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| **Club** | **Strengths** | **Weaknesses** | **Opportunities** | **Threats** |
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**Second Round - Officer Training**

**Resources**

Toastmaster International District Performance Reports

SWOT Analysis

Distinguished Club Plan

TI programs for Membership Building

Plan for your second round of Officer Training

* Work as a team within your Division
* Share resources among the Area Governors
* Collaborate on presenters that are experts in specific topics

Focus on Strategic Topics to enable your clubs to be Distinguished

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| **Topics** | **Who will present** | **Implementation** |
| Membership Building  Educational Awards – (CL, HPL, CC)  DCP – why is it important to be distinguished? | Look for people who can present interactive content, make the information fun, memorable, provide call to action | Outline content  Format – engaging- interactive |
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