

# Creating a Quality Club

Club Officer Training I  
Division E

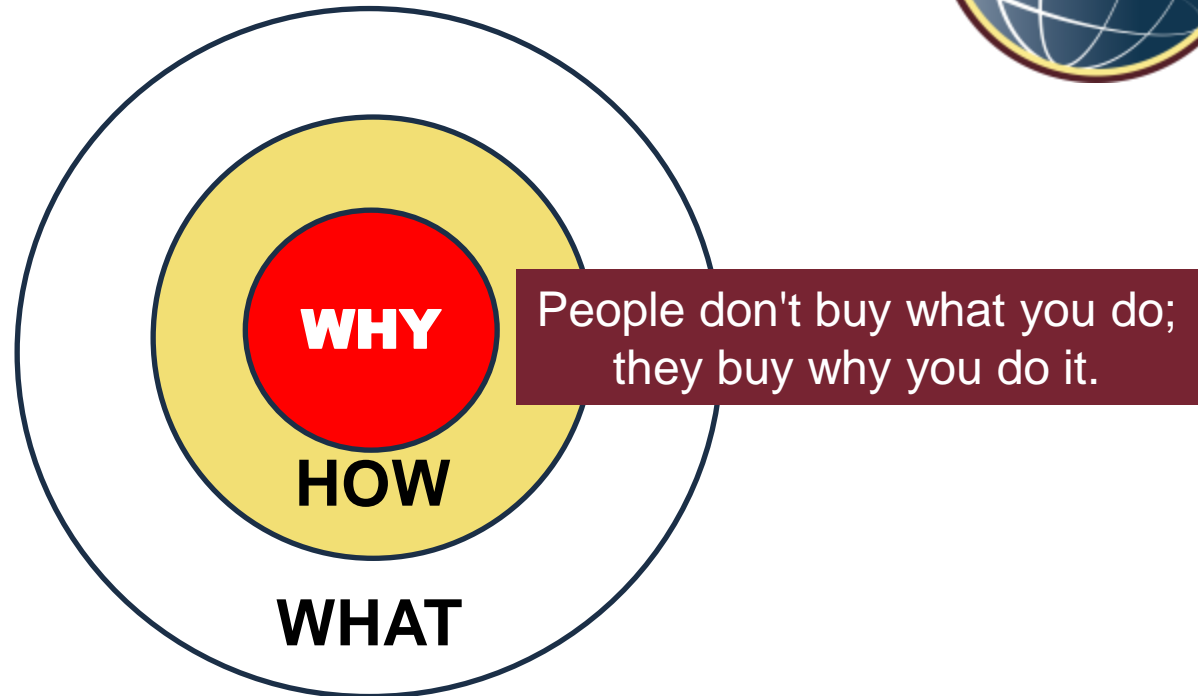


# Creating a Quality Club






**Tay Yiang Ping DTM**  
**District 80 Director 2015-2016**  
**Toastmaster since Feb 1999**

# The Golden Circle

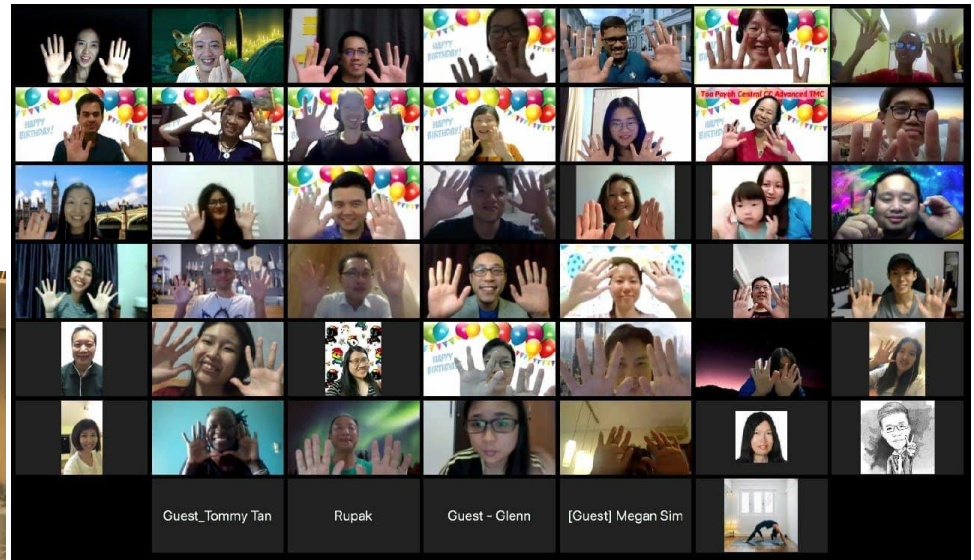


## Simon O. Sinek

An author, speaker, and consultant who writes on leadership and management. Talk on "How Great Leaders Inspire Action" is the 3rd most viewed video on TED.com  
[http://www.ted.com/talks/simon\\_sinek\\_how\\_great\\_leaders\\_inspire\\_action](http://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action)

