



# **TOASTMASTERS**

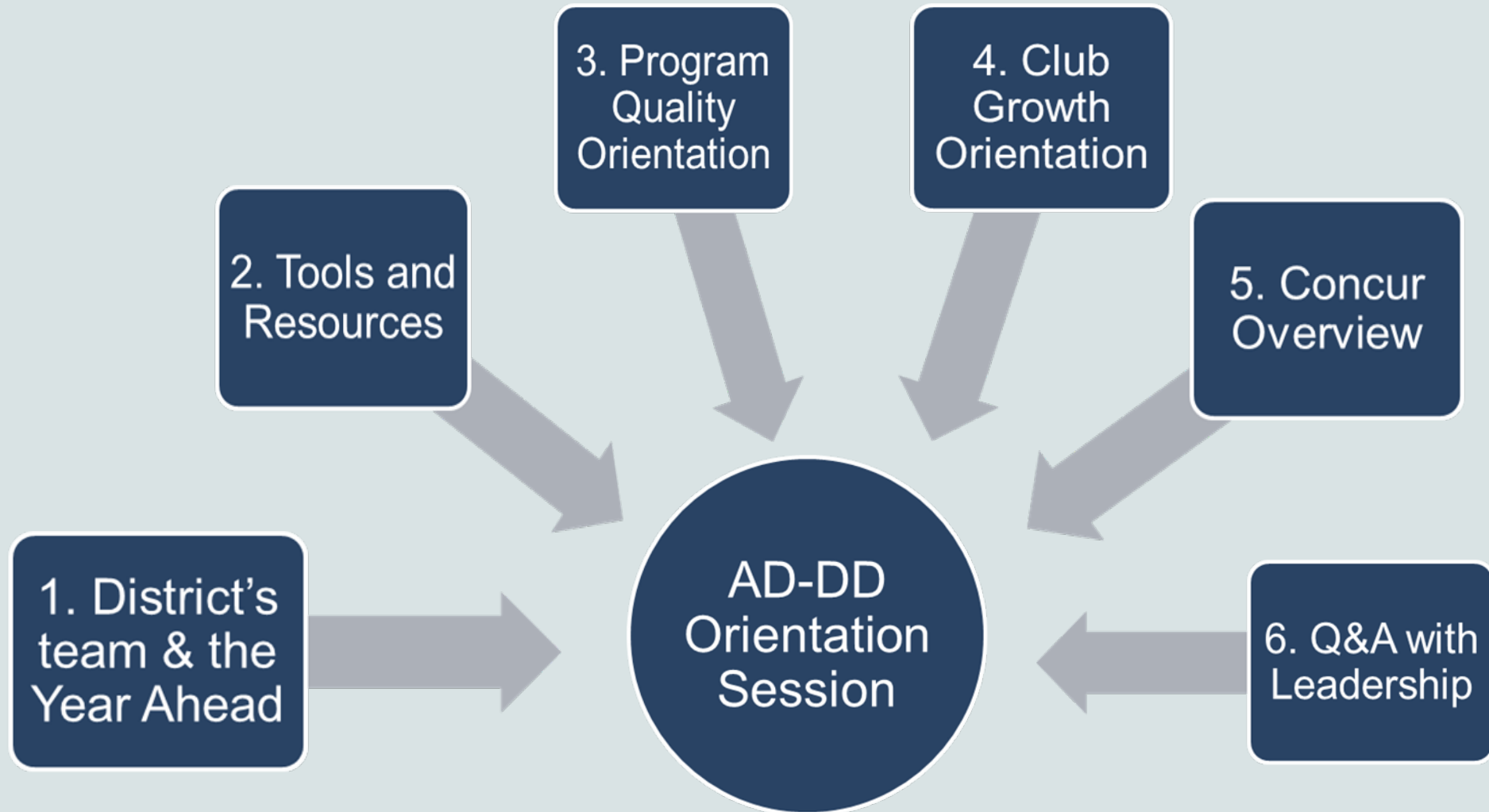
District 99

AD-DD Orientation Session

July 11, 2020

