

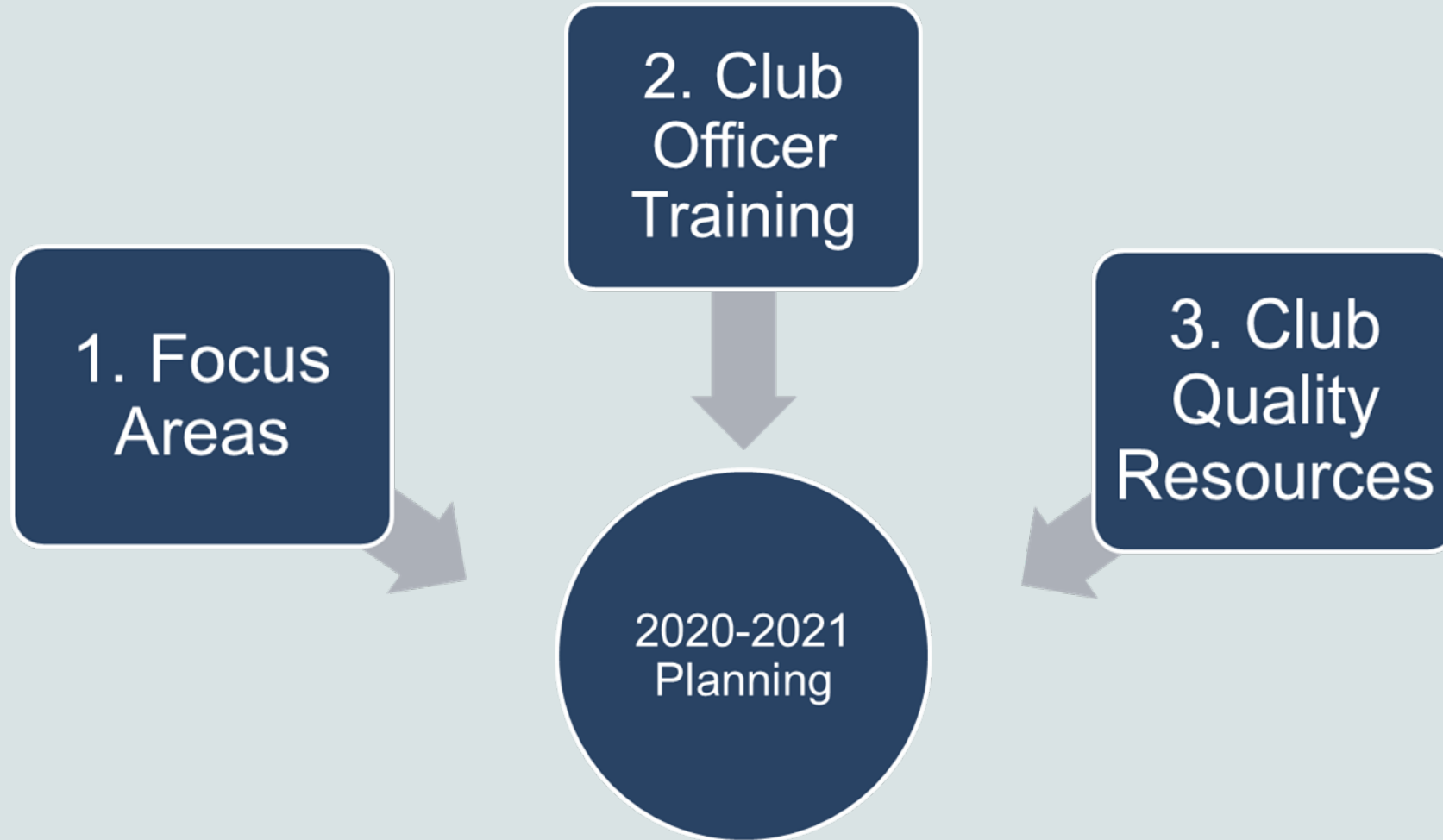


TOASTMASTERS

D99 2020-2021 Planning Session

June 6, 2020

Topics



1. Focus Areas for 2020-2021



Discussion



- Why are we all here?
- What is the greatest benefit you have gained through Toastmasters?

1. Focus Areas for 2020-2021

► Summary

- Firstly, we are all here because of the TI's mission – to become better leaders and communicators
 - We are members first before becoming District Leaders
 - Keeping it simple, – we are here to have our needs met and to help meet the needs of other members.

