



**Creating a Quality Club**

# CLUB OFFICER TRAINING

**TOASTMASTERS INTERNATIONAL**

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# PREPARE FOR TRAINING

Welcome to Club Officer Training. As a training facilitator, you are responsible for conveying the information that club officers need to fulfill their roles. Well-trained club officers are equipped to enhance club quality, develop and lead successful teams and thrive in the Distinguished Club Program. All of these abilities contribute to fulfill the club mission.

Club officers dedicate valuable time and provide a tremendous service to Toastmasters. It is important that they understand the importance of their roles and know how appreciated they are.

While many club officers will be content, and even enthusiastic, about their new responsibilities, others may feel uncertain and obligated. Attending the training and fulfilling their roles implies great commitment deserving of recognition.

As a training facilitator, it's important not to overwhelm club officers. Be sure to impart to them that support is close at hand. Their fellow club officers, district leaders, and the staff at World Headquarters are all available and eager to assist them.

Each session in the Club Officer Training consists of a facilitator guide and a PowerPoint presentation.

## Facilitator Guide

This is a tool to guide the facilitator in teaching the session. Each session includes a corresponding facilitator guide. The facilitator should print him or herself a copy of the facilitator guide for each session.

## PowerPoint Presentation

This is to be presented by the facilitator during the session. There is one presentation for each session. The facilitator downloads the presentation to his or her laptop before the training and makes sure to have a projector and screen available during the session. The PowerPoint slides correspond to instructions in the facilitator guide.

## Facilitator Preparation

Before the training, review *From Speaker to Trainer* (Item 257A) for instructions about presenting, especially if you are new to facilitating training sessions.

Learn about the location where the training takes place. Determine the best way to set up the room, and confirm the equipment that is available there.

Communicate with participants well in advance. Make sure they know what to expect — where to go, what to bring, how long sessions last, and so on. Send reminders as the training date nears.

Visit the Logos, Images and Templates page at [www.toastmasters.org/resources/logos-images-and-templates](http://www.toastmasters.org/resources/logos-images-and-templates) for templates to create professional-looking agendas, training invitations, name cards, and other material for the sessions.

## USING THE FACILITATOR GUIDE

The facilitator guide is designed to be easy to use with detailed instructions. Nonetheless, be personable; it's okay to add your own anecdotes to the sessions and share what is unique in your district.

The facilitator guide of each session is organized the same way:

- The introduction begins with an explanation of the session.
- An overview lists the topics presented in the session.
- Objectives are what the club officers will be able to do as a result of attending the session.
- The materials you need to conduct the session are listed after the objectives.
- The length of time it should take you to conduct the session is suggested under the heading Duration.
- Beginning with the title of the first section, the guide presents a series of step-by-step instructions telling you exactly how to conduct the session.
- Throughout the guide, notes to the facilitator provide you with information to help you understand the purpose of the subsequent section or activity. By understanding what club officers are meant to learn, you can more easily guide discussions and answer questions.
- The outside margins provide space for you to take notes.

## Verbs

To help the facilitator refer to the guide at a glance, a limited number of verbs are used to begin each of the numbered steps in the sessions:

1. **SHOW:** to present a visual aid
2. **PRESENT:** to impart knowledge pertinent to session objectives
3. **TELL:** to offer information not directly relevant to session objectives
4. **ASK:** to request actual answers from participants (At times, the question is followed by possible answers. Give participants an opportunity to offer answers; then share any that weren't covered.)
5. **INSTRUCT:** to tell participants to do something
6. **TIME:** to keep track of time
7. **WRITE:** to record ideas so they are visible to participants
8. **DISCUSS:** to facilitate a conversation among the group

## Icons

The following icons appear in the margins throughout the facilitator guide to indicate specific actions the facilitator takes at that step:



Show a visual aid.



Ask questions.



Write on a flipchart.



Instruct participants to work in small groups.

10 minutes



Track time.



## Bullet Points

Color-coded bullet points in the facilitator guide also help you stay on track:

- Session objectives and materials are listed in the overview of each session with yellow bullet points.
- Light blue bullet points indicate content-related information to share with participants.
- Questions are posed using navy blue bullet points.
  - At times, questions are followed by possible answers. Give participants an opportunity to offer answers; then share any that weren't covered.





# Creating a Quality Club

## Introduction

The purpose of this session is to teach club officers what club quality is and why it's important.

## Overview

First, club officers discuss the importance of the member experience and learn about the correlation between the member experience and Toastmasters' mission and values. Then, club officers learn how Moments of Truth support the Distinguished Club Program. To conclude, club officers receive an overview of club officer roles and responsibilities.

