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# Unstoppable: The Toastmasters Innovative Mindset

District 66 Annual Conference

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## Leadership



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## Where Generative AI and Human Synergy Connect



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# Agenda

## The Innovative Mindset

- Objectives
- What is Innovation
- What is an Innovative Mindset
- What is Your Innovation Style
- An Innovative Mindset for Member Retention and Recruitment and Club Growth

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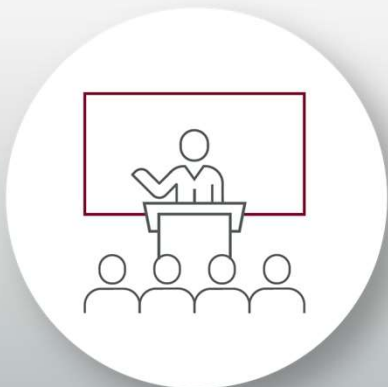
# Objectives

Refresh	Learning	Creativity
		
Refresh and deepen Toastmasters understanding of Innovation	Provide a valuable learning experience to foster an Innovative Mindset	Inspire creativity by sharing practical techniques to foster critical thinking & generate fresh ideas for recruitment and member retention.

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## Whole Room Discussion



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## Toastmasters International Envisioned Future

To be the first-choice provider of dynamic, high-value, experiential communication and leadership skills development.



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## What is Innovation?

- The process of creating new ideas, methods, products, or services that bring about significant positive change or value.
- Can be “deep” or small
- It involves transforming existing processes, concepts, or products into something novel or improved by applying creativity, experimentation, and problem-solving.
- It can occur in various domains, e.g., technology, business models, social systems, and organizational practices.



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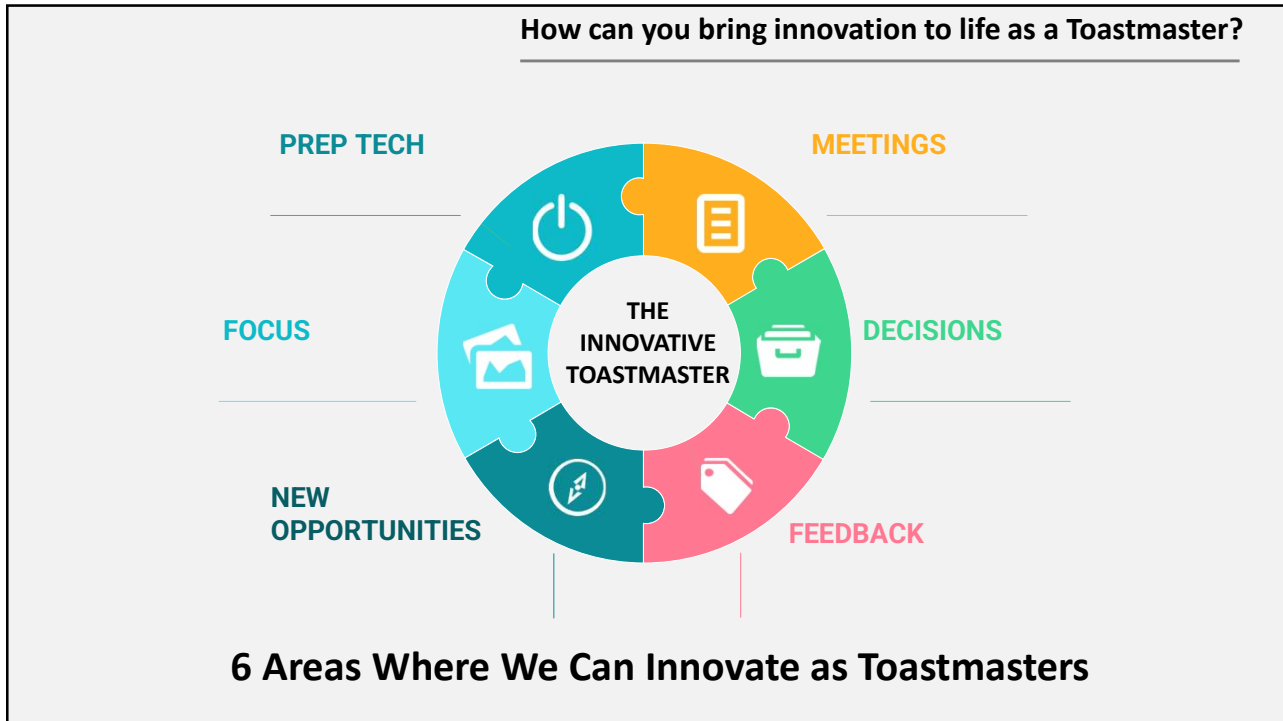
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## The Innovative Toastmaster

