

2nd Round Officer Training – Area Directors

Area Directors –

This training packet includes the key concepts you should cover at your officer training session. All the key concepts should be trained, and all attendees should receive the handout to take with them as they leave. The script includes the main points for you to cover, but the way you describe the main points is up to you. Maybe you have a story or example to share! We've also included the questions to ask the audience so that all training sessions will generate audience discussion on the same topics. The audience responses may vary by group, but covering the same topics will ensure District 6 officers are trained in a similar way regardless of where they're trained. The training time is 90 minutes.

The session is meant to engage the entire audience in discussions. As the facilitator, you are not expected to provide all the answers or know answers to all questions. Your audience is a source for answers and you are helping them ask questions and share answers. If you don't know an answer, ask the group. If they don't know or can't immediately provide the answer, it's acceptable to acknowledge the question and say you don't know the answer. Then work to find the answer and follow up when you have the answer.

Suggested wording of content is denoted by **Facilitator:** with the content following. There are also notes pertaining to the facilitator that is preceded with ***Note to facilitator*** with info following

As facilitator, you have a challenging role: encourage audience participation from all audience members, but respect those who aren't comfortable speaking in large groups. In addition, you are responsible for ending on time! You may find it useful to follow the timing guidelines provided to move the group to the next topic, even if the conversation isn't complete. If there's additional time at the end, you can go back to topics with more discussion. Cover all the content in this script; adjust how much time you spend on any one topic if needed.

Lastly, thank you! The work you do to connect with officers across district 6 allows those officers to connect with their club members, continuing the mission of Toastmasters to provide a safe and supportive learning environment for self-confidence and growth in communication and leadership skills. Officer training gives you an opportunity to practice your own speaking and leadership as well. If possible, have someone evaluate your session for a competent communicator or advanced manual speech!

At the end of officer training, your audience should be able to:

- Explain impacts their officer role has on success/failure of their club
- Name elements of a quality meeting and identify behaviors of engaged members
- Name one strategy for increasing participation of current members
- Explain the communication and leadership tracks and the benefits of each for potential and current members
- Role play as a member welcoming a guest and marketing the club as a prospective member

Before the session starts:

- Review the training materials and rehearse until you are comfortable presenting the material with notes
 - o If you are using powerpoint or other visual aids, know where in the session you'll reference them
 - o If you are sharing time with another presenter, understand where the training session transitions from one person to another
- If using powerpoint or whiteboard, ensure you have the materials needed (projector, dry erase markers, etc.)
- Make copies of the one-pager for each attendee; distribute during session, have on chairs before start, or provide as officers sign in
- Have at least 2 copies of officer sign-in sheet to speed sign in process

Officer Training Session:

Welcome (10 minutes)

Note to facilitator Welcome audience, cover any basic info such as where the bathroom is, other room setup info.

>Slide #2 Review Agenda so audience knows what to expect. If there's a break planned, let them know where that falls within your agenda, and confirm session end time.

- 1) Officer roles and impact to club
- 2) Importance of quality meetings
- 3) Effective Evaluations
- 4) Toastmasters education paths
- 5) Marketing the club to potential members
- 6) Wrap-up – officer training credit (reminder to sign in!) and feedback, any follow up you've committed to

Facilitator: Our first round of training focused on getting new officers up to speed on the core functions of their roles, and reminded officers how important it is that we focus on and support our members. Some of you might remember a reference to a phrase "focus on the root, not on the fruit." Today's session is meant to build on the information from the first round of training, to help us, as officers, support our clubs and members even better. Today's session is to help us answer:

>Slide #3

Will a guest join your club?

Why is this question so important?

- If a guest will join your club, existing members will stay in your club. Guests join when they see a Toastmasters club provides value for its members. Members stay in a club when they are getting value from being a member. If members are not seeing value from their club, why would a guest be persuaded to join?
- Membership is a problem for almost all our clubs – maintaining members or growing when life happens and members leave the club

Today's training is all focused on how we can help clubs answer that question with a YES!

