

Leading for Success



WHERE LEADERS ARE MADE

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Rate Your Club



Objectives

Examine the heart of Leadership

Correlate Moments of Truth
and the Distinguished Club Program

Understand how to Complete the
Club Success Plan

CULTURE GALLOP POLL

70% Culture Variance Related to Leader



What is Good Leadership?



WHERE LEADERS ARE MADE

How?

Toastmasters' 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.

Essentials of Leadership



Connection



Communication



Collaboration

Research on Leadership

Results



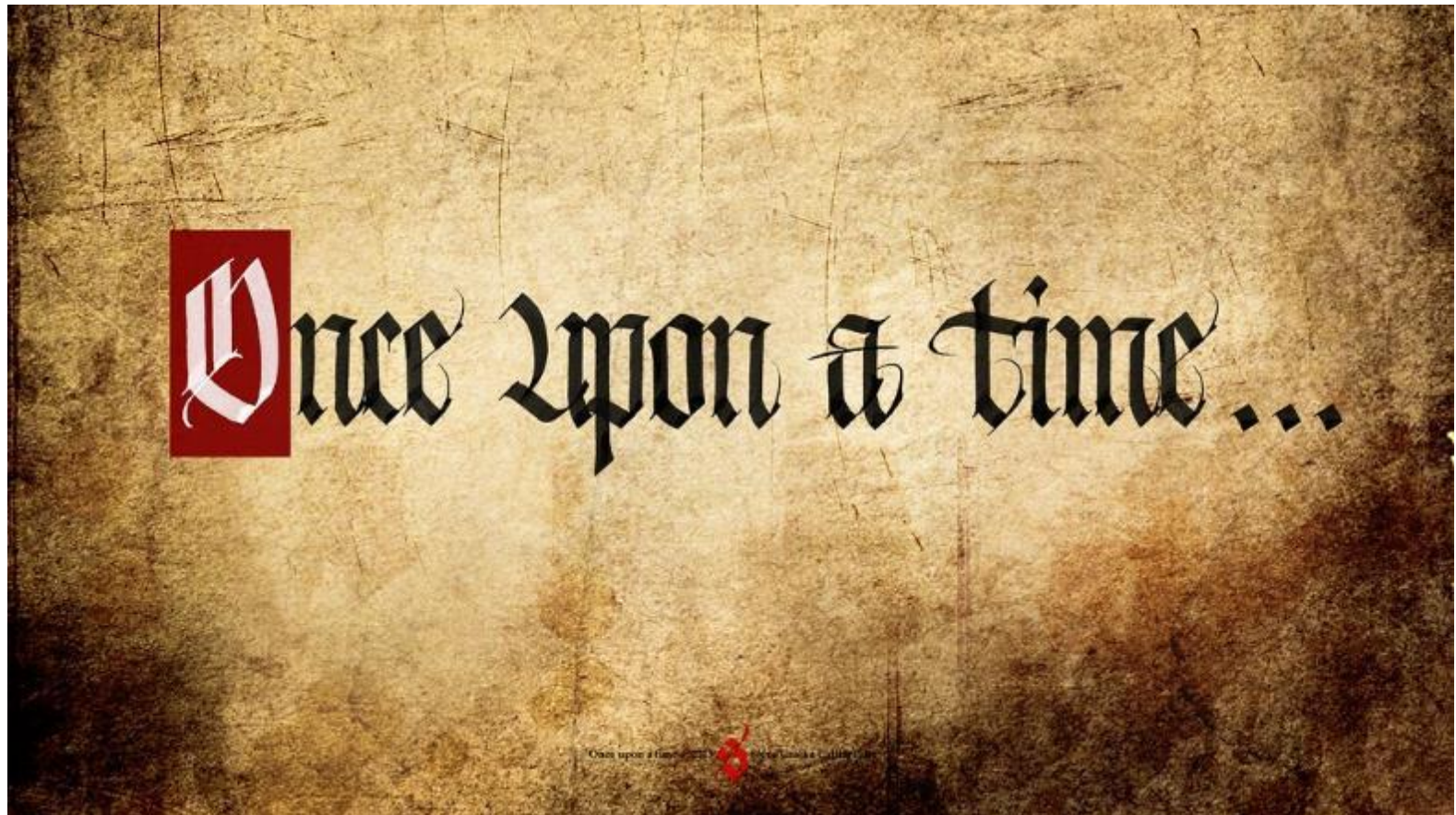
People

- Balance work and fun
- Deliver flawless feedback
- (accurate/objective, considerate/ inspirational)
- Motivate

