

**TOASTMASTERS**  
INTERNATIONAL®

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# Leading the Club to Success

Club Officer Training

## AGENDA

9:00 – 9:30 AM	Registration
9:30 – 9:55 AM	District Trio Welcome: Tishaun Harris-Ugworji, DTM, District Director Jim Kennedy, DTM, Program Quality Director Doretha Pair, EH5, Club Growth Director
9:55 – 10:00 AM	Introduction of Leadership Keynote Speaker
10:00 – 10:45 AM	Stefano McGhee, DTM Toastmaster International Second Vice President
10:45 – 11:00 AM	Break
11:00 AM– 12:30 PM	“Leading the Club to Success”
12:30 – 1:25 PM	Working Lunch – Club Goals
1:25 – 1:30 PM	Introduction of Speech Contest Keynote Speaker
1:30 – 2:30 PM	Ramona Baylor, DTM Region 7 Advisor
2:30 – 3:00 PM	Final Remarks and Wrap
3:00 PM	Adjourn

# Background



- ▶ Club Leadership Handbook



- ▶ Club Success Plan

## **COURSE OBJECTIVES**

- You will understand the tools club officers have in their toolbox to lead their club to success
- You will learn how to do a SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)
  - You will understand how to identify Strengths, Opportunities, and ideas, and strategies to overcome challenges (Weaknesses and Threats)
- You will be able to develop a Club Success Plan
- You will learn how to apply *The 12 Week Year* to the Club Success Plan

# Leadership



# Leadership Benefits

- ▶ Practical experience in a safe environment
- ▶ Leadership Skill Development
- ▶ Personal and Professional Opportunities
- ▶ Building the club's legacy



