



Area and Division Governor Training

The First Class Club Coach



Session Objectives

- ▶ What qualifies a club coach
- ▶ Why a club coach is needed
- ▶ How to be an effective club coach



Introduction

A club coach:

- ▶ Builds a rapport with club leaders and members
- ▶ Observes and analyzes the club environment, then assists the club in generating solutions
- ▶ Helps the club develop a plan with goals for improvement
- ▶ Makes it possible for the club's leaders and members to implement the plan
- ▶ Instills enthusiasm, fidelity, and a sense of responsibility for the club's future



Introduction

Your opportunity to:

- ▶ Develop team-building skills
- ▶ Expand leadership experience
- ▶ Increase proficiency as a facilitator and negotiator
- ▶ Develop diplomatic dexterity
- ▶ Share expertise
- ▶ Invest in the future of Toastmasters
- ▶ Earn credit toward the Advanced Leader Silver (ALS) award



Club Coach Qualifications

- ▶ Coaches are Toastmasters who are not members of the struggling club and are not currently familiar with the club or its members.
- ▶ The district governor or lieutenant governor marketing may appoint up to two coaches for each club with 12 or fewer paid members at the time of the appointment.



Thriving or Struggling

Group Discussion and Exercise

- ▶ Why are some Toastmasters clubs vigorous and productive while others seem to barely survive?



Making the Club Connection

- ▶ Observe the meeting and members to understand the club's dynamics during the first few visits.
- ▶ Begin developing a personal rapport with the members.
- ▶ Gain their trust and respect.
- ▶ Use the Club Coach Troubleshooting Guide to identify challenges with the club at **www.toastmasters.org/clubcoachguide**.



Making the Club Connection

- ▶ Foster a sense of ownership of the club and its challenges.
- ▶ Emphasize that only through teamwork will the club be restored.
- ▶ Let them know that you are there to help them.
- ▶ Encourage clubs to use other successful, supportive clubs as models but also support their desire to add their own unique style when appropriate.



Status Check

- ▶ Have the club conduct *The Successful Club Series* module “Moments of Truth” and help the club identify its strengths and weaknesses.
- ▶ At the next club meeting, facilitate a discussion of the strengths and weaknesses they have identified.



Influence a Model Club

- ▶ Teach the club how to plan and produce club meetings.
- ▶ Make sure the VPE reviews the *Club Leadership Handbook*.
- ▶ Show the club leaders how to find and use other tools like the free meeting-planning software available at www.toastmasters.org/software.
- ▶ Familiarize leaders with other programming tools.



Influence a Model Club

- ▶ Quality clubs need to adopt a member service perspective.
- ▶ The club's standards for service must reflect the quality and reliability of the Toastmasters program.
- ▶ Recommend that the "Moments of Truth" club quality standards chart is displayed at every meeting.



Membership

- ▶ Fostering a membership-building culture within the club will help it combat natural attrition.
- ▶ Encourage the vice president membership to develop and begin implementing a club-sponsored membership contest to run the duration of the term.



Membership

- ▶ Show them how to find the Membership Building Contest page at **www.toastmasters.org/membershipcontests**.
- ▶ Explain that each contest has rules and deadline dates.
- ▶ Clubs may use their own membership contest as tools to support these competitions.
- ▶ Coach the VPM and VPPR about creating customized promotional strategies to attract members to the club.



Toastmasters Membership Contests

- ▶ Annual Individual Member Program
- ▶ Talk Up Toastmasters
- ▶ Smedley Award
- ▶ Beat the Clock!



Membership

- ▶ Retaining members provides continuity in the club and assures a strong leadership base.
- ▶ The entire club is responsible for keeping its members satisfied and involved in the program.



Recognize Achievement

- ▶ Post member progress charts at every meeting
- ▶ Formally recognize members achieving CC, AC, CL, AL, and DTM
- ▶ Mention achievements in club newsletters and on the Web site.



Recognize Achievement

- ▶ Emphasize the importance of recognizing members who work toward their goals.
- ▶ Suggest to company clubs that they use the company's email, intranet, and newsletter to congratulate members who have earned educational awards or won a speech contest.
- ▶ Publicize the club's achievement in the Distinguish Club Program.



Looking to the Future

- ▶ Explain that a vision is a mental image of what the club members would like to happen in the future – what they want their club to become.
- ▶ Help the members develop a customized vision for the club and get their agreement to fulfill the club mission.
- ▶ Guide the club to set specific goals to make their vision a reality.



Looking to the Future

Club mission

The mission of a Toastmasters club is to provide a mutually supportive and positive learning environment in which every member has the opportunity to develop oral communication and leadership skills, which in turn foster self-confidence and personal growth.



Looking to the Future

Teach the club how to use the Distinguished Club Program (DCP) and Club Success Plan to set realistic goals and develop coherent plans to achieve them.



The Distinguished Club Program

- ▶ Helps determine how club will meet the 10 goals
- ▶ Allows the club to establish additional goals
- ▶ Outlines strategies for achieving goals
- ▶ Identifies resources the club may use to accomplish goals
- ▶ Has room to write in assignments, develop timetables and track accomplishments



Closing

“Everybody has a doctor in him or her;
we just have to help it in its work.”

–Hippocrates