



Motivating Achievement



VP Education, VP Membership
Fusion Session
Toastmasters Leadership Institute
Summer, 2009

Packet Handout Needed:
#1 – Toastmasters Educational Program

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 educational level
- What manual(s) are you currently working?

Handouts/Tools Used in this sessions

- Educational Program handout



Motivation: Whose job is it anyway?
It's the job of each club, each club officer and
each club member.

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.

0:05 - 0:07 (2 minutes)

How many of these officers come from clubs who keep the Mission Statement alive?

Ask for quick, one-word descriptions/definitions of “mutually supportive” or “positive learning environment.”

Make this a quick reflect exercise - what do these phrases actually mean?



Member Success = Club Success

- Once a member sets a goal, whether communication or leadership, document it on the club success plan.
- Each goal a member sets is for his or her own growth and development, but every member goal met is an achievement for the club as well.



0:07 - 0:12 (5 minutes)

Does everyone understand how goals are set and how each goal supports the club?

Who helps new members set their goals in these clubs?

Who works with established members to set new goals? Or is that up to the member?

Who has the best picture of what's needed for the members and the club?

How do the clubs represented in the session keep focus on the member goals?

Display the DCP chart? Why?

Display Achievement charts?

Review in officer reports when goals are met?

Thank each member who achieves a goal for improving, not only his or herself, but also for improving the club?

Other ideas for keeping the focus on member goals?



Where Is Motivation Found?

At Meetings

- Create a supportive atmosphere
- Offer constructive feedback
- Provide encouragement from fellow members
- Ensure immediate recognition
- Utilize area and district officers for special recognition

From Leadership

- Mentor with the member in mind
- Share their vision
- Share the benefits of taking the chance to succeed
- Overcome their objections and excuses with understanding

0:12 - 0:15 (3 minutes)

What motivates anyone?

While there are numerous methods to demonstrate motivation, what are the basics?

Support

Encouragement

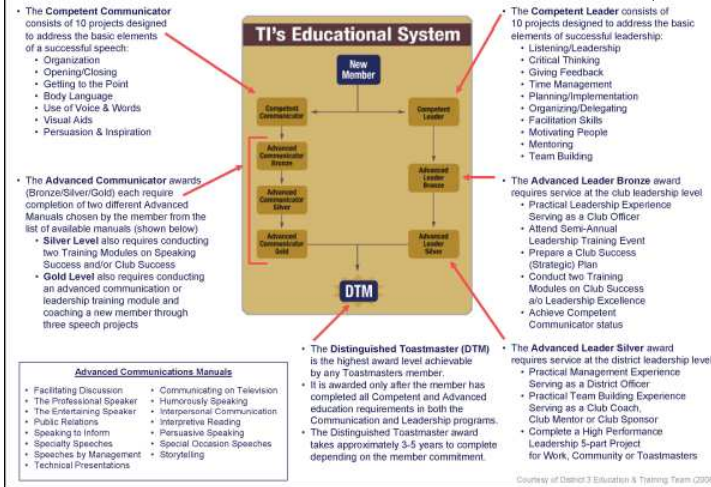
Recognition

What other methods beyond the slide options might be potential motivators?



Where goals come from --

Toastmasters Educational Program



- Communication**
- 10 basic speeches
 - 30 advanced speeches
 - Conducting 3 training modules
 - Coaching a new member
- Leadership**
- 10 basic skill assessments
 - 6 mos. Club leadership
 - Conducting 2 training modules
 - 1 yr District leadership
 - Build/Rebuild a club
 - Lead a team to a measurable result/goal

0:15 - 0:20 (5 minutes)

How does the club assign responsibility for keeping the details of a goal visible?

Does the VPE have the responsibility? Does the VPM?

Does the right hand know what the left hand is doing?

When it comes to building successful members, the core team is the VPE and the VPM. Why?

What it takes to earn a CC or a CL is pretty straightforward but do your members know what it takes to earn an ALB or ACS?

Whose job is it to be sure they know? What ways can you use to let them know?