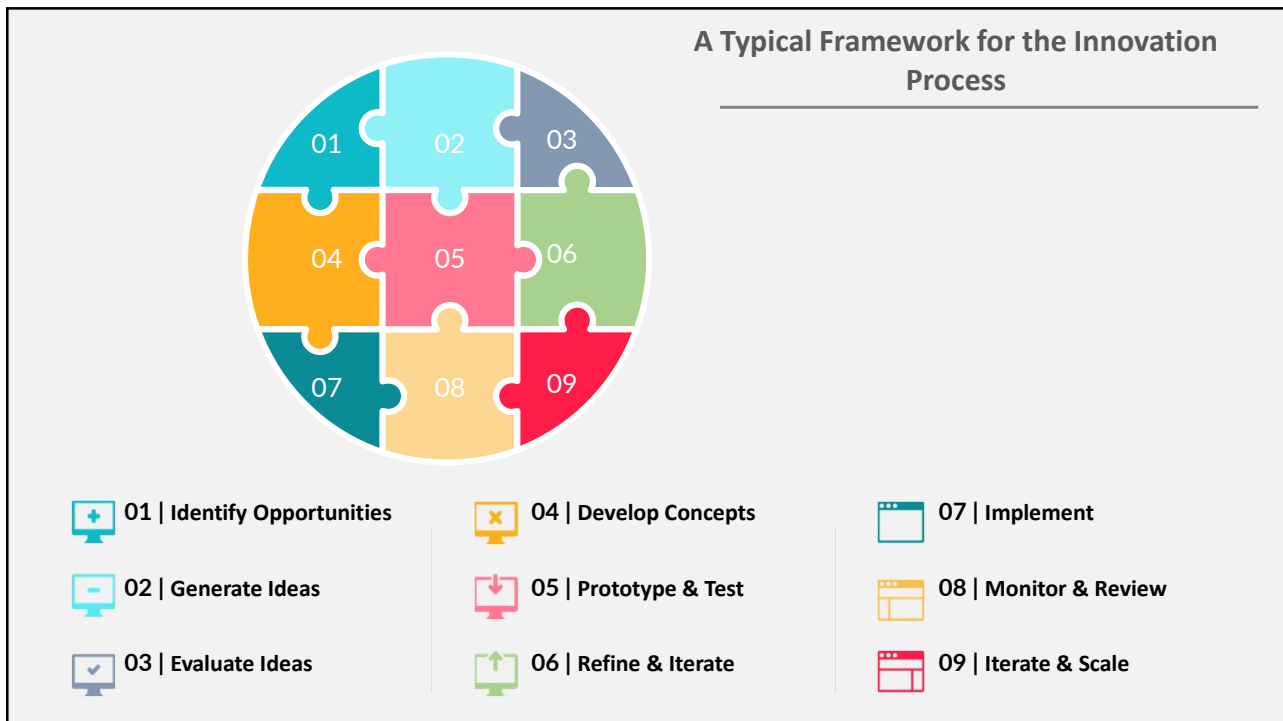
“From speaking innovation to meeting innovation and leadership innovation, the Toastmasters experience is the ideal playground to try out new things.”

*Toastmasters Magazine, July 2018*

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How do you approach Innovation?  
Let's find out!