Officer roles And Impact On Club (30 minutes)

>Slide #4

Facilitator: As a member-driven, volunteer, non-profit, our greatest asset (root) is engaged members who find value in quality meetings, opportunities to stretch, and a supportive audience who encourages them. We are focusing on that root by creating the environment in our clubs for that root/member to flourish.

>Slide #5

Clubs = soil for Toastmasters growth

Adding members into bad soil = nothing grows

Adding members into good black soil with lots of nutrients = amazing growth!

How do we as officers provide rich soil? Support, education, encouragement

- How do officers help provide rich soil for their club?
- What do you want to do for your club? What do you want to do for yourself this year as an officer (or as a club member)? Consciously or unconsciously, you are choosing to lead this year. What will you do?

Note to facilitator feel free to share your story of leadership here – when did you step up? What did you do? How has that helped you and others?

Activity: Small Group Discussion Ask group to separate into 3 groups based on officer position. If someone holds more than 1 officer role, ask them to choose which group to join. If it's a small group the facilitator might choose to keep as one large group or split into two mixed groups instead.

Group 1 = Secretaries, Treasurers, and Sergeants at Arms

Group 2= VPs of Membership and VPs of Public Relations

Group 3 = VPs of Education and Presidents

Read the following task for all three groups. Their handouts will have the same grid as in your script.

Task: Introduce yourself with name and officer role only. After everyone in the group has had a chance to introduce themselves, discuss how your officer positions can make an impact in each of the categories listed on the handout. Your group will have about 3-4 minutes per category, so please be conscious of time as you're working.

Note to facilitator As groups are discussing, keep an eye on time and provide 1-2 reminders of how much time is remaining to keep groups on track. You could also ask one person in each group to be the timekeeper before starting the task.

Note to facilitator These categories are modeled on the Moments of Truth. Do not reveal this until after the group activity is complete.

	President & VPE	VPM & VPPR	Secretary, Treasurer, & SAA
Guests visiting the club			
New members joining			
Fun and supportive environment			
Quality meetings			
Maintaining/growing membership			
Celebrating member achievements			

Once time is up, groups can share 1-2 main points from their discussions. Limit discussion here as the main learning should happen within the small group discussions, not the recap at the end.

Facilitator: Does this look familiar to anyone? These 6 points make up the main points of the Moments of Truth module. This module is a way for your club to take a self-assessment and understand what your club does well and help find things to improve upon. The Moments of Truth module can be found on the Toastmasters.org website and is a valuable tool for clubs to assess club strength. Moments of Truth helps us answer “will a guest join our club?”

>Slide #6 Block 1: Quality Meetings (10 minutes)

Facilitator: A quality meeting is Block #1, the foundation of a Quality Club. Like the Pyramids you see here, a quality club is solid, recognizable, and stands the test of time.

Note to facilitator **Ask:** ask someone in the audience to share how they joined their club for the first time. Most people will have an answer which includes “visited a meeting as a guest” and you can use their response to reinforce that **potential members almost always attend a club meeting before joining.**

(if needed, follow up questions might include “what made you decide to join?” “How did attending the meeting(s) influence your decision to join? Perhaps using these questions to lead into quality club discussion)

Reiterate how important quality meetings are for attracting new members – and maintaining current membership!

Facilitator: One of the most powerful marketing tools your club has is the meeting. Meetings run with the right elements, thoughtfully, in a supportive environment, fulfills member desire to be part of a quality club.

>Slide #7 Elements of a quality meeting

- Meetings are scheduled in advance
- Communication Tree is utilized to confirm meeting roles
- Members attend and are prepared for their roles
- Speeches are from projects in manuals
- Table Topics
- Effective evaluations are given

Activity: Large Group Discussion

Ask: What happens at a meeting when role is missed or member is not prepared for role?

Ask (if not mentioned in previous question): What impact does this have on guests? What impact does this have on members?

