

# CLUB LEADERSHIP



*Charting a Course for  
Club Success*



TOASTMASTERS  
INTERNATIONAL

T R A I N I N G P R O G R A M

# THE MISSION OF THE CLUB

*The mission of a Toastmasters Club is to provide a mutually supportive and positive learning environment in which every member has the opportunity to develop communication and leadership skills, which in turn foster self-confidence and personal growth.*



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# TRAINING CLUB LEADERS . . . A VITAL FUNCTION

**A**s a coordinator for Club Leadership Training, you have one of the most important roles in Toastmasters.

The quality of a Club meeting determines whether people join and stay in our organization. Success, for a Toastmasters Club, lies in the ability to provide an environment that fosters meaningful self-development for members. This is where officer training comes into play. Club officers must know their roles and responsibilities. The trainer's job is to explain this and to make sure all officers understand why their roles are so important for the overall success of the Club. Your effectiveness as a trainer can make the difference between success and failure for a Toastmasters Club.

Preparation is the cornerstone of a good training session. Take time to study the training program thoroughly. Don't forget to inject your own personality and experiences to create a session that is educational, enjoyable, and motivational. Helpful tips to assist in your preparation for this training session are provided in Part I. Part II covers the essential points of the session while Part III provides you with handouts, including an evaluation form, to distribute. Part IV contains copy for your visual aids. **This entire training program, including PowerPoint slides, is available for downloading on the Toastmasters International Web site, [www.toastmasters.org](http://www.toastmasters.org).**

This program is your comprehensive guide for preparing and presenting an effective training session that addresses how to have a successful Club. By the end of the session, the members of your audience will be familiar with such basic competencies as creating a vision of Club success, planning and goal setting, building and motivating a team, using the Club Success Plan, and participating in the Distinguished Club Program.

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# **PART I:**

## **PREPARING FOR THE TRAINING SESSION**

### **A. THREE STEPS IN PLANNING A SUCCESSFUL TRAINING PROGRAM**

#### 1. Prepare the Training Agenda

The information in this manual should be the core of your training session. However, you may want to devote additional time to some subject areas or add other subjects to be discussed, depending on the needs of the Clubs. You should discuss your agenda with the Lt. Governor Education and Training to ensure your program is appropriate.

#### 2. Obtain and Prepare Materials

- ▶ Prepare overhead transparencies using the master copies found in Part IV or on the diskette, or download the PowerPoint slides from the TI Web site. If a flip chart will be used to replace the overheads, prepare it in advance: Write the information on every other flip chart page, using a marking pen and making sure all letters are large enough to be clearly visible to participants. You also will need the flip chart to write participants' responses to questions.
- ▶ Duplicate the handouts and evaluation form in Part III of this program, along with any additional handouts you will distribute.
- ▶ Assemble reference materials. These may be available from the District, or you can order them through the Toastmasters International Supply Catalog. Be sure to allow adequate time for shipping.

#### 3. Select Training Assistants

You may want to have someone assist you in conducting the session (distributing handouts, etc.). Select that person in advance and explain what type of help you will need.

## B. THE TRAINING ENVIRONMENT

A satisfactory physical environment is essential for an effective training session. In advance, arrange for your meeting room to be set up properly. You will need a room large enough to seat the attending officers comfortably. Ideally, it should have space in the back for coffee breaks, as well as sufficient room in front to accommodate your audiovisual equipment and a work table for materials and supplies. Make sure you have an overhead projector and screen, and don't forget to include a spare bulb and extension cord.

The chart below illustrates an ideal physical setting for a training session.

