



Train the Trainer

District 6

Senior Leadership Team



2nd Round Club Officer Training

Enter date, time and location

Toastmaster Club Mission:

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.



Greetings!!

Thank you so much for coming to today's Club Revue, Education, and Training Event!

By working together we can

CREATE

stronger, high-quality clubs!



Agenda

- ▶ Officer roles and impact to club
- ▶ **Distinguished Club Program**
- ▶ Pathways
- ▶ Open house with quality meetings
- ▶ Effective Evaluations
- ▶ Marketing the club to potential members
- ▶ Wrap-up



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President





Role as President

- ▶ Preside over meeting
- ▶ Earn Distinguish Club Recognition
- ▶ Lead and Guide
- ▶ Base Camp Manager



Next Steps as President

- ▶ Evaluate how the year is going
- ▶ Define what needs to be done to finish the year strong
- ▶ Start mentoring your replacement



Vice President Education





Role of the VP Education

- ▶ Maintains a schedule of club meetings
 - ▶ At least 3 to 4 meetings in advance
- ▶ Submits education awards
- ▶ Manages mentor program
- ▶ Base Camp

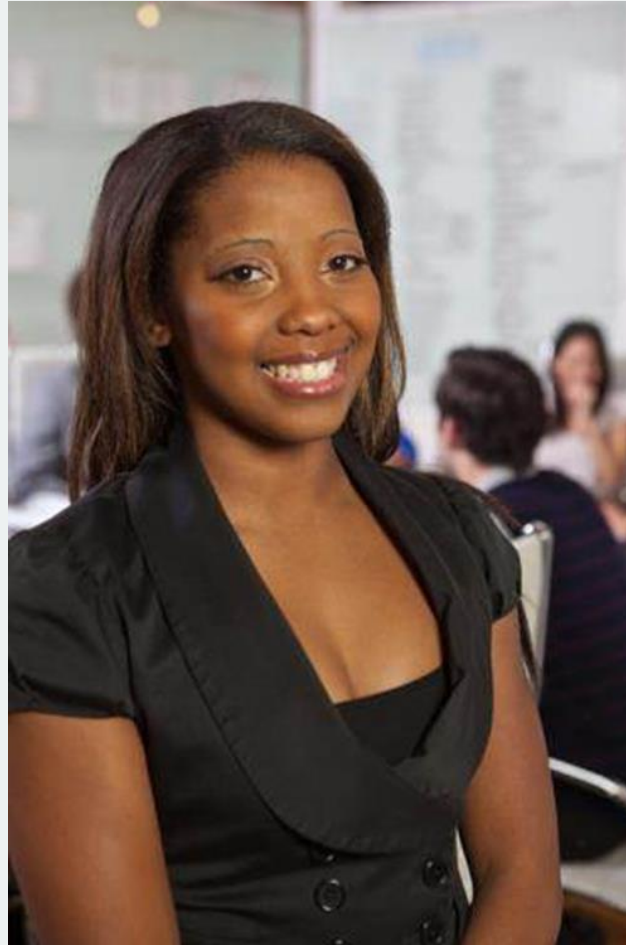


Next Steps as VP Education

- ▶ Evaluate how the year is going
- ▶ Ask the members what else they need for their goals
- ▶ Start mentoring your replacement



Vice President Membership





Role of the VP Membership

- ▶ Assists guests
- ▶ Recruit new members



Next Steps as VP Membership

- ▶ Evaluate how the year is going
- ▶ Schedule open houses for the next few months to finish the year strong
- ▶ Start mentoring your replacement



Vice President Public Relations





Role of VP Public Relations

- ▶ Publicizes the club
- ▶ Keep club website current



Next Steps as VP Public Relations

- ▶ Evaluate how the year is going
- ▶ Look for new ways to promote your club
- ▶ Start mentoring your replacement



Secretary





Role of the Secretary

- ▶ Takes minutes at all meetings
- ▶ Maintains files and make any changes needed
- ▶ Base Camp



Next Steps as Secretary

- ▶ Evaluate how the year is going
- ▶ Make sure the club roaster is current
- ▶ Start mentoring your replacement



Treasurer





Role of Treasurer

- ▶ Creates budget
 - ▶ A plan for the club's income & spending

- ▶ Maintains bank account(s)

- ▶ Pay dues on or before October 1st and April 1st.