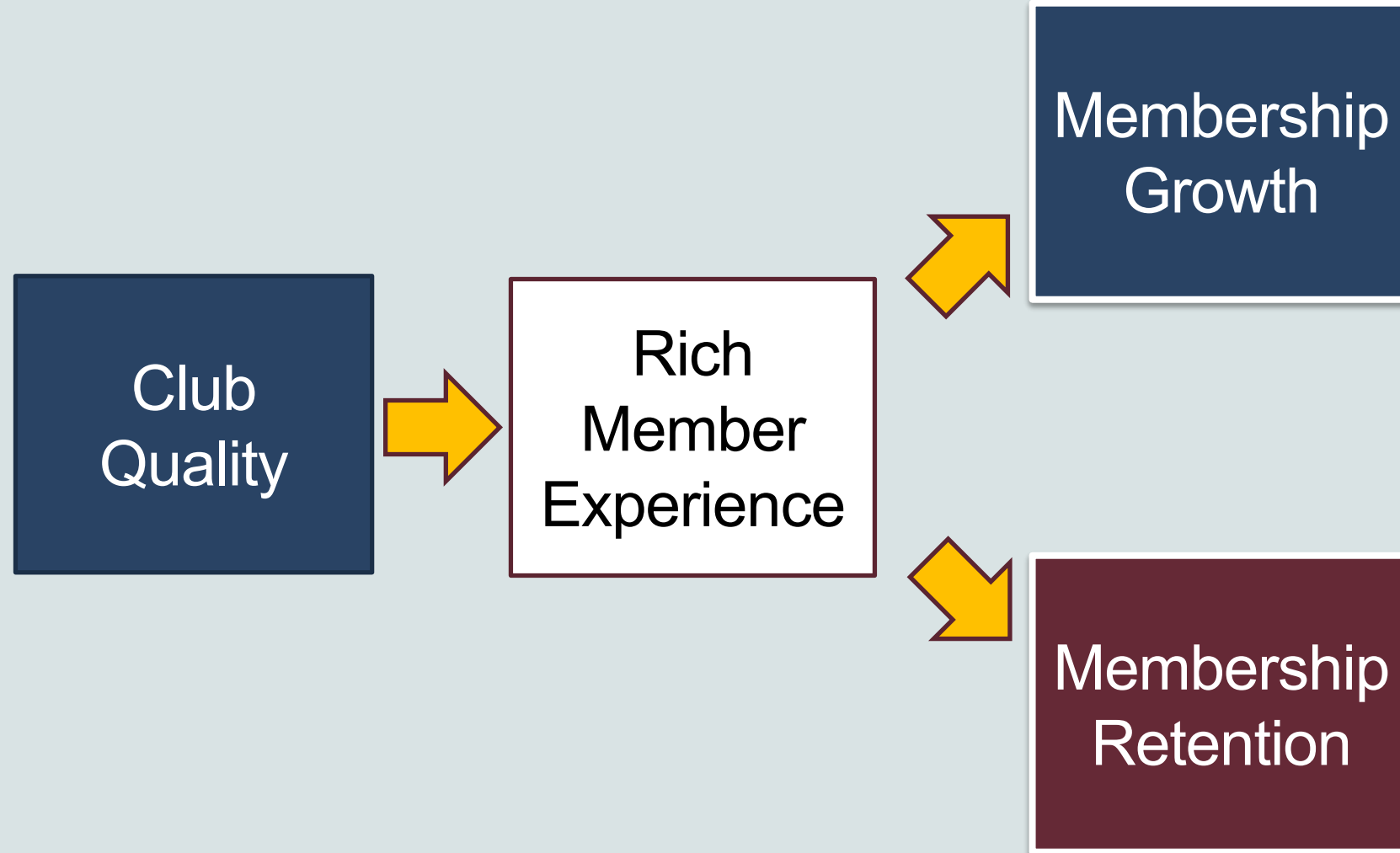
The District exists to add value to our members – that is the focus!



1. Focus Areas for 2020-2021

► Connecting the Dots

- Quality clubs create rich member experience - Meetings are well planned, and fun
- Quality clubs provide members with opportunity to learn and grow
- Quality clubs lead to membership retention
 - They know why members joined Toastmasters and why they remain
 - They organize to meet the members needs



1. Focus Areas for 2020-2021

► Current Reality

- Members have been impacted by crisis
 - In Alberta, Budget cuts leading to job losses
 - Crash in Oil Prices leading to further economic hardship in Alberta
 - Then the pandemic hit
- When crisis hits, people react because of fear
 - Fear of the unknown
 - Make irrational decisions such as not renew Toastmasters because of being out of job – yet to get another job interview skills are required
- We've all been impacted one way or the other
 - Membership renewals down
 - About 30 – 35 clubs at risk
 - Members not as motivated in completing their projects
 - We do not even know what the “new normal” would look like



1. Focus Areas for 2020-2021

New Normal?