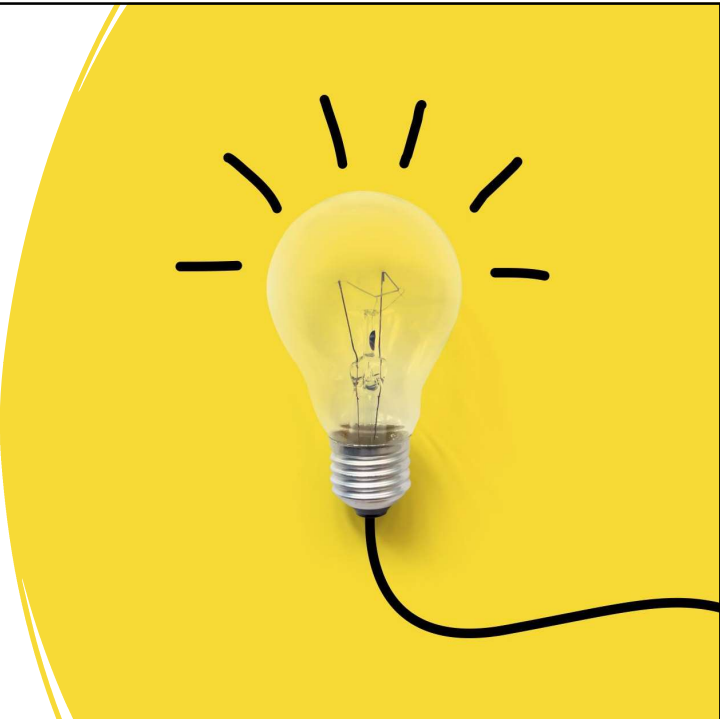
The image shows the cover of the book "The Innovation Code: The Creative Power of Constructive Conflict" by Jeff DeGraff and Stanley DeGraff. The cover features a white background with a vibrant, abstract splash of colors including yellow, blue, green, and red. The title "THE INNOVATION CODE" is prominently displayed at the top in bold black letters. Below the title, the subtitle "THE CREATIVE POWER OF CONSTRUCTIVE CONFLICT" is written in smaller black text. At the bottom, the authors' names "JEFF DEGRAFF" and "STANLEY DEGRAFF" are listed, with "THE DEAN OF INNOVATION" written below Jeff DeGraff's name.

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## The Innovation Code: The Purpose for the 4 Types

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- Artist: Innovation and Growth
- Athlete: Speed and Profit
- Engineer: Efficiency and Quality
- Sage: Community and Knowledge



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## Experiments: The Innovation Code



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## Artist: Innovation and Growth

1. Discovering opportunities
2. Solving problems creatively
3. Trying something new
4. Speaking up about new ideas
5. Starting creative projects
6. Standing out
7. Seeing the next trend before it happens
8. Embracing change
9. Brainstorming
10. Dreaming big
11. Creating new products
12. Taking risks
13. Changing with the times

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## Athlete: Speed and Profit

1. Thriving under pressure
2. Solving problems as soon as possible
3. Being the best
4. Focusing on the goal
5. Getting it done
6. Competing
7. Making decisions quickly
8. Being in it to win it
9. Defeating obstacles
10. Producing fast results
11. Going above and beyond
12. Seeing what needs to get done right now
13. Finishing goals quickly

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## Engineer: Efficiency and Quality

1. Respecting rules
2. Staying consistent
3. Caring about details
4. Cutting back on mistakes
5. Doing more with less
6. Mastering skills
7. Making sure that things run smoothly
8. Setting high standards for yourself
9. Loving efficiency
10. Improving how things work
11. Being professional
12. Increasing productivity
13. Establishing procedures

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## Sage: Community and Knowledge

1. Encouraging mentorship
2. Listening to friends
3. Building relationships
4. Finding common interests
5. Supporting teamwork
6. Solving conflicts
7. Increasing group confidence
8. Building trust
9. Helping everyone feel good about a group decision
10. Sharing knowledge
11. Putting down roots in your community
12. Increasing morale
13. Empowering others

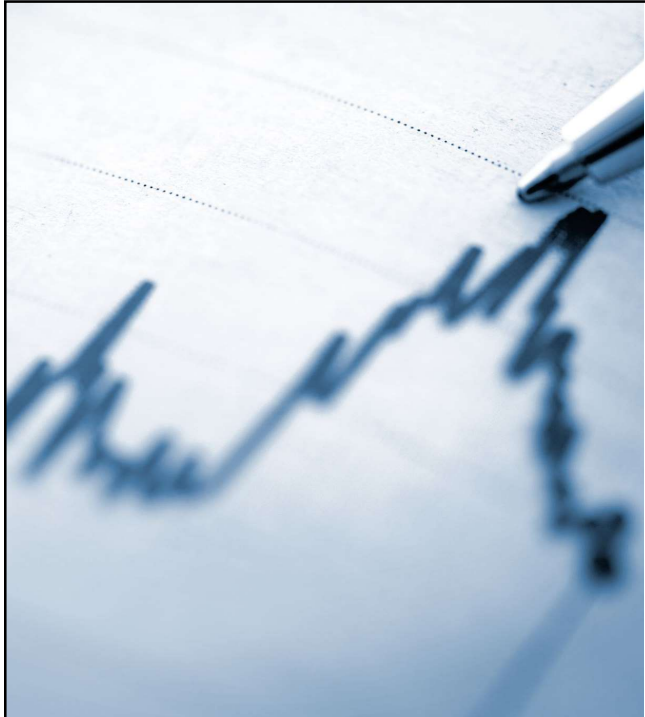
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## Step 1: Synthesize

