



Sign Me Up Again... I Still Have Goals to Reach!

(Membership Retention)



President, Treasurer, and Secretary
Fusion Session
Toastmasters Leadership Institute
Summer, 2009

Packet Handouts Needed:
#3 – Competent Leadership (CL) Project Matrix

District 3 Toastmasters of Arizona

0:00 – 0:05 (5 minutes)

Welcome Officers to the session

Icebreaker: Depending on group size, go around the room or break into groups and make introductions with the following 3 items:

- Your First Name
- How many members in your club
- How many are your sure will be renewing their membership on April 1?

Handouts/Tools Used in this sessions

- 10 Basic Project Description sheet (b&w)
- Educational Program / CL Matrix (color)



The Perceived Value Is a Direct Result...

- Joining your club does not automatically guarantee successful results for the new member
- Any type of achievement takes continuous effort on the part of the all members (*The Toastmaster's Promise*)
- Achievement must also be encouraged, motivated, and demonstrated by club leaders
- The club atmosphere and the attitudes of the other members are the strongest influencers in deciding to renew (or not renew) membership (*progress/contribution*)

0:05 – 0:08 (3 minutes)

We posed the question of how many confirmed renewals are you already aware of and (comment on the response)

Particularly in these economic times, every member will ask themselves whether there is a perceived value for their dues renewal amount prior to writing the check.

This session is focusing on the items specific to your roles that can be done to improve your chances of having every member renew on April 1, particularly in these three areas....

- What effort the member has made to date
- What actions have been taken by officers to encourage, motivate and demonstrate the benefits of Toastmasters membership
- Understanding how the member perceives YOUR club environment and the mutual support provided to that renewing member.



Balancing Recruitment & Retention

- People join Toastmasters for a reason. . .they recognize a need that they believe our program and club environments can meet
- Member retention is influenced by how well we as peers help our fellow members achieve their goals.



0:08 – 0:10 (2 minutes)

So often we are so thrilled at having a new member that we drop the ball right from the start.

- Focused on processing the paperwork; perhaps achieving another DCP “point”
- Working in silos as officers; since only the Treasurer knows when the app was processed, other officers are in a holding pattern to perform their duties

When the next renewals period comes round, the new member will make their decision then to stay or leave based on their experience to date for that period (up to 6 months). Unfortunately, we are seeing a trend for members to leave the club at earlier and earlier points – usually prior to them receiving any educational award.



Why This Fusion?

- ***President, Secretary and Treasurer are at the heart of member retention***
 - Secretary records attendance & achievements
 - *When was the last achievement or recognition recorded for each member?*
 - Treasurer manages the dues renewals process
 - *Announce the renewal dates well in advance and keep the other officers up-to-date on renewals status*
 - President oversees the development of a club success plan built around member goals (club quality control)
 - *Review your club success plan and then, based on the member goals for this term, contact the member and discuss their goals, satisfaction level, and intention to renew*



0:10 – 0:14 (4 minutes)

We brought your officer roles together because you are at the heart of member retention. Club success planning, recording to that plan, and ensuring the fiscal health of the club are your “Trifecta”. It is you three that ensure the club is operating in the “black” and not in the “red” for club quality

- Educational achievements
- Leadership achievements
- Charter strength membership each renewals period
- Member satisfaction

It is from your perspective that you will provide guidance to the three Vice Presidents and their committees on the actions that need to be taken on behalf of club ‘health’

The specifics of these roles are found in the Power of 7 sessions so don’t dwell on minute details of the roles.



The Skills We Promise to Deliver

Communication

- ✓ Organization
- ✓ Getting to the Point
- ✓ Word Selection
- ✓ Body Language
- ✓ Use of Voice
- ✓ Including Research
- ✓ Adding Visual Aids
- ✓ Persuasion
- ✓ Inspiration

Leadership

- ✓ Listening
- ✓ Critical Thinking
- ✓ Giving Feedback
- ✓ Time Management
- ✓ Planning & Implementation
- ✓ Organizing & Delegating
- ✓ Facilitation
- ✓ Motivating People
- ✓ Mentoring
- ✓ Team Building

0:14 – 0:15 (1 minute)