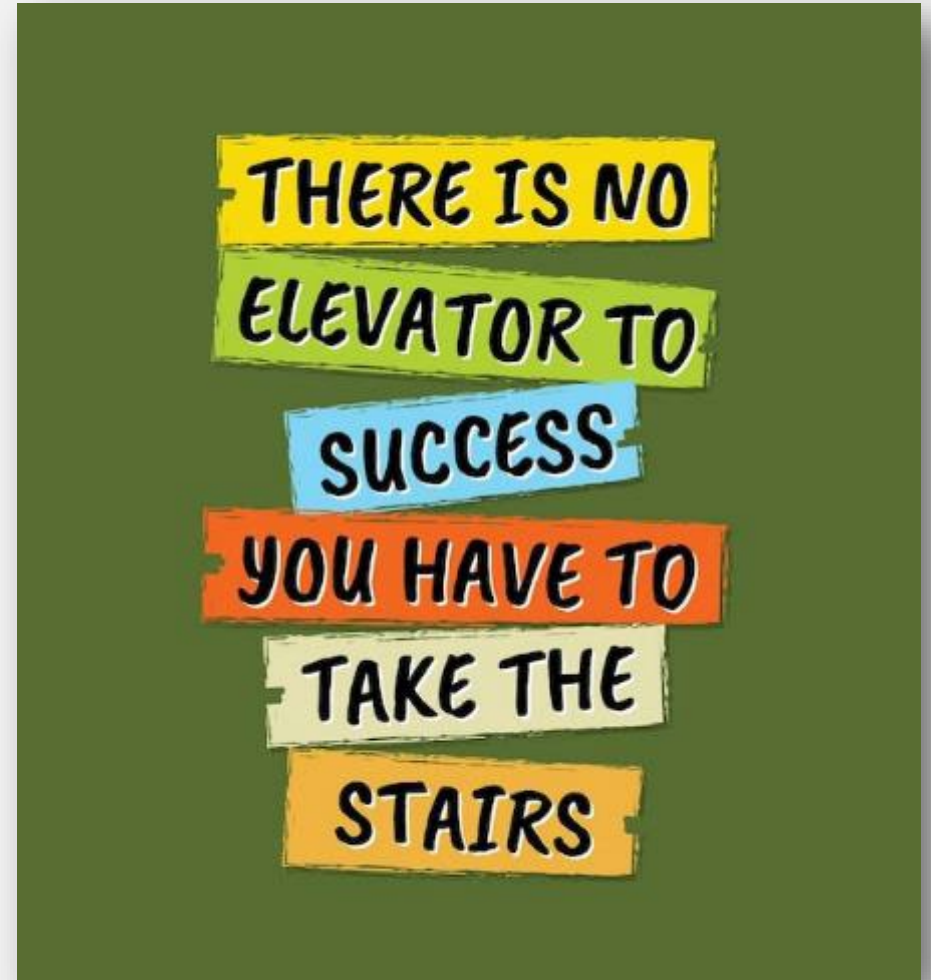
# Tools of Successful Leaders

- ▶ Motivating Team Members
- ▶ Delegating Tasks
- ▶ Coaching Team Members
- ▶ Setting realistic and attainable goals