## Topics

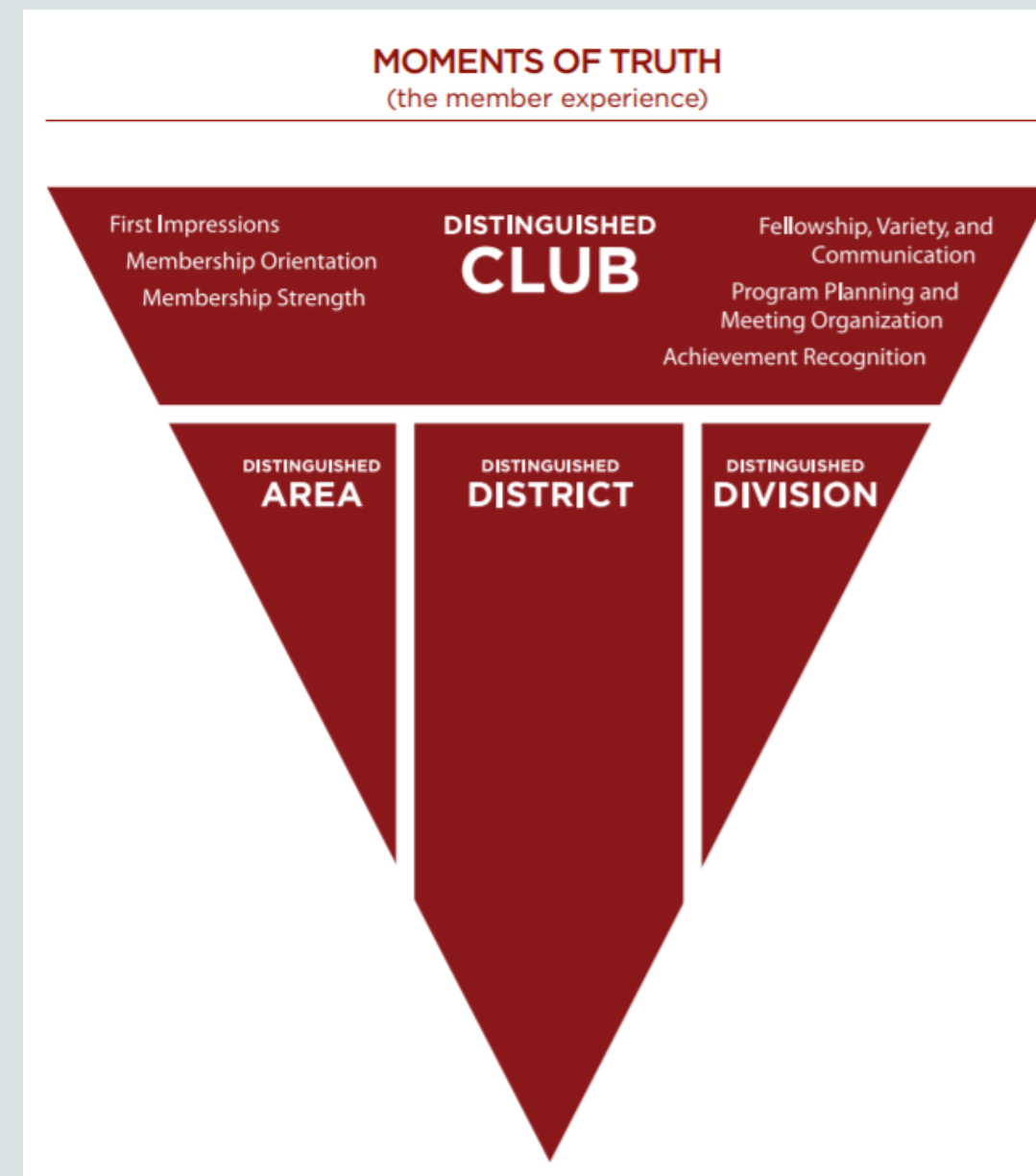
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### 3. Program Quality Orientation