These next to pages are the tools for the activity. Distribute the session handout for this slide - the 10 Basic Project Descriptions

Toastmasters Leadership Institute



Competent Leader Project Matrix

(Sequenced for Major/Minor Functionary Roles)

ROLE		Learning & Leadership	Chair Training	Giving Feedback	Time Management	Planning & Implementation	Coaching & Delegating	Developing Facilitator Skills	Member Help Project	Mentoring	Team Building
		Project 1	Project 2	Project 3	Project 4	Project 5	Project 6	Project 7	Project 8	Project 9	Project 10
0. Table Topics Speaker	Minor Role	X									
1. Timer	Minor Role				X						
2. Grammarian	Minor Role	X	X	X	X						
3. Ah-Counter	Minor Role	X									
4. Speaker	Minor Role				X	X					
5. Table Topicsmaster	Minor Role				X	X					
6. Speech Evaluator	Minor Role	X	X	X	X				X	X	
7. General Evaluator	Minor Role		X	X		X		X	X		Xa++
8. Toastmaster	Major Role				X	X		X	X		Xb++
Help to Organize a Club Speech Contest	Committee Support						X				
Chair a Club Speech Contest											X
Help Organize a Club Special Event								X			
Chair a Club Special Event											X
Help Organize a Public Relations Campaign								X			
Chair a Public Relations Campaign									X1**		X
Help Organize a Club Membership Campaign or Contest								X			
Chair a Club Membership Campaign or Contest									X2**		X
Help Produce the Club Newsletter							X				
Assist the Club Webmaster							X				
Serve as Club Newsletter Editor or Club Webmaster										X	
Befriend a Guest at a Club Meeting	Mentoring						X				
Mentor for a New Member										X	
Mentor for an Existing Member										X	
Guidance Committee Member										X	
Number of opportunities offered to complete project requirements		4	3	3	5	4	6	4	5	3	7
Required number of tasks to complete project for manual credit		3	2	3	2	3	1	2	3	1	1

- Work the CL projects based on the member needs
- Prioritize functionary assignments by skills development list and then graduate the assignments from minor to major roles
- Develop a plan that includes:
 - What projects
 - What deadline
 - What roles
 - What committee
 - What leadership role

0:14 – 0:15 (1 minute)

These next to pages are the tools for the activity. Point the participants to their handouts – for this slide, the color Education Program/CL Matrix

As a result of the activity, develop a plan for Jenny that includes:

- What projects
- What deadline
- What roles
- What committee
- What leadership role



Case Study – Meet Jenny

- Jenny works for an computer distribution center which has decided to relocate its facility to another state. Jenny has been told her job will end in 4 months.
- Jenny just joined the company Toastmasters club 2 months ago, but is rethinking her commitment given the site closure news. She has missed 2 of the last 3 Toastmasters meetings citing “work conflict” as her reason.
- Jenny has given her Icebreaker but finds the Competent Leadership manual confusing.
- Jenny’s has not had a mentor assigned by the VP Education.
- During performance review meetings, Jenny’s manager had indicated she recognized Jenny’s leadership potential and had hoped to help Jenny move up into a team leader position.
- Jenny does not have a declared goal on the club success plan.

0:15 – 0:25 (10 minutes)

Group Activity – Define a development plan for Jenny.



Jenny's Plan

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

- | | |
|--|--|
| <p><i>Communication</i></p> <ul style="list-style-type: none"> ✓ Organization ✓ Getting to the Point ✓ Word Selection ✓ Body Language ✓ Use of Voice ✓ Including Research ✓ Adding Visual Aids ✓ Persuasion ✓ Inspiration | <p><i>Leadership</i></p> <ul style="list-style-type: none"> ✓ Listening ✓ Critical Thinking ✓ Giving Feedback ✓ Time Management ✓ Planning & Implementation ✓ Organizing & Delegating ✓ Facilitation ✓ Motivating People ✓ Mentoring ✓ Team Building |
|--|--|

Consistent Leader Project Matrix

(This matrix is for informational purposes only.)