Leadership Styles

Bureaucratic	Authoritative
Innovative	Pacesetting
Democratic	Affiliative
Coaching	Altruistic

Story Time



Forward Thinkers



Reaching Excellence While Having Fun



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Most Resilient Club in D99

Toastmasters D99 2019-2020 Program Year Recap

THE MOST RESILIENT CLUB

Forward Thinkers

*ended the program year with 30
members, a net growth of 9*

Wow Factor Video Winner

 Forward Thinkers Toastmasters
August 22, 2019 · 🌐

Pretty cool - Forward Thinkers on the world stage in Colorado!



Rena Weikle is with Gloria Bosma.
August 22, 2019 · 🌐

So proud of Forward Thinkers Toastmasters for their #wowfactor video ...shown at the International Convention!









Throw in
the Towel!



14 New Members



i'm all in

No Vision?



"Would you tell me, please, which
way I ought to go from here?"
"That depends a good deal on
where you want to get to."

"I don't much care where —"
"Then it doesn't matter
which way you go."

~Lewis Carroll,
Alice in Wonderland

Building a Vision for Your Club



- What if there was no limit on money, time and resources?
- What if you were all in?
- What if you were the best club in the

**‘A vision without a plan
is just a dream. A plan
without a vision is just
drudgery...but a vision
with a plan can change
the world.’ Old Proverb**

Goals Need Strategies to Be Successful



Action Plan

ACTION PLAN			
WHO	WHAT	WHEN	HOW

TEAM - TOGETHER EVERYONE ACHIEVES MORE

President
VP Education
VP Membership
VP Public Relations
Secretary
Treasurer
Sergeant at Arms
Immediate Past President



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Key Components of Planning?

Current Situation

Goals

Strategies

Action Plan

Tools for Assessing the Current Situation

Moments of Truth



SWOT Analysis

Member Interest Survey

Moments of Truth #290

FIRST IMPRESSIONS

First impressions are important to club success because guests' positive experiences and observations determine whether they will return and become members.

Standards			
Guests greeted warmly and introduced to officers and members		Convenient meeting location	
Guest book and name tags provided		Guests invited to address the club	
Professionally arranged meeting room		Guests invited to join	

MEMBERSHIP ORIENTATION

In order to offer members the greatest benefit from the Toastmasters experience, the club must acquaint new members with the education and recognition programs and make members aware of the club's responsibility to them and their responsibility to the club.

Standards			
Formal induction, including presentation of membership pin and manuals		Learning needs assessed	
Assignment of mentor		Speaking role(s) assigned	
Education programs and recognition system discussed		Member involved in all aspects of club activities	

FELLOWSHIP, VARIETY, AND COMMUNICATION

The club retains members by providing a fun, friendly and supportive environment that encourages enjoyable learning.

Standards			
Guests greeted warmly and made welcome		Members participate in area, district, and International events	
Enjoyable, and educational meetings planned		Interclub events encouraged	
Regularly scheduled social events		Club newsletter / website published and updated regularly	

Moments of Truth Cont'd

PROGRAM PLANNING AND MEETING ORGANIZATION

When club meetings are carefully planned, with well-prepared speakers and useful evaluations, members are able to meet their education goals.

Standards			
Program and agenda publicized in advance		Meetings begin and end on time	
Members know program responsibilities and are prepared to carry out all assignments		Creative Table Topics® and activities	
All projects are manual projects		Positive and helpful evaluations	

MEMBERSHIP STRENGTH

When the club has enough members to provide leadership and fill meeting and committee assignments, this creates a lively, active club that benefits existing members and draws new members in.

Standards			
Club has 20 or more members		Club programs varied and exciting	
Members are retained		Toastmasters sponsoring new members recognized	
Promotion of club in the community or within its organization		Regular membership-building programs	

ACHIEVEMENT RECOGNITION

The club motivates members to stay active by monitoring members' progress towards goals, submitting completed award applications immediately, and consistently recognizing member achievements.