In this session, the facilitator presents the following topics:

- Member Experience
- Club Quality
- Teamwork

## Objectives

After completing this session, club officers will be able to:

- Identify the most important elements that satisfy their club members
- Correlate Moments of Truth and the Distinguished Club Program
- Apply Moments of Truth to provide their members a quality member experience
- Identify their leadership role in relation to club members and other club officers

## Materials

- PowerPoint
- Flipchart
- Markers
- One or two hand-held wireless microphones (depending on the group size)

## Time

- 2 hours

## Facilitator Resources

- [Logos, Images and Templates](#)
- [Moments of Truth \(Item 290\)](#)
- [Distinguished Club Program and Club Success Plan \(Item 1111\)](#)
- [Club Leadership Handbook \(Item 1310\)](#)
- [Foundation of Knowledge](#)

# Introduction

(5 minutes)

1. SHOW the Introduction slide.



2. PRESENT

- Congratulations! As an elected officer of your Toastmasters club, you have the opportunity to aid in your club's success and gain valuable hands-on leadership experience.

3. SHOW the Session Agenda slide.



4. PRESENT the session agenda.

- Member Experience


- Club Foundation
- Teamwork




5. SHOW the Session Objectives slide.

**Session Objectives**

- ▶ Identify the elements that satisfy club members.
- ▶ Correlate Moments of Truth and the Distinguished Club Program.
- ▶ Apply Moments of Truth
- ▶ Identify your leadership role



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6. PRESENT the session objectives:

- After completing this session, you will be able to
  - Identify the most important elements that satisfy your club members
  - Correlate Moments of Truth and the Distinguished Club Program
  - Apply Moments of Truth to provide your members a quality member experience
  - Identify your leadership role in relation to club members and other club officers

# Member Experience

(30 minutes)

1. SHOW the Member Experience slide.



## NOTE TO FACILITATOR

The answers listed below are common answers from members, provided through a member experience survey taken in 2012.

The results of the survey can be found on the Toastmasters International website at the [Statistics and Data Hub](#).

2. ASK
  - Why did you join Toastmasters?
    - Improve communication skills
    - Increase self-esteem
    - Overcome public speaking fears
    - Improve leadership abilities
    - Advance career
    - Provide supportive community
    - Network
    - Think on your feet/time management
    - Learn how to give constructive criticism

- Become a better listener
- Why did you stay?
  - Improved communication skills
  - Improved leadership abilities
  - Increased confidence
  - Developed friendships with other members
  - Overcame fear of public speaking
  - Liked supportive atmosphere where it is safe to take risks
  - Developed experience, opportunities
- What is the greatest benefit you've gained through Toastmasters?



3. Write responses on a flip chart.

4. PRESENT

- The information on the flipcharts is what we want to share with all members.
- The experience of members is crucial to your success as a club and, ultimately, to the success of our organization.
- Quality clubs provide an enhanced member experience, which leads to membership retention and growth.



## Activity: Member Experience

1. SHOW the Activity: Member Experience.



2. INSTRUCT club officers to arrange themselves in club teams.
3. INSTRUCT teams to spend 10 minutes identifying the top three most important experiences they want their members to have through Toastmasters.
4. TIME 10 minutes.

### NOTE TO FACILITATOR

Ask one club officer from each table to share answers with the whole group. Use one or two runners with hand-held microphones to facilitate, if the group is large enough to require it.

5. INSTRUCT one club officer from each team to share their answers with the whole group.
6. WRITE answers from all teams on a flipchart and identify common answers.

## Debrief: Member Experience

1. PRESENT
  - For your members to have the experiences you identified, you need to fulfill your role.



10 minutes

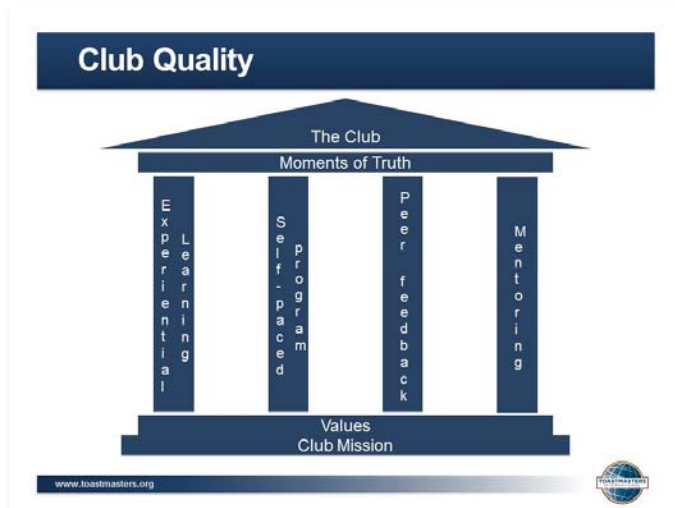


- It is absolutely crucial that every Toastmasters club delivers a positive member experience.
- Your job as club officer, and the key to your success, is providing a positive member experience.
- Let's review some tools to help you create a positive member experience.

