

# Moments of Truth: Moment by Moment



*6-week option for evaluating club quality standards*

The Moments of Truth Toastmasters International program “is a tool that enables sustained club quality through guided evaluation and targeted recommendations. A high-quality club encourages and celebrates member achievement, provides a supportive and fun environment, and offers a professionally organized meeting with variety. In those clubs, officers are trained in all aspects of club quality to ensure that members have access to a formal mentoring program, are provided evaluations that help them grow, and are motivated to achieve their goals.”

The six critical moments of truth in which clubs have an opportunity to create positive impressions are:

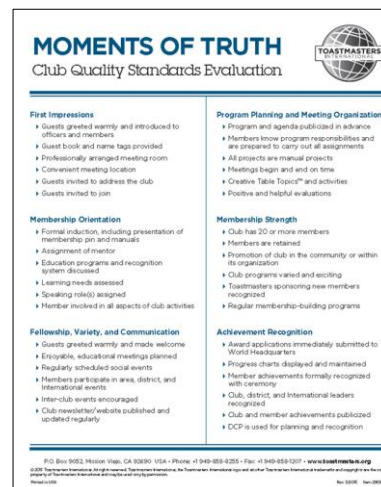
- First Impressions
- Membership Orientation
- Fellowship, Variety, and Communication
- Program Planning and Meeting Organization
- Membership Strength
- Achievement Recognition

The program, if offered in one session, takes 60-90 minutes to complete, which may be difficult to schedule, and may be overwhelming. An alternative way to present and discuss the material is spend 10 minutes covering one moment of truth (standard) a week over 6 club meetings, which can be easily accomplished for clubs that meet once a week or twice a month. This presentation can be part of the general evaluation portion of the meeting, or can be a scheduled speech.

The facilitator of the program may receive credit toward the Advanced Leader Bronze or Advanced Communicator Silver.

How-to:

1. Download and review the free digital files for the Moments of Truth (MOT) program at [Toastmasters.org](http://Toastmasters.org) (items 290A, 290B, 290H--don't need to use PowerPoint). Portions of the content are reproduced in this document.
2. Request 6 weeks of 10-minute discussion times on your club agenda. They do not have to be sequential weeks.
3. In a club meeting prior to the first session, distribute the MOT Chart (item 290B, shown at right) to introduce all 6 standards and to announce the plan and its benefits.



4. Each week of the program, provide a copy of the 1-sheet MOT standard for that week that is in this document. Offer some best practices verbally (from the best practices chart, in 290H)

# Moments of Truth: First Impressions



## Moments of Truth Worksheet

Examine your assigned Moment of Truth and rate how well your club meets each standard.

1	2	3	4	5
We never meet this standard	We rarely meet this standard	We sometimes meet this standard	We usually meet this standard	We always meet this standard

### FIRST IMPRESSIONS

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

Standards			
Guests greeted warmly and introduced to officers and members		Convenient meeting location	
Guest book and name tags provided		Guests invited to address the club	
Professionally arranged meeting room		Guests invited to join	

Discuss each standard briefly and rate it as a club. For each standard that is rated 3 or lower, discuss the following:

1. What is the cause of this challenge?
  
  
  
  
  
  
  
  
  
  
2. What can be done to address it? Who could be responsible for that action? When will it be done?

The club secretary, or assigned recorder for the meeting, should take notes on challenges, corrective actions, who will do it, when it will be done, and distribute a summary prior to the next meeting. The club president is ultimately responsible for following up on corrective action.

# Moments of Truth: Membership Orientation



## Moments of Truth **Worksheet**

Examine your assigned Moment of Truth and rate how well your club meets each standard.