Standards			
Award applications immediately submitted to World Headquarters		Club, district, and International leaders recognized	
Progress charts displayed and maintained		Club and member achievements publicized	
Member achievements formally recognized with ceremony		DCP is used for planning and recognition	

For each standard that is rated 3 or lower, look at the Best Practices Chart and discuss the following questions with

Moments of Truth Cont'd

BEST PRACTICES CHART

GUESTS

Challenges	Possible Causes	Recommendations
<p>Guests are not showing up to visit the club.</p> <p>Guests are not joining the club.</p>	<p>Guests may not feel welcome. Sometimes when interacting with a close-knit group, new people can feel left out.</p> <p>Guests join clubs in which they feel like their personal goals will be supported.</p> <p>Guests may not be asked to join after the first meeting.</p> <p>Guests may have witnessed a judgmental or negative interaction.</p>	<p>The VPM should use a guest book and ask guests to join at the end of the meeting.</p> <p>Make sure guests have name tags.</p> <p>Include information on the club website about attire to make guests feel comfortable.</p> <p>Welcome guests when they walk in and introduce them to other members in the club with personal information, rather than titles.</p> <p>Make meetings friendly, enjoyable, and fun! Try themed meetings and variety in Table Topics®.</p> <p>Display charts to show member progress toward goals.</p> <p>Use room set up such as Toastmasters banner and magazines to draw guests in.</p> <p>Use the club website, newsletter, and social media to promote meetings.</p> <p>Give the Communication Achievement award to a local non-Toastmaster who has a high profile in your community.</p> <p>Conduct a Speechcraft® program.</p>

GUESTS

EVALUATIONS

Challenges	Possible Causes	Recommendations
<p>Speakers are hypersensitive to constructive feedback.</p> <p>Evaluations are superficial and ineffective.</p>	<p>Honest, supportive evaluations rely on trust within the group.</p> <p>Evaluations do not provide constructive feedback.</p> <p>Evaluators may not know how to deliver effective evaluations.</p>	<p>The VPE should allow only members who have given five speeches or more to serve as evaluators.</p> <p>Focus evaluations on speech objectives from the manual.</p> <p>Ask experienced Toastmasters (from your club or from a nearby club) to model effective evaluations.</p> <p>Schedule club social events to create a friendly, supportive culture.</p>

EVALUATIONS

Member Interest Survey #403

Toastmasters International MEMBER INTEREST SURVEY



Member Name _____

Club Name _____

Goals

List two goals you wish to accomplish this year as a Toastmaster:

1. _____

2. _____

List two objectives you want to accomplish in the next few months in support of those goals:

1. _____

2. _____

Interests

Personal and Vocational	High Interest	Some Interest	No Interest
Improve critical-thinking skills			
Improve meeting-management skills			
Improve listening skills			
Improve leadership skills. If so, what? _____			
Improve communication skills. If so, what? _____			
Improve evaluation skills			

Club Involvement	High Interest	Some Interest	No Interest
Serve as a mentor for a new member			
Help increase club membership			
Serve as a club officer. If so, which role? _____			
Help the club with public relations or publicity			
Contribute to or edit the club newsletter or website			
Learn about parliamentary procedure			

Outside the Club	High Interest	Some Interest	No Interest
Lead or help with a Speechcraft program			
Lead or help with a Youth Leadership program			
Lead or help with a youth communication module			
Visit other Toastmasters clubs			
Compete in a speech contest			

Within the District	High Interest	Some Interest	No Interest
Judge a speech contest			
Organize a new Toastmasters club			

Club Quality Characteristics

Rate your satisfaction on each of the following club quality characteristics.

Characteristic	Extremely Satisfied	Very Satisfied	Moderately Satisfied	Slightly Satisfied	Not Satisfied
Welcoming					
Friendly/relaxed atmosphere					
Positive/Supportive					
Organized meetings					
Supportive club leaders					
Opportunities to participate					
Creative Table Topics*					
Effective evaluations					
Provides professional development					
A networking environment					
Promotion of club in the community					
Varied and fun meetings					
Toastmasters sponsoring new members recognized					
Member achievements formally recognized with ceremony					
Club and member achievements publicized					