Project	1	2	3	4	5	6	7	8	9	10	11	12
1. Theme												
2. Communications												
3. Club Changes												
4. Clubby												
5. Clubby Engagement												
6. Clubby Promotion												
7. Clubby Culture												
8. Clubby Success												
9. Clubby Innovation												
10. Clubby Leadership												
11. Clubby Inspiration												
12. Clubby Motivation												
13. Clubby Team Building												
14. Clubby Mentoring												
15. Clubby Facilitation												
16. Clubby Planning & Implementation												
17. Clubby Organizing & Delegating												
18. Clubby Giving Feedback												
19. Clubby Critical Thinking												
20. Clubby Listening												

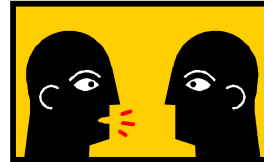
0:25 – 0:32 (7 minutes)

What are the recommendations for proactive actions to ensure Jenny re-engages and continues her membership? [Capture the results on a flip pad]



Leveraging Our Difference

- Our written & oral feedback is what separates Toastmasters from all other communication & leadership programs
- Jenny can meet with her manager and ask for guidance in applying for team leader positions with other companies
- She can volunteer to chair a club special event to give her measurable and practical leadership experience to include on her resume and ask for letters of reference from club leaders



0:32 – 0:34 (2 minutes)

How to convey your commitment to Jenny as a member

- Your vested interest in his personal growth
- Your fulfillment of The Toastmasters Promise (as members)
- Your fulfillment of the Club Mission (as officers)



If you joined a fitness club
to lose weight
and six months later
you still hadn't lost a pound,
would you renew your
membership dues?

0:34 – 0:35 (1 minute)

Pose the question.



Summary

- Members pay dues to receive a quality club experience and to reach their goals
- At some level, they are trying to ***become the speaker and leader they want to be***
- They can't do it alone – your role as officers is to ensure they have all the support they need
- Club success planning, record keeping, and timely dues renewals management show that you have a vested interest in the success of the renewing member



0:35 – 0:38 (3 minutes)

Based on the previous question – the parallel is no different. A new member who has not seen the expected benefit within the first six months – 1 year will probably NOT renew their membership.



Before We Break

- Parking Lot
- Q&A
- Evaluations

It Takes The Power of Seven



To Lead a Distinguished Club

0:38 – 0:40 (2 minutes)

Review any parking lot items

Address or capture any remaining questions (time permitting)

Assign “homework” – what can they take away that will continue their momentum

Have participants complete evaluations and leave them in room.

The Ten Basic Projects in the Competent Communicator Manual

The ten speech projects are designed to develop your speaking skills one step at a time. Every project builds upon what you have learned in the preceding project. You'll begin with "The Icebreaker" Speech and complete the projects in order to achieve your Competent Communicator award.

Project	Title	Objectives	Time
1	The Icebreaker	<ul style="list-style-type: none"> To begin speaking before an audience. To discover speaking skills you already have and skills that need some attention. 	4-6 min
2	Organize Your Speech	<ul style="list-style-type: none"> Select an appropriate outline allowing listeners to easily follow and understand your speech. Make your message clear, use appropriate transitions, create a strong opening and conclusion. 	5-7 min
3	Get to the Point	<ul style="list-style-type: none"> Select a speech topic and determine its general and specific purposes. Ensure the beginning, body and conclusion reinforce the purposes; projecting sincerity and conviction. 	5-7 min
4	How to Say It	<ul style="list-style-type: none"> Select the right words and sentence structure to communicate your ideas clearly, accurately and vividly. Use rhetorical devices to enhance/emphasize ideas; use correct grammar, eliminate jargon and unnecessary words. 	5-7 min
5	Your Body Speaks	<ul style="list-style-type: none"> Use stance, movement, gestures, facial expressions and eye contact to express your message and achieve your speech's purpose. Make your body language smooth and natural. 	5-7 min
6	Vocal Variety	<ul style="list-style-type: none"> Use voice volume, pitch, rate and quality to reflect and add meaning and interest to your message. Use vocal variety smoothly and naturally; use pauses to enhance your message 	5-7 min
7	Research Your Topic	<ul style="list-style-type: none"> Collect information about your topic from numerous sources. Carefully support your points and opinions with specific facts, examples and illustration gathered through research. 	5-7 min
8	Get Comfortable with Visual Aids	<ul style="list-style-type: none"> Select visual aids that are appropriate for your message and the audience. Use visual aids correctly with ease and confidence. 	5-7 min
9	Persuade With Power	<ul style="list-style-type: none"> Persuade listeners to adopt your viewpoint or ideas or to take some action. Appeal to the audience's interests; use logic and emotion to support your position. 	5-7 min
10	Inspire Your Audience	<ul style="list-style-type: none"> To inspire the audience by appealing to noble motives and challenging the audience to achieve a higher level of beliefs or achievement. Appeal to the audience's needs and emotions, using stories, anecdotes and quotes to add drama. 	8-10 min