Sky Media TMC	<b>Secretary</b>	1999-2000	
Sky Media TMC	<b>VPM 1</b>	2001-2002	
Sky Media TMC	<b>President 1</b>	2002-2003	AREA D5 Toastmaster of the Year 2002-2003
District 51, Area D1	<b>Area Governor</b>	2003-2004	President Distinguished Area
Singtel TMC	<b>Club Mentor</b>	2004	
Radin Mas TMC	<b>VPM 2</b>	2003-2004	
Radin Mas TMC	<b>VPE 1</b>	2004-2005	
Division D	<b>Assistant Public Relations</b>	2004-2005	
District 80	<b>Webmaster</b>	2004-2005	
Nee Soon South TMC	<b>Club Sponsor</b>	2004-2005	
District 80, Division D	<b>Division Governor</b> 4 AGs –PDA. 2 AGs - SDA	2005-2006	President Distinguished Division
New Millennium Advanced TMC	<b>VPM 3</b>	2006-2007	
District 80 Annual Convention	<b>Organising Chair - MAD Mama</b>	2008	
New Millennium Advanced TMC	<b>Treasurer</b>	2009-2010	
Nee Soon South TMC	<b>VPPR 1</b>	2009-2010	
District 80	<b>LGM, Dues &amp; Membership Chair</b>	2009-2010	
District 80	<b>District Secretary</b>	2010-2011	
Cairnhill Mandarin TMC	<b>Club Sponsor</b>	2010	Member till today
Toa Payoh Central CC Advanced TMC	<b>Club Mentor / SAA 1</b>	2010-2011	Member till today
Toa Payoh Central CC Advanced TMC	<b>President 2</b>	2012-2013	
Toa Payoh Central CC Advanced TMC	<b>VPE 2</b>	2013-2014	
Cairnhill Mandarin TMC	<b>VPPR 2</b>	2014-2015	
District 80 – 23 New Clubs, 9.27% UP	<b>Lieutenant Governor Marketing</b>	2013-2014	
District 80	<b>Lieutenant Governor E &amp; T</b>	2014-2015	Select Distinguished District
District 80	<b>District Director</b>	2015-2016	Select Distinguished District
Toa Payoh Central CC Advanced TMC	<b>SAA 2</b>	2015-2016	
Cairnhill Mandarin TMC	<b>VPM 4</b>	2016-2017	
Cairnhill Mandarin TMC	<b>VPE 3</b>	2017-2018	President Distinguished Club
TPCCC / TPCCC Adv / Cairnhill Mandarin	<b>Club Advisor</b>	2018-2020	President Distinguished Clubs (all 3 clubs)
District 80	<b>District Credential/Alignment Chair</b>	2017-2020	

# Agenda



▶ Club  
Foundation

▶ Member  
Experience

▶ Teamwork

# Session Objectives (How)

- ▶ Identify the elements that satisfy club members.
- ▶ Correlate Moments of Truth and the Distinguished Club Program.
- ▶ Apply Moments of Truth to provide members a quality member experience.



# Member Experience (Why)



# Member Experience



## Why did you join Toastmasters?

- Improve communication skills
- Increase self-esteem
- Overcome public speaking fears
- Improve leadership abilities
- Advance career
- Provide supportive community
- Network
- Think on your feet/time management
- Learn how to give constructive criticism
- Become a better listener  
(Survey taken in 2012)



# Member Experience (Why)



Why did you stay?

# Member Experience



## Why did you join Toastmasters?

- Improve communication skills
- Increase self-esteem
- Overcome public speaking fears
- Improve leadership abilities
- Advance career
- Provide supportive community
- Network
- Think on your feet/time management
- Learn how to give constructive criticism
- Become a better listener

## Why did you stay?

- Improved communication skills
- Improved leadership abilities
- Increased confidence
- Developed friendships with other members
- Overcame fear of public speaking
- Liked supportive atmosphere where it is safe to take risks
- Developed experience, opportunities

# Member Experience



What is the greatest benefit you've gained through Toastmasters?