First Steps as Treasurer

- ▶ Evaluate how the year is going
- ▶ Remind members to pay dues
- ▶ Start mentoring your replacement



Sergeant at Arms





Role of Sergeant at Arms

- ▶ Sets up meeting space on time
- ▶ Responsible for club property



Next Steps as Sergeant at Arms

- ▶ Evaluate how the year is going
- ▶ Help with open houses
- ▶ Start mentoring your replacement



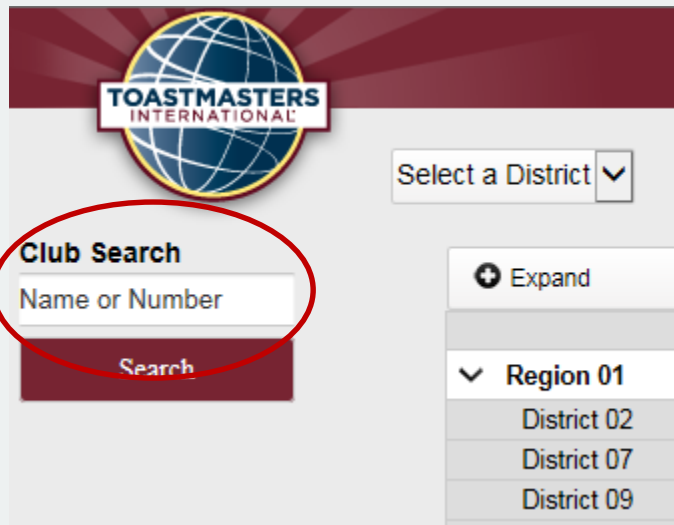
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DCP Dashboard

► <http://dashboards.toastmasters.org/>



District Performance | Division and Area Performance | Club Performance | Club Status

00002848 Word Masters Club

Club Alignment		Membership		Goals
Region	4	Base	To Date	Goals Met
District	06	20	17	3
Division	E	Required	20	5
Area	44	20 members or a net growth of 5 new members		7
				Presidents Distinguished
				9
Chartered 12/10/2002				

Goals to Achieve		Goal	To Date	Status
Education (A maximum of 6 will count toward DCP credit)				
1	Competent Communicator (CC) awards	2	0	2 CCs needed
2	More Competent Communicator (CC) awards	2	0	2 CCs needed
3	Advanced Communicator (ACB, ACB, ADG) awards	1	0	1 AC needed
4	More Advanced Communicator (ACB, ACB, ADG) awards	1	0	1 AC needed
5	Leadership Awards (CL, ALB, ALS) or Distinguished Toastmaster (DTM) award	1	1	✓
6	More CL, ALB, ALS, or DTM award	1	2	✓
P1	Level 1 awards <small>All Pathways education awards must be submitted in both Base Camp and Club Centre</small>	4	1	3 Level 1s needed
P2	Level 2 awards <small>All Pathways education awards must be submitted in both Base Camp and Club Centre</small>	2	0	2 Level 2s needed
P3	More Level 2 awards <small>All Pathways education awards must be submitted in both Base Camp and Club Centre</small>	2	0	2 Level 2s needed
P4	Level 3 awards <small>All Pathways education awards must be submitted in both Base Camp and Club Centre</small>	2	0	2 Level 3s needed
P5	Level 4 awards <small>All Pathways education awards must be submitted in both Base Camp and Club Centre</small>	1	0	1 Level 4 needed
P6	Level 5 awards <small>All Pathways education awards must be submitted in both Base Camp and Club Centre</small>	1	0	1 Level 5 needed
Membership				
7	New members	4	2	2 New Members needed
8	More new members	4	0	4 New Members needed
Training				
9	Club officers trained June-August	4	7	First Training Period Achieved
	Club officers trained December-February	4	0	Second Training Period 4 needed
Administration				
10	Membership-renewal dues on time	Y	1	✓
	Club officer list on time	Y	1	✓



DCP Program

- ▶ Traditional Education Program
 1. Two Competent Communicator (CC) awards
 2. Two more CC awards
 3. One Advanced Communicator Bronze (ACB), Advanced Communicator Silver (ACS) or Advanced Communicator Gold (ACG) award
 4. One more ACB, ACS or ACG award
 5. One Competent Leader (CL), Advanced Leader Bronze (ALB), Advanced Leader Silver (ALS) or Distinguished Toastmaster (DTM) award
 6. One more CL, ALB ALS or DTM award



DCP Program

- ▶ Toastmasters Pathways Learning Experience
 - P1. Four members complete Level 1
 - P2. Two members complete Level 2
 - P3. Two more members complete Level 2
 - P4. Two members complete Level 3
 - P5. One member completes Level 4
 - P6. One member completes Level 5

- ▶ **MEMBERSHIP**
 - 7. Four new members
 - 8. Four more new members



DCP Program

▶ TRAINING

9. A minimum of four club officers trained during each of the two training periods*

▶ ADMINISTRATION

10. On-time payment of membership dues accompanied by the names of eight members (at least three of whom must be renewing members) for one period
and
on-time submission of one club officer list*



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TOASTMASTERS

PATHWAYS

— learning experience —



New System

- 1**
PUBLIC SPEAKING
- 2**
INTERPERSONAL COMMUNICATION
- 3**
STRATEGIC LEADERSHIP
- 4**
MANAGEMENT
- 5**
CONFIDENCE

10 Paths

The primary core competencies represented in each path are listed in order of emphasis under the path name.