# Club Quality

(25 minutes)

1. SHOW the Club Quality slide.



2. PRESENT

- The club values and mission are the foundation of the club and member experience.
- The member experience is shaped by four guiding principles:
  - Experiential learning
  - A self-paced program
  - Peer feedback
  - Mentoring
- The Moments of Truth is a model to help provide the ideal member experience.



2. SHOW the Toastmasters' Club Mission slide

The slide features a dark blue header with the text "Toastmasters' Club Mission" in white. Below the header, a single bullet point with a red arrowhead reads: "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." At the bottom left, the URL "www.toastmasters.org" is displayed. At the bottom right, there is a circular logo with a globe and the word "TOASTMASTERS" around it.

3. INSTRUCT club officers to read the Toastmasters' Club Mission.



4. SHOW the Toastmasters' Values slide

The slide features a dark blue header with the text "Toastmasters' Values" in white. Below the header, four bullet points with red arrowheads list the values: "Integrity", "Respect", "Service", and "Excellence". At the bottom left, the URL "www.toastmasters.org" is displayed. At the bottom right, there is a circular logo with a globe and the word "TOASTMASTERS" around it.

5. INSTRUCT club officers to read the Toastmasters' Values.



6. ASK
  - As a club officer
    - How do you demonstrate integrity?
    - How do you show respect?
    - How do you display service?
    - How do you illustrate excellence?

7. WRITE responses on the flipchart.
8. PRESENT
  - The role of a leader is to deliver results.
  - Demonstrating Toastmasters' values supports the mission.
  - Creating valuable experiences encourages members to reach their communication and leadership goals.
  - Members form impressions and make decisions to stay or go based on their experiences.
  - We ensure those experiences are positive by using the Toastmasters brand.

## Toastmasters Brand

1. SHOW the Toastmasters Brand slide.



2. PRESENT
  - A brand is an exclusive and desirable idea embodied in products, places, services, people and experiences.
    - A brand is the way an organization makes you feel— based on the look, feel, messaging, tone of voice and experience provided.
  - All clubs should strive to meet and fulfill the Toastmasters brand.
  - When used appropriately, the brand:

- Communicates a consistent look and message, in turn increasing understanding and global awareness of Toastmasters International.
- Motivates prospective members to join, making district and club objectives easier to achieve.
- Increases pride in being a member of Toastmasters.



### 3. SHOW the Brand Positioning slide.

## 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.**

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#### NOTE TO FACILITATOR

The brand positioning is the perfect opportunity to inspire club officers and motivate them. As you read the brand positioning, focus on making it as stirring as possible.

### 4. PRESENT

- A brand positioning statement describes a brand's unique place in the market and drives the application of the brand.
  - 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.

5. SHOW the Toastmasters Brand Personality slide.



6. PRESENT

- The brand personality describes how an organization interacts with the general public at every touch point.
- An organization's brand personality is universal—regardless of language, location or audience.
- A successful brand personality is always aligned with—and supportive of—the company's brand positioning.
- The Toastmasters International Brand Personality is:
  - Leader
  - Dedicated
  - Helpful



- 7. ASK
  - Empowering
  - How does the Toastmasters brand make you feel?
  - What key aspects of the brand resonate with your experience?
  - How do you ensure your club is fulfilling the Toastmasters brand?
- 8. PRESENT
  - A tool to help with fulfilling the Toastmasters brand is the Moments of Truth.

## Moments of Truth



1. SHOW the Moments of Truth slide.

**Moments of Truth**

- ▶ First Impressions
- ▶ Membership Orientation
- ▶ Fellowship, Variety, and Communication
- ▶ Program Planning and Meeting Organization
- ▶ Membership Strength
- ▶ Achievement Recognition

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2. PRESENT
  - Seventy percent of people leave a club, organization or business because they feel that others are indifferent to their needs.
  - The way we meet member needs is by embodying the Moments of Truth.
  - A Moment of Truth is when anyone comes in contact with any aspect of the Toastmasters experience and forms an impression of the organization's quality and service.
  - The Moments of Truth are:



- First Impressions: how a guest is treated when they first visit a Toastmasters club
- Membership Orientation: how a new member is apprised of the education program, recognition, etc.
- Fellowship, Variety, and Communication: how the club provides a warm, friendly and supportive environment
- Program Planning and Meeting Organization: how the club ensures members further their development during every meeting
- Membership Strength: how many members the club has and how many attend every meeting
- Achievement Recognition: how a member is recognized for the achievement of a goal

## Activity: Moments of Truth

1. SHOW the Activity: Moments of Truth slide.



**Moments of Truth**

- ▶ First Impressions
- ▶ Membership Orientation
- ▶ Fellowship, Variety, and Communication
- ▶ Program Planning and Meeting Organization
- ▶ Membership Strength
- ▶ Achievement Recognition

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### NOTE TO FACILITATOR

For the following activity, club leaders arrange themselves in club teams. You assign each team one of the six Moments of Truth. Each team develops examples of the Moments of Truth you assign and then identifies how each example fulfills the brand.

If any of the teams struggle to come up with examples, share the following to start the discussion:



**First Impressions**

The club banner is displayed clearly at the meeting location. Each guest is greeted at the door. Guests are introduced to officers and members. Each guest is given a nametag and asked to sign the guest book. These steps contribute to the professional, welcoming club experience that is part of our brand.

**Membership Orientation**

New members are formally inducted into the club, provided a membership pin and have received manuals. A mentor is assigned to each new member for one-on-one assistance. These steps contribute to the support and guidance of the member and our brand.

**Fellowship, Variety, and Communication**

Members greet guests and make them feel welcome. The vice president education regularly plans enjoyable, dynamic educational programs. Members are friendly, warm and helpful at all times. These steps contribute to the friendly, welcoming club experience that makes up our brand.

**Program Planning and Meeting Organization**

All roles that are fulfilled during a club meeting work to further a member's development. Meetings begin and end on time and use official Toastmasters materials. These steps contribute to the professional, respectful nature of our brand.

**Membership Strength**

The club maintains a minimum of 20 members. It is actively promoted to the community. These steps contribute to the helpful, dedicated reputation of our brand.

**Achievement Recognition**

Member progress charts are posted at every meeting. Member achievements are formally recognized. Members receive educational achievement pins for each education award earned. These steps contribute to the educational, respectful reputation of our brand.



2. INSTRUCT club officers to arrange themselves in club teams.
3. TELL each team its assigned Moment of Truth.
4. INSTRUCT each team to spend five minutes developing examples of Moments of Truth and identifying how the examples support the brand.

5 minutes



5. TIME five minutes.

6. INSTRUCT one person from each team to share one example of their Moment of Truth with the entire group.
7. PRESENT
  - When clubs successfully exemplify the Moments of Truth, members are provided something they value: a safe, supportive environment in which to achieve their goals.
  - Clubs that successfully take advantage of each Moment of Truth realize the Toastmasters club mission and values.
  - Clubs that embrace and use the Moments of Truth become Distinguished clubs.
  - That's what we will be discussing next.

## Moments of Truth and the Distinguished Club Program

1. SHOW the Distinguished Club Program 10 Goals in Four Areas slide.



**Distinguished Club Program**

**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.

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2. PRESENT
  - The Distinguished Club Program can be broken into four areas:
    - Education
      - Members have the opportunity to earn education awards and 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 smoothly, which benefits members.



3. SHOW the DCP Education Goals slide.

### DCP Education Goals

<b>Current Education Program</b>	}	Two CCs Two more CCs One ACB, ACS or ACG One more ACB, ACS or ACG One CL, ALB, ALS or DTM One more CL, ALB, ALS or DTM
<b>Toastmasters Pathways Learning Experience</b>	}	Two CCs Two more CCs One ACB, ACS or ACG One more ACB, ACS or ACG One CL, ALB, ALS or DTM One more CL, ALB, ALS or DTM

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4. ASK

- What are the Distinguished Club Program education goals?
  - Current Program
    - Two Competent Communicator (CC) awards
    - Two more CC awards
    - One Advanced Communicator Bronze (ACB), Advanced Communicator Silver (ACS), or Advanced Communicator Gold (ACG) award
    - One more ACB, ACS, or ACG award
    - One Competent Leader (CL), Advanced Leader Bronze (ALB), Advanced Leader Silver (ALS), or Distinguished Toastmaster (DTM) award
    - One more CL, ALB, ALS, or DTM award

- Toastmasters Pathways Learning Experience
  - Four members complete Level 1
  - Two members complete Level 2
  - Two more members complete Level 2
  - Two members complete Level 3
  - One member completes Level 4
  - One member completes Level 5

5. SHOW the Remaining DCP Goals slide.



### Remaining DCP Goals

Membership	Four new members Four more new members
Training	A minimum of four club officers trained during each of two training periods
Administration	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

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6. ASK



- What are the remaining Distinguished Club Program goals?
  - Four new members
  - Four more new members
  - A minimum of four club officers trained during each of the two training periods (June 1 to August 31 and December 1 to February 28/29)
    - For newly chartered clubs, the following training guidelines apply to Goal 9 requirements.