The Ten Basic Projects in the Competent Leader Manual

The ten leadership projects are designed to develop your leadership skills one step at a time. Every project builds upon what you have learned in the preceding project. You'll begin with the meeting functionary roles and complete the projects in order to achieve your Competent Leader award.

Project	Title	Objectives	Activities
1	Listening & Leadership <i>(3 required)</i>	<ul style="list-style-type: none"> • Complete a listening skills assessment • Identify the seven steps to better listening • Practice listening skills during club meetings 	<ul style="list-style-type: none"> • Evaluator • Topics Speaker • Ah-Counter • Grammarian
2	Critical Thinking <i>(2 required)</i>	<ul style="list-style-type: none"> • Complete a thinking skills assessment • Practice critical-thinking skills during club meetings 	<ul style="list-style-type: none"> • Evaluator • Grammarian • Gen. Evaluator
3	Giving Feedback <i>(3 required)</i>	<ul style="list-style-type: none"> • Complete a feedback skills assessment • Identify the steps in giving feedback effectively • Practice giving feedback during club meetings 	<ul style="list-style-type: none"> • Evaluator • Grammarian • Gen. Evaluator
4	Time Management <i>(Timer plus 1 required)</i>	<ul style="list-style-type: none"> • Complete a time-management skills assessment • Identify steps to effectively manage time • Practice time-management skills as Timer and other functionary roles during club meetings 	<ul style="list-style-type: none"> • Timer <i>(required)</i> • Toastmaster • Speaker • Topicmaster • Grammarian
5	Planning & Implementation <i>(3 required)</i>	<ul style="list-style-type: none"> • Complete a planning and implementation skills assessment • Identify steps in planning and implementation process • Practice planning and implementation skills during club meetings 	<ul style="list-style-type: none"> • Speaker • Gen. Evaluator • Toastmaster • Topicmaster
6	Organizing & Delegating <i>(1 required)</i>	<ul style="list-style-type: none"> • Complete an organizing and delegation skills assessment • Identify steps in the organization and delegation process • Practice organizing and delegating skills by serving on a club committee 	Serve on 1 of these committees <ul style="list-style-type: none"> • Speech Contest • Special Event • Membership or PR Campaign • Newsletter or Webmaster
7	Developing Facilitation Skills <i>(2 required)</i>	<ul style="list-style-type: none"> • Complete a facilitation skills assessment • Identify facilitation strategies • Practice facilitation skills during club meetings 	<ul style="list-style-type: none"> • Toastmaster • Gen. Evaluator • Topicmaster • Befriend a Guest
8	Motivating People <i>(Chair plus 2 required)</i>	<ul style="list-style-type: none"> • Complete a motivational skills assessment • Identify conditions that motivate people • Practice motivational skills leading a club committee & other functionary roles during club meetings 	<ul style="list-style-type: none"> • Chair a Membership Contest or PR Campaign <i>(required)</i> • Toastmaster • Evaluator • Gen. Evaluator
9	Mentoring <i>(1 required)</i>	<ul style="list-style-type: none"> • Complete a mentoring skills assessment • Identify the steps in being a good mentor • Practical mentoring experience 	<ul style="list-style-type: none"> • Mentor a new or existing member • HPL Guidance Committee member
10	Team Building <i>(1 required)</i>	<ul style="list-style-type: none"> • Complete a team-building skills assessment • Identify the steps in building a team • Practice team building skills during club meetings or leading a club committee 	<ul style="list-style-type: none"> • Toastmaster & General Evaluator, OR • Chair a Club Committee – Membership, PR, Contest, Special Event, Newsletter or Webmaster