Dynamic Leadership

Build strategic leadership and conflict resolution skills

1 2 3 5



Effective Coaching

Build interpersonal communication, leadership and coaching skills

1 2 4 5



Innovative Planning

Build creative project management and communication skills

1 4 2 5



Leadership Development

Build communication and leadership skills

1 2 4 5



Motivational Strategies

Build motivational leadership and communication skills

1 2 3 5

Persuasive Influence

Build skills to lead in complex situations

1 3 2 5



Presentation Mastery

Build public speaking skills

1 5



Strategic Relationships

Build networking, leadership and communication skills

1 2 3 5



Team Collaboration

Build collaborative leadership skills

1 4 2 5



Visionary Communication

Build innovative communication and leadership skills

1 3 2 5





Getting Started

Welcome, Vanessa | [Logout](#) | [Find a Club](#) | [Start a Club](#) | [Contact Us](#)

WHERE LEADERS ARE MADE [FIND A CLUB](#)

[About](#) | [Pathways](#) | [Education](#) | [Membership](#) | [Leadership Central](#) | [Resources](#) | [Magazine](#) | [Events](#) | [Shop](#)

[Home](#) / Welcome to Pathways

| PATHWAYS LEARNING EXPERIENCE

Welcome to Pathways! You'll be challenged and inspired to reach new heights both personally and professionally.

Choose your path

What are your goals and how will you achieve them? Take the Pathways Assessment to identify the path that best aligns with your interests and objectives.

[Continue to Path Selection](#)

Access my path through Base Camp

Access your path here through Base Camp, your online gateway to Pathways. Base Camp tracks your progress and lets you connect online with other members of your club.

Select your club:

[Log In as Pathways Guide](#)

The Navigator

View *The Navigator* to guide you through each step of your journey. Refer to it to support your progress and to answer your questions along the way.

[Launch *The Navigator*](#)



Base Camp Managers

- ▶ Check frequently for requests from members
- ▶ Validate each project as it is completed



Base Camp Managers

- ▶ Validate the level
- ▶ Printing Certificates when level is completed



Base Camp Managers

- ▶ For DCP credit enter level into club central
- ▶ Know who your pathway guide is



Base Camp Managers

Resources

- ▶ Resources are fellow club officers
- ▶ Pathway Guide
- ▶ District Officers
- ▶ Toastmasters International

GROUP ACTIVITY

Split into 3 groups...

1. Presidents and VP/ED
2. VP/M and VP/PR
3. Secretary,
Treasurer, and SAA



10 Minute Break



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Quality Meetings

- ▶ Meetings are scheduled in advance
- ▶ confirm meeting roles (Communication Tree)
- ▶ Members attend and prepared for their roles
- ▶ Speeches: Pathways project or manuals
- ▶ Table Topics
- ▶ Effective evaluations are given



Open House

- ▶ Welcome friend to your meeting
- ▶ Welcome co workers to your meeting
- ▶ Advertisement of the meeting
- ▶ Speeches from Pathways projects/manuals
- ▶ Talk about speeches as presentations
- ▶ Listen to the guest: What's is in for them?





Large Group Discussion

Why are quality meetings important when you have an open house?



Large Group Discussion

**Do you use the
“What is in it for me?”
method to listen to your
guests?**



Large Group Discussion

**How many guests do you
manage to convert to
members?**



Large Group Discussion

**If your conversion rate of
guest to member is low.**

**What may be the
problem?**



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Effective Evaluations

- ▶ Treat an evaluation as a short speech
- ▶ Express things YOU noticed
- ▶ Pay attention to the objectives of the project

Effective Evaluations

- ▶ 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

Effective Evaluations

- ▶ Evaluate as you would want to be evaluated
- ▶ Remember Evaluations are for member's growth
- ▶ View Tutorial in Pathways if you have a question on how to evaluate



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Small Group Discussion

Split into small groups, each group answer one of the following questions:

- How are you using Pathways to grow your club?
- Discuss ways to invite a guest to your club.

Small Group Discussion

Split into small groups, each group answer one of the following questions:

- A guest is attending a meeting for the first time and thinking about joining. What do you do?
- You're talking to a guest who doesn't know a lot about Toastmasters. What is most important for them to know?

Small Group Discussion

Split into small groups, each group answer one of the following questions:

- There's a member of your club who just finished their Competent Communicator manual and they **may not** renew their membership. How do you convince them to stay a member?

Small Group Discussion

- Does your club use the “***What’s in it for me?***” (WIIFM) approach?
 - One-on-one feedback from visitor
 - A Club representative **LISTENS** to the visitor –
“Thank you for attending today – what made you decide to attend today’s meeting?”

Let the visitor **tell** you what they’re looking for, take note of their “**needs**,” match what Toastmasters **offers** to their **needs**, and **then** share what we offer and how we can help by putting it in **their words**.

Bonus Discussion!!

If there's time...

Why should we visit your club?

2 to 3 people (or more...) will be asked to stand and, in 30 seconds or less, share why a guest should visit their club! Table Topic on steroids!



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?
- How they are using Pathways to strengthen their club?





Thank You!!!

One of the ways your commitment to your club being a club of **quality** is displayed by attending ***Club Officer Training.***

We **sincerely appreciate** you taking time out of your busy schedule to attend!