Charter Date	Training Session 1	Training Session 2
September 1- October 30	Training by a district representative of a minimum of four club officers must be completed between the charter date and	A minimum of four club officers must attend the second training session

	November 30	
November 1-February 28/29	When a minimum of four club officers attend the second training session, the club automatically receives credit for the first session	A minimum of four club officers must attend the second training session
March 1-June 30	When a minimum of four club officers are trained by a district representative between the charter date and June 30, the club automatically receives credit for the first training session	A minimum of four club officers must be trained by a district representative between the charter date and June 30

- On-time payment of membership dues, accompanied by the names of eight members, for one period and on-time submission of one club officer list. At least three members must be renewing members.
- For new clubs that are chartered between October 1 and June 30, the charter submission fulfills the requirement for an on-time officer list and payment of membership dues.



### Activity: Moments of Truth and the Distinguished Club Program



1. SHOW the Activity: Moments of Truth and the Distinguished Club Program slide.

#### 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

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#### NOTE TO FACILITATOR

For the following activity, club officers return to the original teams from the last activity. Each team continues to work with the Moment of Truth assigned

previously. The teams identify how their assigned Moment of Truth contributes to Distinguished Club Program goals.

If any of the teams struggle with this exercise, share the following to start the discussion:

### **First Impressions**

By greeting every guest who comes in the door, clubs create the perfect environment to achieve Goals 7 and 8.

### **Membership Orientation**

By assigning a mentor to each new member, clubs ensure that members have the support to achieve their education goals. If new members are encouraged by mentors, they are more likely to achieve Competent Communicator awards. This helps clubs achieve Goals 1 and 2.

### **Fellowship, Variety, and Communication**

By greeting all guests and making them feel welcome, clubs create a perfect environment to achieve Goals 7 and 8.

### **Program Planning and Meeting Organization**

By ensuring that all speaking and leadership projects come from Toastmasters manuals, clubs ensure that members learn communication and leadership skills *and* work toward the achievement of Goals 1 through 6.

### **Membership Strength**

By maintaining a minimum of 20 members, clubs have the members needed to fill meeting roles and work toward achieving their education goals. This helps clubs achieve Goals 1 through 6.

### **Achievement Recognition**

By formally recognizing member achievements, clubs create the supportive environment members need to achieve education goals. This helps clubs achieve Goals 1 through 6.

2. INSTRUCT club officers to return to the same teams they were in for the last activity.
3. INSTRUCT teams to spend five minutes brainstorming ways the assigned Moment of Truth contributes to the Distinguished Club Program goals.
4. TIME five minutes.
5. INSTRUCT one person from each team to share an example with the entire group.



5 minutes



## Debrief: Club Quality

### 1. PRESENT

- Club officers, who support the Toastmasters' club foundations, are more likely to:
  - Deliver a quality member and guest experience
  - Enable members to reach communication and leadership goals
  - Retain members and grow membership
  - Achieve Distinguished club status
- Let's discuss how club officers work together to meet these goals.



# Teamwork

(30 minutes)

1. SHOW the Teamwork slide.



2. PRESENT

- As a club officer, you will need to work closely with your club executive committee to accomplish club goals.
- The Gestalt approach to teamwork will help your team function more effectively.




## The Gestalt Approach to Teamwork

### 1. Show the Gestalt Approach to Teamwork.

**The Gestalt Approach to Teamwork**

- ▶ The whole is greater than the sum of its parts.
  - Know your role.
  - Know the roles of your teammates.
  - Communicate your areas of strength.
  - Take a proactive approach.
  - Be willing to cover for another officer.

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### 2. PRESENT

- A key principle of Gestalt psychology maintains that *the whole is greater than the sum of its parts*.
- As a member of the club's executive committee, each officer brings individual strengths, perspective and abilities to her role.
  - Working as a cohesive team creates something more than what can be created via independent effort.
- Here are a few tips for building a successful executive committee and, ultimately, a successful club:
  - Know your role, the club meeting roles and other leadership roles, read the *Club Leadership Handbook* (Item 1310) and understand what motivates members.
  - Communicate your strengths, share your capabilities and learn the abilities of others on the executive committee.
  - Take a proactive approach, seek help from previous officers and continuously look for future leaders.
  - Cover for another officer and learn about other officer roles to fill the gaps.