### KEY

A - lectern  
and gavel

B - overhead  
projector

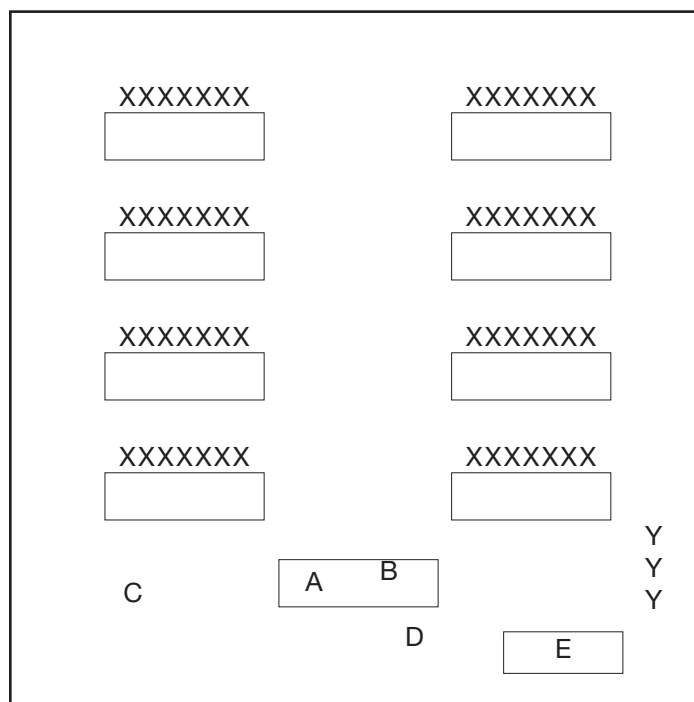
C - flip chart

D - screen

E - table for  
materials  
and supplies

X - participants

Y - training  
assistants



Upon arrival, check the room temperature. Nothing is worse than a room that is too hot or too cold, and a distracted and uncomfortable audience won't be able to focus on the presentation. Lastly, make it a practice to greet and chat with as many participants as possible before the session is called to order.

## C. HOW TO USE THE PROGRAM OUTLINE

The training program is simple to use, but it requires considerable preparation. While designed to allow presenters the opportunity to be flexible and creative, it also provides structure and ensures the important elements are emphasized.

Notice how the training outline is structured. Interspersed throughout the outline are **boxed segments**, offering explanations and guidelines for conducting group exercises and portions of the presentation material. In the right-hand column are keys to visual aids, as well as space for your own notations. Since slight differences may exist between your District's practices and the information in this program, you will need to spend time reviewing and adapting this program to your Clubs' needs.

Part II provides a training script. When presenting the material covered in Part II, do not read the outline as a script. Instead, become thoroughly familiar with each topic, then paraphrase and embellish it to suit your individual presentation style. Remember new officers may not be familiar with Toastmasters jargon and acronyms such as ATM and DTM. Keep two things in mind when preparing for your training session. First, fit your planned discussion to the time allotted. Second, allow ample time for group discussion and participation. If you find you are going overtime or the program is too lengthy, do not delete entire topics; rather, address them briefly and tell participants what resources they can use to get additional information. (The officer handbooks, for example, are an excellent resource for incoming officers.)

Part III provides handouts and an evaluation form to be distributed during the session according to the script. Be sure to make sufficient copies.

Part IV of this booklet contains the basic visual aids for the program. Each is designated in the right hand column as OH # \_\_\_ in the outline. It is best to reproduce these visuals on a transparency for use with an overhead projector; if this isn't possible, before the session copy them onto a flip chart or posterboard.

## **D. CHECKLIST FOR CLUB OFFICER TRAINING**

- \_\_\_\_\_ Training assistants appointed
- \_\_\_\_\_ Visual aids reproduced
- \_\_\_\_\_ Handouts reproduced
- \_\_\_\_\_ Room arranged and properly equipped
- \_\_\_\_\_ Coffee and refreshments ordered
- \_\_\_\_\_ Supplies and reference materials on hand
- \_\_\_\_\_ Overhead projector, spare bulb, and extension cord available
- \_\_\_\_\_ Flip chart and easel available, along with marking pens
- \_\_\_\_\_ Notepads and pencils available for each participant

## **E. EVALUATION AND FOLLOW-UP**

- A. Session Leaders: Ask the participants to fill out the evaluation form at the end of the session. Alter your material as needed based on feedback you receive.
- B. Club Application: Evaluate trainees' use of materials. Be sure to follow-up with Club leaders throughout their term. Keep in mind that learning is a continuous process.
- C. Refresher Sessions: Hold formal or informal review sessions as frequently as possible. If necessary, hold a make-up session for those who were unable to attend.