If there's going to be a New Normal, there needs to be a New You.

Are you ready?

Leadership lesson from the current crisis

What leadership experts see in the current crisis

1. This crisis is unique as the uncertainty continues
 - There is uncertainty of where we are going with this and what the new normal would look like
2. Things are not going to be the same as things were
 - This will cause two types of reaction. One type is that some will say "I will not go back to my comfort zone."
 - Rather than fight what the new normal becomes, I will embrace it
 - Comfort zone is where adjustments are not needed, it is living on automatic assumption and many businesses fall into this trap where creativity and passion to succeed is lost
3. Everything that you want and that you have right now is outside of your comfort zone

1. Focus Areas for 2020-2021

► Crisis Management Tips and Tricks as Leaders

- Every crisis has wrapped in it the opportunity for growth
 - Rather than count my losses, I focus on the lessons of the current crisis and learn from them
 - Rather than focus on the problems, I focus on my progress as I learn from the lessons of the current crisis
- **Leadership lesson: we can control how we respond to things we can't control**



Discussion



- What are those things that we have control of as a District?
- How should we as leaders respond?

1. Focus Areas for 2020-2021

We have control over influencing more of our people to renew their membership recognizing the benefit of Toastmasters in helping them to become their “new you” in this crisis

We have control over helping our people to continue to complete speeches which will help more clubs become distinguished

District 99 Performance

-19.86% Growth



Paid Clubs

Base	To Date
146	117

Goals

Distinguished	149
Select Distinguished	151
President's Distinguished	154
Smedley Distinguished	158

-16.12% Growth



Payments

Base	To Date
4,869	4,084

Goals

Distinguished	4,943
Select Distinguished	5,016
President's Distinguished	5,113
Smedley Distinguished	5,259

15.07% of Clubs



Distinguished Clubs

Base	To Date
146	22

Goals

Distinguished	59
Select Distinguished	66
President's Distinguished	73
Smedley Distinguished	81

Pathways Adoption: New members: 57% versus Existing Members 73%

We have control over helping our clubs have a simple way of getting new members into Pathways either through a toolkit or mentoring

1. Focus Areas for 2020-2021

► Distinguished Club Program: 5-year Scorecard

We have control over learning from what some of our A-tier clubs are doing to remain excellent irrespective of the impact of the crisis

A – President's Distinguished for 5 years	B – Select Distinguished or Distinguished for 5 years	C – Sometimes Distinguished for 5 years	D – Never Distinguished for 5 years
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WHQ Rating	Number of Clubs	%
A	6	4%
B	15	10%
C	92	61%
D	38	25%

Division	Club Name	WHQ Rating
A	Sundowners Toastmasters	A
B	Friendly Achievers	A
C	CU At Noon Club	A
D	Brownlee's Best Club	A
D	New Entrepreneurs Club	A
F	Fun Speakers Toastmasters Club	A

1. Focus Areas for 2020-2021

We have control over learning from what some of our A-tier Districts are doing to remain excellent irrespective of the impact of the crisis

District 94 Performance Distinguished

2.6% Growth



Paid Clubs

Base	To Date
154	158

Goals

Distinguished	157
Select Distinguished	159
President's Distinguished	162
Smedley Distinguished	167

6.61% Growth



Payments

Base	To Date
7,083	7,551

Goals

Distinguished	7,190
Select Distinguished	7,296
President's Distinguished	7,438
Smedley Distinguished	7,650

56.49% of Clubs



Distinguished Clubs

Base	To Date
154	87

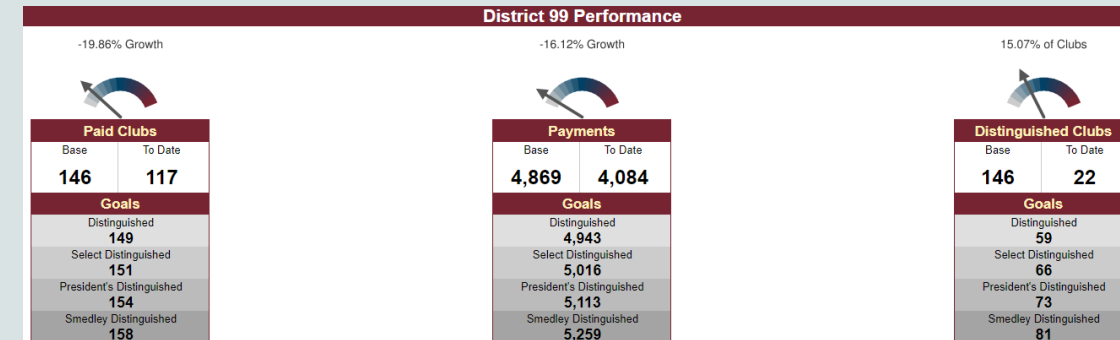
Goals

Distinguished	62
Select Distinguished	70
President's Distinguished	77
Smedley Distinguished	85