# Positive Member Experience

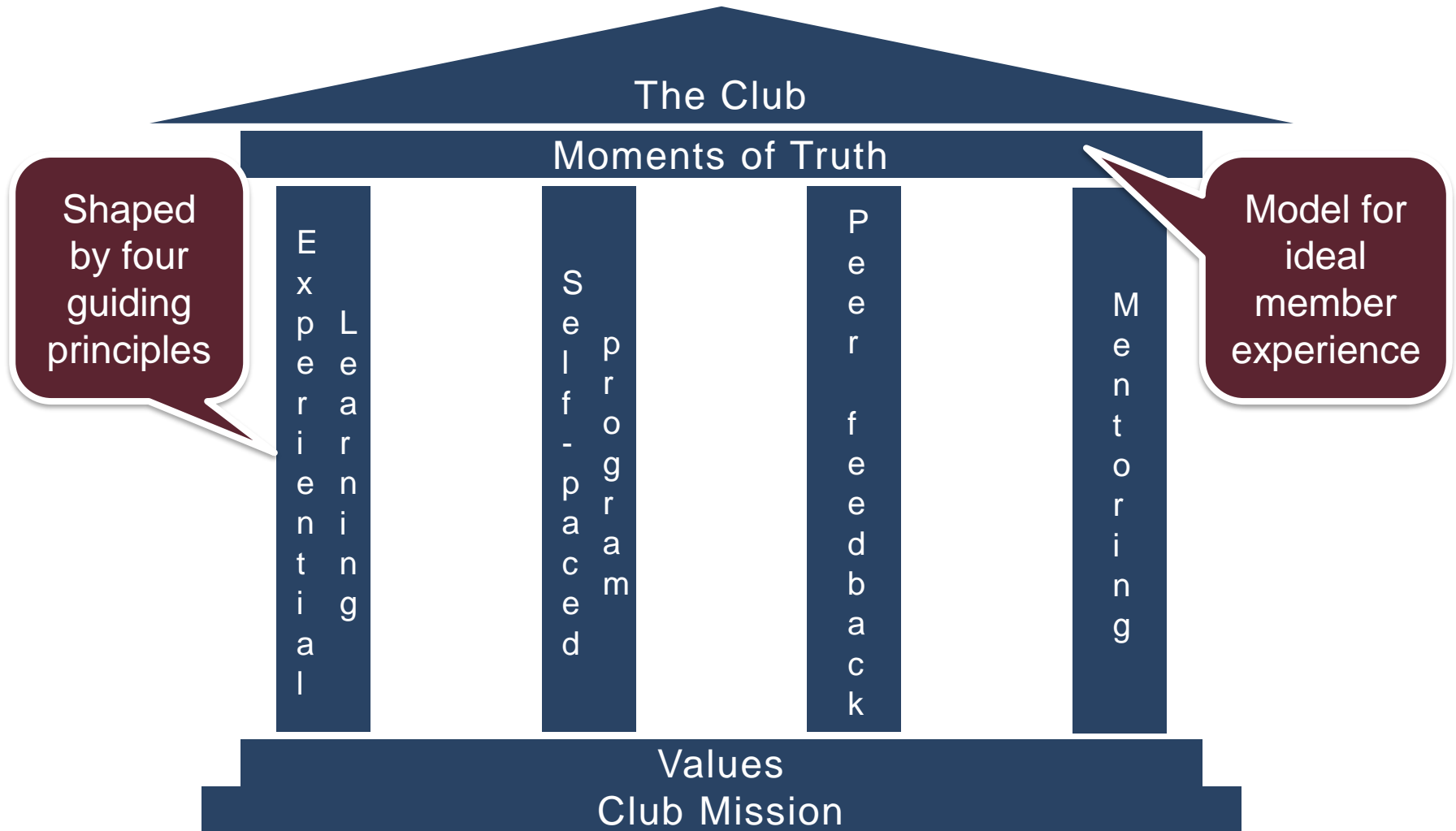


- ❑ Every Club delivers a positive experience
  - Your Job as **Club Officer**, and the key of your success is providing a **POSITIVE member experience**
  
- ❑ **Quality clubs** provide an **enhanced member experience**, which leads to membership retention and growth.

# Quality Club

- ❑ **Members** improve their communication and leadership skills
- ❑ Quality clubs give **members** an opportunity to learn and grow
- ❑ Great meetings make clubs **successful**
- ❑ Quality club environments lead to **membership retention**
- ❑ Quality club meetings are well planned, well attended, organized, and fun

# Club Quality



# Toastmasters' 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.



BRADDELL HEIGHTS  
TOASTMASTERS CLUB  
DISTRICT 80 | AREA E3 | CLUB 7903  
LEARN, LEAD, LEAP

Saturday, 11 July 2020, 2pm  
Chapter meeting & Educational talk

Wendy Lee, ACG, ALB  
Bring out your best stories  
with **Creative Writing**

Sign up:  
<https://learnleadleap.eventbrite.sg>

[www.learnleadleap.org](http://www.learnleadleap.org) [fb.com/learnleadleap](https://fb.com/learnleadleap)

# Toastmasters' Values



**R**espect



**I**ntegrity

How do you demonstrate integrity?

**S**ervice

**E**xcellence

## CEO Daniel Rex:

The entire Toastmasters program depends on the integrity of each member; that is why it is our first core value.

It's better to fail and maintain your integrity than to succeed and lose your integrity.



# Toastmasters' Values

- The role of a leader is to **deliver results**.
- Demonstrating Toastmasters' values **supports the mission**.
- Creating **valuable experiences** encourages members to reach their communication and leadership goals.
- Members **form impressions** and make decisions to stay or go based on their experiences.
- We ensure those experiences are positive by using the **Toastmasters brand**.

# The Toastmasters Brand



**TOASTMASTERS**  
INTERNATIONAL®



**WHERE LEADERS ARE MADE**  
[www.toastmasters.org](http://www.toastmasters.org)

A brand is the way an organization makes you feel—  
based on the look, feel, messaging, tone of voice and experience provided.



# The Toastmasters Brand

- Communicates a **consistent look** and message, in turn increasing understanding and global awareness of Toastmasters International.
- **Motivates** prospective members **to join**, making district and club objectives easier to achieve.
- **Increases pride** in being a member

# Brand Positioning

**I wasn't born a leader.** They were all around me though. In the community, at work, at school. Leaders were everywhere. They were the heads of families, coaches of teams, business leaders, mentors, organizational decision-makers.

**I admired these leaders.** They influenced who I was and who I was becoming. Whatever they did professionally or how they became what they were, I aspired to walk in their footsteps.

And, so, I **committed myself** to becoming one.

Finally, it came to me. It wasn't just what leaders knew that enabled them to lead. They had a **voice**. They could tell their **story**. They could **listen and answer**. They didn't just accomplish, they **communicated**.

So I set out to find my voice. Learn to process information on my toes. I needed to learn to listen. **Learn to give feedback — and accept it.** I needed to organize, plan, deliver, follow up. **I needed a place where all the ingredients were there, and someone would guide me along the way.**

I found that place. I found a community of learners and the path to leadership.

**I am a leader — and I was made.**

# The Toastmasters Brand

 <p>Don't put the logo in perspective.</p>	 <p>Don't disproportionately scale the logo.</p>	 <p>Don't change the proportion of the logo elements.</p>
 <p>Don't change any element of the logo.</p>	 <p>Don't customize or create logos for clubs and Districts.</p>	 <p>Don't change the logo colors.</p>
 <p>Don't put the logo on colors that aren't in the brand color palette.</p>	 <p>Don't use any copy, slogans, symbols or images overlapping the logo.</p>	 <p>Don't put a patterned glow behind the logo.</p>

## Color Palette

### Primary Colors

The palette for Toastmasters relies on True Maroon, Loyal Blue, and Cool Gray to support our elements of leadership, dedication, and empowerment.