## **PART II: PRESENTATION OF THE TRAINING SESSION**

*PRESENTER: Welcome the group and present a brief opening address focusing on the importance of the Club experience in the personal development of members. The address should be positive and highly motivational in nature, emphasizing a commitment to member service in all aspects of the Toastmasters Club. Also mention the length of the training, the location of the rest rooms and phones, and other pertinent information. But remember: Time is precious and must be controlled carefully throughout the session.*

### **CHARTING A COURSE FOR CLUB SUCCESS**

Most of you in this room are Club officers – Presidents, Vice Presidents Education, Vice Presidents Membership, Vice Presidents Public Relations, Secretaries, Treasurers, and Sergeants at Arms. You are familiar with your basic responsibilities and role in the Club.

But each of you is more than an officer. Each of you is a LEADER. When I say LEADER, whom do you think of?

*PRESENTER: Ask participants to name leaders that come to mind. Most likely they will be presidents and other heads of state, people in the military, social activists, etc.*

You may not be a leader of the same stature or renown as these people, but you ARE a leader, too. You are responsible for your Club's success. You set the tone of and direction for your Club for the next six months or one year, and determine whether it will be a Distinguished Club. Your Club members look to you for inspiration and motivation. Through your efforts the Club will achieve its mission and be recognized as a Distinguished Club and members will achieve their goals.

It sounds overwhelming, but I assure you it's not. In this session today we'll discuss how you can do all of this and we'll even begin the process.

## **THE MISSION OF A CLUB**

CS-OH #1

The mission of a Toastmasters Club is to provide a mutually supportive and positive learning environment in which every member has the opportunity to develop communication and leadership skills, which in turn foster self-confidence and personal growth.

This is a broad statement. As leaders, you will want to use this as a foundation on which to build a more specific plan for success for your Club. Let's discuss now how to formulate this plan and put it into action.

## **FIVE STEPS TO SUCCESS**

Many factors contribute to a leader's success, some of which are outside of the leader's control – the economy, government, etc. But leaders do have control over their own plans and actions, and their ability to plan and to act is their key to success. Let's discuss now some basic steps that put leaders on track for success.

Leaders . . .

CS-OH #2

- ▶ Have a vision
- ▶ Set goals
- ▶ Build and motivate a team
- ▶ Monitor progress
- ▶ Achieve.

Let's discuss these steps in more detail.

## **VISION**

Leaders create visions for their Clubs. They imagine what they would like to happen in the future in the Club.

CS-OH #3

What is your vision for your Club? What would you like to see happen at every Club meeting? What would you like to improve? Would you like to see at least

20 members in attendance? Members give well-prepared manual speeches?

Plenty of guests? Members enjoying themselves?

*PRESENTER: Ask participants to share what they would like to see happen in their Clubs. Write responses on a flip chart. Some suggestions are: meetings begin and end on time, members give manual speeches, members earn educational awards, meeting programs are varied, educational, and fun, the Club has at least 20 members, etc.*

Your vision gives you purpose and direction. Your next step is to turn these into goals, plans, and activity.

## **SETTING GOALS**

Once you have a vision of what you would like your Club to be, you are ready to make this vision a reality. The first step in this process is to identify specific goals that must be achieved to make the vision actually happen.

CS-OH #4

For example, if your Club now has 14 members and your vision involves maintaining a minimum membership of 20, a goal may be, “To have at least 20 members by June 30.” If part of your vision entails providing more speaking opportunities for members, a goal may be, “To have weekly Club meetings beginning July 1.”

A goal has several features. It is:

- ▶ Specific. It clearly states what must happen.
- ▶ Measurable. Results can be validated.
- ▶ Realistic. It is practical and achievable.
- ▶ Time-bound. It contains a time table for achievement.
- ▶ Action-oriented. It begins with the word “to,” followed by a verb.

*PRESENTER: Referring to the “visions” described earlier, ask participants to turn them into specific goals to be achieved. Write responses on the flip chart. Make sure each one fulfills the five requirements for a goal.*

## **BUILD AND MOTIVATE A TEAM**

A vision and goals known only by the leaders are not enough. Leaders can't do everything themselves; they need the help of a team – in our case, the Club members. They must get all Club members to see the vision, believe in the goals, and WANT to help.