1	2	3	4	5
We never meet this standard	We rarely meet this standard	We sometimes meet this standard	We usually meet this standard	We always meet this standard

### **MEMBERSHIP ORIENTATION**

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

Standards			
Formal induction, including presentation of membership pin and manuals		Learning needs assessed	
Assignment of mentor		Speaking role(s) assigned	
Education programs and recognition system discussed		Member involved in all aspects of club activities	

Discuss each standard briefly and rate it as a club. For each standard that is rated 3 or lower, discuss the following:

1. What is the cause of this challenge?

2. What can be done to address it? Who could be responsible for that action? When will it be done?

The club secretary, or assigned recorder for the meeting, should take notes on challenges, corrective actions, who will do it, when it will be done, and distribute a summary prior to the next meeting. The club president is ultimately responsible for following up on corrective action.

# Moments of Truth: Fellowship, Variety, and Communication



## Moments of Truth Worksheet

Examine your assigned Moment of Truth and rate how well your club meets each standard.

1	2	3	4	5
We never meet this standard	We rarely meet this standard	We sometimes meet this standard	We usually meet this standard	We always meet this standard

### FELLOWSHIP, VARIETY, AND COMMUNICATION

The club retains members by providing a fun, friendly and supportive environment that encourages enjoyable learning.

Standards			
Guests greeted warmly and made welcome		Members participate in area, district, and International events	
Enjoyable, and educational meetings planned		Interclub events encouraged	
Regularly scheduled social events		Club newsletter / website published and updated regularly	

Discuss each standard briefly and rate it as a club. For each standard that is rated 3 or lower, discuss the following:

1. What is the cause of this challenge?
  
  
  
  
  
  
  
  
  
  
2. What can be done to address it? Who could be responsible for that action? When will it be done?

The club secretary, or assigned recorder for the meeting, should take notes on challenges, corrective actions, who will do it, when it will be done, and distribute a summary prior to the next meeting. The club president is ultimately responsible for following up on corrective action.



# Moments of Truth: Membership Strength



## Moments of Truth Worksheet

Examine your assigned Moment of Truth and rate how well your club meets each standard.

1	2	3	4	5
We never meet this standard	We rarely meet this standard	We sometimes meet this standard	We usually meet this standard	We always meet this standard

### MEMBERSHIP STRENGTH

When the club has enough members to provide leadership and fill meeting and committee assignments, this creates a lively, active club that benefits existing members and draws new members in.

Standards			
Club has 20 or more members		Club programs varied and exciting	
Members are retained		Toastmasters sponsoring new members recognized	
Promotion of club in the community or within its organization		Regular membership-building programs	

Discuss each standard briefly and rate it as a club. For each standard that is rated 3 or lower, discuss the following:

1. What is the cause of this challenge?
  
  
  
  
  
  
  
  
  
  
2. What can be done to address it? Who could be responsible for that action? When will it be done?

The club secretary, or assigned recorder for the meeting, should take notes on challenges, corrective actions, who will do it, when it will be done, and distribute a summary prior to the next meeting. The club president is ultimately responsible for following up on corrective action.

# Moments of Truth: Achievement Recognition



## Moments of Truth **Worksheet**

Examine your assigned Moment of Truth and rate how well your club meets each standard.

1	2	3	4	5
We never meet this standard	We rarely meet this standard	We sometimes meet this standard	We usually meet this standard	We always meet this standard

### **ACHIEVEMENT RECOGNITION**

The club motivates members to stay active by monitoring members' progress towards goals, submitting completed award applications immediately, and consistently recognizing member achievements.

Standards			
Award applications immediately submitted to World Headquarters		Club, district, and International leaders recognized	
Progress charts displayed and maintained		Club and member achievements publicized	
Member achievements formally recognized with ceremony		DCP is used for planning and recognition	

Discuss each standard briefly and rate it as a club. For each standard that is rated 3 or lower, discuss the following:

1. What is the cause of this challenge?
2. What can be done to address it? Who could be responsible for that action? When will it be done?

The club secretary, or assigned recorder for the meeting, should take notes on challenges, corrective actions, who will do it, when it will be done, and distribute a summary prior to the next meeting. The club president is ultimately responsible for following up on corrective action.