Remember: what works for your club may not work for another club and vice versa? Be creative with your club in mind.



Constructive Feedback

- An evaluation should always motivate the speaker to continue to improve
- “Constructive” does not mean “sugar-coated”
- Evaluators, mentors, and leaders should motivate from an honest evaluation and contribute to future improvement



0:20 - 0:27 (7 minutes)

What constitutes “constructive?”

Who in the session has felt whitewashed?

What did it feel like?

Was it what they wanted?

Being told how good we are almost always makes us feel better about ourselves -- except when we know we could do better but may not know how.

What makes a good evaluator?

How can these officers motivate evaluators? Why should they need to motivate evaluators?

Is someone in your club a really great evaluator? Single them out with praise. Invite them to present to the club on how they see the role of an evaluator.

Is speaking the only place for motivation?



Motivate? Recognize! How?

*Everyone wants to be recognized for achievement!
These are some guidelines for recognition.*

- Recognition – immediate
- Recognition – at personal milestones
- Recognition – in print
- Recognition – beyond the club

0:27 - 0:34 (7 minutes)

What defines “immediate recognition?” What is your club’s timeline for recognizing an accomplishment? Do you limit recognizing only accomplishments within the club or Toastmasters or do you recognize any accomplishment of a member?

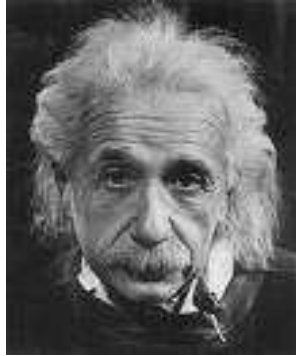
How is recognition planned? Does your club have a specific ceremony or do they “wing it?” Is it verbal, written or both?

Why would you take recognition “beyond” the club? What exactly is “beyond” the club? And what accomplishments would your club believe qualifies for extended recognition?

What methods of recognition are your clubs currently using that you would like to share? From Icebreakers to DTMs to promotions at work.



Questions?



"The only thing that interferes with my learning is my education."

Albert Einstein

0:34 - 0:38 (4 minutes)

Address or capture any remaining questions (time permitting)



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)

Homework – At your new meeting, find one person you can sincerely recognize, whether it be for presentation, volunteerism or a great attitude. Start the trend.

Have participants complete evaluations and leave them in room.

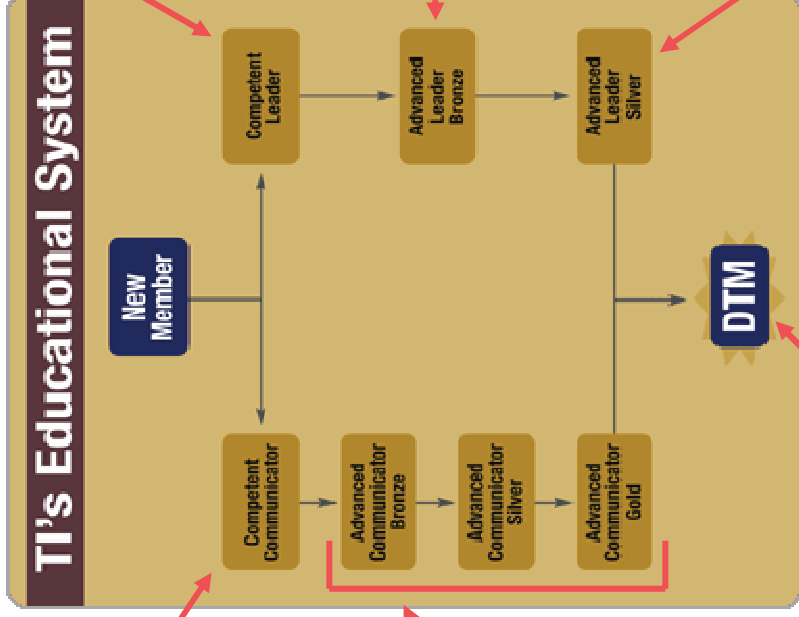
Toastmasters Educational Program

#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 **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