This will happen through communication. Leaders must communicate visions and goals in a positive, compelling manner, so members understand and want to help make the vision and goals reality. Remember that members will be more willing to help if they know what's in it for them – what benefits they will receive for achieving the goals and making the vision a reality.

*PRESENTER: Referring to the visions and goals described earlier, ask participants to identify benefits which those who help will receive. For example, if a goal is to have 20 members by June 30, possible benefits to members are: more fun at Club meetings, a lightened work load at Club meetings since responsibilities can be shared with new members, members learn and grow more, etc. Write responses on the flip chart.*

Be sure to be enthusiastic and positive as you describe your ideas to the Club.

Enthusiasm is contagious!

Once you have members' commitment, ask each one to set personal goals related to the larger goals already set. For example, if one of the Club's goals is to have 20 members by June 30, a member's personal goal may be to bring at least one guest to a meeting each month. If a Club goal is to have five members earn CTM awards by June 30, challenge five members to set personal goals to achieve the award by that date. Make sure everyone has at least one personal goal. Write them down and post them all at each meeting. Remember that you, as an officer, are a role model for Club members. You, too, should set personal goals.

## **MONITOR PROGRESS**

CS-OH #7

Meet regularly with Executive Committee members to track progress toward goals.

Revise plans and goals as necessary. Sometimes circumstances change and

previously established goals and plans are no longer feasible and flexibility is necessary to be successful.

## **ACHIEVE**

CS-OH #8

By focusing on these four steps we've just discussed, you'll find that achievements soon follow.

Be sure to keep Club members apprised of progress. When milestones or goals are achieved, celebrate with Club members. Honor those who achieve their personal goals – recognize them at Club meetings and announce their achievement in the Club newsletter. This encourages them to set and achieve other goals, and it motivates fellow Club members to achieve, too. There are other ways to motivate and recognize members, too. Some of them will be discussed in another session on motivating achievement.

## **THE CLUB SUCCESS PLAN**

By now you realize that leaders do considerable amounts of planning, goal setting, and follow-up. To help you keep track of these activities more easily, Toastmasters International has a terrific tool for you to use. It's called the Club Success Plan.

*PRESENTER: Show participants a Distinguished Club Program/Club Success Plan booklet and point out the Club Success Plan.*

The plan:

Handout #1

- ▶ Helps your Club determine how it is going to meet 10 critical goals  
(more on these goals in a moment)
- ▶ Allows the Club to establish additional goals of its own
- ▶ Outlines strategies for achieving goals
- ▶ Identifies resources the Club may use, and
- ▶ Has space to write in assignments, develop a timetable, and track accomplishments.

For example, the activities on the portion of the plan I just gave you lists CTM, ATM, CL, AL and DTM awards and provides the goals for each. Attention to and achievement of each of these goals contribute to a successful, healthy Toastmasters Club. Of course, the Club is encouraged to set and achieve additional goals. The plan has plenty of space in which to add material. Every Club should be a Distinguished Club, and every Club should follow the plan that will help them achieve this goal. Clubs can take the first steps by having officers:



- ▶ Meet immediately after they are elected to study and use the Club Success Plan to set goals for their term of office and to assign responsibilities to specific individuals;
- ▶ Form committees to help them accomplish goals;
- ▶ Periodically review the goals and timetables to insure the plan is being followed according to schedule;
- ▶ Compare the Club's accomplishments to those shown on the printed reports from World Headquarters or on the reports on the Toastmasters International web site; and
- ▶ Note the Club's accomplishments at year end in the appropriate column, then forward the document to incoming officers to use as a guide.

Area Governors visit Clubs twice annually. During these visits he or she will review your Club's plan, discuss the Club's progress in it, and offer advice or assistance if necessary.

## **THE DISTINGUISHED CLUB PROGRAM**

The Distinguished Club Program is an annual program, running from July 1 through June 30. The program consists of 10 goals every Club should strive to achieve during this time using the Club Success Plan as a guide. Most of the goals focus on educational achievements and membership growth. These two areas are important for several reasons.

The numbers of Competent Toastmaster (CTM), Advanced Toastmaster Bronze (ATM-B), Advanced Toastmaster Silver (ATM-S), and Advanced Toastmaster Gold (ATM-G), Competent Leader (CL), Advanced Leader (AL), and Distinguished Toastmaster (DTM) awards issued to members are measures of a Club's success in helping its members learn not only speaking skills but leadership skills.