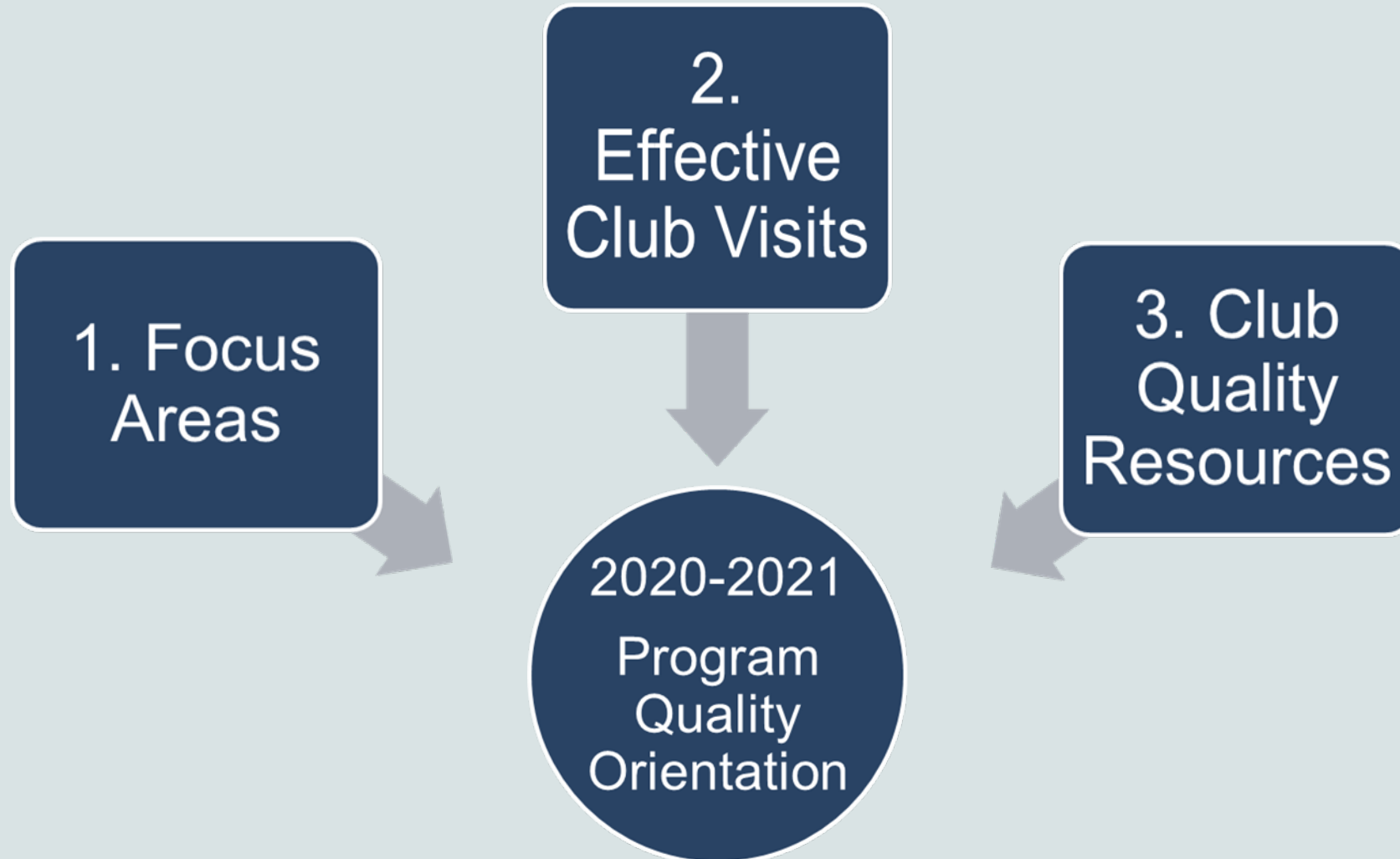


**Dotun Eliezer, DTM**  
Program Quality  
Director



## Topics

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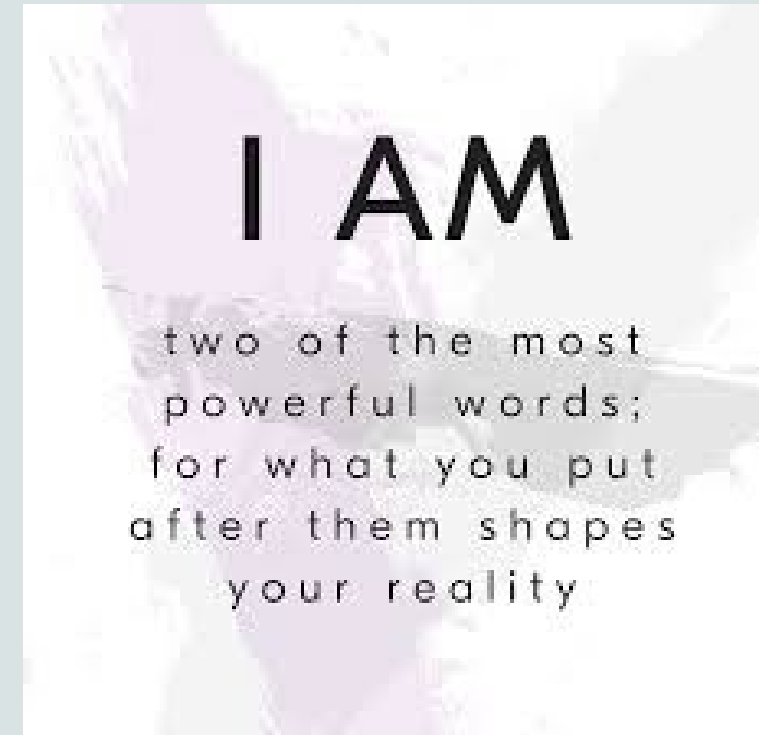


## Power Leader Declaration

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### Recite:

I am an excellent leader  
Toastmasters is my safe playground for growing as a leader  
I choose to try new things  
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!!!



## 1. Focus Areas for 2020-2021

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# 1. Focus Areas for 2020-2021

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## ► Summary

- Firstly, we are all here in Toastmasters because of the TI's mission – to become more effective communicators and leaders.
  - 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!**

