

The Power of Seven

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

Packet Handouts Needed:
#2 - Resources Checklist

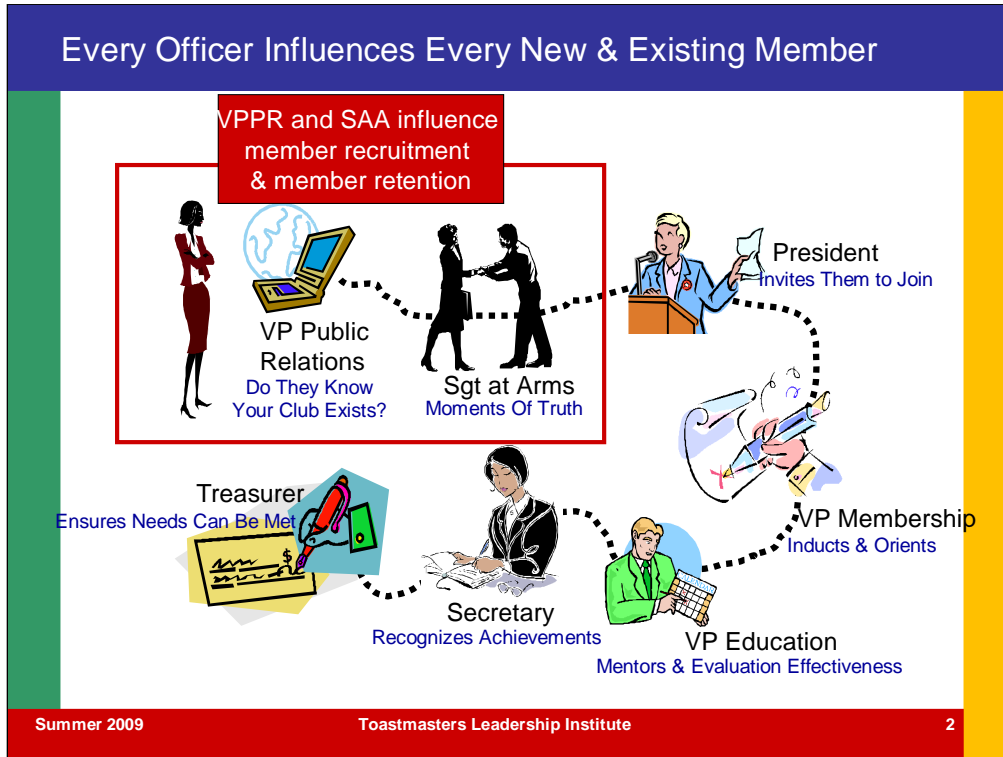


0:00 – 0:05 (5 minutes)

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
- # of Years in Toastmasters
- Do you believe you communicate better by phone or in person?



0:05 – 0:08 (2 minutes)

Toastmasters International requires a minimum of three, but recommends seven officers to lead each club. Each of those seven officers has a specific responsibility when it comes to building and retaining the club membership

[Click] In this fusion, the focus is on the roles of VP Public Relations and Sgt at Arms.

Discuss why these roles are fused: key discussion results include...

- These two officers carry the responsibility for the communicating and delivery of the club identity
- They most influence the two areas most critical to club growth – recruitment and retention.

Session Objectives

- Improve understanding of how the VP Public Relations and Sgt at Arms work together to achieve club success goals and grow future club leaders
- Answer your questions
- Ensure you know where to find information



0:08 – 0:10 (2 minutes)

[Review the session objectives]

[Add any further objectives from participants to the session 'Parking Lot']

Reminder, it is the role of the seven officers to ensure members have every opportunity to become the speakers and leaders they want to be.

Synergizing VP Public Relations & Sergeant at Arms

- Coordinate marketing activities with meeting practices to ensure the club's progress toward membership building and current member retention (Goals 7, 8 & 10)
- Coordinate room setup expectations to assist with welcoming guests, introducing guests to meeting 'buddies' and providing an environment conducive to helping guests want to join
- Utilize committee activities to development future club leaders from membership

The image shows a screenshot of the 'Distinguished Club Program Goals' form. At the top, it says 'Progress Tracking for The _____ Year'. Below that, it lists 'Distinguished Club Program Goals' and 'Membership Requirement: 14 new and total 300, the club must have at least 20 members (100% growth) or at least four members 400+ across the following goals'. The form contains a grid of 10 checkboxes, each with a goal number and description. At the bottom, there are three achievement levels: 'Distinguished Club', 'Select Distinguished Club', and 'President's Distinguished Club', each with a corresponding icon and a link to 'Track your progress at: members.toastmasters.org'.

Goal	Description
1	Two CCs
2	Two more CCs
3	One AC, Bronze, Silver or Gold
4	One more AC, Bronze, Silver or Gold
5	One CL, AL, Bronze, AL Silver or BTM
6	One more CL, AL, Bronze, AL Silver or BTM
7	Four new members
8	Four more new members
9	Minimum of four club officers trained during each of two training periods
10	One membership renewal report and one club officer list submitted on time

Summer 2009

Toastmasters Leadership Institute

4

0:15 – 0:20 (5 minutes)

Review the specific duties of each office.

If possible, guide this discussion to add relevancy and set the stage for the upcoming DCP activity

Deliver the Promise - Club Performance Standards

Distinguished Club Program (and it's 10 goals, not points!)

- **Toastmasters International tracks your club performance to these standards and directs district leaders to oversee Club Success planning and Distinguished Club progress**
- **The Club Charter is your agreement as club members to provide the environment where members practice the four skills that lead to becoming a better speaker and leader (the brand promise)**
 - Impromptu speaking
 - Effective evaluation
 - Prepared speeches
 - Leadership practice
- **6 Quality Club Measurements**
 - **Communication Awards (4)**
 - **Leadership Awards (2)**
 - Membership Growth (2)
 - **Officer Training (1)**
 - Dues Renewals/Retention (.5)
 - **Officer Elections (.5)**

It's Simple & It Works!