In order to properly conduct the educational program, a Club should have at least 20 members. Membership turnover is unavoidable as members move, change jobs, or experience other situations that take them away from the Club. A Club should continually strive to bring in new members to combat this natural turnover, to provide a stronger leadership base, and to bring a flow of fresh, new ideas and personalities.

World Headquarters tracks the progress of Clubs toward these 10 goals throughout the year. Progress reports are:

- ▶ Sent to Club Presidents in October, January, April, and July;
- ▶ Sent monthly to District Governors, Lt. Governors Education and Training, Lt. Governors Marketing, and Division Governors as part of the District Performance Report; and
- ▶ Posted on the TI web site, [www.toastmasters.org](http://www.toastmasters.org).

At year-end, World Headquarters calculates the number of goals a Club has achieved and recognizes it as a Distinguished Club, Select Distinguished Club, or President's Distinguished Club based on the number of goals achieved and the number of members it has.

## **GOALS TO ACHIEVE**

Handout #2

Following are the 10 goals Clubs should strive to achieve during the year:

1. Two CTMs
2. Two more CTMs
3. One ATM-B, ATM-S, or ATM-G
4. One more ATM-B, ATM-S, or ATM-G
5. One CL, AL, or DTM
6. One more CL, AL, or DTM
7. Four new members
8. Four more new members
9. Minimum of four Club officers trained during each of two training periods
10. One semiannual membership report and one Club officer list submitted on time

I want to point out what, for example, “two more CTMs” means. A Club achieves Goal 1 if two of its members receive CTMs during the program year. A Club

achieves Goal 2 if an additional two or more members receive CTMs during the program year, for a minimum total of four CTMs. If only three members receive CTMs, the Club achieves Goal 1 but not Goal 2.

Also note that Goals 9 and 10 each have two parts, and both parts must be achieved for the Club to meet the goal. For example, if four or more Club officers attended training during the first training period, but fewer than four attended during the second training period, the Club did not achieve Goal 9.

In addition to achieving the goals, Clubs must meet a membership requirement.

At year-end (June 30) a Club must have:

- ▶ at least 20 members OR
- ▶ a net growth of at least five new members.

Of course, the program has rules to follow and deadlines that must be met. Since we don't have time to review them here, it's important that you read the Distinguished Club Program/Club Success Plan booklet (Catalog No. 1111). The booklet is in the source books given to incoming District officers, is included in Area and Division Governor Kits, and is mailed to all Club Presidents in late May along with the Club officer manuals. It also is available on the Toastmasters International web site, [www.toastmasters.org](http://www.toastmasters.org).

## **RECOGNITION**

Clubs that meet the membership requirement and also do the following are eligible for Toastmasters International recognition at year-end:

### **RECOGNITION EARNED**

Achieve five of 10 goals	Distinguished Club
Achieve seven of 10 goals	Select Distinguished Club
Achieve nine of 10 goals	President's Distinguished Club

If the Club earns recognition as a Distinguished, Select Distinguished, or President's Distinguished Club, World Headquarters will send the President an attractive ribbon for display on the Club banner and a congratulatory letter. The ribbon and letter will be included with the year-end report. The Club's officers also will be invited to attend the Club Leadership Luncheon held during the International Convention in August, where they will be recognized for the club's achievement.

### **DETERMINING A CLUB'S MEMBERSHIP BASE (JULY 1)**

A Club's membership base is calculated at the beginning of the year (July 1) and is determined by the number of paid members on its April 2004 semiannual report, plus any new (not transfer), dual, and reinstated members added between April and June 30, 2004. It will be adjusted upward for members who pay their April 2004 semiannual dues late.

## **MEMBERSHIP AT YEAR-END (JUNE 30)**

A Club's membership at the end of the year (June 30) is based on the number of paid members on its April 2005 semiannual report, plus any new (not transfer), dual, and reinstated members added between April and June 30, 2005.

*PRESENTER: Ask if anyone has questions. Refer to your Distinguished Club Program/Club Success Plan booklet as necessary.*

## **CLOSING**

You have been given an opportunity to make a difference in your Club.