Overall Experience

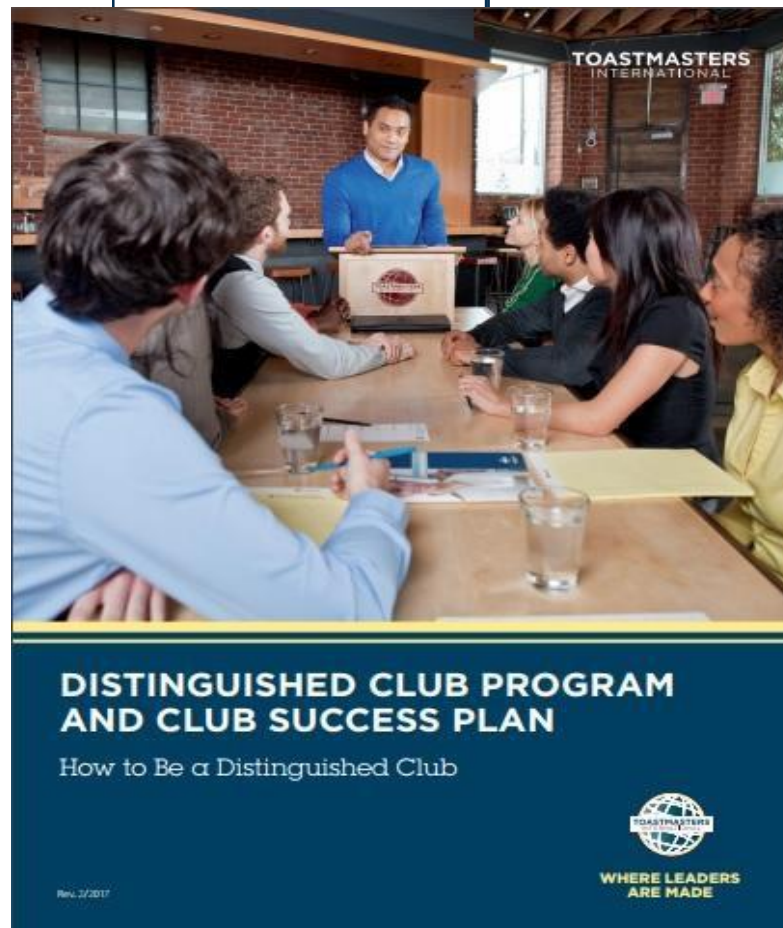
What do you like most about your club?

What do you like least about your club?

What recommendations for improvement can you provide?

Is there anything more specific you would like to learn about?

Club Success Plan Resource



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DISTINGUISHED CLUB PROGRAM

	Goals to Achieve	Goal	To Date	Status
Education				
1	Level 1 awards <i>All Pathways education awards must be submitted in both Base Camp and Club Central.</i>	4	0	4 Level 1s needed
2	Level 2 awards <i>All Pathways education awards must be submitted in both Base Camp and Club Central.</i>	2	0	2 Level 2s needed
3	More Level 2 awards <i>All Pathways education awards must be submitted in both Base Camp and Club Central.</i>	2	0	2 Level 2s needed
4	Level 3 awards <i>All Pathways education awards must be submitted in both Base Camp and Club Central.</i>	2	0	2 Level 3s needed
5	Level 4, Level 5, or DTM award <i>All Pathways education awards must be submitted in both Base Camp and Club Central.</i>	1	0	1 Level 4, Level 5, or DTM needed
6	One more Level 4, Level 5, or DTM award <i>All Pathways education awards must be submitted in both Base Camp and Club Central.</i>	1	0	1 more Level 4, Level 5, or DTM needed
Membership				
7	New members	4	0	4 New Members needed
8	More new members	4	0	4 New Members needed
Training				
9	Club officers trained June-August	4	0	First Training Period 4 needed
	Club officers trained November-February	4	0	Second Training Period 4 needed
Administration				
10	Membership-renewal dues on time	Y	0	On-time dues-renewal needed
	Club officer list on time	Y	1	On-time officer list Achieved

Recognition

Distinguished Club Goals

DISTINGUISHED

5 out of 10
Goals Achieved

**SELECT
DISTINGUISHED**

7 out of 10
Goals Achieved

**PRESIDENT'S
DISTINGUISHED**

9 out of 10
Goals Achieved

Membership Requirement

20 members or a net growth of 5 new members

Membership	
Base 13	To Date 9
Required 18 20 members or a net growth of 5 new members	

Membership	
Base 20	To Date 19
Required 20 20 members or a net growth of 5 new members	

Distinguished Club Program (DCP)



Education

- Members, who have the opportunity to earn education awards, are reaching their goals

Membership

- With enough members, everyone's experience is enhanced because leadership is provided and meeting and committee assignments are filled

Training

- Trained club officers are better able to serve and support your club

Administration

- Fulfilling administrative duties helps your club run more smoothly, which benefits members

Club Ground Rules

Club
Pages 1 - 5

Team Composition

Values

Team Operating Principles

Potential Obstacles

Meeting Protocol

Team Interactions &

Behavioral Norms

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▶ CLUB SUCCESS PLAN

Club Number

TEAM COMPOSITION
Name the members of the club executive committee (all seven officers and the immediate past president).

