen operations
     ▪ Ensure that internal stakeholders work toward common goals
     ▪ Establish agreement on intended outcomes and results
     ▪ Assess and adjust direction in a changing environment
   ▪ In 2014, the Board of Directors began strategic planning and developing a new document for release in 2015.
     ▪ The Strategic Planning Committee began the creative and deliberative process necessary to develop the 2015 Strategic Plan. The committee did this by conducting a SWOT analysis and reviewing an environmental scan prepared by World Headquarters.
     ▪ The Board continued with the development process by identifying the critical internal and external factors that impact
the organization globally, socially, technologically, legally and competitively.
  ▪ The results were synthesized and prioritized until goals, objectives and supporting initiatives emerged.
  ▪ All operations should support the Toastmasters mission, just as the goals of the 2015 Strategic Plan support the Toastmasters mission.
  ▪ All members should have a strong focus on supporting club excellence and member achievement, no matter their titles.
  ▪ Use the Toastmasters International Core Values, Integrity, Respect, Service and Excellence, to guide you as you accomplish your tasks.

Goal 1

1. SHOW the Goal 1 slide.

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Goal 1

CLUB EXCELLENCE

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2. PRESENT
  ▪ Goal 1: Club Excellence

3. ASK
  ▪ What is Club Excellence?
    ▪ Ensure that clubs consistently deliver on the brand promise
4. **SHOW** the Goal 1 Objectives slide.

![Goal 1 Objectives](image)

- Enhance selection, development and support of leaders at all levels
- Expand and improve the use of technology
- Increase global adaptability of programs and processes
- Increase global understanding of the brand promise

5. **PRESENT**

- Objectives:
  - Enhance selection, development and support of leaders at all levels
  - Expand and improve the use of technology
  - Increase global adaptability of programs and processes
  - Increase global understanding of the brand promise

6. **INSTRUCT** participants to spend five minutes reading the objectives and thinking about their roles in the organization. Instruct them to choose two Goal 1 objectives and write a brief description of how they will help to accomplish those objectives in their roles.

7. **TIME** five minutes.

8. **DISCUSS** the responses as a group.
Goal 2

1. SHOW the Goal 2 slide.

Goal 2

MEMBER ACHIEVEMENT

2. PRESENT
   - Goal 2: Member Achievement

3. ASK
   - What is Member Achievement?
     - All clubs deliver a consistent, high-quality message regardless of location

4. SHOW the Goal 2 Objectives slide.

Goal 2 Objectives

- Increase member understanding of available opportunities
- Enable personalization of the experience
- Ensure member engagement
- Ensure member satisfaction
- Foster accomplishment of members’ personal goals
5. PRESENT
   ▪ Objectives:
     ▪ Increase member understanding of available opportunities
     ▪ Enable personalization of the experience
     ▪ Ensure member engagement
     ▪ Ensure member satisfaction
     ▪ Foster accomplishment of members’ personal goals

6. INSTRUCT participants to spend five minutes reading the objectives and thinking about their roles in the organization. Instruct them to choose two Goal 2 objectives and write a brief description of how they will help to accomplish those objectives in their roles.

7. TIME five minutes.

8. DISCUSS the responses as a group.

Goal 3

1. SHOW the Goal 3 slide.

   Goal 3

   AWARENESS, ENGAGEMENT AND PARTICIPATION

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2. PRESENT
   ▪ Goal 3: Awareness, Engagement and Participation
3. **ASK**
   - What are Awareness, Engagement and Participation?
     - Heightened awareness in external target markets resulting in prospective member engagement and participation

4. **SHOW** the Goal 3 Objectives slide.

   **Goal 3 Objectives**
   - Identify and prioritize target markets and understand current perceptions in these markets
   - Improve relevance and clarity of messaging for each target market
   - Expand targeted messages and effective use of communication channels
   - Develop systems to measure messaging consistency and effectiveness

5. **PRESENT**
   - Objectives:
     - Identify and prioritize target markets and understand current perceptions in these markets
     - Improve relevance and clarity of messaging for each target market
     - Expand targeted messages and effective use of communication channels
     - Develop systems to measure messaging consistency and effectiveness

6. **INSTRUCT** participants to spend five minutes reading the objectives and thinking about their roles in the organization. Instruct them to choose two Goal 3 objectives and write a brief description of how they will aid in helping to accomplish those objectives in their roles.

7. **TIME** five minutes.

8. **DISCUSS** the responses as a group.
9. PRESENT

- The three goals of the strategic plan are:
  - Club Excellence
  - Member Achievement
  - Awareness, Engagement and Participation
- As a member, everything you do should support these goals.
Conclusion

1. SHOW the Conclusion slide.

2. PRESENT
   - All operations should be in support of the organization’s goals.
   - Work to support club excellence and member achievement and awareness, engagement and participation throughout the organization.
   - Always remember the organization’s core values. Let them guide your actions.

3. INSTRUCT participants to share something they learned from this session with someone from another team.