



Club Success Planning



President, VP Education, VP Public Relations, and
Sergeant at Arms Fusion Session
Toastmasters Leadership Institute
Summer, 2009

Packet Handouts Needed:
#4 - Mission/Mission/Promise
#5 - DC x DC Worksheet

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
- Your club office
- Does your club have a written club success plan?

Handouts/Tools Used in this sessions

- Mission/Mission/Promise handout
- DCxDC Worksheet handout
- 10-Exercise packages: DCxDC worksheet (1), Mock DCP report (1), Mock Member Interest Survey results (7)



Session Objectives

- Understand the elements of Club Quality Standards
- Connect the meeting skills segments with member needs
- Develop an action plan for delivering the Toastmaster’s Promise and Club Mission to your membership



Item 290B – MOT Club Evaluation Chart

0:05 – 0:08 (3 minutes)

During the opening session you were asked to begin completing a scorecard for your club.

Q. How many of you have already marked items for improvement you intend to recommend at your next executive committee meeting?

Q. How are your clubs measuring up so far?

We’ve brought the largest mix of officers together to discuss Club Success Planning.

- We’re going to do a quick review of Club Quality checks and expectations
- Then take a look at how to align meeting skills with member needs
- Then use a case study to actually develop a club success plan.



The Missions & The Promise

- Self-development in the arts of speaking, listening, and thinking
- In a mutually supportive and positive learning environment
- Where members demonstrate their commitment to the club, to its members, and to the organization as a whole

TOASTMASTERS INTERNATIONAL
The world's largest organization for communication and leadership development

The Mission of Toastmasters International

Toastmasters International is the leading movement devoted to making effective oral communication a worldwide reality.

Through its member clubs, Toastmasters International helps men and women learn the arts of speaking, listening and thinking – vital skills that promote self-actualization, enhance leadership, foster human understanding and contribute to the betterment of mankind.

It is basic to this mission that Toastmasters International continually expand its worldwide network of clubs, thereby offering ever-greater numbers of people the opportunity to benefit from its programs.

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.

A Toastmaster's Promise

Being a Toastmaster means more than simply making a commitment to self-development. Everyone who joins a Toastmasters club is making a commitment to the club, to its members, and to the organization as a whole.

As a member of Toastmasters International and my club, I promise...

- To attend club meetings regularly;
- To prepare all of my speeches to the best of my ability, basing them on projects in the Communication and Leadership Program manual or the Advanced Communication and Leadership Program manuals;
- To prepare for and fulfill meeting assignments;
- To provide fellow members with helpful, constructive evaluations;
- To help the club maintain the positive, friendly environment necessary for all members to learn and grow;
- To serve my club as an officer when called upon to do so;
- To treat my fellow club members and our guests with respect and courtesy;
- To bring guests to club meetings so they can see the benefits Toastmasters membership offers;
- To adhere to the guidelines and rules for all Toastmasters educational and recognition programs;
- To uphold honest and highly ethical standards during the conduct of all Toastmasters activities.

TOASTMASTERS INTERNATIONAL
www.toastmasters.org

DISTRICT 3 – THE ARIZONA DISTRICT
www.actoastmasters.org



0:08 – 0:10 (2 minutes)

The Club Quality Scorecard details out specific elements for measuring your club environment. But all these are grounded in the underlying theme of the two Mission statements (Toastmasters International & Club) as well as The Toastmasters Promise.

In essence, a Toastmasters meeting becomes the visible, practical expression of these three visionary elements (review the three bullets in succession)



Foundations for Goals

Leaders visualize a future for their club by recognizing the needs of their members.



A goal is only as good as its effect on individuals.

0:10 – 0:12 (2 minutes)

Club success planning is an exercise in goal-setting. However, goals are only as good as they produce actual results.

So as we progress through this club success planning exercise:

SAA – Look for opportunities to enhance your meeting environment

VPs PR – Work with your SAA to identify club culture enhancements

VPs Ed – Pay close attention to the Member Interest Survey exercise

Presidents – Evaluate your clubs action plan and performance tracking



Member Interest Survey

Task Officer: One of your responsibilities is to make sure members set and achieve their communication and leadership goals. Ask each member to complete the survey below. Review responses every month to ensure the club is meeting the member's needs.

Member Name: _____

Set the task goals you wish to accomplish this year as a Toastmaster (Example: Complete the Competent Communication manual and receive the CC award).

1. _____

2. _____

Set the task goals you wish to accomplish in the next few months (Example: To use better eye contact when speaking).

1. _____

2. _____

INTERESTS

Indicate your interest in participating in the following activities by checking the appropriate column.

	VERY INTERESTED	INTERESTED	NOT INTERESTED
Complete the Competent Communication manual and earn the Competent Communication (CC) award	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Complete Advanced Communication manuals and earn the Advanced Communication Award, Advanced Communication Silver, or Advanced Communication Gold award	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Earn the Competent Leader or Advanced Leader Bronze Award	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Help the club with public relations and publicity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Contribute to or edit the club newsletter or Web site	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Learn about parliamentary procedure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve evaluation skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve thinking skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve meeting management skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Item 403 – Member Interest Survey
Pad of 25

Annually gathered information from the club membership provides the basis for establishing a club's goals.