Hex #772432  
C12 M95 Y59 K54  
R119 G36 B50  
Pantone 188

Hex #004165  
C100 M43 Y12 K56  
R0 G65 B101  
Pantone 302

Hex #A9B2B1  
C23 M7 Y12 K18  
R169 G178 B177  
Pantone 442



True Maroon



Loyal Blue



Cool Gray

### Accent Color

Hex #F2DF74  
C0 M5 Y57 K0  
R242 G223 B116  
Pantone 127



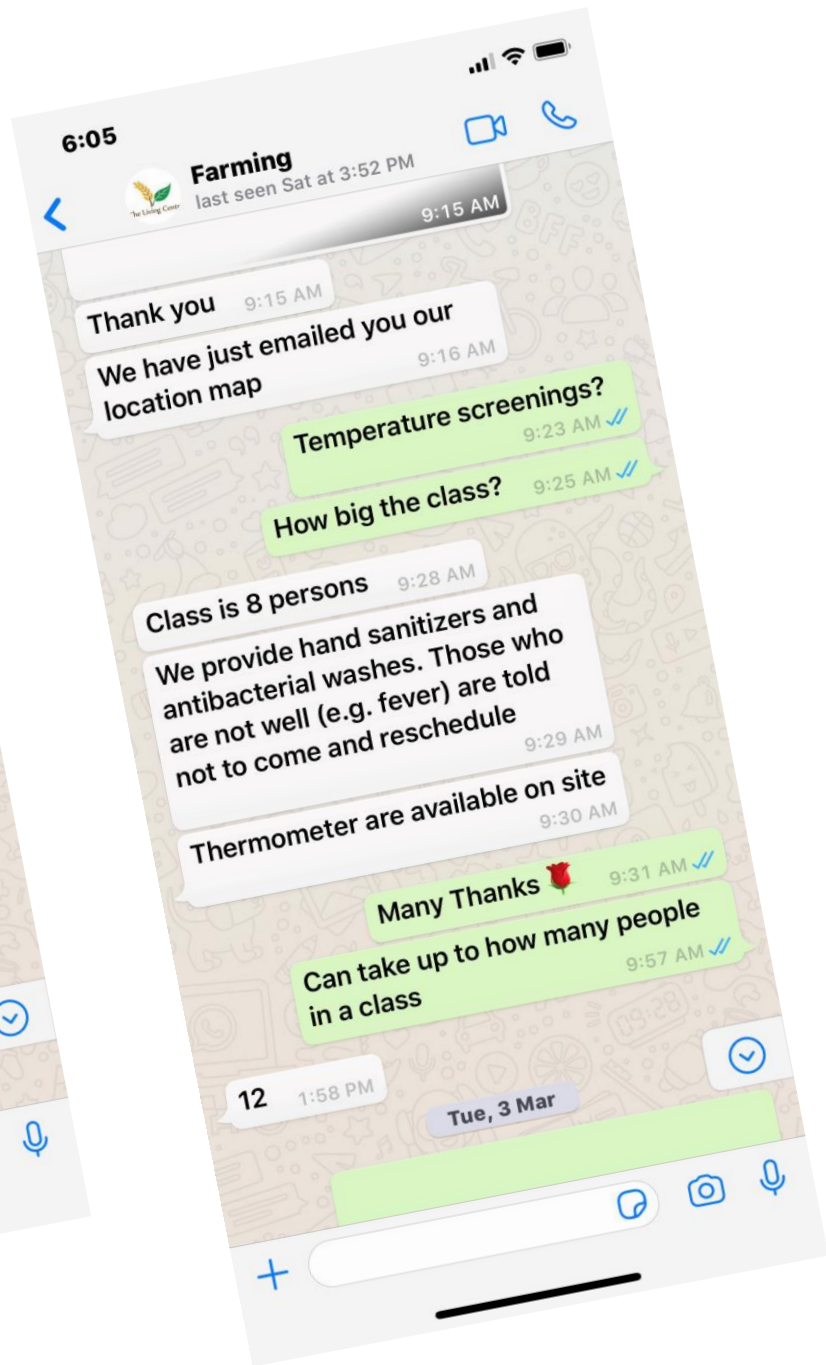
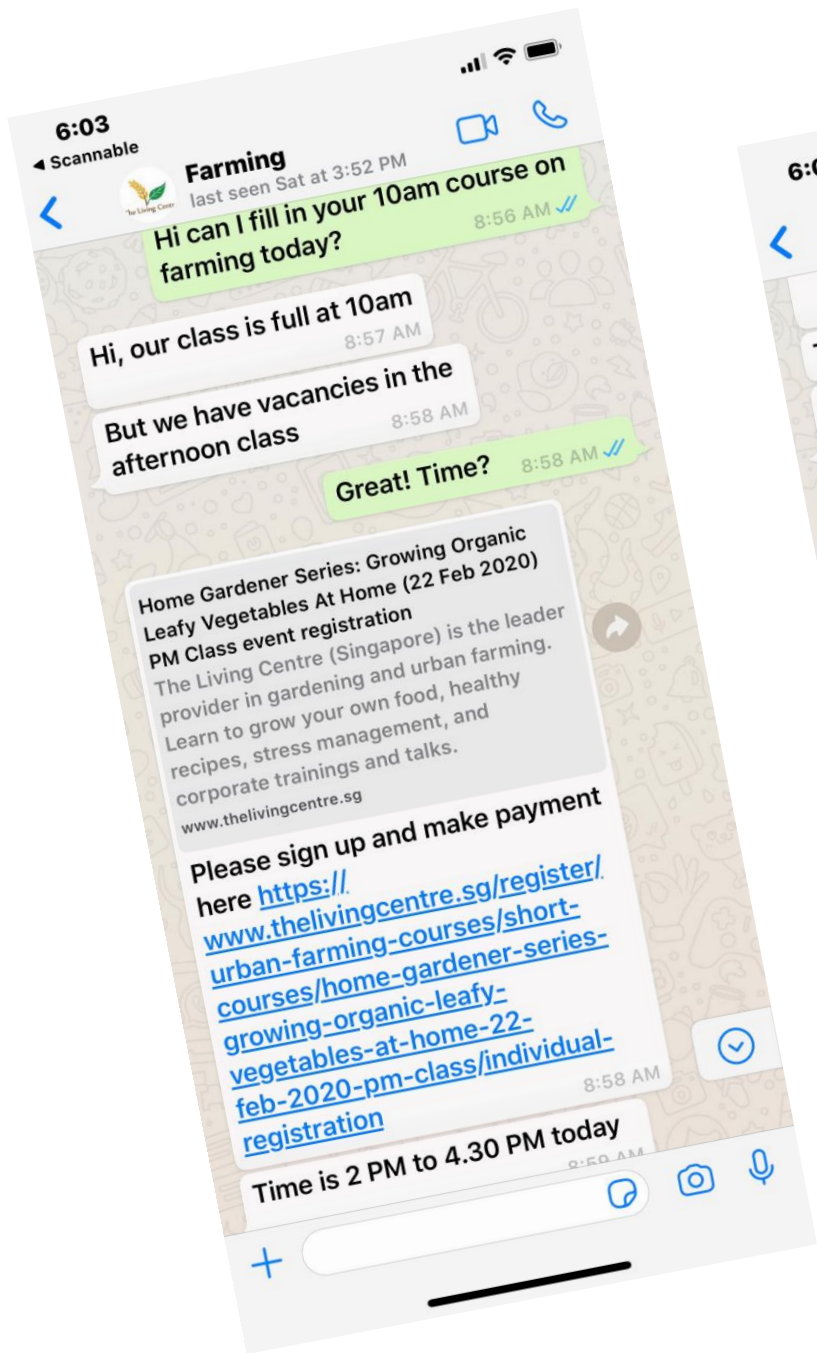
Happy Yellow