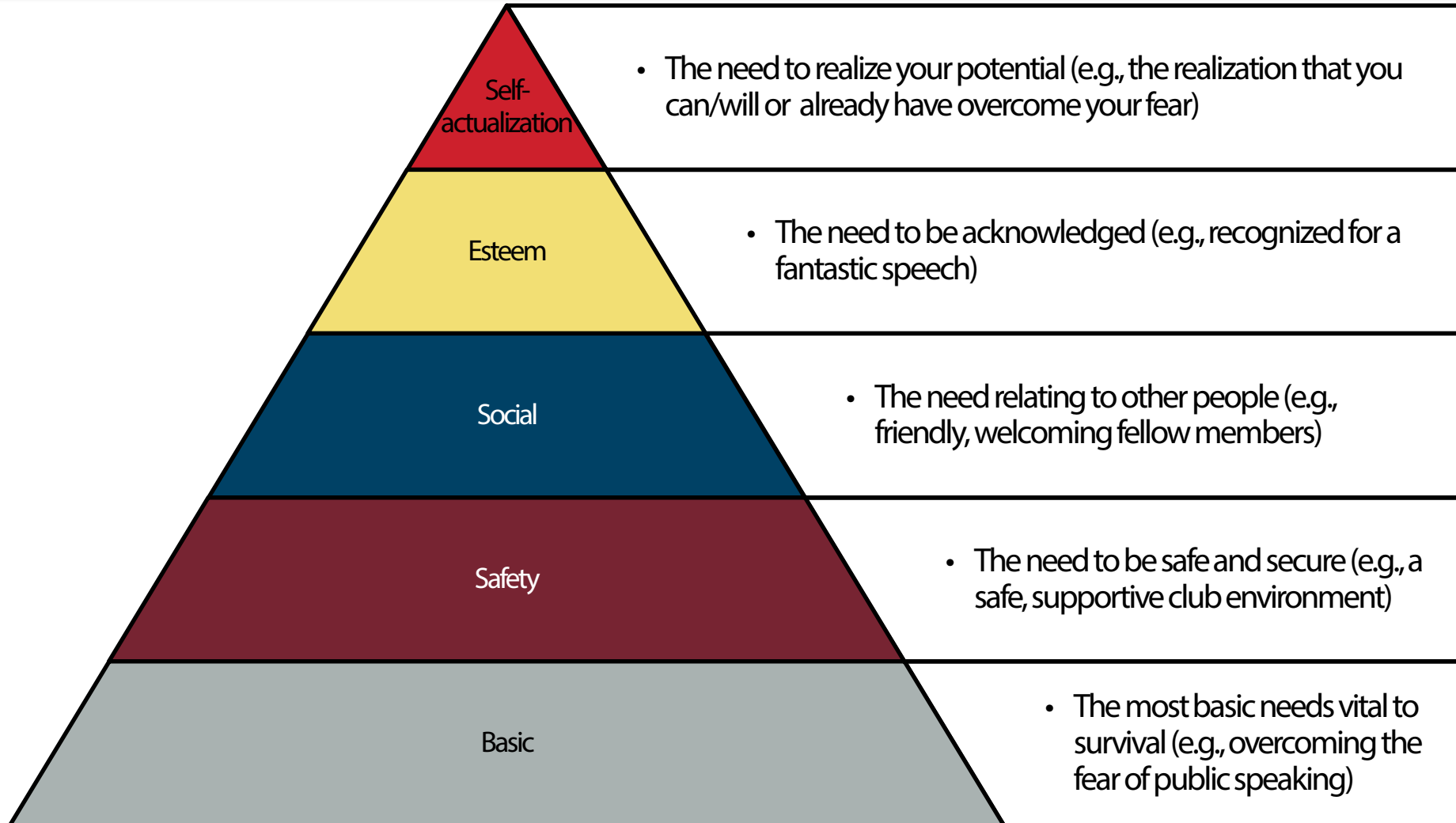
# The Five Principles of Motivation

1. Understand what motivates each person
2. Focus on the benefit to the individual
3. Make expectations clear
4. Recognize Members
5. Be a leader





# The Toastmaster's Hierarchy of Needs



Adapted from "A Theory of Human Motivation" by Abraham Maslow

# The Four Steps to Successful Coaching

1. Identify and define goals
2. Define strategies to reach goals
3. Establish a timeline and milestones to measure progress
4. Follow up on goals



## **The 10 goals of the DCP have been placed into four groups:**

### **Education**

1. Four Level 1 awards achieved
2. Two Level 2 awards achieved
3. Two more Level 2 awards achieved
4. Two Level 3 awards achieved
5. One Level 4, Path Completion, or DTM award achieved
6. One more Level 4, Path Completion, or DTM award achieved

### **Membership**

7. Four new, dual, or reinstating members
8. Four more new, dual, or reinstating members