Q. Who is responsible in your club for conducting and gathering the survey results?

0:12 – 0:15 (3 minutes)

Since the purpose of the club is to provide the environment which meets the needs of its membership, let's begin by capturing the voice of our members.

The Member Interest Survey (available on handout) should be conducted at least annually by every member of the club.

- Consider conducting the survey in the Spring and make the club success planning exercise a transitional exercise for outgoing/incoming officer teams.



Distinguished Club Program

Progress Tracking For The _____ Year

Distinguished Club Program Goals

Membership Requirement: At year-end (June 30), the club must have at least 20 members OR a net growth of at least five members AND achieve the following goals:



<input type="checkbox"/> 1. Two CCs	<input type="checkbox"/> 6. One more CL, AL Bronze, AL Silver or DTM
<input type="checkbox"/> 2. Two more CCs	<input type="checkbox"/> 7. Four new members
<input type="checkbox"/> 3. One AC Bronze, Silver or Gold	<input type="checkbox"/> 8. Four more new members
<input type="checkbox"/> 4. One more AC Bronze, Silver or Gold	<input type="checkbox"/> 9. Minimum of four club officers trained during each of two training periods
<input type="checkbox"/> 5. One CL, AL Bronze, AL Silver or DTM	<input type="checkbox"/> 10. One membership renewal report and one club officer list submitted on time



- 5** goals achieved: **Distinguished Club**
- 7** goals achieved: **Select Distinguished Club**
- 9** goals achieved: **President's Distinguished Club**

Write your progress at members.toastmasters.org

It's Simple & It Works!

0:15 – 0:17 (2 minutes)

By now, most of you should be familiar with the Distinguished Club Program (DCP). Are these the goals? Yes and no - these are the milestones of a successful club's progress through the year but it is how these milestones are to be reached that becomes the true goals of the action plan.



Develop Your Club Success Plan

Activity:

- Each group will be given an activity package of items used to prepare a club success plan for our mock club.
- Use the mock member interest profile sheets to identify which members will be working on which educational and leadership goals
- Use your Executive Quick Reference Guide to ensure you include any Toastmasters International campaigns and programs in your plans

DC x DC
 Enable Club
 Performance

District 3 Distinguished Club Program
CLUB PROGRESS WORKSHEET

Find your club's status on the Toastmasters International website at www.toastmasters.org.
 Search for "Performance Report". Access the Club Reports tool to track your DCP progress.
 DCP performance reports are also sent to your club President on a quarterly basis.

DCP Requirement	In The Works	Next Steps	Results
1. Two CC's			1. 2.
2. Two more CC's			1. 2.
3. One AC (Bronze, Silver or Gold)			1.
4. One more ACS, ACC, or ACG			1.
5. One CL, AL (Bronze/Silver) or DTM			1.
6. One more CL, ALB, ALS, or DTM			1.
7. Four new members			1. 2. 3. 4.
8. Four more new members			1. 2. 3. 4.
9. Four officers trained at each TLI o Summer (June - July) o Winter (December - January)			Summer(4); Winter(4);
10. Submit on time (both are required) o October or April Dues Renewals o July or January Officer Lists			Dues; Officer List;

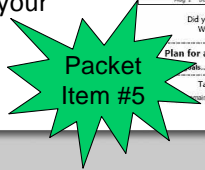
Membership Requirement: At year-end (June 30), the club must have at least 20 members
 85% net growth of five members to qualify for the Distinguished Club Program.

Take advantage of these three membership campaigns to bring in new members!
 Steady Award Campaign Aug. 1 - Sept. 30 Talk Up Toastmasters Campaign Feb. 1 - Mar. 31 Best The Club Campaign May 1 - June 30

Did your Club achieve Distinguished last year? What did your club do well?
 Where do you need to focus your leadership for the next 12 months?

Plan for a great year!
 o Make them happen Distinguished Club Meet 5 Goals
 o Make them happen President's Distinguished Club Meet 7 Goals
 o Make them happen Select Distinguished Club Meet 9 Goals
 Target to Be a Distinguished Club At the Spring District Conference!

Remember the term to achieve all 10 goals - See, Believe, and Achieve President Distinguished!



It's Simple & It Works!

0:17 – 0:20 (3 minutes) for setup/explanation
 0:20 – 0:30 (10 minutes) for activity

We'll be using the Club Progress Worksheet handout to prepare the details of our club success plan.

In the packages you'll find:

- a progress worksheet
- an executive committee quick reference guide (QRG)
- a DCP progress report for our mock club
- a group of member interest survey results from our mock members



Share Your Success Plans!