Through your work and our discussions here today, you have already made great progress in setting goals and planning for your office term. Now you must inspire and motivate your Club members to believe in your vision and want to achieve the goals and be recognized as a Distinguished Club. But I assure you your efforts will be rewarded. By following the steps we discussed today, your Club will be stronger and healthier, members will be satisfied, and you'll receive recognition from Toastmasters International for your efforts. You will take pride in your work and you will learn much about leadership and working with people. You'll have fun, too.

I encourage you to make the most of the opportunity you have been given. Enjoy your leadership experience!

## **PART III: HANDOUTS**

**T**he following handouts may be reproduced for distribution to your training session participants. Make certain you accurately project the number of attendees so you won't run short of material.

Feel free to revise the material to suit your own style.

## CLUB SUCCESS PLAN

ACTIVITY	GOAL	STRATEGY	RESOURCES	ASSIGNMENT	TIMETABLE		ACTUAL COMPLETION
					START	COMPLETE	
(1) CTM (Competent Toastmaster)	2	Determine which members are in a position to achieve CTM status during the year. Encourage new members to complete manual projects, chart members' progress, recognize achievements. Make sure club meets weekly so members have more speaking opportunities.	Member achievement Record (1328), Member Program Progress Chart (227, 227 B), [CTM Badge (340-A)], [CTM Pin (5920)]	Vice president education is responsible for encouraging, tracking, and recognizing educational achievements.			
(2) Additional CTMs	2 or more	Same as above	Same as above	Same as above			
(3) ATMs (ATM Bronze, ATM Silver, ATM Gold)	1	Determine which member is in a position to achieve ATM status during the year and list below. Provide any assistance necessary. Chart progress, recognize achievements.	Member Achievement Record (1328), Advanced Member Program Progress Chart (227-A, 227-C), ATM application (1207-A), ATM Badge (391-A), ATM Bronze, Silver and Gold Badge Attachments (391-B, -S, -G), ATM Pin (5939), ATM Bronze, Silver and Gold Chevrons (5951, 5952, 5953)	Same as above			
(4) Additional ATMs (ATM Bronze, ATM Silver, ATM Gold)	1	Same as above	Same as above	Same as above			



## CLUB SUCCESS PLAN

ACTIVITY	GOAL	STRATEGY	RESOURCES	ASSIGNMENT	TIMETABLE		ACTUAL COMPLETION
					START	COMPLETE	
(5) CL, AL, or DTM (Competent Leader, Advanced Leader, Distinguished Toastmaster)	1	Determine which member is in a position to achieve one of these awards during the year and list below. Provide any assistance necessary. Chart progress, recognize achievements.	1209-A, CL and AL Badge attachments (341-CL, 341-AL), DTM badge (389, 389-A), CL and AL pin tags (5943, 5944), DTM pins (5799, 5800), DTM medallions (5798, 5798-A)	Same as above			
(6) Additional CL, AL, or DTM (Competent Leader, Advanced Leader, Distinguished Toastmaster)	1	Same as above	Same as above	Same as above			

## Distinguished Club Program

### 10 Goals

1. Two CTMs
2. Two more CTMs
3. One ATM-B, ATM-S, or ATM-G
4. One more ATM-B, ATM-S, or ATM-G
5. One CL, AL, or DTM
6. One more CL, AL, or DTM
7. Four new members
8. Four more new members
9. Minimum four officers trained each training period
10. One semi and one officer list submitted on time

### Membership Requirement

At year-end a Club must have

- at least 20 members, OR
- net growth of at least five new members

### Recognition

Clubs that meet the membership requirement *and* do the following earn recognition:

Achieve 5 of 10 goals

Achieve 7 of 10 goals

Achieve 9 of 10 goals

Distinguished Club

Select Distinguished Club

President's Distinguished Club

# EVALUATION FORM

Date: \_\_\_\_\_ Program Name: \_\_\_\_\_

Facilitator: \_\_\_\_\_

On a scale of one to five, five being the highest rating, please rate the course and facilitator on the following items by circling the number you find most appropriate:

