

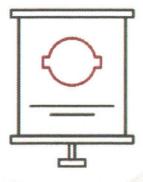


# Club Quality and Growth Resources All in One Place

Are you looking for ways to grow your club or improve your meetings? Conveniently access this specially curated collection of helpful resources!



*Scan me*



## Club Quality

- ▶ The Successful Club Series Set
- ▶ The Leadership Excellence Series Set
- ▶ The Better Speaker Series Set

## Membership Building

- ▶ Membership Building Kit
  - Find Your Voice
  - Your Path to Leadership
  - The Benefits of Toastmasters Membership
  - From Prospect to Guest to Member
  - Membership Growth Manual
- ▶ Develop Your Leaders from Within
- ▶ 10 Tips for Successful Public Speaking
- ▶ Master Your Meetings



**TOASTMASTERS**  
INTERNATIONAL



# Uncover your leadership potential

Find your inner leader with Toastmasters. Learn how to speak in front of a group with confidence and work with others in a positive, supportive environment. Let us help you advance your career and discover new opportunities.

## Participating in Toastmasters gives you powerful tools to get ahead:

- ▶ Build strong leadership skills
- ▶ Develop better speaking and presentation skills
- ▶ Gain self-confidence
- ▶ Boost your ability to collaborate and inspire



WHERE LEADERS ARE MADE

[www.toastmasters.org/membership](http://www.toastmasters.org/membership)

Take charge of your future and join our club today.



# Become a better leader

Want to inspire and motivate your team? Challenge yourself with Toastmaster's proven education programs. Let us help you grow your strengths and accomplish your goals.

**A Toastmasters membership gives you powerful leadership tools to take charge:**

- ▶ Guide successful teams
- ▶ Enhance your ability to inspire
- ▶ Sharpen your presentation skills
- ▶ Give and get constructive feedback



**WHERE LEADERS ARE MADE**

[www.toastmasters.org/membership](http://www.toastmasters.org/membership)



**To reach your highest potential, join our club today.**



# Find Your Voice

Build confidence for your next speech or presentation! Toastmasters provides a fun, safe, and supportive environment for you to practice public speaking. Along the way, you'll build a better you!

**Participating in Toastmasters will allow you to:**

- ▶ Improve your public speaking and communication
- ▶ Gain confidence when speaking in front of others
- ▶ Sharpen your leadership skills
- ▶ Enjoy a competitive advantage in your workplace

Take charge of your future and join our club today.



[www.toastmasters.org](http://www.toastmasters.org)



# MOMENTS OF TRUTH

## Club Quality Standards Evaluation



### 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

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Printed in USA

Rev. 3/2015 Item 290B



# FEATURES, BENEFITS AND VALUE



Features	Benefits	Value to the Individual	Value to the Organization
▶ A self-paced program	▶ Flexibility	▶ Unlimited personal growth	▶ Employee goal achievement
▶ Speech writing and presenting	▶ Critical thinking ▶ Effective presentation delivery	▶ Clear communication ▶ Confidence	▶ Effective employee communication ▶ Better leaders
▶ Weekly interactive meetings	▶ Ongoing experience ▶ Overcoming fears	▶ Skill reinforcement	▶ Improved morale ▶ Enhanced performance
▶ Table Topics®	▶ Thinking quickly	▶ Self-confidence	▶ Better customer communication
▶ Evaluations	▶ Keen listening skills ▶ Constructive feedback	▶ Increased self-awareness ▶ Positive mentoring	▶ More productive teams
▶ Participation in meeting roles	▶ Ease in front of a group	▶ Improved leadership skills	▶ Effective meetings
▶ Opportunity to conduct meetings	▶ Time management skills ▶ Self-confidence and poise	▶ Effectively lead meetings	▶ Increased productivity
▶ Small groups	▶ A supportive environment ▶ A positive atmosphere	▶ Relationship-building	▶ Better teamwork ▶ Improved retention
▶ Opportunity to fulfill officer roles	▶ Leadership development opportunities	▶ Leadership growth ▶ Career advancement	▶ Better leaders
▶ Affordable dues	▶ Cost effectiveness	▶ Positive return on investment	▶ Positive return on investment

# Club Coach Program for Clubs



## Clubs with a club coach gain:

- ▶ Higher quality club meetings
- ▶ A more engaging experience for guests and members
- ▶ Increased membership with more new and renewing members
- ▶ Recognition in the Distinguished Club Program
- ▶ Best practices for longterm success once the coach's term has ended

## Your club is eligible for a club coach if:

- ▶ Your club has 3 to 12 members
- ▶ A club officer has completed the Club Coach Program Training module in Base Camp
- ▶ Your club is not currently suspended
- ▶ Your club does not already have two coaches appointed

## Ready to have a club coach appointed to your club?

Your District Director will help! You can contact your District by going to their [website](#).