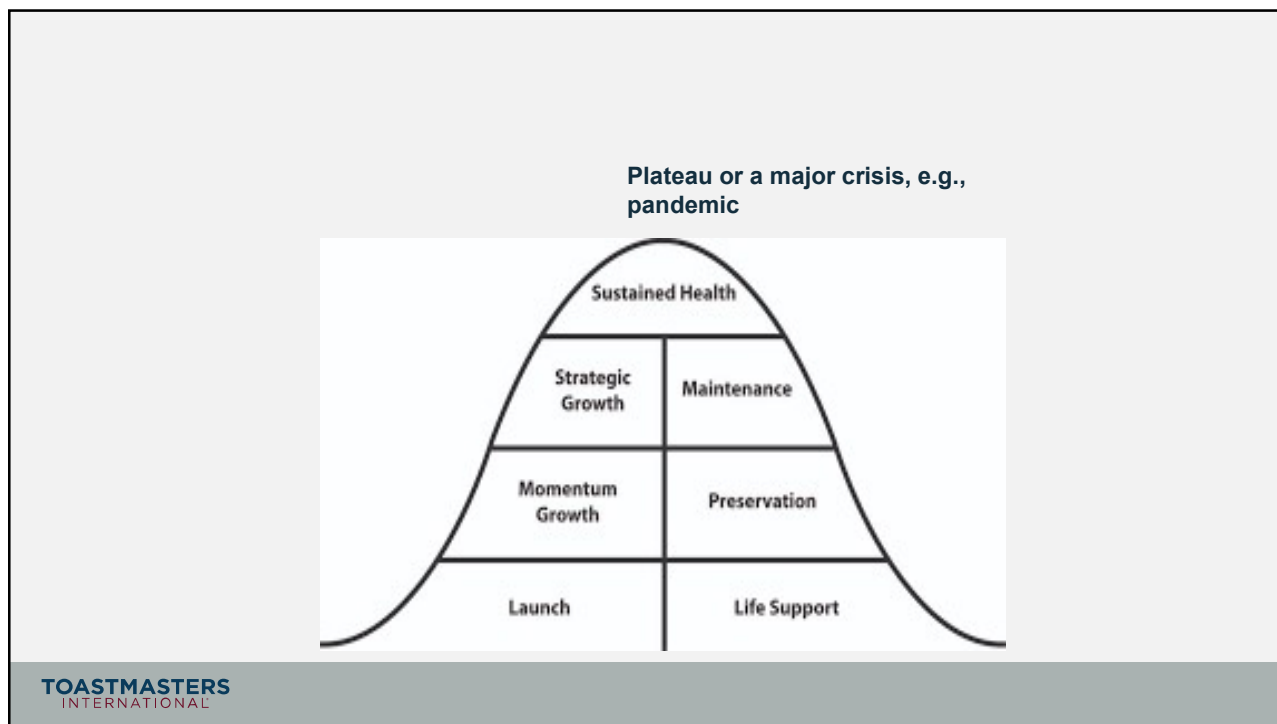
- Assess and Diagnose
- **Tools**
  - Club Central – Dashboard and Historical Data (pre-COVID/ COVID/ post-COVID)
  - Moments of Truth
  - SWOT Analysis
  - ACTION: Gain insights from the Assessment

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## Step 2: Strategize

- Create a vision of the future and a road map that leads to it
- **Tools**
  - Club Success Plan
  - Force Field Analysis
  - The 12-Week Year
- Ideas for Discussion:
  - Look beyond the current year when developing the Club Success Plan to see what Paths fit club members' specific aspirations, dreams and career goals
  - Create a new S-curve

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## Step 3: Socialize

- Establish a shared vision and values in the leadership team. This is where Toastmasters has an advantage.
- Tools
  - Toastmasters Promise
  - Tag Line \_ “Where leaders are made.”
  - Core Values: Integrity, Respect, Service, and Excellence (RISE)
  - Club Success Plan

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## Step 4: Supervise

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- Develop facilitators to lead and sustain change and innovation
- **Tool:** Have all four (4) dominant views from The Innovation Code (Artist, Athlete, Engineer, and Sage) on the Executive Committee. If all four (4) aren't present:
  - Search out members that can fill the gap (this helps to build a pipeline if they have never had an officer role)
  - Or obtain a Club Coach (to enhance innovation)
  - Or ask a peer from another club to assist with enhancing innovation
  - Or ask the Area or Division Director

