

Guidelines for Club Coaches

The Goals of a Club Coach

The Club Coach's goal is to help a club of 12 or fewer paid members become a Distinguished Club within an established time period.

(The appointment of a Club Coach lasts to June 30 of the current club year if the club becomes a Distinguished Club or better by that date, or to June 30 of the following year if Distinguished Club status or better is not reached in the current club year.)

A Successful Club Coach

If a Club Coach is successful, a certificate will be presented by Toastmasters International to the Club Coach in recognition of the success in club rebuilding and the achievement of the assignment's goals.

A successful Club Coach also receives credit toward the Advanced Leader Silver award.

Guidelines for the Club Coaches

1. Set out a consistent meeting and marketing plan with the Executive Committee.
2. Sit in the Executive Committee discussions as often as possible to guide and advise them.
3. Help the team work together with each other despite differences.
4. Publicize the activities of the Club through various channels to attract visitors.
5. Celebrate small and big successes of the Club members.
6. Pay attention to the morale of its current members.
7. Spend time training the remaining members to be competent in running the Club programs.
8. Get feedback on the quality and progress of members' learning.

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Club Coach
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APPENDIX A

CLUB COACH

TROUBLESHOOTING GUIDE



CIRCLE ONE

▶ Members sincerely want their club to be successful.	5 4 3 2 1	Members don't seem to care whether their club succeeds or fails.
Corrective Action: Convince members that they will gain meaningful benefits from membership in a successful Toastmasters club.		
▶ Members are willing to work together to solve the club's problems.	5 4 3 2 1	Personality conflicts and bickering are barriers to problem solving.
Corrective Action: Urge members to get together to eliminate conflicts, and embrace a common, worthwhile goal.		
▶ Members are enthusiastic about Toastmasters and their club.	5 4 3 2 1	Members have a negative attitude about Toastmasters and their club.
Corrective Action: Help inject enjoyment into meetings. Demonstrate how Toastmasters has helped you and others improve the quality of their lives.		
▶ The club's meeting place is convenient and offers a good environment for meetings.	5 4 3 2 1	Membership growth is hampered by an inconvenient or inadequate meeting facility.
Corrective Action: Encourage the club to relocate to a more convenient or adequate facility.		
▶ Meetings begin and end on time.	5 4 3 2 1	Meetings often begin late and/or run overtime.
Corrective Action: Help officers construct a detailed meeting timetable, and encourage them to implement it.		
▶ Meetings are fun and club programs are varied and dynamic.	5 4 3 2 1	Meetings are dull, lacking in variety and enjoyment.
Corrective Action: Suggest programming ideas that will make meetings more exciting and enjoyable.		
▶ The key participants at each meeting are prepared and phone participants in advance.	5 4 3 2 1	Participants usually "wing it." Speakers and evaluators are never contacted in advance.
Corrective Action: Find role models to aid you in demonstrating the benefits of preparation for each meeting function. Urge members to phone speakers and evaluators in advance.		
▶ All members are expected to speak from manuals.	5 4 3 2 1	Members frequently present non-manual speeches.
Corrective Action: Convince members that CC, ACB achievement is a worthwhile goal. Encourage use of the advanced manuals.		
▶ Speakers are well prepared and deliver each speech to the best of their ability.	5 4 3 2 1	Most speeches reflect hasty or inadequate preparation.
Corrective Action: Find role models to aid you in convincing members that thorough preparation is the key to self-improvement.		
▶ Evaluations build self-esteem and offer positive direction for improvement.	5 4 3 2 1	Evaluations are often overly harsh or overly glossy.
Corrective Action: Be a role model in demonstrating effective speech evaluation. Present a speech on how to evaluate effectively. Conduct the programs "The Art of Effective Evaluation" or "Evaluate to Motivate."		

▶ Members are supportive of one another and take pride in each others accomplishments. **5 4 3 2 1** Members are primarily concerned with their own self-development.

Corrective Action: Encourage use of the Member Interest Survey so that members can share their goals and needs with the club. Urge the clubs to warmly recognize members who achieve.

▶ Club officers perform their tasks dilligently. **5 4 3 2 1** Officers frequently fail to fulfill their responsibility.

Corrective Action: Urge the club president to set a positive tone for all officers. Make sure all officers are trained.

▶ Club officers thoroughly understand their roles and responsibilities. **5 4 3 2 1** Officers don't understand what they are expected to accomplish.

Corrective Action: Ensure that all club officers receive thorough training and have a copy of the Club Leadership Handbook. Demonstrate your ability to answer questions and help them solve their problems.

▶ Officers use the Distinguished Club Program/Club Success Plan as a tool for planning and goal setting. **5 4 3 2 1** Officers are either unaware of the DCP or are unwilling to use it.

Corrective Action: Explain the purpose, benefits, and workings of the DCP, and motivate club officers to use this valuable management tool.

▶ There are guests at most meetings. **5 4 3 2 1** Guests rarely attend club meetings.

Corrective Action: Urge all members to invite guests to meetings. Publicize club activities.

▶ Guests are warmly received and made to feel welcome. **5 4 3 2 1** Guests are left to fend for themselves.

Corrective Action: Convince club members of the importance of treating guests cordially and ensuring that they enjoy themselves and their questions are answered.

▶ Each guest receives a follow up invitation to attend the next meeting. **5 4 3 2 1** No follow up is made.

Corrective Action: Show the club how a simple follow up note or phone call can increase the chance of a guest returning.

▶ Most guests who attend meetings eventually join the Club. **5 4 3 2 1** Guests rarely return for a second time.

Corrective Action: A dynamic, enjoyable meeting is a club's best sales tool; encourage programming that makes guests want to join.

▶ New members are enthusiastically welcomed and given special attention and support. **5 4 3 2 1** New members do not feel welcome in the club and receive little attention.

Corrective Action: Encourage use of Toastmasters' *New Member Orientation Kit for Clubs*. Urge the club to provide each new member with an orientation interview, induction ceremony and mentor. Ensure new members become actively involved in club programs immediately.

Additional Comments: _____