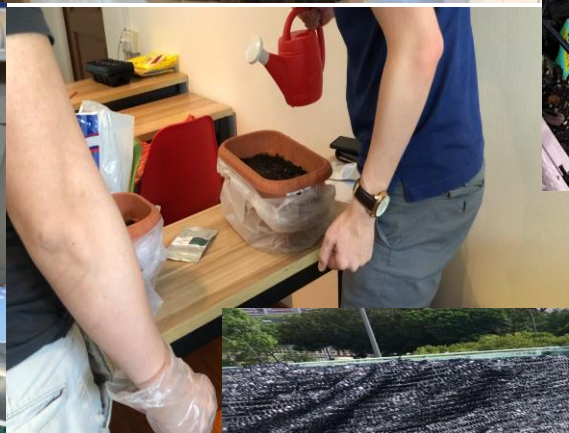
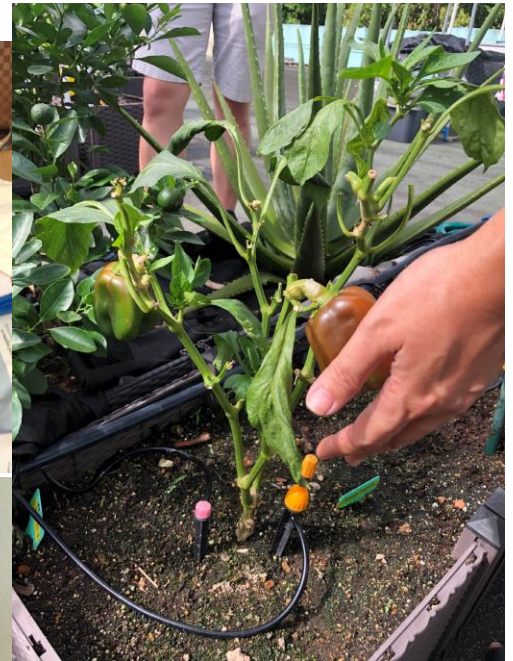
- » Hexadecimal for web
- » CMYK for 4-color process
- » Pantone™ colors
- » RGB for digital



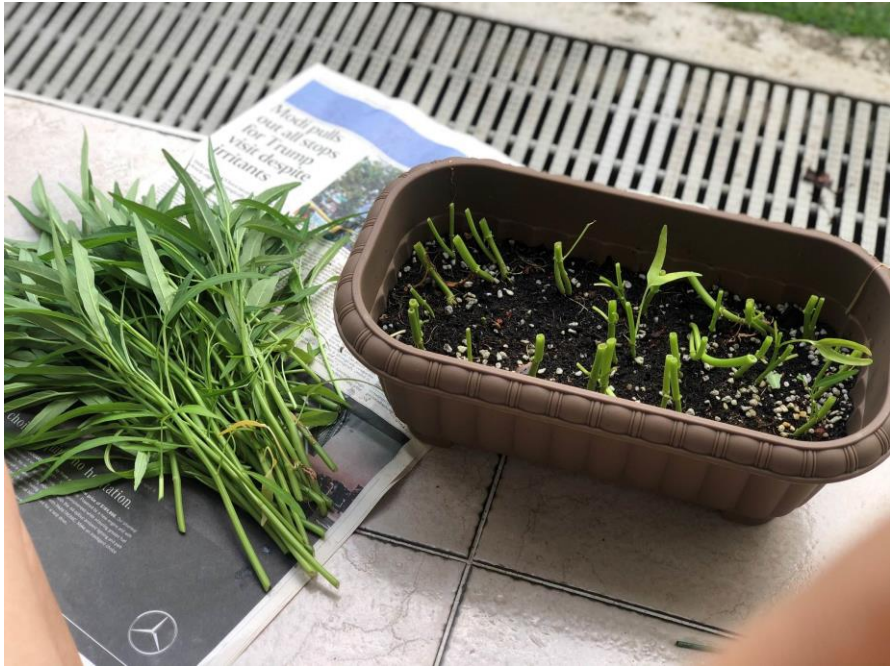
# Club Quality

A moment of truth is an episode where a person comes **in contact** with any aspect of the Toastmasters **experience** and forms **an impression** of a **club's quality and service.**