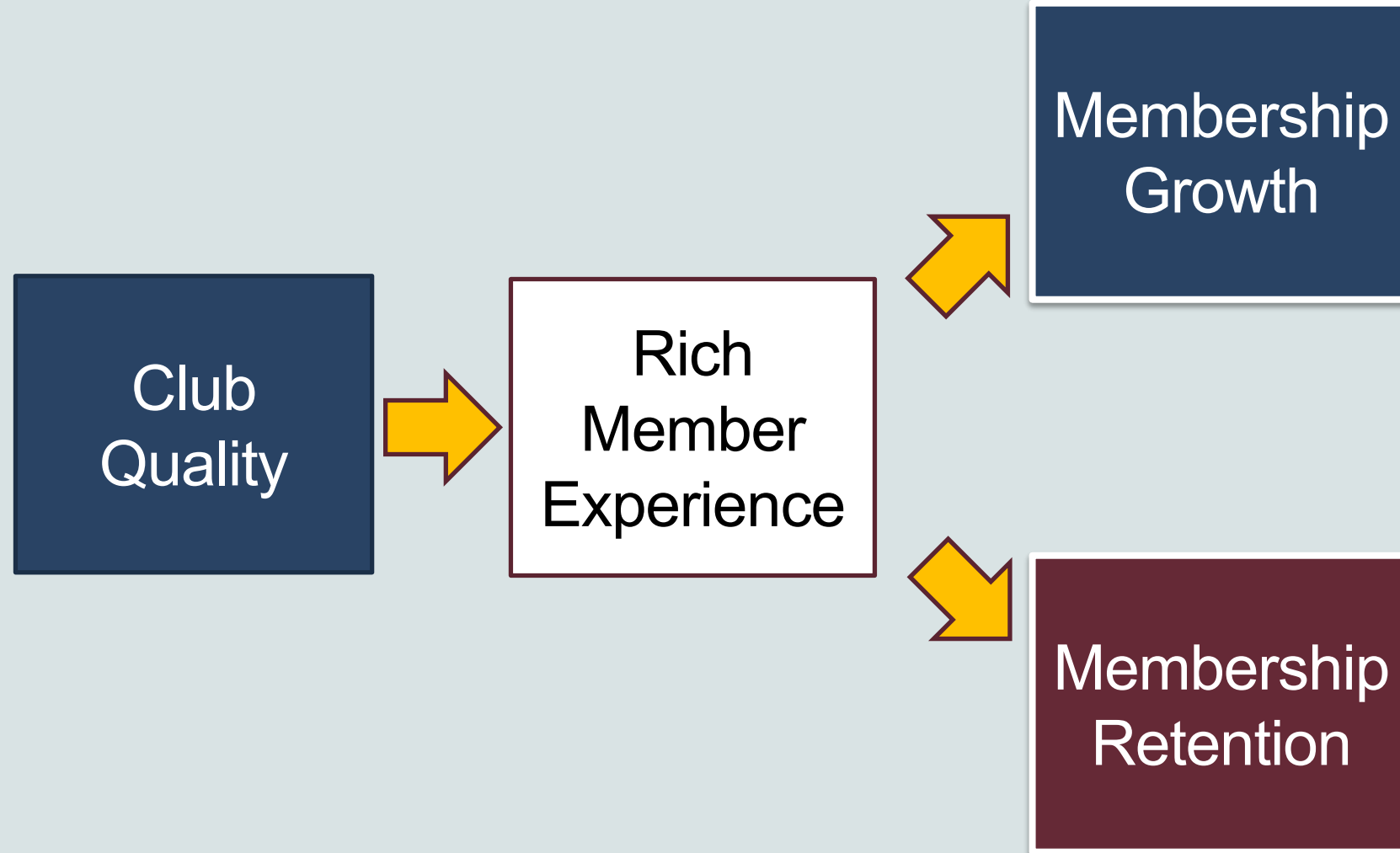


# 1. Focus Areas for 2020-2021

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## ► 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

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### ► Connecting the dots – The Club and District

#### What Club Leaders Do



#### What District Leaders Do



# 1. Focus Areas for 2020-2021

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## ► Club Leaders

- Focused on delivering an exceptional club experience to members
  - This helps clubs fulfill the club mission and delivers on the brand promise
  - **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.
  - **Brand Promise** – empowering individuals through personal and professional development

## ► District Leaders

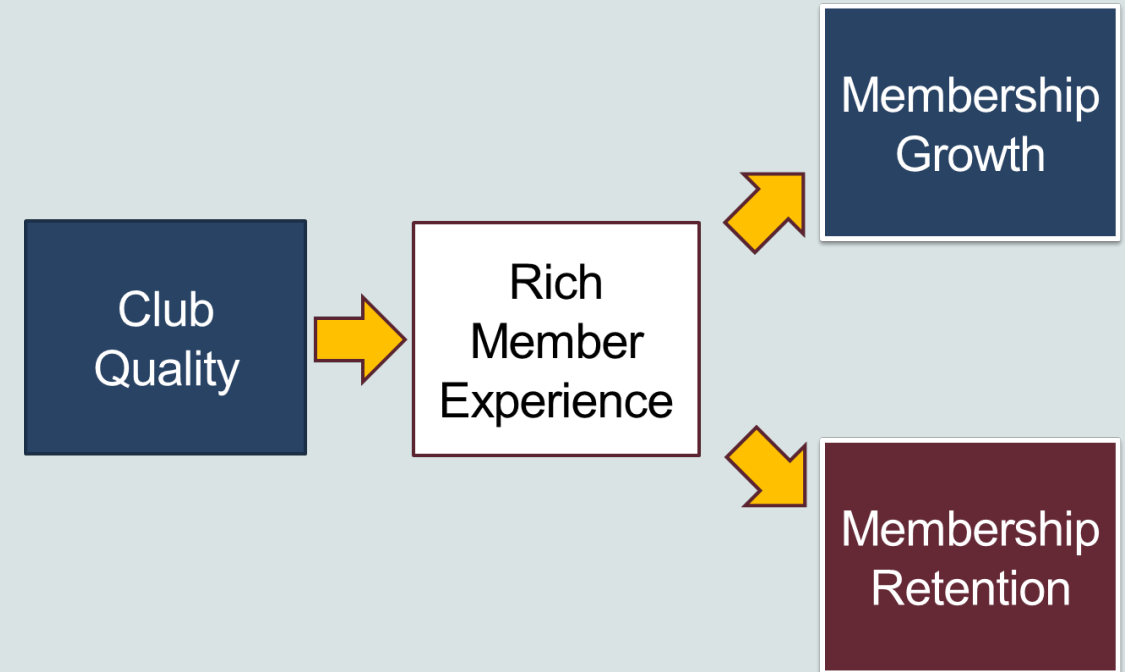
- Focused on achieving the district mission: we build new clubs and support all clubs in achieving excellence.
  - The district mission is the objective while the District Program is the measurement of success in meeting the objective

# 1. Focus Areas for 2020-2021

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## ► Connecting the dots

- The question then is how do we as District leaders add value across this value chain?
- **Club Quality**
  - We support our clubs by ensuring that **Division Directors** help organize and deliver high-quality training to club officers - **trained officers translate to successful clubs**
  - We support our clubs by ensuring that **Area Directors** conduct regular visits to clubs and help keep the lines of communications open between the club and district
  - **Division Directors** – help give club officers the knowledge, tools and resources they need at the beginning and middle of their terms through **training**
  - **Area Directors** – continue to provide guidance and support to club leaders throughout their terms through the **regular club visits**, area **follow-up meetings** and **one-on-one interactions**.