## The Executive Committee



1. SHOW the Executive Committee slide.

**The Executive Committee**

- ▶ President
- ▶ Vice president education
- ▶ Vice president membership
- ▶ Vice president public relations
- ▶ Secretary
- ▶ Treasurer
- ▶ Sergeant at arms

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2. PRESENT

- The executive committee consists of seven officer roles.

### **NOTE TO FACILITATOR**

As you read each description, ask the club officers through a show of hands to identify their roles. For example, "Please raise your hand if you are a sergeant at arms."

You may wish to choose a volunteer to read the responsibilities of each club officer role.



3. SHOW the President, part 1 slide.

### The President

- ▶ Sets the tone for the club
- ▶ Provides helpful, supportive leadership
- ▶ Facilitates communication
- ▶ Knows membership levels and progress
- ▶ Serves as Base Camp Manager



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4. PRESENT

- **President**—sets the tone for the entire club and provides helpful, supportive leadership for all club activities. The president keeps the peace and facilitates communication as required. The president is aware of membership levels and progress toward education awards at all times. The president also serves as the Base Camp Manager for the club.



5. SHOW the President, part 2 slide.

### The President

- ▶ Ensures executive officers are functioning well and the club focuses on Distinguished club status
- ▶ Guides the executive committee and club towards goals



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6. PRESENT

- **President**—He or she ensures that all executive officers are functioning well and the club focuses on Distinguished club status.

The president guides the executive committee and club towards goals.

7. SHOW the President, part 3 slide.



## President

- ▶ Transferable skills include:
  - Experience in leadership
  - Leading teams
  - Meeting goals
  - Motivating and coaching others




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8. PRESENT


- **Transferable skills include:** Experience in leadership, leading teams, meeting goals, motivating and coaching others to achieve goals

9. SHOW the Vice President Education, part 1 slide.




## The VPE

- ▶ Encourages members to complete their communication and leadership goals
- ▶ Schedules member speeches and projects
- ▶ Serves as Base Camp Manager



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10. PRESENT

- **Vice President Education**—encourages members to complete their communication and leadership goals. The vice president


education schedules member speeches and projects and serves as the Base Camp Manager for the club.




11. SHOW the Vice President Education, part 2 slide.

### The VPE

- ▶ Serves as a resource for questions about education awards, speech contests and mentors
- ▶ Is a source for Toastmasters knowledge and the education program



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12. PRESENT

- **Vice President Education**—He or she serves as a resource for questions about education awards, speech contests and mentors. The vice president education is a source for Toastmasters knowledge and the education program.




13. SHOW the Vice President Education, part 3 slide.

### VPE

- ▶ Transferable skills include:
  - Motivating others
  - Setting and achieving goals
  - Organization and leadership



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14. PRESENT

- **Transferable skills include:** Motivating others, setting and achieving goals, organization and leadership

15. SHOW the Vice President Membership, part 1 slide.



### The VPM

- ▶ Promotes the club and manages the process of bringing in guests and transforming them into members
- ▶ Initiates contact with guests, makes them feel welcome and provides information to join the club



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16. PRESENT

- **Vice President Membership**—promotes the club and manages the process of bringing in guests and transforming them into members. The vice president membership initiates contact with guests, makes them feel welcome and provides information to join the club.

17. SHOW the Vice President Membership, part 2 slide.



### The VPM

- ▶ Works with the VPPR and the treasurer



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18. PRESENT

- **Vice President Membership**—The vice president membership works with the vice president public relations on initiatives to attract new members and the treasurer to manage membership applications and renewals.



19. SHOW the Vice President Membership, part 3 slide.

### VPM

- ▶ Transferable skills include
  - Sales skills
  - Improved communication skills
  - Confidence to meet new people



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20. PRESENT

- **Transferable skills include:** Sales skills, improved communication skills, confidence to meet new people



21. SHOW the Vice President Public Relations, part 1 slide.

### The VPPR

- ▶ Promotes the club to the community through activities that increase membership
- ▶ Publishes meeting times and locations



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22. PRESENT:

**Vice President Public Relations**—promotes the club to the community through activities that increase membership. The vice president public relations publishes meeting times and locations.



23. SHOW the Vice President Public Relations, part 2 slide.



### The VPPR

- ▶ Writes a newsletter
- ▶ Maintains social media sites such as Facebook, Twitter and MeetUp.