### **Training**

9. A minimum of four club officer roles trained during each of the two training periods

### **Administration**

10. On-time payment of membership dues accompanied by the names of eight members (at least three of whom must be renewing members) for one period and on-time submission of one club officer list

**TOASTMASTERS INTERNATIONAL**

District 66 | 2023-2024 | Nov | As of 27-Nov-2023 | Export

Club Search: Name or Number | Search

District Performance | Division and Area Performance | Club Performance | Club Status

**00005688 Innsbrook Toastmasters**

**Club Alignment**

Region: 7

District: 66

Division: B

Area: 24

**Membership**

Base	To Date
20	22

Required: 20

20 members or a net growth of 3 new members

**Goals**

Goals Met: 4

Distinguished: 5

Select Distinguished: 7

President's Distinguished: 9

Chartered 3/1/1999

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

What is your club goal?

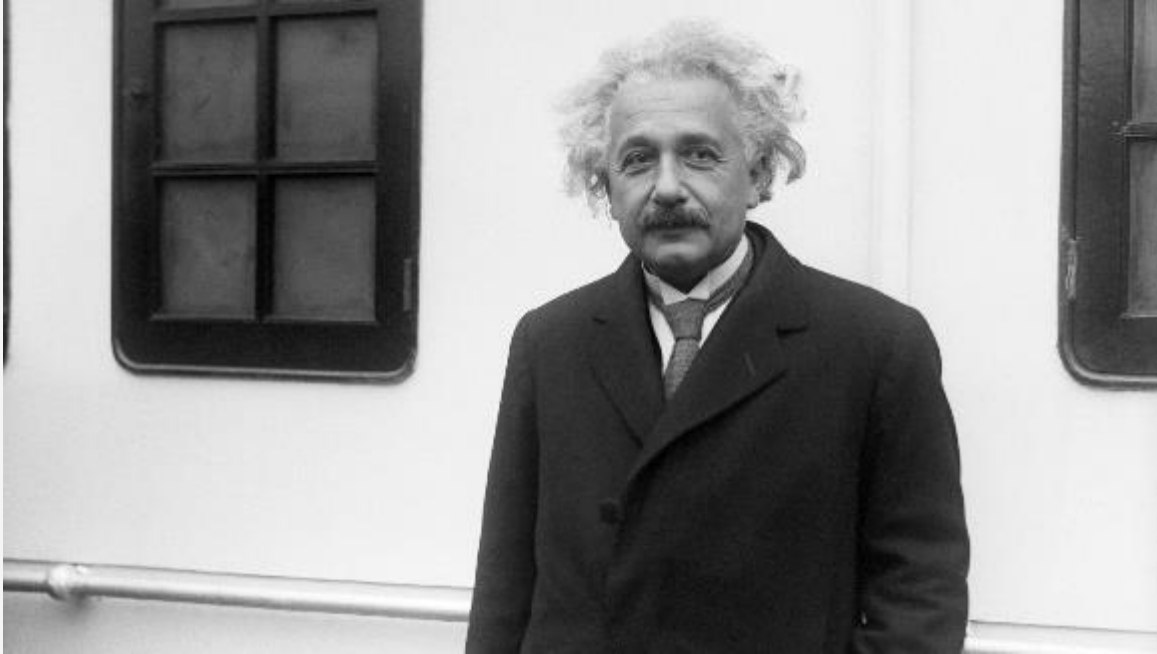
What is your status towards your goals?