Summer 2009

Toastmasters Leadership Institute

5

0:20 – 0:23 (3 minutes)

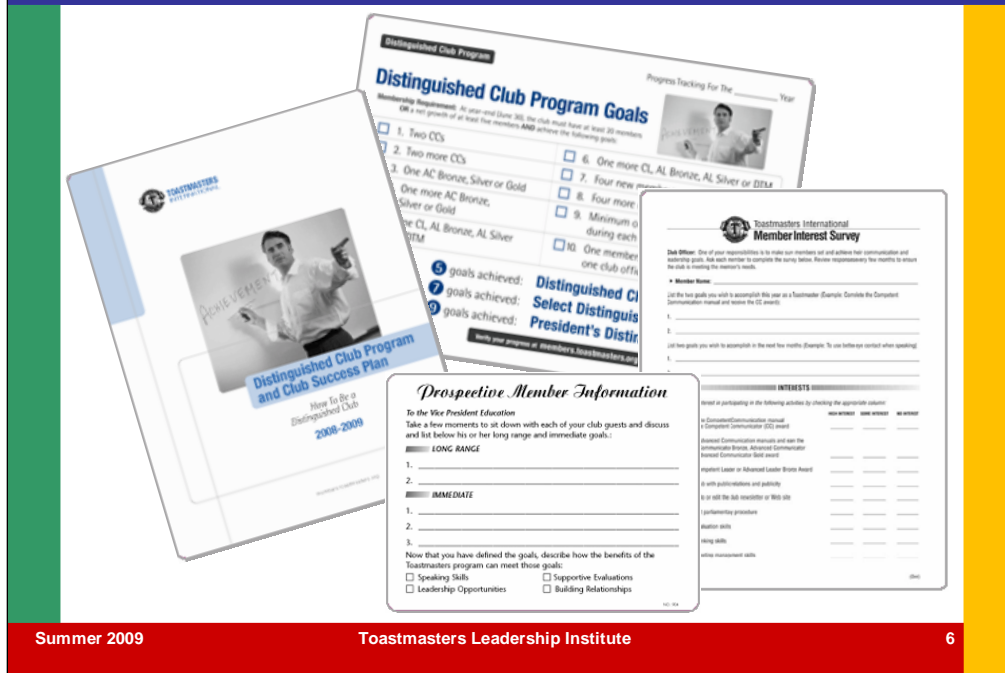
Michelle Baker of New Jersey wrote in the January 2007 issue of *The Toastmaster*

“The Distinguished Club Program *supports* the goal of the club, it doesn't *replace* it. If a club is doing what it should, fulfilling the goals for the DCP will be automatic. The Distinguished Club Program helps the officers and club members focus on what needs to be done. The educational content of award requirements helps all of the members learn and grow, and ensures that members get information that is beneficial. There is no competition here, just common sense.

If your club is not making the numbers, step back and look for the true causes. Why aren't new members joining? How do you treat guests? Why didn't the officers get trained? Do they take their office seriously? Why aren't there any CCs/ACs? Does the VPE encourage all members to continue to make progress? Is there a progress chart displayed? “

Your role as officers will be to step back and look at your club with the eyes of managers measuring your team performance. For your specific roles, there are two performance measurements you should pay close attention to (in red)

Club Success Planning Toolkit



Summer 2009

Toastmasters Leadership Institute

6

0:23 – 0:25 (2 minutes)

In tracking your club's quality performance, there are some specific tools we want to bring to your attention:

- Club Success Planning booklet
- Distinguished Club Program tracking chart
- Member Interest Survey for capturing annually, feedback from your members on their goals and how well the club is meeting their needs
- Visitor Cards – to capture guests interest in Toastmasters

Activity: Club Success Planning

Distinguished Club Program Goal Tracking

Use this side to track your progress

How can the VPPR and SAA work together to increase membership and member retention?

Summer 2009 Toastmasters Leadership Institute 7

0:25 – 0:30 (5 minutes)

Activity: Depending on size of group - Let them work both, or divide into groups and assign a topic per group

As VP Public Relations & Sgt at Arms; your roles help define and maintain the club identity and the mutually supportive environment. Brainstorm the following questions and capture the group discussion results.

- How do the VPPR & SAA influence and assist with recruiting new members?
- How do the VPPR & SAA influence and assist with retaining existing members?

Name Your Top Ideas!

0:30 – 0:35 (5 minutes)

[Capture the results of the group discussions]

Resources

Download officer manuals online at Toastmasters International from the following path
Members Home ■ Club Officer (Tab) ■ Club Officer Resources ■ Club Officer Roles

Your Top 5 Resources

1. Predecessor & Executive Team Peers
2. Club Officer Job Aide / Guide
3. Club Officer Manual
(available online at WHQ)
4. Your Area Governor
[your area]@aztoastmasters.org
5. Ask.Ed@aztoastmasters.org / Tell.Us@aztoastmasters.org



Other Resources

- TIPS – WHQ electronic newsletter for Club officers
- Club DCP Performance Reports
Distinguished Club Program/Club Success Plan manual
- Club Constitution & Bylaws (#210-C)
- District 3 Toastmasters website www.aztoastmasters.org
- Toastmasters International (WHQ) website www.toastmasters.org
- *The Toastmaster Magazine*



0:28 – 0:29 (1 minutes)

Refer participants to their Registration packet for this handout

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)

Have participants complete evaluations and leave them in room.