VALUES
Toastmasters International's values are integrity, respect, service, and excellence. These values should be incorporated as anchor points in every decision made at all levels within the organization. Toastmasters' values provide a means of guiding and evaluating the organization's operations, planning, and envisioned future.
What are the club executive committee's values?

TEAM OPERATING PRINCIPLES
What principles does the club executive committee hold? (These principles might include trust, safe learning, collaboration, etc.)

Sample Team Operating Principles

1. We are open and honest with one another.
2. We treat each other with dignity and respect.
3. We listen to and respect each other's ideas and opinions.
4. We hold confidences.
5. We honor our commitments.
6. We support and invest in each other's development.
7. We routinely evaluate our processes.
8. We have fun.

SAMPLE - MEETING GROUND RULES

1. Start on time/End on time
2. Phasors on stun
3. Purpose and objectives clear
4. Agenda and materials in advance (2 hours)
5. One person at a time
6. No speeches longer than 2 minutes
7. No sidebars
8. Meeting ends with clear actions (who does what, when)
9. Murder the unchosen alternatives
10. Digressions go into a parking lot

MEETING PROTOCOL

In general, how will the club executive committee process tasks? (For example, consider how often to meet or call, what the meeting practices will be, etc.)

The executive committee will meet monthly at 6pm Monday evenings for 1 hour. Additional meetings are recommended monthly for club members and their mentors to ensure each mentee is getting the support they require.

TEAM INTERACTIONS AND BEHAVIORAL NORMS

How will decisions be made?

Our team will regularly make teams in a collaborative manor. The person presenting an idea should provide a full report on the situation and reason for their recommendation, the team will then discuss and reach an agreement on the best method forward.

What will be the club executive committee's method of communication? Determine the first preference, second preference and so on.

Our team has different preferences when it comes to communication, but for the purposes of leading our club to success we have selected the following preferences:

1. For urgent matters a phone call should be placed.
2. For important matters a text message will be sent.
3. Email for general correspondence and communication between meetings.

Club Success Plan – Education

Education Action Plan

Identify the actions your club will take to meet the needs identified in the situation analysis.

Education Action 1

Describe how to help members earn CC awards or complete Levels 1 and 2 in Pathways. Specifically, what action will be taken? Refer to this action as Education Action 1.

How

Resources for Education Action 1

Your club has many resources at its disposal — equipment, materials, people and potential funding. Committees can be formed to carry out specific goals, especially when certain members are interested or have skills in a given field.

What equipment, materials, funding or people — individuals — can be used to help accomplish Education Action 1?

What

Assignment for Education Action 1

In creating a plan, it is important to assign an individual or a group to each action. This way, the responsible party is held accountable for the completion of the assigned action.

Who is responsible for Education Action 1? If it is a committee, who are the members of the committee and what is each person's specific responsibility?

Who

Timetable for Education Action 1

Determining a timetable allows the club executive committee to track progress toward each goal. Once the timetable is defined, the committee should review it periodically to determine whether your club is on track to complete each action or if adjustments must be made to reach the goal.

When will Education Action 1 begin?

When

When will Education Action 1 be complete?

How will progress be tracked?

Education

When mentors sit down with new members for the first time they will ask the member when they want to do their ice breaker and also finish their level 1. This information will be shared with the Assistant VP Education to track and ensure scheduling allows them to reach their goals.

Resources for Education Action 1

Your club has many resources at its disposal — equipment, materials, people and potential funding. Committees can be formed to carry out specific goals, especially when certain members are interested or have skills in a given field.

What equipment, materials, funding or people — individuals or committees — can be used to help accomplish Education Action 1?

Equipment, Funding, Materials: No additional items required. Asst. VP Education will liaise with mentors.

Assignment for Education Action 1

In creating a plan, it is important to assign an individual or a group to each action. This way, the responsible party is held accountable for the completion of the assigned action.

Who is responsible for Education Action 1? If it is a committee, who are the members of the committee and what is each person's specific responsibility?

VP Education - work with Asst. VP Education to ensure they are following up with mentees.
Assistant VP Education - Follow up with Mentors to seek out new members goals.
Mentors - Meet with new members and ensure a strong understanding of members goals are.