9:03



**Farming**

last seen 25/7/20 at 3:52 PM



[662258532/posts/10157764360823533/?d=n](https://www.facebook.com/662258532/posts/10157764360823533/?d=n)

2:25 PM ✓✓

Wah 2/2-26/6 5 round harvest

2:27 PM ✓✓

Can't remember you told us to put 3 or 4 seeds at each hole?

2:30 PM ✓✓

Mon, 29 Jun

Perlite is ok since it is mixed into soil. It is approved for organic farming

8:00 AM

Kang Kong is 3 seeds per hole if germination rate is high

8:01 AM

If you wish to replace perlite with something else, you can use coarse sand of 2mm size. But coarse sand is very heavy when wet

8:02 AM

Vermiculite does not drain water as well as perlite. The reason why we put perlite is for improving drainage

8:03 AM

Congrats on your fifth harvest

8:06 AM



9:04



**Farming**

last seen 25/7/20 at 3:52 PM



2:27 PM ✓✓



2:28 PM ✓✓

Mon, 6 Jul

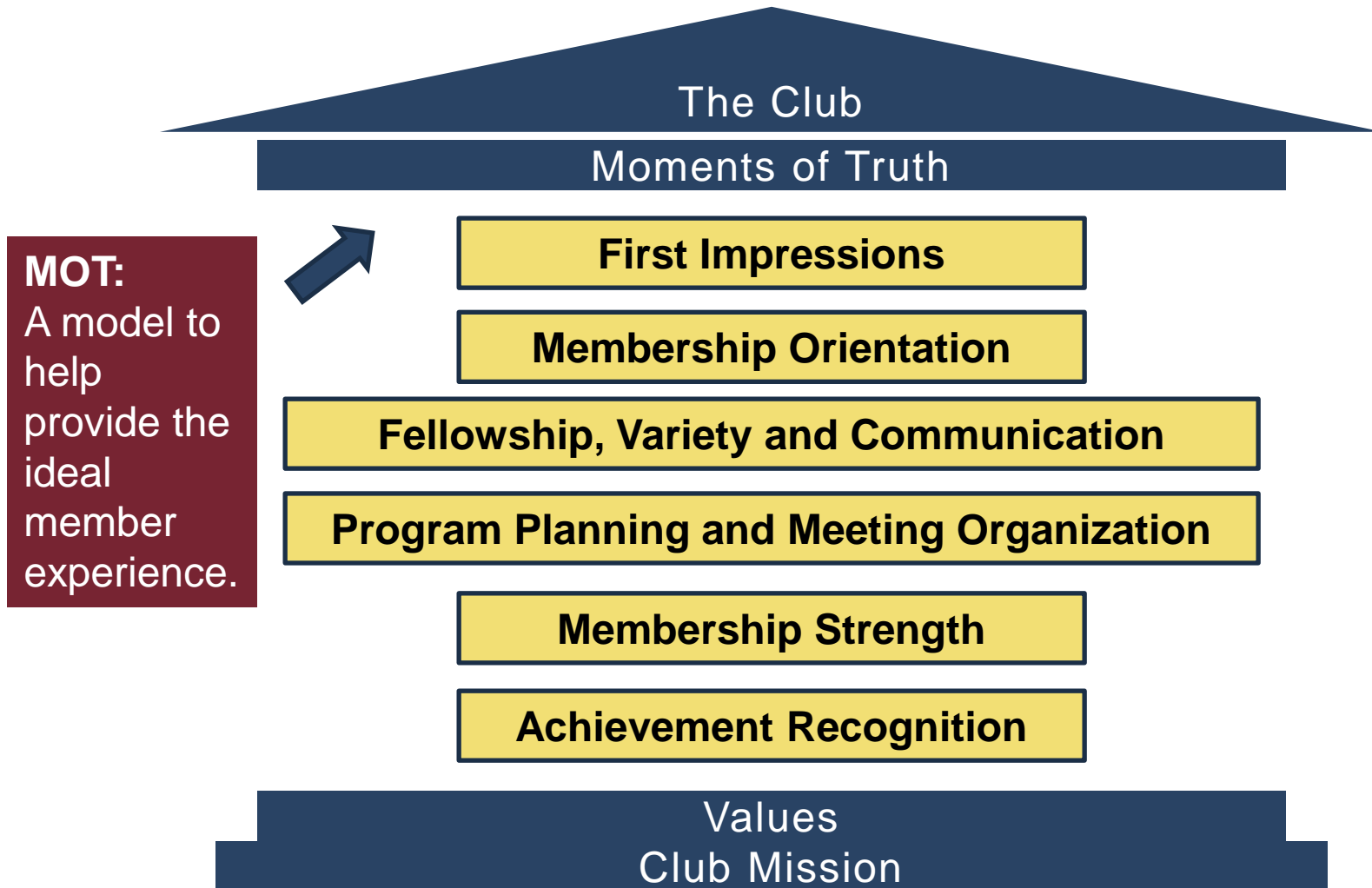
Beautiful and wonderful gardening skills you have built up!