**12 Week Year:**

1. What can your club accomplish towards your goals by EO March 2024? And How? And Who?
2. What can your club accomplish towards your goals by EO June 2024? And How? And Who?

# Albert Einstein

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*“We cannot solve our problems with the same thinking we used when we created them.”*

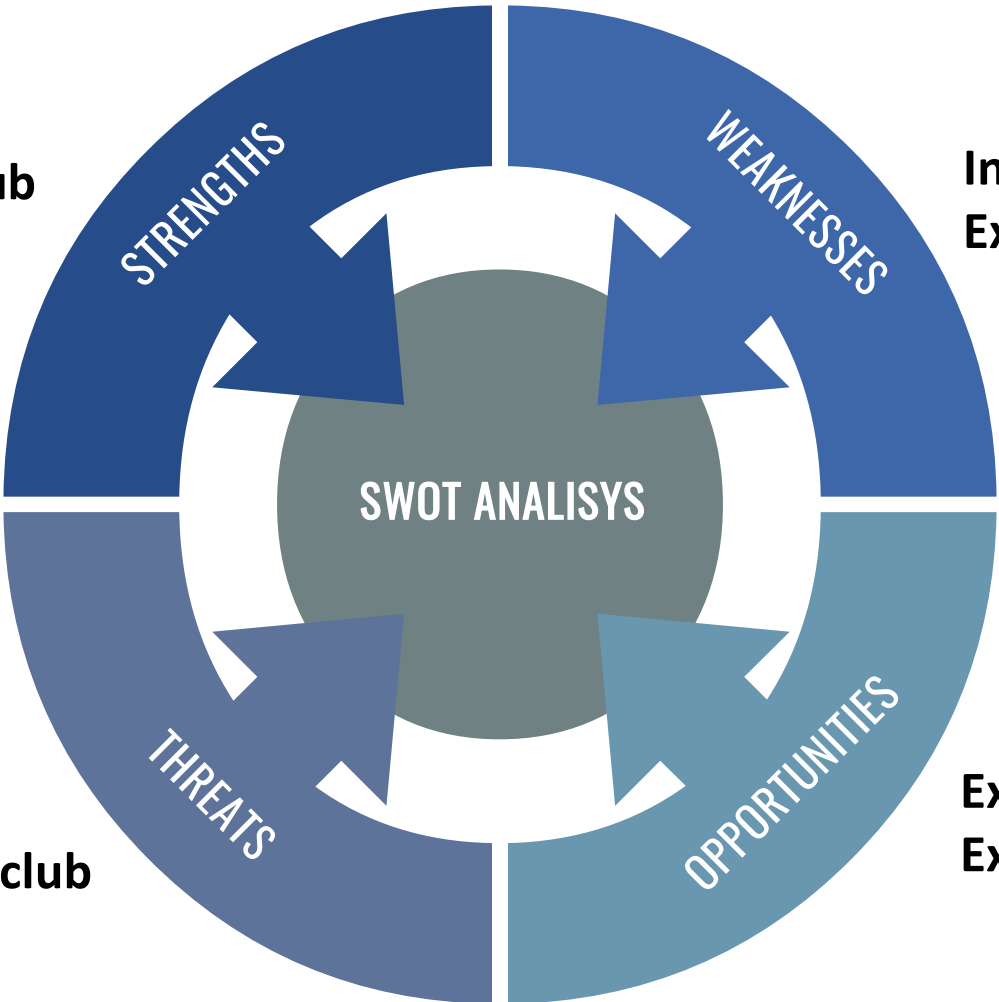
# SWOT ANALYSIS

**Internal Factor**  
Exist inside the organization/club

**Internal Factor**  
Exist inside the organization/club

**External Factor**  
Exist outside the organization/club

**External Factor**  
Exist outside the organization/club



# SWOT Analysis

## Start with Opportunities

- Creates Vision for the Club Success Plan
- Helps to discover potential
- Helps to break barriers
- Helps to overcome blind spots, and limiting thinking, behaviors and approaches
- Helps leaders to be more self-aware and effective
- Considers thought from Einstein

# SWOT Analysis

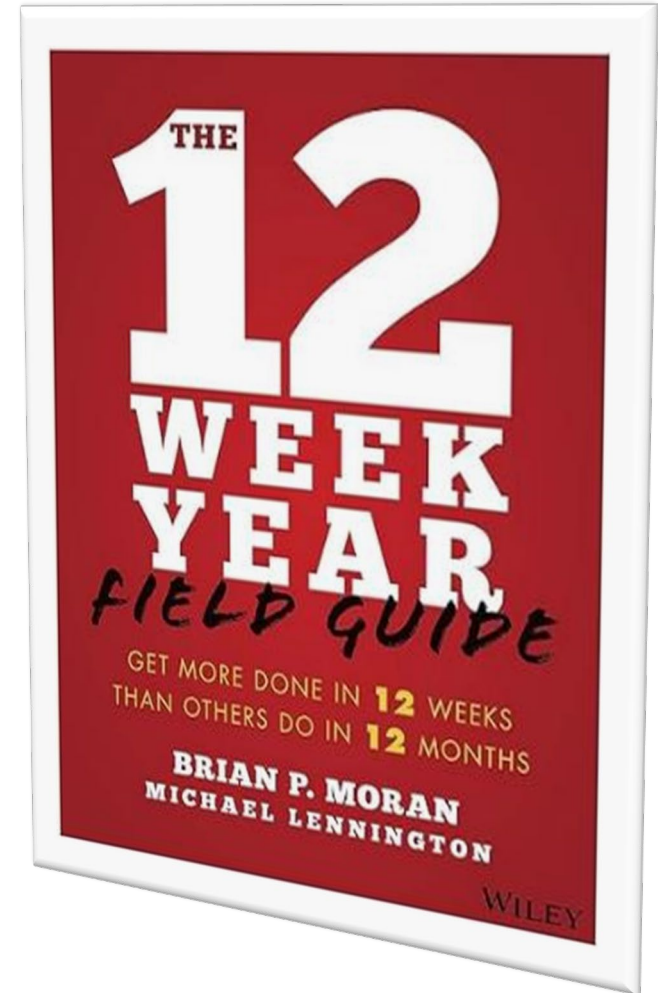
**SWOT Template**



**Group Activity**







# Overview of The 12 Week Year



- Each 12 weeks stands on its own: 12 weeks is the year
- In a 12 Week Year, the illusion of *lots of time* evaporates
- The 12 Week Year narrows your focus to the week and to the day, which is where execution occurs
- **Benefit: discovering ways for members to integrate Toastmasters/Pathways into their daily lifestyle**

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What is your club goal?

What is your status towards your goals?

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## **ACTION PLAN**

- ▶ What actions need to be taken?
- ▶ What resources are available?
- ▶ Who is responsible?
- ▶ When must the action be completed?

## **ADDITIONAL RESOURCES**

- ▶ Tools for Toastmaster Leaders:
  - ▶ <https://www.marshalls.org/tmtools/>
- ▶ Club Distinguished Club Program (DCP) History
  - ▶ <https://mikeraffety.com/DCPhistory.cgi>

# What is Next

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