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24. PRESENT:

**Vice President Public Relations**—The vice president public relations writes a newsletter about club activities, achievements and special events, such as an open house or speech contest. The vice president public relations maintains social media sites, such as Facebook, Twitter and MeetUp.

25. SHOW the Vice President Public Relations, part 3 slide.



### VPPR

- ▶ Transferable skills include
  - Marketing experience
  - Proficiency using social media websites and applications
  - Sales
  - Increased confidence to meet the public



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26. PRESENT:

**Transferable skills include:** Marketing experience, proficiency using social media websites and applications, sales, and increased confidence to meet the public



27. SHOW the Secretary, part 1 slide.

### The Secretary

- ▶ Manages accurate files, all club records and correspondence
- ▶ Takes the minutes at every meeting
- ▶ Archives historical records
- ▶ Records all member and guest attendance



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28. PRESENT


- **Secretary**—manages accurate files, club records and correspondence. The secretary takes the minutes at every meeting and executive committee meeting and archives historical records. The secretary records all member and guest attendance.




29. SHOW the Secretary, part 2 slide.

### The Secretary

- ▶ Distributes the club roster of current paid memberships
- ▶ Maintains a current club officer list
- ▶ Serves as Base Camp Manager



[www.toastmasters.org](http://www.toastmasters.org)


30. PRESENT

- **Secretary**—The secretary distributes the club roster of current paid memberships, and maintains a current club officer list. The secretary also serves as the Base Camp Manager for the club.

31. SHOW the Secretary, part 3 slide.



### Secretary

- ▶ Transferable skills include
  - Improved communication and listening skills
  - Proficiency using software programs
  - Accurate record keeping
  - Time management
  - Organization



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32. PRESENT

- **Transferable skills include:** Improved communication and listening skills, proficiency using software programs, accurate record keeping, time management and organization

33. SHOW the Treasurer, part 1 slide.



### The Treasurer

- ▶ Is the club's accountant
- ▶ Keeps financial records
- ▶ Manages the club's bank account
- ▶ Writes checks as approved by the executive committee



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34. PRESENT


- **Treasurer**—is the club's accountant and keeps financial records. The treasurer manages the club's bank account, writes checks as approved by the executive committee.




35. SHOW the Treasurer, part 2 slide.

### The Treasurer

- ▶ Collects and pays dues on time to World Headquarters
- ▶ Works with the executive committee to create the budget



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36. PRESENT

- **Treasurer**—The treasurer collects and pays dues on time to World Headquarters and works with the executive committee to create the budget.



37. SHOW the Treasurer, part 3 slide.

### Treasurer

- ▶ Transferable skills include:
  - Receiving and managing money
  - Budgeting
  - Keeping accurate records
  - Disbursing funds.



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38. PRESENT

- **Transferable skills include:** Receiving and managing money, budgeting, keeping accurate records and disbursing fund

39. SHOW the Sergeant at Arms, part 1 slide.



### The SAA

- ▶ Is responsible for the club's physical property
- ▶ Arrives early
- ▶ Sets up the meeting location
- ▶ Removes club property after the meeting




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40. PRESENT


- **Sergeant at Arms**—is responsible for the club's physical property, such as the banner, lectern, timing device and meeting materials. The sergeant at arms arrives early, sets up the meeting location and removes club property after the meeting.


41. SHOW the Sergeant at Arms, part 2 slide.



### The SAA

- ▶ Creates a good first impression
- ▶ Sets the tone for the entire meeting.



[www.toastmasters.org](http://www.toastmasters.org)


42. PRESENT

- **Sergeant at Arms**—He or she creates a good first impression and sets the tone for the entire meeting



43. SHOW the Sergeant at Arms, part 3 slide.

**SAA**

▶ Transferable skills include:

- The ability to hold an effective meeting
- Preparation
- Organization



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44. PRESENT

- **Transferable skills include:** The ability to hold an effective meeting, preparedness and organization



45. ASK

- How many club officers are in a leadership role for the first time?

46. TELL club officers to keep their hands raised and look around to take note of new officers and officers returning for another term.