Timetable for Education Action 1

Determining a timetable allows the club executive committee to track progress toward each goal. Once the timetable is defined, the committee should review it periodically to determine whether your club is on track to complete each action or if adjustments must be made to reach the goal.

When will Education Action 1 begin?

July 1, 2018

When will Education Action 1 be complete?

June 30, 2019 and within 3 weeks of each new member joining.

How will progress be tracked?

Assistant VP Education to maintain a document of all members goals and targeted completion dates.

CLUB SUCCESS PLAN

Activity	Goal	Strategy	Resources	Assignment	Timetable		Actual Completion
					Start	Complete	
(7) New Members	4	<p>Your club needs at least 20 members at all times to conduct the Toastmasters educational program. What does the club currently do to recruit new members? Clubs, must have an active membership building campaign, making use of the promotional material available from Toastmasters International. Promote the club and the Toastmasters International organization through:</p> <ul style="list-style-type: none"> - Newspaper and magazine articles - Community calendar - Radio/TV appearances and announcements - Window and bulletin board displays - Chamber of Commerce listings - Club Speakers Bureau - Communication Achievement Awards given to community members - Speechcraft, Success/Leadership and Success/Communication programs conducted for non-members <p>Make guest feel welcome and ask them to join the club. Assign each new member a mentor and orient them to Toastmasters.</p>	<p>Toastmasters International's and the district's member-ship building contest; consult Toastmasters International's Online Supply Catalog for extensive list of promotional material available.</p>	<p>Vice President Membership and membership committee to spearhead campaign; all members should recruit new members, Vice President Public Relations should work to promote the club.</p>			
(8) Additional new members	4 or more	Same as above	Same as above	Same as above			

CLUB SUCCESS PLAN 2020/21

The (TM Club) Club Success Plan for _____ is outlined below. This plan is in conjunction with the Toastmaster's Distinguish Club Program. The Committee Members and the Club Members will commit to achieve these goals. The Committee members will monitor this plan on a quarterly basis to see how the club is tracking towards these goals. Each Member joining would commit to help to achieve these goals.

Aim: To become a President's Distinguished Club in 2020/21

Vision: To empower members to achieve their full potential and improve their communication and leadership skills

Mission: To create a positive and encouraging culture that equips members in developing the communication and leadership skills they require

DCP PROGRAMME

Education (6 Points available)

Name	Date Planned	Date Achieved
Four Level 1 Awards		
1.		
2.		
3.		
4.		
Two Level 2 Awards		
1.		
2.		
Two More Level 2 Awards		
1.		
2.		
Two Level 3 Awards		
1.		
2.		
One Level 4, Level 5 or DTM Award		
1.		
One More Level 4, Level 5 or DTM Award		
1.		

Membership (2 Points available)

1. Four new members		
2. Four more new members		

Training (Need both for 1 point)

1. Training – Four committee members required to attend	Jun/July	
2. Training – Four committee members required to attend	Nov/Feb	

Administration (Need both for 1 point)

1a. On time payment of membership dues	March	
1b. On time payment of membership dues	September	
2. Club officer list on time	June	

Key Challenges

- Keep Membership between 20 to 30 members
- Achieve full attendance meetings

Summary - Considerations

1. Are we all in?
2. Where do we want to be?
3. What obstacles do we face in getting there?
4. What strategies could we use to reach our goal?
5. Identify the what, when, where, and who for each strategy.
6. How and when will we measure our progress?

Brand Positioning

I wasn't born a leader. They were all around me though. In the community, at work, at school. Leaders were everywhere. They were the heads of families, coaches of teams, business leaders, mentors, organizational decision-makers.

I admired these leaders. They influenced who I was and who I was becoming. Whatever they did professionally or how they became what they were, I aspired to walk in their footsteps.

And, so, I committed myself to becoming one.

Finally, it came to me. It wasn't just what leaders knew that enabled them to lead. They had a voice. They could tell their story. They could listen and answer. They didn't just accomplish, they communicated.

So I set out to find my voice. Learn to process information on my toes. I needed to learn to listen. Learn to give feedback — and accept it. I needed to organize, plan, deliver, follow up. I needed a place where all the ingredients were there, and someone would guide me along the way.

I found that place. I found a community of learners and the path to leadership.

I am a leader — and I was made.



WHERE LEADERS ARE MADE

Wishing you much Success!