1. Focus Areas for 2020-2021

► Our Response Strategy: To focus on what we can control

1. Club Quality
 - Well trained officers – in their roles, knowing how to respond to the current crisis
 - ✓ Reaching both an online and in-person audience
 - ✓ Marketing their clubs
 - ✓ Tailoring their content to the needs of their members
 - Pathways – members getting through the program
 - Special Educational presentations to augment training
 - Build a culture active member participation, continuous improvement and resilience
2. Membership building and retention
 - Using mentoring programs
 - Special workshops to meet the needs of members and the community
 - ✓ Speech Craft
 - ✓ Educational for Rotary Alliance
 - ✓ Youth Leadership Program
 - ✓ Interview Success Workshops
 - ✓ Workplace related workshops – Corporate Clubs



Division Directors should use this information as a guide to developing their division success plan based on two focus areas that is most relevant for their division in 2020-2021

1. Focus Areas for 2020-2021

► Why Focus?

1. Focus is Energy
 - Energy flows where the attention goes
 - ✓ What we put before us expands
 - ✓ What we put behind us shrinks
2. It is the gateway to all thinking
 - If you can't focus effectively, you can't think effectively
 - ✓ Effective thinking causes the light bulb to come on helping us to discover opportunities in the midst of a crisis



Our strategic focus for 2020-2021 in District 99





Club Quality | Membership Retention

2. Planning Club Officer Training



Discussion



- Why Club Officer Training?
- What makes a good quality club officer training?
- What do you need to organize a good quality training?

2. Planning Club Officer Training

Summary

- Why Club Officer Training?
 - Most of the more than 75,000 officers are new and inexperienced
 - They need the skills, knowledge and tools to run quality and healthy clubs
 - Trained officers can result in quality clubs, richer member experience and increased retention of satisfied members
- What makes a good quality training?
 - Objective focused training
 - Relevant content
 - Standard curriculum to ensure quality and consistency in delivery
 - Format of training - lecture (boring) versus group based facilitation (adult learning style)
 - Trained facilitators



2. Planning Club Officer Training

Checklist: Refer to the checklist template

- Step 1: Choose Dates and Venue
- The following dates are available for Division Directors to choose from and work with Educational coordinators to schedule trainers
 - Tuesday, July 14
 - Thursday, July 16
 - Wednesday, July 22
 - Saturday, July 25
 - Monday, July 27
 - Thursday, August 6
 - Saturday, August 8
 - Monday, August 10
 - Wednesday, August 12
 - Tuesday, August 18
 - **Saturday, August 29 is reserved for the District led COT**

Contact Dan McCosh (outgoing)
and Cheryl Persson (incoming)



2. Planning Club Officer Training

Checklist

- Step 2: Choose your team
 - Chair – responsible for overall arrangement (Division Director)
 - Schedule training
 - Arrange for plenary session keynote speakers
 - Work with District coordinator to confirm trainers
 - Work with PQD to ensure training information is sent to world HQ for credit and that participants receive professional development certificate
 - Work with Finance Manager to develop a budget
 - Planning Committee
 - Venue selection
 - Training set up
 - Registrations
 - Promotions



2. Planning Club Officer Training

Checklist

- Step 3: Choose your team
 - Arrange Volunteers
 - Toastmaster
 - Sergeant at arms for breakout rooms
 - Check in desk
 - Zoom Master and Chat Master for online COT
- Step 4: Develop a program
 - Plenary session topics – refer to approved list of topics
 - Agenda
- Step 5: Promote, Promote, Promote
 - Email Marketing - EventBrite
 - Word of Mouth – Area Directors
 - District Website – Admin Manager
 - Social Media – District 99 FB Fan Page

Round 1 Training Topics	Round 2 Training Topics
Creating Club Quality (Item 1313A)	Creating Club Quality (Item 1313A)
Leading the Club to Success (Item 1313I)	Building on Achievement for Continued Success (Item 1333)
Building a Healthy Team (Item 1331)	Building a Healthy Team (Item 1331)
Enhancing Evaluations (Item 1332)	Enhancing Evaluations (Item 1332)
Club Officer Role Breakouts (Item 1313 2B-H)	Club Officer Role Breakouts (Item 1313 2B-H)