# 1. Focus Areas for 2020-2021

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## ► Current reality facing clubs and members

- Have been Impacted by the multidimensional crisis
  - In January, budget cuts effects and crash in global oil Prices
  - In March, the pandemic hit with a big bang!
- 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



# 1. Focus Areas for 2020-2021

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## ► Leaders lessons for managing crisis

- we can control how we respond to things we can't control
- **Every crisis has wrapped in it the opportunity for growth**
  - focus on the lessons of the current crisis and learn from them
  - focus on your progress as you learn the lessons of the current crisis



**Our response strategy: To focus on what we can control**



**Club Quality | Membership Retention**

# 1. Focus Areas for 2020-2021

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## ► 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



# 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

-19.18% Growth



### Paid Clubs

Base	To Date
146	118

### Goals

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

-14.87% Growth



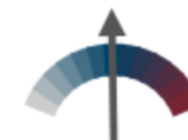
### Payments

Base	To Date
4,869	4,145

### Goals

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

24.66% of Clubs



### Distinguished Clubs

Base	To Date
146	36

### Goals

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

### Membership Payments

Late	Oct	Apr	Total	New	Charter	Total	Active Clubs
7	1,659	1,648	3,314	810	21	4,145	138

**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

## Connecting the dots – Area and Division Directors

### MAP OF SERVICE TO MEMBERS

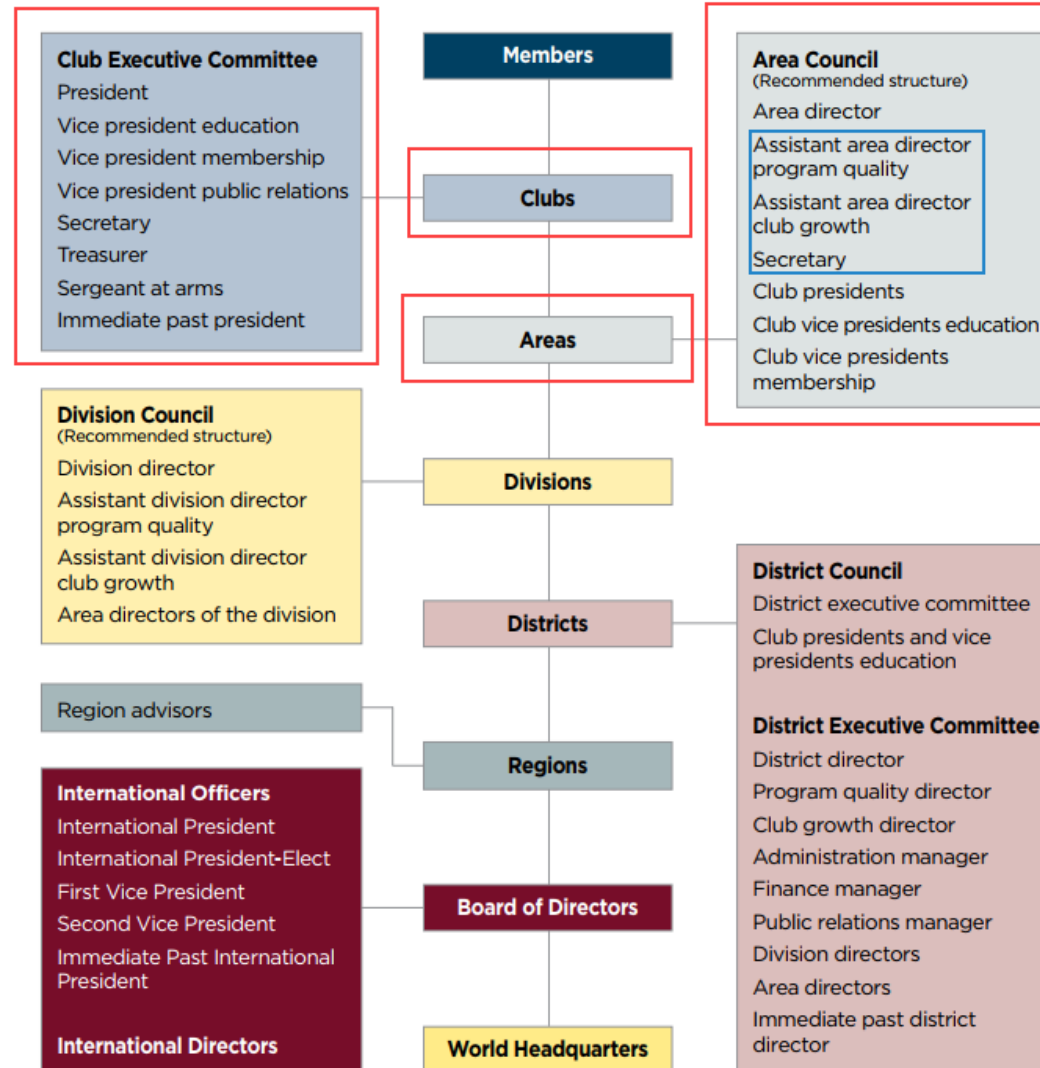


Vacant positions to be  
filled on the Area  
Council



**TOASTMASTERS**  
INTERNATIONAL

Members are the heart and foundation of Toastmasters International. Below is a representation of each service level in support of the member.



# 1. Focus Areas for 2020-2021

Focus Areas	Division Directors	Area Directors
Club Quality	<b>Well Trained Officers</b> who know how to lead their clubs through the current crisis <ul style="list-style-type: none"> <li>- July 23, 2020</li> <li>- August 10, 2020</li> <li>- August 22, 2020</li> </ul>	<b>Augment training during visits and monthly interactions with club officers</b> through sharing of resources and presentation of educationals: <ul style="list-style-type: none"> <li>- Building a quality club</li> <li>- Conducting Open Houses</li> <li>- Attracting and retaining guests</li> </ul>
	Arrange club visits to <b>introduce Area Directors</b> .	<b>Officers and members enrolled in Pathways</b> – Use spreadsheet list in District Central to know who is enrolled
	Use visit to <b>mobilize officers</b> for July 23, August 10 and August 22 COTs	<b>Helping clubs know how to be distinguished</b> <ul style="list-style-type: none"> <li>- Distinguished Club Program</li> <li>- District Performance Dashboard</li> </ul>
Membership Building	Special <b><u>work related workshop materials</u></b> for corporate clubs	Materials to provide awareness for <b><u>membership drive starting in August</u></b>
Membership Retention	Help clubs start campaign on <b><u>membership renewal</u></b> as early as August	Materials to help clubs with their <b><u>mentoring programs</u></b>

# 1. Focus Areas for 2020-2021

## ► Success Stories of 2019-2020 to learn from

- 27 Clubs that earned President's Distinguished
  - How did they motivate their members to continue with educational goals
  - How did they increase and retain their members?