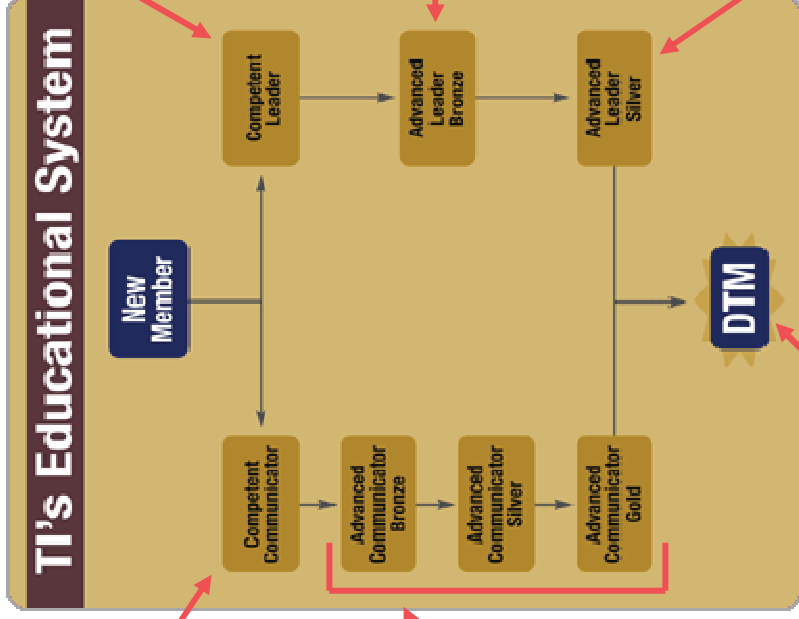
Toastmasters Educational Program

#1

- The **Competent Communicator** consists of 10 projects designed to address the basic elements of a successful speech:
 - Organization
 - Opening/Closing
 - Getting to the Point
 - Body Language
 - Use of Voice & Words
 - Visual Aids
 - Persuasion & Inspiration

- The **Competent Leader** consists of 10 projects designed to address the basic elements of successful leadership:
 - Listening/Leadership
 - Critical Thinking
 - Giving Feedback
 - Time Management
 - Planning/Implementation
 - Organizing/Delegating
 - Facilitation Skills
 - Motivating People
 - Mentoring
 - Team Building

- The **Advanced Communicator** awards (Bronze/Silver/Gold) each require completion of two different Advanced Manuals chosen by the member from the list of available manuals (shown below)
 - **Silver Level** also requires conducting two Training Modules on Speaking Success and/or Club Success
 - **Gold Level** also requires conducting an advanced communication or leadership training module and coaching a new member through three speech projects



- The **Advanced Leader Bronze** award requires service at the club leadership level
 - Practical Leadership Experience
 - Serving as a Club Officer
 - Attend Semi-Annual Leadership Training Event
 - Prepare a Club Success (Strategic) Plan
 - Conduct two Training Modules on Club Success
 - Achieve Leadership Excellence
 - Communicator status

- The **Distinguished Toastmaster (DTM)** is the highest award level achievable by any Toastmasters member.
 - It is awarded only after the member has completed all Competent and Advanced education requirements in both the Communication and Leadership programs.
 - The Distinguished Toastmaster award takes approximately 3-5 years to complete depending on the member commitment.

- The **Advanced Leader Silver** award requires service at the district leadership level
 - Practical Management Experience
 - Serving as a District Officer
 - Practical Team Building Experience
 - Serving as a Club Coach, Club Mentor or Club Sponsor
 - Complete a High Performance Leadership 5-part Project for Work, Community or Toastmasters

Advanced Communications Manuals

- Facilitating Discussion
- The Professional Speaker
- The Entertaining Speaker
- Public Relations
- Speaking to Inform
- Specialty Speeches
- Speeches by Management
- Technical Presentations
- Communicating on Television
- Humorously Speaking
- Interpersonal Communication
- Interpretive Reading
- Persuasive Speaking
- Special Occasion Speeches
- Storytelling