Topics	Description
<u>Creating Club Quality (Item 1313A)</u>	Discuss the importance of the member experience and learn about the correlation between the member experience and Toastmasters' mission and values. Learn how moments of truth support DCP
<u>Leading the Club to Success (Item 1313I)</u>	Learn about and practice using motivation, delegation, coaching and SMART goal-setting. Then, they use the skills learned throughout club officer training to complete the Club Success Plan.
<u>Building a Healthy Team (Item 1331)</u>	Learn what the five traits are and create an action plan to improve the team's health. Work to establish the vulnerability-based trust required on the team and learn about their different behavioral styles
<u>Building on Achievement for Continued Success (Item 1333)</u>	Review Moments of Truth and how they correlate with quality clubs and the DCP. Analyze the current Club Success Plan and opportunities for adjustment
<u>Enhancing Evaluations (Item 1332)</u>	Review evaluation techniques and the importance of feedback as well as advice. Address and resolve any challenges stopping the team from progressing.
Club Officer Role Breakouts (Item 1313 2B-H)	Learn about their role and responsibilities within club and club executive committee meetings.

2. Planning Club Officer Training

Key messaging to officers:

Attending training is a commitment to the Core Values

What do these values stand for?

- **Who** we are
- **What** we believe in
- **How** we achieve our goals



3. Club Quality Resource



3. Club Quality Resources

► Resources for Division Directors (Click on the links)

- [District Central](#)
- [Distinguished Club Program](#)
- [Distinguished Area and Division Program](#)
- [District's resources for Division Directors training](#)
- [District's resources for Club Officer Training](#)
- [Training Planning Checklist](#)
- [Area Success Plan Template](#)
- [Division Success Plan Template](#)
- [Sample – Team Operating Principles](#)
- [Sample – Meeting Ground Rules](#)
- [District Leadership Handbook](#)
- [D99 Club Performance Dashboard](#)
- [District 99 Website](#)
- [Toastmasters International Website](#)
- [Online Meeting Resources](#)



3. Club Quality Resources

► **Resources to share with Clubs (Click on the links)**

- [Focus Checklist for Club Presidents](#)
- [Moments of truth materials](#)
- [New Members Profile Sheet](#)
- [Members Interest Survey \(Item 403\)](#)
- [Video: D99 Club Marketing Masterclass](#) with materials for open house events
- [Video: D99 Pathways Masterclass](#)
- [Speechcraft Starter Kit \(Item 205\)](#)
- [Membership Building Kit \(Item 1160\)](#)
- [Attract and retain members](#)
- [From guests to members](#)
- [Video: Finding new members for your club](#)
- [Closing the sale \(Item 293a\)](#)
- [Video: Closing the sale](#)
- [Pathways Achievement Chart](#)
- [Club Success Plan \(Item 1111\)](#)
- [Club Leadership Handbook \(Item 1310\)](#)
- [D99 Club Performance Dashboard](#)
- [District 99 Website](#)
- [Toastmasters International Website](#)
- [Online Meeting Resources](#)
- [Transition/planning checklist for club officers](#)



Discussion



- Questions/Clarification?

Key Takeaways



Our strategic focus for 2020-2021 in District 99





Club Quality | Membership Retention

Leadership Nuggets



Leverage the current crisis to expand your leadership capacity

Rather than react, choose to reflect and respond. Ask yourself each day:

- 1. How will I use this crisis to get better every day?**
- 2. How will I use this crisis to help other people?**
- 3. What actions will I take to improve as a leader?**

Leadership Nuggets



- What I put behind me shrinks and what I put before me expands
- Rather than count on the losses, I reflect on and learn from the lessons
- I respond, focusing on what I have control over
- I carry out my role putting behind me the personal benefits and putting before me the people benefits

How do you want to be remembered?


- What will my legacy be?
- How can I finish strong on June 30, 2021 leaving clubs in my area or division in a better place?

A –
President's
Distinguished
for 5 years

B – Select
Distinguished
or
Distinguished
for 5 years

C –
Sometimes
Distinguished
for 5 years

D – Never
Distinguished
for 5 years



You will only be remembered for
two things: the problems you
solve or the ones you create.

Mike Murdock

Power Leader Declarations

I am an excellent leader

Toastmasters is my safe playground for growing as a leader

I choose try new things and to fail forward fast

Even as I add value to other Toastmasters

As I do, I have a story to share

I make a difference outside of Toastmasters

I am coming out of this crisis, bigger and better!

I will never be the same, again!

Never! Never!! Never!!!

TOASTMASTERS INTERNATIONAL®



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