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**District 6 Officer Training (DOT)  
Area & Division Director Training**

**October 17, 2020**

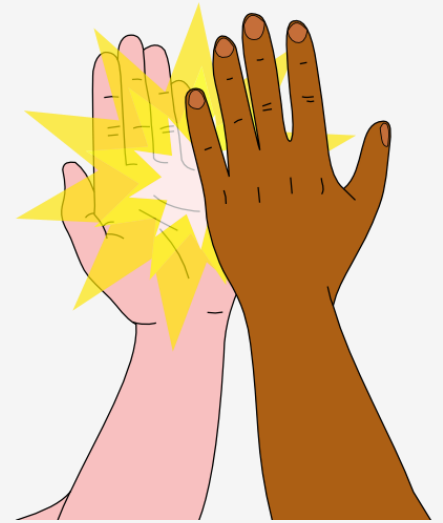
**District Trainers: Kari Barlas & Pat Croal**

# Welcome Back!

Let's start where we left off in August...

## Take Aways from August!

- Club Officers trained by August 31
  - How did it go?
  
- Complete Area visits and submit reports by October 31
  - Are you on track?
  
- Complete SWOT and bring to DEC/DOT Training October 17
  - You will use that in a breakout coming up next.



# Two Sections Today

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Please keep your Zoom Video ON during sessions today!

- **SWOT**

- Use “homework” SWOT to discuss & strategize
- Goal = Leading clubs to Distinguished

- **Area Visit Report Panel**

- Discussion with panel of Area Directors
- What did we learn?
- Prepare for Round 2
- Be prepared with questions to ask via Chat

# SWOT Breakout, Analysis & Strategy Session


1. Meet by Division
  2. Assign a note taker
  3. Determine which AD will speak for the report out when we come back together
  4. Analyze & discuss SWOT from all Areas
4. Develop strategies:
    - Recognize & further develop strengths in the Areas
    - Address weaknesses with at least 1 strategy to help improve
    - Dig into opportunities and unpack actions to help clubs
    - Address threats head-on and develop a strategy to address
  5. SWOT Report by Division (AD)
    - 5-7 minute verbal report (no ppt) to speak for entire group
    - Include strategies planned & next steps

Please keep your Zoom Video ON during sessions today!

# Area Directors Club Visit Report

This is  
a  
SWOT  
too!

Complete  
visits by  
October  
31



## Area Directors Club Visit Report

CLUB NO.	VISIT DATE	AREA	DIVISION	DISTRICT

Club visits are opportunities for the District, through the Area Director, to support clubs and improve club quality. The Area Director's Club Visit Report guides Area Directors in evaluating club quality during these visits by assessing the club at each of the **Moments of Truth** (Item 290). Area Directors identify opportunities for improvement and specify the support that clubs need from the District, helping clubs retain and build membership through positive member experiences. This important contribution on the part of Area Directors helps clubs earn Distinguished recognition.

### First Impressions

First impressions are important to club success because guests' positive experiences and observations determine if they return and become members.

**In this section, consider the questions as they relate to first impressions.**

Describe the atmosphere of the meeting. (Consider meeting set-up, location, friendliness of members, etc.)

Are guests warmly welcomed?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Are guests invited to address the club?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Are guests given information?	<input type="checkbox"/>	<input type="checkbox"/>	Are guests invited back?	<input type="checkbox"/>	<input type="checkbox"/>
Are guests introduced to club members?	<input type="checkbox"/>	<input type="checkbox"/>			

What current branded material does the club use? (Consider the meeting agenda, signage, guest packets, banner, etc.)

What does the club do well?	How can the club improve? Please recommend specific actions.	What can the District and I do to help the club improve?
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### Membership Orientation

In order to offer members the greatest benefit from the Toastmasters experience, the club must acquaint new members with the Toastmasters education and recognition programs and make members aware of their responsibility to the club and the club's responsibility to the member.

**In this section, consider the questions as they relate to membership orientation.**

How does the club orient new members? (Consider whether the club has a formal induction ceremony, assigns mentors to new members, discusses the education program, assesses the learning needs of new members, etc.)

What does the club do well?	How can the club improve? Please recommend specific actions.	What can the District and I do to help the club improve?
<div style="border: 1px solid #ccc; height: 40px; width: 100%;"></div>	<div style="border: 1px solid #ccc; height: 40px; width: 100%;"></div>	<div style="border: 1px solid #ccc; height: 40px; width: 100%;"></div>

# Club Success Plan

This is a  
PLAN to  
work  
your  
SWOT

**CLUB SUCCESS PLAN**

Club Number \_\_\_\_\_

**TEAM COMPOSITION**  
Name the members of the club executive committee (all seven officers and the immediate past president):

\_\_\_\_\_

**VALUES**  
Toastmasters International's values are integrity, respect, service and excellence. These values should be incorporated as anchor points in every decision made at all levels within the organization. Toastmasters' values provide a means of guiding and evaluating the organization's operations, planning and envisioned future.  
What are the club executive committee's values?

\_\_\_\_\_

**TEAM OPERATING PRINCIPLES**  
What principles does the club executive committee hold? (These principles might include trust, safe learning, collaboration, etc.)