1. How relevant was this session to your job in Toastmasters?

1      2      3      4      5

2. Rate the following:

Course content                      1      2      3      4      5

Course material                      1      2      3      4      5

Facilitator                              1      2      3      4      5

Activities/exercises                      1      2      3      4      5

3. Were the objectives clearly stated?

1      2      3      4      5

4. How was the lesson plan organized?

1      2      3      4      5

5. Did the instructional methods clearly illustrate the instructor's plan?

1      2      3      4      5

6. To what extent did the visual aids add to your understanding of the presentation?

1      2      3      4      5

7. How were the meeting facilities?

1      2      3      4      5

8. What are two things you learned that will make you a more effective Club officer?

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Additional Comments: \_\_\_\_\_

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# **PART IV:**

## **VISUAL AIDS COPY FOR THE TRAINING SESSION**

Materials on the following pages are designed specifically for the presenter to use in conducting the training session. They are arranged for reproduction in the form of viewgraphs (transparencies) for use on an overhead projector, or they can be handwritten on a flip chart. PowerPoint slides are available for downloading on the TI Web site.

In the right-hand column are keys for visual aids. Their placement indicates the points at which they should be displayed. Each is numbered. For example, **CS-OH #1** stands for “the first overhead.” You also may use the right-hand margin for making notes.

### **TIPS ON USE:**

1. **Show the visual aid while you are talking about it.** Cover the projector or turn it off when you want attention directed back to you. Your audience cannot concentrate on both at the same time.
2. **Be sure everyone in the audience can see the aids clearly.** Visibility to the people at the rear of the room is your guide.
3. **Talk to the audience, not to the visual.** Maintain eye contact even when your listeners are looking at the visual. This will help you judge their understanding.
4. **Don't overdo it.** You need not illustrate every point in the speech.
5. **Rehearse.** Nothing is more important than adequate preparation. Know how and when you will use the visual, and practice so you will make a smooth presentation. Anticipate all possible problems, especially when machines are involved.
6. **Remember . . .** Be as professional as possible.



# The Mission of a Toastmasters Club

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is to provide a mutually supportive and positive learning environment in which every member has the opportunity to develop communication and leadership skills, which in turn foster self-confidence and personal growth.



# Five Steps to Success

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- 1. Have a vision**
- 2. Set goals**
- 3. Build/motivate a team**
- 4. Monitor progress**
- 5. Achieve**



# Vision

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*Leaders imagine what  
they would like to have  
happen in the future.*





# Goals

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*Leaders identify specific goals that must be achieved to make the vision a reality.*



# A Goal is ...

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- **Specific**
- **Measurable**
- **Realistic**
- **Time-bound**
- **Action-oriented**



# **Build and Motivate a Team**

---

*People must want  
to make the vision and  
goals a reality.*



# Monitor Progress

---

*Track progress.*

*Revise plans and goals*

*as necessary.*



# Achieve

---

*Follow the first four steps  
and achievement  
naturally happens.*



# The Club Success Plan

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- **Helps determine how to meet 10 important goals**
- **Allows club to set own goals**
- **Outlines strategies**
- **Identifies resources**
- **Has space to write in data**



# Club Officers Should

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- **Study and use plan to set goals/timetables**
- **Form committees**
- **Periodically review goals/timetables**
- **Compare accomplishments with reports**
- **Give completed plan to incoming officers**



# Progress Reports

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- Sent to presidents in October, January, April, July
- Sent monthly to Top 3 District Officers and Division Governor
- Posted on TI web site:  
[www.toastmasters.org](http://www.toastmasters.org)





# 10 Goals

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- **Two CTMs**
- **Two more CTMs**
- **One ATM-B, ATM-S, or ATM-G**
- **One more ATM-B, ATM-S, or ATM-G**
- **One CL, AL, or DTM**
- **One more CL, AL, or DTM**
- **Four new members**
- **Four more new members**
- **Minimum four officers trained each training period**
- **One semi and one officer list submitted on time**



# Membership Requirements

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*At year-end a club must have*

- At least 20 members, OR
- Net growth of at least five new members



***Clubs that meet the membership requirement and do the following earn recognition:***

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**Achieve 5 of 10 goals      Distinguished Club**

**Achieve 7 of 10 goals      Select Distinguished Club**

**Achieve 9 of 10 goals      President's Distinguished Club**