0:30 – 0:35 (5 minutes)

[Capture the results of the activity]



Before We Break

- Parking Lot
- Q&A
- Evaluations

It Takes The Power of Seven



To Lead a Distinguished Club

0:35 – 0:38 (2 minutes)

Review any parking lot items

Address or capture any remaining questions (time permitting)

Have participants complete evaluations and leave them in room.

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District 3 Distinguished Club Program

CLUB PROGRESS WORKSHEET

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Search for "Performance Reports" to access the **Club Reports** used to track your DCP progress.
DCP performance reports are also sent to your club President on a quarterly basis.

	DCP Requirement	In The Works	Next Steps	Results
1.	Two CC's			1. 2.
2.	Two more CC's			1. 2.
3.	One AC (Bronze, Silver or Gold)			1.
4.	One more ACB, ACS, or ACG			1.
5.	One CL, AL (Bronze/Silver) or DTM			1.
6.	One more CL, ALB, ALS, or DTM			1.
7.	Four new members			1.
				2.
				3.
				4.
8.	Four more new members			1.
				2.
				3.
				4.
9.	Four officers trained at each TLI o Summer (June – July) o Winter (December – January)			Summer(4):
				Winter(4):
10.	Submit on time: (both are required) o October or April Dues Renewals o July or January Officer Lists			Dues:
				Officer List:

Membership Requirement: At year-end (June 30), the club must have at least 20 members
OR a net growth of five members to qualify for the Distinguished Club Program.

Take advantage of these three membership campaigns to bring in new members!

Smedley Award Campaign
Aug 1 – Sept 30

Talk Up Toastmasters Campaign
Feb 1 – Mar 31

Beat The Clock Campaign
May 1 – June 30

Did your Club achieve Distinguished last year? What did your club do well?
Where do you need to focus your leadership for the next 12 months?

Plan for a great year!

Set your goals...Make them happen!

Distinguished Club Meet 5 Goals

Select Distinguished Club Meet 7 Goals

President's Distinguished Club Meet 9 Goals

Target to **Be** a **D**istinguished **C**lub **A**t the Spring **D**istrict **C**onference!

Use the remainder of the term to achieve all 10 goals – *See, Believe, and Achieve Presidents Distinguished!*

How to Be a Distinguished Club by District Conference (Spring)

Month	Goals to focus on & Details to attend to
July	<p>Off to A Great Start! -- Attend Summer Leadership Training</p> <ul style="list-style-type: none"> • Four or more club officers attend a Club Officer Training event • Complete your Club Success Plan
August	<p><u>Smedley Award – August 1 through September 30</u> Add 5 new, dual or reinstated members and your club will earn</p> <ul style="list-style-type: none"> • A choice of one module from The Better Speaker Series, The Successful Club Series, or The Leadership Excellence Series • A club banner award ribbon from World Headquarters (WHQ) • Completion of Distinguished Club Program Goal #7
September	<p><u>September Dues Renewals</u> Submit club dues renewals to WHQ – preferably online – by October 1 and for those clubs who were also on time with their May officer lists, Goal #10 will be achieved.</p>
October	<p><u>Hall of Fame Education Award Recognition – Fall Conference</u></p> <ul style="list-style-type: none"> • Friends encourage friends to give manual speeches. Ensure members are achieving their educational awards and attending conference to receive additional recognition from the District. • Clubs should strive to complete at least 2 educational goals by Fall Conference.
November	<p><u>Leadership Lessons: 2 past officers present the four fundamentals</u> Schedule two past officers who attended officer training AND completed their Competent Leader <u>manual</u> (to earn their CL) to present 2 each of the four recommended training modules to your members and submit for their ALB award. Either of these options will complete Goals #5 & #6.</p> <ul style="list-style-type: none"> • Finding New Members • Evaluate to Motivate • Mentoring • Moments of Truth
December – January	<p><u>Mid-Year (Winter) Club Officer Training at TLI</u> Clubs that had four or more officers trained at the summer events only need to ensure that four more officer are trained at the winter events to complete Goal #9.</p>
February	<p><u>Talk Up Toastmasters Award – February 1 through March 31</u> Add 5 new, dual or reinstated members and your club will earn</p> <ul style="list-style-type: none"> • Another choice of one module from The Better Speaker Series, The Successful Club Series, or The Leadership Excellence Series • Another club banner award ribbon from WHQ • Completion of Goal #8
March	<p><u>March Dues Renewals – Meet the Membership Requirement</u> Submit charter strength club dues renewals to WHQ – preferably online – by April 1 and your club can be declared “Distinguished” or better!!!</p>
April	<p><u>Hall of Fame Education Award Recognition – Spring Conference</u></p> <ul style="list-style-type: none"> • Friends encourage friends to give manual speeches. Ensure members are achieving their educational awards and attending conference to receive additional recognition from the District. • Clubs should strive to complete their remaining educational goals by Spring Conference.
May – June	<ul style="list-style-type: none"> • May Club Officer Elections – turn in club officer information paperwork on time! • May/June ‘Beat the Clock’ Membership Campaign • June Club Officer Training at TLI – have 4 or more officer attend