Ask: What could you do if this happens at your next club meeting? (audience responses will vary, if no one mentions, trainer can add

- ask unprepared member if you can help them prepare for next meeting
- remind all members we are here to support each other and should be prepared to do our part
- ensure club tools help new members know how to prepare for roles
- or similar ideas.) Include comment that using the Competent Leader manual to evaluate roles at every meeting is a valuable tool! Each project lists some of the ways to prepare for the roles, and it's a valuable feedback tool.

Ask: What are common reasons we aren't prepared for roles? (frequent answer is people run out of time/don't prioritize it) How can you address that? Some ideas would be:

- have an experienced TM do a speech on ways to research a speech in 15 minutes
- suggest different ideas for preparing/presenting Table Topics

-establish a “communication tree” for your club

Note to facilitator A communication tree is just an established line of communication to confirm attendance and preparation for an upcoming meeting. For example:

In this Pre-meeting Communication Tree, the President contacts the Toastmaster and General Evaluator, making sure they will be at the meeting, prepared for their role. Then the TM & GE contact their respective teams and make sure their teams will be at the meeting, prepared for their role. Then the TM & GE communicate back to the President that their respective teams will be at the meeting, prepared for their roles. The president would want to start contacting TM and GE a couple of days after last meeting, giving TM and GE a couple of days to contact their respective teams, then communicating back to the president a couple of days before the meeting.

Facilitator: Read the club mission statement:

“We provide a supportive and positive learning experience in which members are empowered to develop communication and leadership skills, resulting in greater self-confidence and personal growth.”

This is the mission statement for every single Toastmasters club. Who owns the club? (we all do)

Re-read the mission statement, specifically “members are empowered to develop”

Ask: How does a quality meeting provide those opportunities to develop communication and leadership skills? (audience responses may include opportunities to learn and master roles, toastmaster learns organization and facilitation skills, timer learns attention to detail, grammarian builds vocabulary and listening skills, etc.)

It doesn’t matter at what level a member joins your club, there is room to develop.

>Slide #8 Block 2: Effective Evaluations (10 minutes)

Facilitator: The Basilica of St Mary in Mpls, MN. How does that represent effective evaluations? Because like the Basilica, when people see an effective evaluation, they recognize it. It is intricate, impactful, and inspiring.

The end of the club mission statement says, “resulting in greater self-confidence and personal growth.” One of the most important elements of why Toastmasters International works for so many people is evaluations. This includes speech evaluations, general meeting evaluations, and all the other feedback we give and receive as Toastmasters.

Ask: How do you know what you did well? How do you know what to continue doing? How do you find out what could be better? (FEEDBACK! EVALUATIONS! Someone tells you.)

Ask: If a speech evaluator does not provide the speaker anything to improve upon, how will the speaker improve?

>Slide #9 Tips for an effective evaluation

- Treat an evaluation as a short speech, with an open, a body, and a conclusion
- Express things YOU noticed: I heard the audience laugh at your humor throughout, I saw you use great eye contact, I felt you completed the objectives of your project...
- Pay attention to the objectives of the speech project
- Note use of rhetorical devices (alliteration, triads, etc), grammar, and unique language
- Be sure to provide 1 or 2 items for improvement, but phrase it in a positive manner, e.g., “by doing <insert suggestion for improvement>, your presentation may be even better”
- Be sure to begin and end with things you liked about the speech

Evaluations are a critical part of a quality meeting. If the timer forgets to time the speakers, or if the ah-counter doesn't count filler words, the general evaluator should be providing a reminder of why those tasks are important, and maybe an idea on how to help improve.

And evaluations should include what went well. Provide these examples or your own: “Grammarians, thank you for providing a word of the day and tracking who used it” or “Table Topics Master, your questions were creative and fun to think about”

>Slide #10 Block 3: Education Tracks (10 minutes)

Facilitator: Like railroad tracks, utilizing the 2 concurrent tracks of the Communication and the Leadership Tracks of the Toastmasters educational program will get you to your destination...be that increased confidence, honing your speaking abilities, or learning skills to be a better leader...all on your way to becoming a Distinguished Toast Master (DTM)

- Walk through communication track, benefits to members, and how officers can support – ask audience for benefits and how officers can support

- Walk through leadership track, benefits to members, and how officers can support – ask audience for benefits and how officers can support

>Slide #11

Note to facilitator Following this, the Communication & Leadership Tracks spelled out in detail. You don't necessarily have to read it verbatim, but I wanted you to have it so that you could answer any questions that may arise.