8:25 PM



# Club Quality



# Moment of Truth (How)



## First Impressions

how a guest is treated when they first visit a Toastmasters club

## Membership Orientation

how a new member is apprised of the education program, recognition, etc.

## Fellowship, Variety and Communication

how the club provides a warm, friendly and supportive environment

## Program Planning and Meeting Organization

how the club ensures members further their development during every Meeting

## Membership Strength

how many members the club has and how many attend every meeting.  
Work to retain / recruit members

## Achievement Recognition

how a member is recognized for the achievement of a goal

## First Impressions

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

## Membership Orientation

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

## Fellowship, Variety and Communication

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

## Program Planning and Meeting Organization

- ▶ Program and agenda publicized in advance
- ▶ Members know program responsibilities and are prepared to carry out all assignments
- ▶ All projects are manual projects
- ▶ Meetings begin and end on time
- ▶ Creative Table Topics™ and activities
- ▶ Positive and helpful evaluations

## Membership Strength

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

## Achievement Recognition

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

# Distinguished Club Program (DCP)

## Education

- Members, who have the opportunity to earn education awards, are reaching their goals

## Membership

- With enough members, everyone's experience is enhanced because leadership is provided and meeting and committee assignments are filled

## Training

- Trained club officers are better able to serve and support your club

## Administration

- Fulfilling administrative duties helps your club run more smoothly, which benefits members

# DCP Education Goals

## Goal 1 - 6

### Toastmasters Pathways

1. Four Level 1 awards achieved
2. Two Level 2 awards achieved
3. Two more Level 2 awards achieved
4. Two Level 3 awards achieved
5. One Level 4, Level 5, or DTM award achieved
6. One more Level 4, Level 5, or DTM award achieved



### Pathways Badges



# Remaining DCP Goals

## Goal 7 - 8

### Membership

Four new members  
Four more new members

## Goal 9

### Training

A minimum of four club officers trained during each of two training periods

## Goal 10

### Administration

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

Good Standing of Clubs and must meet the qualifying requirement of having either 20 members or a net growth of at least five new, dual, or reinstating members as of June 30. Transfer and honorary members do not count toward the qualifying requirement.



# DCP vs MOT

## Education (Goal 1 – 6)

- Members, who have the opportunity to earn education awards, are reaching their goals

## Membership (Goal 7 – 8)

- With enough members, everyone's experience is enhanced because leadership is provided and meeting and committee assignments are filled

## Training (Goal 9)

- Trained club officers are better able to serve and support your club

## Administration (Goal 10)

- Fulfilling administrative duties helps your club run more smoothly, which benefits members

First Impressions

Membership Orientation

Fellowship, Variety and Communication

Program Planning and Meeting Organization

Membership Strength

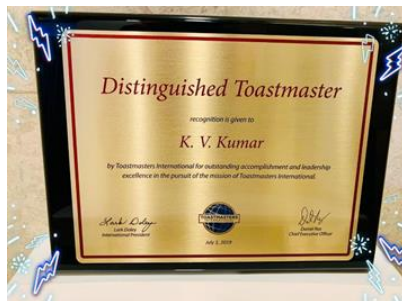
Achievement Recognition



**A Good Start, is Half the Battle Won!**

# 5 Steps to Achieving Success:

1. Have a Vision
2. Set Goals
3. Take Action
4. Monitor Progress
5. Achieve and Celebrate



00009104 SRC Toastmasters Club President's Distinguished	03902439 Jauhari Bilingual President's Distinguished
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Club Alignment	
Region	<b>13</b>
District	<b>80</b>
Division	<b>E</b>
Area	<b>03</b>

Club Alignment	
Region	<b>13</b>
District	<b>80</b>
Division	<b>E</b>
Area	<b>01</b>

Membership	
Base	To Date
<b>54</b>	<b>52</b>
Required <b>20</b> 20 members or a net growth of 5 new members	

Membership	
Base	To Date
<b>12</b>	<b>17</b>
Required <b>17</b> 20 members or a net growth of 5 new members	

Goals	
Goals Met <b>10</b>	
Distinguished	<b>5</b>
Select Distinguished	<b>7</b>
President's Distinguished	<b>9</b>

Goals	
Goals Met <b>10</b>	
Distinguished	<b>5</b>
Select Distinguished	<b>7</b>
President's Distinguished	<b>9</b>

Chartered 3/1/1998

Chartered 6/25/2014



**A Good Start, is Half the Battle Won!**

## **5 Steps to Achieving Success:**

1. Have a Vision
2. Set Goals
3. **Take Action**
4. Monitor Progress
5. Achieve and Celebrate



“

PUBLIC SPEAKING IS LIKE LEARNING TO  
RIDE A BICYCLE - YOU NEED PRACTICE  
TO BE GOOD AT IT.