\_\_\_\_\_

16 WHERE LEADERS ARE MADE

[www.toastmasters.org/1111\\_dcp](http://www.toastmasters.org/1111_dcp)

Distinquished Club Proaram and Club Success Plan (Item 1111)

# SWOT

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## SWOT Resources

- Areas: share analysis
- Jointly discuss strategies to offset weaknesses & threats
- Address strengths & opportunities
  - How do we leverage them?
- Plan for next 3-9 months  
update DAP/DDP

## • Resources

- Division Director
- Other clubs & AD's
- Other past/current District volunteers/leaders
- Distinguished Performance Reports (Dashboards)
- Dues Renewal Reports
- Pathways Projects
- Membership Building Tools
- Speechcraft
- Moments of Truth
- Toastmasters.org

# Speechcraft – one of the best club membership building tools!

SWOT  
Resource  
for  
membership  
building

- If you are an experienced member, Speechcraft is a great opportunity for you to present the fundamentals of public speaking to non-members.
- It can be offered as an integral part of your club meeting or as a seminar-style program presented outside of your club.
- The content can be delivered in four, six or eight sessions.
- To get started, look at these resources:
  - [Speechcraft Starter Kit](#)
  - [Speechcraft Workbook](#)
  - [Speechcraft Coordinator's Guide](#)
- Speechcraft sessions are also beneficial to club growth:
  - When you present Speechcraft inside the club setting, it's easier for participants to become members.
  - If you present it outside of the club setting, the sessions can lead to the formation of a new Toastmasters club.



# Area and Division Success Plans

This is a  
PLAN to  
work  
your  
SWOT

Area Success Plan		Area _____
<b>District Mission</b> The mission of the district is to enhance the quality and performance and extend the network of the member clubs of Toastmasters International within the boundaries of the district, thereby offering greater numbers of people the opportunity to benefit from the Toastmasters educational program by:		
<ul style="list-style-type: none"><li>▶ Focusing on the critical success factors as specified by the district educational and membership goals.</li><li>▶ Ensuring that each club effectively fulfills its responsibilities to its members.</li><li>▶ Providing effective training and leadership-development opportunities for club and district officers.</li></ul>		
<b>Area Governor Role</b> As area governor, you serve as the direct liaison between the district and clubs. You identify opportunities for clubs in your area to improve and provide support from the district, helping clubs retain and build membership through positive member experiences. To do this, you perform club visits, maintain regular contact with club presidents, and help your area and the clubs in it earn Distinguished recognition. To accomplish all this, area governors build teams, which often include area council members among others.		
<b>Team Composition</b> Name the members of the area's core team. (These include the area governor, area council members, and others.)	<b>Team Composition</b> Name the members of the area's extended team. (These may include such people as the assistant area governor and club-building committee members.)	
<input type="text"/>	<input type="text"/>	
<b>Values</b> Toastmasters International's core values are integrity, dedication to excellence, service to the member, and respect for the individual. These are values worthy of a great organization and should be incorporated as anchor points in every decision made within the organization. Toastmasters' core values provide a means of guiding and evaluating the organization's operations, planning, and vision for the future. What are the area's core values?		
<input type="text"/>		
<b>Team Operating Principles</b> What principles does the team hold? (These principles might include trust, safe learning, collaboration, etc.)		
<input type="text"/>		

Division Success Plan		Division _____
<b>District Mission</b> The mission of the district is to enhance the quality and performance and extend the network of the member clubs of Toastmasters International within the boundaries of the district, thereby offering greater numbers of people the opportunity to benefit from the Toastmasters educational program by:		
<ul style="list-style-type: none"><li>▶ Focusing on the critical success factors as specified by the district educational and membership goals.</li><li>▶ Ensuring that each club effectively fulfills its responsibilities to its members.</li><li>▶ Providing effective training and leadership-development opportunities for club and district officers.</li></ul>		
<b>Division Governor Role</b> As division governor, you support clubs by supporting area governors. One of your primary goals as division governor is to ensure that each club achieves its mission and fulfills its responsibilities to its members. To achieve this, you coordinate activities within the division, set division goals, and motivate and guide area governors. To accomplish all this, division governors build teams, which often include division council members among others.		
<b>Team Composition</b> Name the members of the division's core team. (These include the division governor, division council members, and others.)	<b>Team Composition</b> Name the members of the division's extended team. (These may include such people as the assistant division governor.)	
<input type="text"/>	<input type="text"/>	
<b>Values</b> Toastmasters International's core values are integrity, dedication to excellence, service to the member, and respect for the individual. These are values worthy of a great organization and should be incorporated as anchor points in every decision made within the organization. Toastmasters' core values provide a means of guiding and evaluating the organization's operations, planning, and vision for the future. What are the division's core values?		
<input type="text"/>		
<b>Team Operating Principles</b> What principles does the team hold? (These principles might include trust, safe learning, collaboration, etc.)		
<input type="text"/>		

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

Toastmasters International District Recognition Program (Item 1490)

# Club Visit Panel Discussion

## Distinguished Panelists

1. Richelle Schmitz  
Area 44 Director
2. Jane Rischmiller  
Area 55 Director
3. TBD

Moderator: Pat Croal

Facilitator: Kari Barlas

1. Moderator will introduce panelists & ask them to give an opening statement
2. Moderator will ask questions posed by the group via CHAT to facilitate discussion.
3. Members of the audience group may be asked to share/discuss

# Next Steps

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- Review & Revise Success Plans
  - Prioritize & Create Action Plans
  - Engage club leaders, past leaders, other volunteers to assist
  - Discuss/touch base regularly with Area & Division Team for support & ideas
  - Plan for using data to measure & audit plan
- Other Next Steps:
    - Celebrate along the way
    - Recognize growth and goals met
    - Give each other “pats on the back” – please **KNOW** that **YOU** are **APPRECIATED!!**

# Topics for next time - Session #4

## Saturday January 16, 2021

- Bring updated SWOT &
  - DAP – Distinguished Area Plan (with notes)
  - DDP – Distinguished Division Plan (with notes)
- Conduct Quality Speech Contests
  - Area & Division Dates should already be set & communicated to clubs

### Three Things to do before January:

- Work with Div Director to set Area Contest date (then tell your clubs!)
- Plan for Round 2 Club Visits
- Plan & hold Area Council meeting
  - This will help you plan & prepare for your contests