COMPETENT COMMUNICATOR (CC) Requirements:

- ▶ Completed the *Competent Communication* manual
- When the requirements are fulfilled, have your club vice president education submit the CC application online, or send the completed and signed CC application attached to the Project Completion Record from the manual to World Headquarters.
- **You'll Receive:** A certificate, two *Advanced Communication Series* manuals free of charge (first time applicants only), and a letter to employer

ADVANCED COMMUNICATOR BRONZE (ACB) Requirements:

- ▶ Achieved Competent Communicator award (or achieved Competent Toastmaster award) ▶ Completed two manuals from the *Advanced Communication Series*
- When the requirements are fulfilled, have your club vice president education submit the ACB application online, or send the completed and signed ACB application attached to the Project Completion Records from each manual to World Headquarters.
- **You'll Receive:** A certificate and a letter to employer

ADVANCED COMMUNICATOR SILVER (ACS)

Requirements:

- ▶ Achieved Advanced Communicator Bronze award (or achieved Able Toastmaster award or Advanced Toastmaster Bronze award)
- ▶ Completed two additional manuals from the *Advanced Communication Series*
- ▶ Conducted any two presentations from *The Better Speaker Series* and/or *The Successful Club Series*
- When the requirements are fulfilled, have your club vice president education submit the ACS application online, or send the completed and signed ACS application attached to the Project Completion Records from each manual to World Headquarters.
- **You'll Receive:** A certificate and a letter to employer

ADVANCED COMMUNICATOR GOLD (ACG)

Requirements:

- ▶ Achieved Advanced Communicator Silver award (or achieved Able Toastmaster Bronze award or Advanced Toastmaster Silver award)
- ▶ Completed two additional manuals from the *Advanced Communication Series*
- ▶ Conducted a presentation from the *Success/Leadership Series*, *Success/Communication Series*, or *Youth Leadership* ▶ Coached a new member with the first three speech projects
- When the requirements are fulfilled, have your club vice president education submit the ACG application online, or send the completed and signed ACG application attached to the Project Completion Records from each manual to World Headquarters.
- **You'll Receive:** A certificate and a letter to employer

Earning Multiple Awards

- Each time any Toastmaster wishes to complete the series of awards on the communication track (ACB, ACS, and ACG), he or she must complete two new *Advanced Communication Series* manuals for each

award. This means that each time a member earns an ACG award, he or she must complete six different *Advanced Communication Series* manuals—two for ACB, two for ACS, and two for ACG. Each time any Toastmaster wishes to repeat an award on the communication track, he or she is permitted to repeat the manuals used for a previously earned communication award. For example: If a member completed “The Entertaining Speaker” (Item 226A) and “Speaking to Inform” (Item 226B) for their first ACB, the member may repeat these manuals for credit toward a second ACB or any other communication award being repeated.

- A member cannot repeat any *Advanced Communication Series* manuals while working toward a single award (ACB, ACS, ACG). For example: The member cannot complete “The Entertaining Speaker” twice for the same ACB.

COMPETENT LEADER (CL)

Requirements:

- ▶ Completed the *Competent Leadership* manual

When the requirements are fulfilled, have your club vice president education submit the CL application online, or send the completed and signed CL application attached to the Project Completion Record from the manual to World Headquarters.