Division	Club Name
A	Sundowners Toastmasters Innovative Communicators SOS Toastmasters Aimcrier Club
B	Southern Lights Millwood Vocabulaires
C	Oxbridge Orators CU at Noon WeBA Toastmasters Articulate Edmontonians

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

Division	Club Name
D	CN Tower Toastmasters Dawnbreakers Pipe-up Toastmasters TM4PM Norwood N'Orators New Entrepreneurs
E	Prince Albert Club Woodland Communicators CBA Toastmasters
F	Forward Thinkers The Y Club Morning Challengers Bowmen Club Pursuers Club City Lights Club

# 1. Focus Areas for 2020-2021

## ► Success Stories of 2019-2020 to learn from

- Area Directors that completed 100% of their visits in the first and second rounds

- Club Presidents that mobilized 100% for training in the first and second rounds

Division	Area	Area Director
A	A44	Barry Nobert
B	B6 B9	Joan Petruk Kirsten Ireland
C	C1 C13 & C16 C25	Erin Finucane Mark Read Edna Augustin
D	D55	Bob Charlborn
E	E32	Tonny Dithobane

Division	Area	Club	Club President
B	B6 B6	Camrose Club Wetaskiwin Club	Carol Penner Max Reilly
C	C13	TNT Toastmasters	Cheryl Persson
D	D30	TM4PM Club	Rodolfo Menjivar
E	E21	Prince Albert TM	Don Zurakowski
F	F14	Pursuers Club	Greg Servold



## 2. Effective Club Visits

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# Topics



- Why club visits?
- What makes an effective club visit?
- How do you organize an effective club visit?



## 2. Effective Club Visits

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### District Mission

- We build new clubs and support all clubs in achieving excellence



## 2. Effective Club Visits

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### Review Area Director's Role - Refer to Club Visit Manual

#### Overview

- Conducts regular visit including 2 official club visits
- Regularly contact club presidents – monthly phone call
- Motivate clubs to provide rich member experience
- Identify opportunities of club quality enhancement
- Help your Area to **achieve Distinguished recognition**
  - 50% of clubs distinguished
  - Have an assistant in program quality and club growth
- Communication channel between District and Clubs
  - All Leaders Call
  - DEC Meetings/Council Meetings
  - Recognition & Awards
- Expand your leadership capacity
  - Team building & delegation
  - Enhance communication





## 2. Effective Club Visits

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### Summary - Refer to Club Visit Manual

- Why club visits?
  - Support club officers
  - Build trust as a trusted advisor
  - Help foster club quality by offering solutions
  - Use as a follow-up to club-officer training to deliver complimentary educational presentations and answer questions



## 2. Effective Club Visits

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### Summary

- **What makes an effective club visit?**

- Trust is built. How do you know?
  - Club gives honest information
  - Club is receptive to feedback
  - Club see Area Director as a resource
    - They reach out from time to time with questions
    - AD is invited to install officers and attend social events
  - Club is active in area activities – council meetings, contests
  - Club is motivated to achieve Distinguished status

**Leadership lesson:** sticking to just the two official club visits will not build that trust or develop a relationship. A few unofficial visits along with some other things will.



# Discussion



- How early should you schedule your first visit?
- How can Area Directors gather information about a club before establishing initial contact?

## 2. Effective Club Visits

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### Summary

- **When and how do you build this trust?**
  - **Early on** – if your clubs are just getting to hear from you the first time in August, that opportunity to build trust, respect and credibility has probably been lost
- **Get in front of them immediately. How?**
  - Division Director introduces you to the clubs – **have a short presentation ready**
  - You can also get on the phone to the incoming club presidents.



## 2. Effective Club Visits

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### Summary

- What makes an effective club visit?
  - When and how do you build this trust?
    - Call for an area meeting with Club Presidents in August
    - Use the first area all leaders meeting to set an agenda for future meetings and **establish team principles**
  - Establish frequency and key dates for area meetings (monthly check-in or quarterly) and other area activities
  - Review of the club success plans and the area success plan – **Reference sample: Area success plan with time table**



## 2. Effective Club Visits

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### Summary

How to organize an effective club visit? **Refer to Club Visit Manual**

- **Before**
  - Prepare, prepare, prepare
  - **Schedule official visits early** and visit early
  - **Gather information** about your clubs
    - Incoming club officers
    - Club's progress in DCP
    - History of club's performance
    - How do you gather this information?
      - **Club Officer List and contact information**
      - **Dashboard** or **Mike Raffety reports** for historical club performance
      - **Previous reports on Area visits**



## 2. Effective Club Visits

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### Summary

How to organize an effective club visit?

- **Before**
  - Familiarize with the **Area Visit report** template. You can also email a link to the club president
  - Build rapport with the club president before you visit – ask about their Toastmaster journey and club history
  - **Ask for time to be on the meeting agenda** – set an example by delivering a speech from the Toastmasters manual
  - Ask for a **copy of their Club Success Plan** before the first visit
  - Ask for **club officers to be available immediately after your visit for a brief discussion**





## 2. Effective Club Visits

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### Summary

How to organize an effective club visit?

