



# 2<sup>nd</sup> Round Club officer Training

# Agenda

- ▶ Officer roles and impact to club
- ▶ Importance of quality meetings
- ▶ Effective Evaluations
- ▶ Toastmasters education paths
- ▶ Marketing the club to potential members
- ▶ Wrap-up

***Will a guest join  
your club?***



**FOCUS ON THE ROOT, NOT THE FRUIT.**



- Clubs = soil for Toastmasters growth
- Adding members into bad soil = nothing grows
- Adding members into good black soil with lots of nutrients = amazing growth!









## Block 1: Quality Meetings

- ▶ 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





[www.CitiesArchitecture.com](http://www.CitiesArchitecture.com)



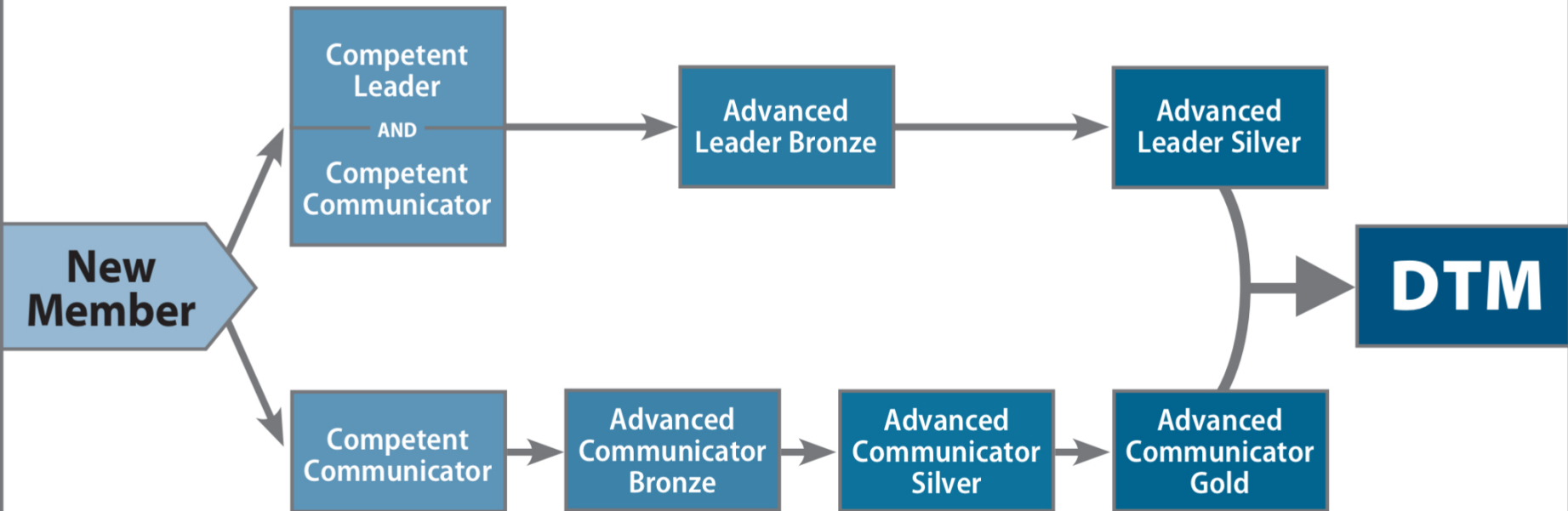
## Block 2: Effective Evaluations

- ▶ Treat an evaluation as a short speech
- ▶ Express things YOU noticed
- ▶ Pay attention to the objectives of project
- ▶ Note use of rhetorical devices (alliteration, triads, etc), grammar, and unique language
- ▶ Be sure to provide 1 or 2 items for improvement
- ▶ Be sure to begin and end with things you liked about the speech





## LEADERSHIP TRACK



## COMMUNICATION TRACK





**We don't make toast.  
We make leaders.**

▶ **Join a club!**  
**[toastmasters.org](http://toastmasters.org)**





## Wrap up

- Who can explain impacts their officer role has on success/failure of their club?
- What is a part of a quality meeting?
- What's one strategy for helping current members create quality meetings?
- What are the communication and leadership tracks and what are the benefits of each for potential and current members?







# Thank You!!!

One of the ways your commitment to your club being a club of quality is displayed by attending Club Officer Training. We appreciate you taking time out of your busy schedule to attend!