- **You’ll Receive:** A certificate and a letter to employer

ADVANCED LEADER BRONZE (ALB) Requirements:

- ▶ Achieved Competent Leader award (completion of *Competent Leadership* manual)
- ▶ Achieved Competent Communicator award (or achieved Competent Toastmaster award)
- ▶ Served at least six months as a club officer (president, vice president education, vice president membership, vice president public relations, secretary, treasurer, sergeant at arms) and participated in the preparation of a Club Success Plan while serving in this office
- ▶ While serving in the above office, participated in a district-sponsored club officer training
- ▶ Conducted any two presentations from *The Successful Club Series* and/or *The Leadership Excellence Series*

When the requirements are fulfilled, have your club vice president education submit the ALB application online, or send the completed and signed ALB application to World Headquarters.

- **You’ll Receive:** A certificate and a letter to employer

ADVANCED LEADER SILVER (ALS) Requirements:

- ▶ Achieved Advanced Leader Bronze award (or former Competent Leader award)
 - ▶ Served a complete term as a district officer (district director, program quality director, club growth director, administration manager, finance manager, public relations manager, logistics manager, division director, area director)
 - ▶ Completed the *High Performance Leadership* program
 - ▶ Served successfully as a club sponsor, mentor, or coach
- When the requirements are fulfilled, have your club vice president education submit the ALS application online, or send the completed and signed ALS application to World Headquarters.

- **You’ll Receive:** A certificate and a letter to employer

DISTINGUISHED TOASTMASTER (DTM)

Requirements:

- ▶ Achieved Advanced Communicator Gold award (or achieved Advanced Toastmaster Gold award)
- ▶ Achieved Advanced Leader Silver award (or achieved Advanced Leader award)

Distinguished Toastmaster is the highest recognition a member may receive. When requirements are fulfilled, have your club vice president education submit the DTM application online, or send the completed and signed DTM application to World Headquarters.

- **You’ll Receive:** A plaque and a letter to employer

>Slide #12 Block 4: Marketing Your Toastmasters Club (10 minutes)

Facilitator: Your club is a billboard to people who haven't experienced Toastmasters. But the only way they'll see that billboard is for you to ask them to VISIT YOUR CLUB! Once they visit your club, they are warmly met by the members of your club, and experience a quality meeting, they will see the value of joining Toastmasters...and your club will have a new member!

Activity: Small Group Discussion split audience into small groups and give each a scenario. You can double up if there are many groups.

1. Discuss ways you would invite a guest to your TM club
2. A guest is attending their first meeting, thinking about joining
3. You are talking to a potential guest who doesn't know a lot about Toastmasters
4. There's a member of your club who just finished their Competent Communicator manual, and they may not renew their membership

Break into small groups (no more than 6 people, smaller if possible), choose one notetaker/spokeperson. Discuss the scenario you receive and ideas on how to talk to the person. We'll regroup as large group to discuss and I'll ask each group to share one idea for their scenario. How would you talk about what Toastmasters has to offer?

Recap as larger group to share ideas. If time allows, can have teams share more than one idea; if time is running short, limit to 1 per group.

Bonus content: "Why should we visit YOUR club?" If time, add this as final activity for large group. Ask 2-3 people to stand and, in 30 seconds or less, share why a guest should visit their club. This is your club's marketing! If you're unsure, discuss with your club members how you'd describe your club in 30 seconds or less, and consider putting it on your website to attract the guests who are a good match.

If this is challenging, or audience is wondering what makes their club special, suggest visiting other clubs to see how they might be different. Each club has its own distinct personality, and guests will look for a club which fits their desired personality.

>Slide #13 Close the session with these final topics (10 minutes)

- 1) Check in on learner objectives with group – ask the questions listed under objectives and have audience give at least one answer to each question
 - a. Who can explain impacts their officer role has on success/failure of their club?
 - b. What is a part of a quality meeting?
 - c. What's one strategy for helping current members create quality meetings?
 - d. What are the communication and leadership tracks and what are the benefits of each for potential and current members?

- 2) Remind audience members to sign in on officer training sheet before they leave to get credit
- 3) Thank them for participation and for leading in their clubs – they are the leaders of their clubs!
- 4) Conversation doesn't have to stop here – get names and contact info from people in this training you can talk to later
- 5) Have them fill out evaluation forms if you provided them

>Slide #14 Thank You!