- **During**

- Dress professionally and wear your Toastmasters name badge and pin
- Arrive early – (as you would do when you are general evaluator)
- Observe
  - Was it easy to locate the meeting venue?
  - What first impression does the club make? Ask yourself if you would join the club?
  - What is the atmosphere of the meeting? Does it come across as a professional setting?
  - How many members does the club have? How many attended the meeting?
- **Review club success plan**
- Ask about **club goal challenges and successes**
- **Discuss DCP progress**





## 2. Effective Club Visits

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### Summary

How to organize an effective club visit?

- **After**
  - Debrief with officers afterwards
  - Share draft of report and ask for clarification before submitting to World Headquarters
  - Assist and follow-up with useful resources to help with implementation of recommendations
  - Learn the art of delicate balance on what to put in the report so that Club remains open to hear from you
  - **Complete your report and submit early** – First Round – **Nov 14**
  - Review and discuss club with the division director
  - Contact club president to:
    - Share observations
    - Congratulate club on successes
    - Identify how the district can support the club



## 2. Effective Club Visits

### Key Dates

Division Directors	Deadline	Area Directors	Deadline
Well Trained Officers who know how to lead their clubs through the current crisis	July 23, 2020 August 10, 2020 August 22, 2020	First unofficial visit – meet and greet officers, speak about club success plan, heads up about first area all leaders meeting in August	July 27, 2020
Introduce Area Directors to club – email/online visit	July 27, 2020	Conduct virtual area all leaders call with club leaders in August – <u>introduce area council</u> , review club and area success plan for Sept to December, motivate for Smedley membership building contest – open house for September, mobilize officers for last training on August 22, confirm official visits to clubs for September and October	August 15, 2020
Start Membership Renewal Campaign	August 7, 2020	Complete first round official visit Target – 100% Educate clubs during visit on DCP as metrics for success plan	October 15, 2020
Reminder of Membership Renewal Status	Sept 15, 2020	Complete visit report submission	November 15, 2020
Start mobilizing for second round club officer training at November TLI	October 15, 2020	Visit to sensitize for TLI Nov 14 event	November 7, 2020

## Key Milestones

### *Jul 1- Aug 31*

- Attend club officer training
- Complete success plan
- Members interest survey
- Educational program plan
- Start membership drive in August

# 2020-2021 Timeline

## KEY MILESTONES

### *Sep 1- Oct 30*

- Club officers trained
- Start implementing success plans
- Membership attraction and renewals
- Resume fall educational programs

### *Nov 1- Feb 28*

- Attend Second Round Training
- Review and adjust success plan
- Membership building contest
- Plan for spring contests
- Incentives for members educational completion

### *Mar 1 - Apr 30*

- Membership renewal
- Spring contests
- Nominations and elections planning
- Speech-a-thon events

### *May 1 - Jun 30*

- Elections
- Membership drive
- Distinguished club big push.
- Transition
- Incoming officers training
- Success plan

### 3. Club Quality Resource

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### 3. Club Quality - Core Resources for Area and Division Directors

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Resource	Description
<b><u>District Central</u></b>	Portal for downloading club lists and submitting Area Visit Reports
<b><u>District Leadership Handbook</u></b>	This is a comprehensive guide for all district officers including Area and Division Directors. It is designed to help you understand what is expected of your role and how that fits within the structure of the District and Toastmasters International. It also helps you to understand the roles of other district officers and resources so that you know where to turn to for help.
<b><u>Distinguished Club Program</u></b>	This is a package designed for promoting and explaining to clubs on how to be distinguished. It explains to them the linkage between the Area Club Visits, the club success plan and the Club recognition program. It has a template for the club success plan and a list of club resources.
<b><u>Distinguished Area and Division Program</u></b>	This manual provides an explanation of the quality performance program requirements for the Area, Division and Districts. It is designed to provide guidance on how Area and Division Directors can work together with the District to achieve the recognition status set by Toastmasters international. The resource includes a template of the club visit report, Area success plan and the Division success plan
<b><u>Club Visits Guide</u></b>	This is a manual designed to help Area Directors prepare for and conduct effective club visits. It explains the moments of trust club quality assessment tool used for evaluation during visits. It also includes a template of the club visit report.



### 3. Club Quality - Extended Resources for Area and Division Directors

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Resource	Description
<b><u>District resources for Area/Division Directors training</u></b>	A compilation of training materials for Area and Division Directors. It includes video recordings of the orientation session. It includes useful resources such as the Word version of the Area and Division success plans, training planning checklist for Division Directors and sample team operating principles.
<b><u>District's resources for Club Officer Training</u></b>	A compilation of materials from the club officers training. It includes video replay of plenary sessions and breakout sessions. Area Directors should share this page with the club officers.
<b><u>D99 Club Performance Dashboard</u></b>	The dashboard helps Area and Division Directors to monitor the performance of their clubs, area and division. It also provides performance historic data useful for getting to know the club even before an initial contact.
<b><u>District 99 Website</u></b>	As a district officer, area and division directors should be familiar with the district's websites and resources compiled to help support the clubs. The website contains updated information on training events, speciality events hosted by clubs, areas, division and the district and video tutorials. Area Directors should help clubs know of this resource
<b><u>Toastmasters International Website</u></b>	Toastmasters International (T)'s website contains plethora of resources that are regularly updated. With the COVID crisis, there is a new section with resources to help clubs conduct their online meetings with ease.