# CLUB SUCCESS PLAN

1<sup>st</sup> July 2020 – 30<sup>th</sup> June 2021

Club:  
Club No:

## 10 Goals to Achieve in 2020/2021

Updated on:

	Activity	Goal - by 30 <sup>th</sup> Apr 2021	Club's Plan	Actual / Date completed
1	Level 1	<ul style="list-style-type: none"><li>• 4</li></ul>	<ul style="list-style-type: none"><li>• The most likely candidates are:</li></ul>	
2	Level 2	<ul style="list-style-type: none"><li>• 2</li></ul>	<ul style="list-style-type: none"><li>• Other candidates to achieve CC</li></ul>	
3	Additional Level 2	<ul style="list-style-type: none"><li>• 2 or more</li></ul>	<ul style="list-style-type: none"><li>• Most likely candidates are :</li></ul>	
4	Level 3	<ul style="list-style-type: none"><li>• 1</li></ul>	<ul style="list-style-type: none"><li>• Most likely candidates are:</li></ul>	
5	Level 4, Level 5 or DTM	<ul style="list-style-type: none"><li>• 1</li></ul>	<ul style="list-style-type: none"><li>• Most likely candidates are:</li></ul>	
6	Level 4, Level 5 or DTM	<ul style="list-style-type: none"><li>• 1 or more</li></ul>	<ul style="list-style-type: none"><li>• Most likely candidates are:</li></ul>	
7	New members	<ul style="list-style-type: none"><li>• 4</li></ul>	<ul style="list-style-type: none"><li>•</li></ul>	
8	Additional new members	<ul style="list-style-type: none"><li>• 4 or more</li></ul>		
9	Club officer training	<ul style="list-style-type: none"><li>• Minimum of four officers trained <u>each</u> of two training periods</li></ul>	<p>1st COT – Attended by</p> <p>2nd COT – Attended by</p>	
10	Semiannual Membership Dues and Club Officer Lists	<ul style="list-style-type: none"><li>• Semiannual membership dues dates are 1<sup>st</sup> Oct 20 and 1<sup>st</sup> Apr 21</li><li>• Club officer list due date is 30<sup>th</sup> June 2020</li></ul>	<p>(to collect fees from Mid-Aug)</p> <p>(to collect fees from Mid-Feb)</p> <p>½ point achieved for 1st Term.</p>	

**Note:** In addition to the above, the Club must have minimum 20 members net growth of 5 new members on June 2021 .

Achieve 5 of 10 goals - Distinguished Club

Achieve 7 of 10 goals - Select Distinguished Club

Achieve 9 of 10 goals - President's Distinguished Club

# CLUB SUCCESS PLAN

1<sup>st</sup> July 2020 – 30<sup>th</sup> June 2021

Club:

Club No:

## Other Goals for the Club in 2020/2021

	Activity	Club's Plan	Actual / Date completed
1.	H&E Contests	Joint Clubs Contests	(Club Level)
2	Int'l & TT Contests	Joint Clubs Contests	(Club Level)
3	Educational Programs	e.g. Contests Champion Speeches, Joint Clubs Meeting; Special Talk; Theme-Based Meeting	
4	Workshops	e.g. 2 Sessions, 3rd November 2020 / 4th May 2021	
5	Year End Party	e.g. Special Event for members... HPL	
6			
7			

### IMPORTANT DIVE DATES:

Date	Activities	Venue
1 Aug 20	1st COT	
XX Sep 20	Area E4 Humorous & Evaluation Speech Contests	
XX Oct 20	Division E <u>Humorous</u> & Evaluation Speech Contests	
XX Jan 21	2nd COT	
XX Mar/Apr 21	Area E4 International Speech and Table Topics Contests	
X May 21	Division E <u>International</u> Speech and Table Topics Contests	
X May 21	District 80 Contests	

# Toa Payoh Central CC Advanced Toastmasters Club - Club Success Plan

2020-2021

Last update: dd/mm/yyyy

Activity	Strategy	Resources	Assignment	Timetable	Actual Completion/Notes
<b>EDUCATION: PATHWAYS PROGRAM</b>					
Level 1 x 4	Members name	* Member Achievement Record	<b>Vice President Education</b> is responsible for encouraging, tracking, and recognizing educational achievements. <b>Secretary</b> will assist with tracking and approving speeches on Base Camp. <b>President / VPE</b> will announce club member achievements and present Pathways		
Level 2 x 2		* Member mentorship program			
Level 2 x 2		* Create onboarding kit			
Level 3 x 2		* Pathway Guide			
Level 4 / Level 5 / DTM		* Assign each new member a mentor and orient them to Toastmasters			
Level 4 / Level 5 / DTM					
<b>MEMBERSHIP/PUBLIC RELATIONS</b>					
4 new members	Club and meeting publicity Make guests feel welcome and direct guests who are interested to VPM Follow up guestbook	* Club website * Publish meeting at FB * Publish Meeting/Event photo at FB * Online Guest Book * Poster at CC	* VPPR publishes meeting 1 week before meeting date * VPM coordinates guests follow up	Ongoing	
4 more new members				Ongoing	
<b>CLUB LEADERSHIP</b>					
Club officers training - minimum 4 club officers trained twice a year	In order to be a strong, effective club which fulfills the needs and wants of its members, the club officers must be trained properly. All officers should strive to attend district-sponsored training.	* Watch District/Division website for upcoming Club Officer Trainings	* President to remind Club Officers of training dates	June-Aug	
				Dec-Feb	
<b>ADMINISTRATION / FINANCE</b>					
Dues and membership renewal reports and club officer lists submitted by deadlines	The club will submit 1 membership renewal report and 1 club officer list online and by the deadlines in April and October	* Reminder emails are sent to Club Presidents of record.	Treasurer announce membership renewal payment 1 month before due date and collect payment from members. Avoid last minute payment as Toasmaster International website maybe overloaded that may cause the website inaccessible. Treasurer will send reminders to those who have not paid, 2 weeks and 1 week before due		



# Conclusion

**Club officers, who support the Toastmasters' club foundations,**

Are more likely to:

- Deliver a quality member and guest experience
- Enable members to reach communication and leadership goals
- Retain members and grow membership
- Achieve Distinguished club status



**May You enjoy this term as a most rewarding personal experience and in your career.**

**Pass it On**

**TOASTMASTERS INTERNATIONAL**  
**Where Leaders are Made**