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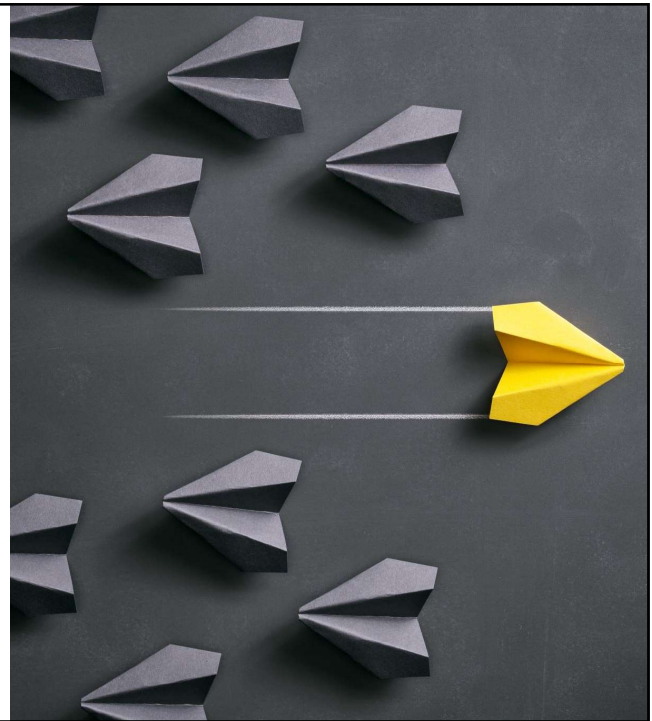
## Step 5: Synchronize

- Engage leaders throughout the organization/all members to put vision into operation
- Tools:
  - Socialize the Club Success Plan – review it at every club meeting
  - Encourage members to review Base Camp and monitor status
  - Idea: Form a District Innovation Forum to be intentional about innovation. Establish and implement a process for the Forum.

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## Step 6: Specialize

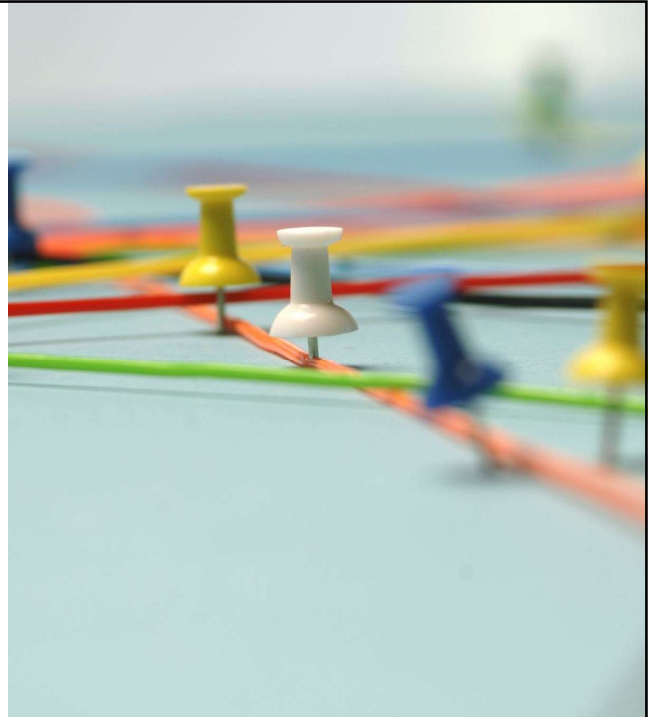
- Jump-start change and innovation Action Teams.
- Tools
  - This could be a project in the Dynamic Leadership path.
  - Form teams for membership building, creative meetings, Open Houses, Speechcraft, etc.
  - Identify “low hanging fruit” and “quick wins”



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## Step 7: Systemize

- Review and revise projects, adjust club practices
- Tools
  - Conduct After Action Reviews at critical points, e.g., after an Open House or Speechcraft, and learn
  - Integrate the best practices of the Action Teams into the club's practices



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## How to Use a SWOT Analysis for Club Officer Handover

- Prepare the SWOT Analysis
- Organize the Information
- Provide Context
- Highlight Key Points
- Discuss Implications
- Collaborate on Action Plans
- Document the Handover
- Follow Up

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