### 3. Club Quality - List of club officer tools and club resources to share

Resource	Description
<b><u>Toastmasters International Website</u></b>	Toastmasters International (TI)'s website contains plethora of resources that are regularly updated. It includes resources on Pathways, the Club Central for administering the club etc.
<b><u>Club Central</u></b>	TI's portal with tools and resources for clubs administration including filing of educational awards, remittance of membership fees and club roster
<b><u>D99 Club Performance Dashboard</u></b>	TI's dashboard to help clubs track their quality performance
<b><u>Online Meeting Resources</u></b>	A compilation of materials for clubs to conduct their online meetings with ease
<b><u>Distinguished Club Program</u></b>	This is a package designed for explaining to clubs on how to be distinguished. It explains the linkage between the Area Club Visits, the club success plan and the Club recognition program. It has a template for the club success plan and a list of club resources.
<b><u>Moments of truth materials</u></b>	Toastmasters International's club quality assessment tool designed to help clubs evaluate their clubs and identify areas of improvement for delivering a rich member experience
<b><u>Club Success Plan (Item 1111)</u></b>	A standalone template for completing the club success plan. This complements the Distinguished Club Program (DCP) manual.
<b><u>New Members Profile Sheet</u></b>	Designed to capture the profile of new members and the reason why they enrolled into the Toastmasters program





### 3. Club Quality - List of club officer tools and club resources to share

Resource	Description
<b><u>Club Leadership Handbook (Item 1310)</u></b>	A comprehensive guide designed to help club officers understand their roles and responsibilities
<b><u>District 99 Website</u></b>	District 99's website to help clubs with resources and information on training events
<b><u>District's resources for Club Officer Training</u></b>	A compilation of materials from the club officers training. It includes video replay of plenary sessions and breakout sessions.
<b><u>Focus Checklist for Club Presidents</u></b>	A useful checklist designed to help President be on top of the critical tasks for each month
<b><u>Transition/planning checklist for club officers</u></b>	A standard checklist outlining club planning and transitional tasks for incoming and outgoing club officers.
<b><u>Members Interest Survey (Item 403)</u></b>	This is a "know your customer" tool designed to help clubs survey the interest of their members and incorporate those into their educational program plan and the club success plan
<b><u>Video: D99 Pathways Masterclass</u></b>	Webinar series compiled as an orientation package for members new to Pathways and the VPs of Education/Presidents/Secretaries designated as Basecamp Managers
<b><u>Pathways Achievement Chart</u></b>	Wall poster for tracking club members progress towards completing their Pathways projects





### 3. Club Quality - List of club marketing resources to share

Resource	Description
<b><u>Video: D99 Club Marketing Masterclass</u></b>	A specialty webinar session with presentation from our international leaders on club marketing, open houses, social medium. Presenters shared their resources for conducting open house events
<b><u>Attract and retain members</u></b>	A manual from TI providing guidance on how to attract and retain members.
<b><u>From guests to members</u></b>	A manual from TI providing guidance on how to convert guests into committed members
<b><u>Membership Building Kit (Item 1160)</u></b>	Contains resources for running membership building drive
<b><u>Speechcraft Starter Kit (Item 205)</u></b>	Contains resources for running a speechcraft program, a starter program used for showcasing Toastmasters to non-Toastmasters.
<b><u>Video: Finding new members for your club</u></b>	A webinar sharing marketing tips and tricks for Toastmasters clubs
<b><u>Closing the sale (Item 293a)</u></b>	This manual is designed to help clubs learn the art of “closing the sale” without coming across as salesy
<b><u>Video: Closing the sale</u></b>	Webinar sharing the tips and tricks of learning the art of closing the sale in converting guests to new members



# Discussion



- Questions/Clarification?

## Key Takeaways

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## Our strategic focus for 2020-2021 in District 99

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**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?**



# How do you want to be remembered?

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- 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

Finish what you start, no matter what, it is about building resilience

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# LEADERSHIP

## Lessons



[dotuneliezer.com](http://dotuneliezer.com)

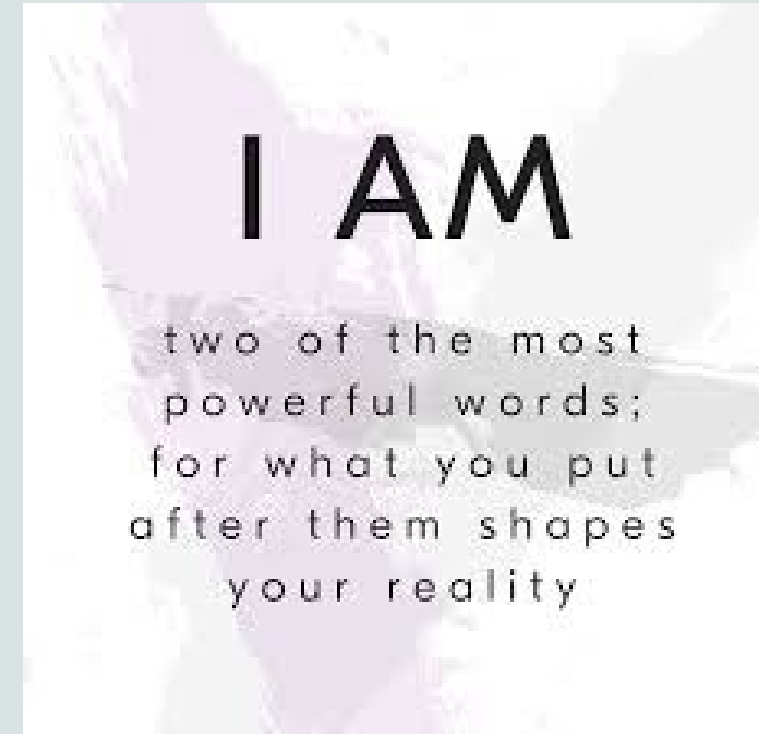


## Power Leader Declarations

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### Recite:

I am an excellent leader  
Toastmasters is my safe playground for growing as a leader  
I choose to try new things  
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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## TOASTMASTERS

District 99

Area – Division Directors  
2020-2021 Orientation Session

July 11, 2020