47. PRESENT

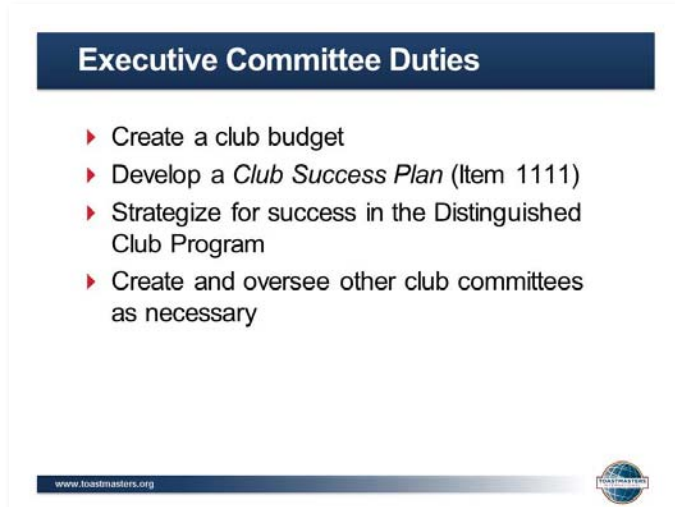
- Seek the opportunity to meet people at this training event as well as in your clubs.
- The executive committee consists of seven club officers. The club president serves as the executive committee chair. As a team, you manage all club business.
- Smaller clubs combine officer roles as needed. As a team, be sure to gauge the workload of all officers.
- Being familiar with club officer roles means every officer has knowledge of what needs to be accomplished to meet club goals.
- You also can look proactively for future leaders.
- Meeting with the executive committee is essential to success in your role.
- Let's explore the duties of the executive committee.

## Executive Committee Duties

### NOTE TO FACILITATOR

In this section, focus on the executive committee accomplishing their goals. All executive committee members must fulfill their responsibilities and work together to accomplish club goals.

1. Show the Executive Committee Duties slide.



2. ASK

- How often does the club executive committee meet?

3. PRESENT

- There is no wrong answer as to how often the executive committee meets except for “not at all.” Some committees meet twice a month, others meet monthly.
- It is important that a newly elected executive committee meet at the beginning of their term to:
  - **Create a club budget.** Typical expenses include trophies, ribbons, certificates, education and promotional material, administrative supplies, postage and speech contest material.
  - **Complete a Club Success Plan from *Distinguished Club Program and Club Success Plan (Item 1111)*.** This guide helps to identify values, obstacles and protocols for operating as a team and creating goals.
  - **Strategize for success in the Distinguished Club Program.** The Club Success Plan offers a starting point and steps to achieving Distinguished Club recognition.



- **Create and oversee other club committees as necessary.** Clubs are free to form committees so that every officer can fulfill their roles and responsibilities.
4. ASK
- Are members welcomed and encouraged to attend club executive meetings?
    - Yes. Guests are not permitted.
  - Must the executive committee approve all club decisions?
    - Yes.

5. PRESENT

- Read the *Club Leadership Handbook* (Item 1310) to understand all the components of the club executive committee.
- The following topics also are included in the handbook:
  - Club officer roles
  - Governance
  - District structure
  - Club timeline
  - The Distinguished Club Program
  - Toastmasters Education Program
  - Club finance
  - Public relations and marketing
  - Club events
- As you can see, each club officer works closely with members of the executive committee to create the best member experience.
- Serving on the executive committee is a great opportunity to witness the power of teamwork.



## Debrief: Teamwork

1. PRESENT

- The club executive committee consists of seven roles:
  - President



- Vice president education
- Vice president membership
- Vice president public relations
- Treasurer
- Secretary
- Sergeant at arms
- The club executive committee completes the Club Success Plan, club budget and creates committees to accomplish club goals.
- You will be stronger and able to accomplish more by working together than alone.

# Conclusion



1. Show the Conclusion slide.



2. PRESENT
  - As a club leader it is your responsibility to deliver a positive member experience.
  - Apply Toastmasters' Moments of Truth, values and the club mission to achieve club goals.
  - Learn as much as possible about your role and other leadership and club meeting roles.
  - Support your executive team and fill in as needed.
3. PRESENT
  - There are several resources available to help you with your leadership roles:
    - *Club Leadership Handbook* (Item 1310)  
[www.toastmasters.org/clh](http://www.toastmasters.org/clh)
    - *Distinguished Club Program and Club Success Plan* (Item 1111)  
[http://www.toastmasters.org/1111\\_dcp](http://www.toastmasters.org/1111_dcp)
4. INSTRUCT club officers to take the session evaluation.



# Evaluation

	BEGINNER	INTERMEDIATE	ADVANCED
What level of knowledge of the topic did you have prior to this session?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Indicate to what degree you agree with the following statements about this session.

	STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
Overall, I was satisfied with the session.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I will use the content to strengthen my club.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The learning objectives were met.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Yes	No
Will you implement at least one idea from this session in the next 30 days?	<input type="checkbox"/>	<input type="checkbox"/>

Write your comments about the session.

Indicate to what degree you agree that the facilitator demonstrated the following:

	STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
Solid knowledge of the subject matter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Excellent presentation skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