# Toastmasters Speechcraft™ Program

Speechcraft is a blended learning program designed to provide optimal support for learners interested in building their communication and public speaking skills. The directed learning portion of Speechcraft is delivered by an experienced public speaker, most often a member of Toastmasters International. The follow-up, or individual, learning intended to support the in-person sessions is delivered online through interactive materials designed specifically for adult learners.

The online projects include instruction on subjects that are designed to directly and immediately impact each learner's public speaking skills. The projects include:



## Choose a Topic

- ▶ This project focuses on defining a topic that will deliver a speaker's message while supporting the needs and expectations of an audience.



## Prepare to Present

- ▶ The heart of successful public speaking begins with a solid topic and a well-written speech. It ends with accomplished delivery of that speech. This project focuses on how to write a speech that conveys a message and on methods learners can use to prepare for their presentation.



## Giving and Receiving Feedback

- ▶ Part of the Toastmasters experience reflected in Speechcraft is an emphasis on evaluation and feedback. Feedback is core to communication, learning, and leadership. This project focuses on how to receive an evaluation and how to share supportive, effective feedback with others.



## Know Your Purpose

- ▶ As learners write and deliver speeches, the focus of the Speechcraft program shifts to the higher-level skills required to succeed as a communicator and speaker. One of those skills is to identify and deliver a purposeful message when speaking to a group.



## Body Language

- ▶ Another step to refining public speaking skills is to understand the impact of movement, gestures, and facial expressions on the effective delivery of a speech. This project focuses on developing a skilled approach to body language when delivering a speech.



### How to Evaluate

- ▶ This project includes the opportunity to review a speech and deliver feedback using evaluation materials available from Toastmasters. Learners who complete this project gain insight and practice completing an evaluation and providing professional, supportive feedback.



### Vocal Variety

- ▶ The subtle impact of voice and vocal variety goes far beyond avoiding a monotone speech delivery. This project includes information on how to use voice and presence to support the successful delivery of a message to an audience.



### Powerful Words

- ▶ This project emphasizes the importance of word choice when delivering a message. Practice includes understanding how to identify and deploy powerful language to create images and move an audience to action.

The powerful combination of proven education and the guidance of successful public speakers makes Speechcraft a must-have for individuals and organizations looking to build skills that support communication and leadership.

# TOASTMASTERS SPEECHCRAFT

## Raise their speaking skills, raise their success.

Give them the practice they need in a fun and relaxed hands-on workshop.



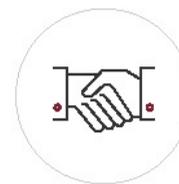
More than ever, today's workforce needs the essential skills that come with being good communicators. But great speakers aren't born that way, they practice their way to extraordinary. The Speechcraft digital experience was created to help your staff hone the speaking skills they need to:



**Present confidently**



**Relay your company's  
story effectively**



**Sell your product(s)  
with impact**

In four to eight sessions that may run online or in person, Speechcraft is a condensed version of what Toastmasters members experience in regularly scheduled club meetings. Speechcraft content is accessed online and designed to raise the communication bar, often in all aspects of a participant's life.

**Contact us today to learn more about how you can give your employees the gift of the Speechcraft experience!**

## Youth Leadership Program

The Youth Leadership Program is a workshop consisting of eight one- to two-hour sessions that enable those between the ages of 14 and 18 to develop their communication and leadership skills through practical experience. The program is presented during or after school, or on weekends.



In the workshop, young people will learn how to:

- Evaluate their own speaking ability
- Prepare and deliver speeches
- Give impromptu talks
- Control their voice, vocabulary, and gestures
- Give constructive feedback and more

### How the program works

Participants in the Youth Leadership Program are selected by a sponsoring Toastmasters club or by a cooperating organization (such as a school). The workshops are limited to 25 students and are coordinated by Toastmasters members, with oversight from their club. Meetings are like Toastmasters club meetings in that there is an announced agenda that includes practice in parliamentary procedure, prepared and impromptu speeches, and the selection of presiding officers.

Want to coordinate a Youth Leadership Program? Read the Youth Leadership Program Workbook and Youth Leadership Coordinator's Guide and speak with your club leadership. The decision to present a Youth Leadership Program is made by the club's executive committee and the club President appoints an experienced and trusted Toastmaster to coordinate the program. Be prepared to provide your club leadership with any relevant information to help them feel confident that you will be an effective and responsible coordinator for the program.

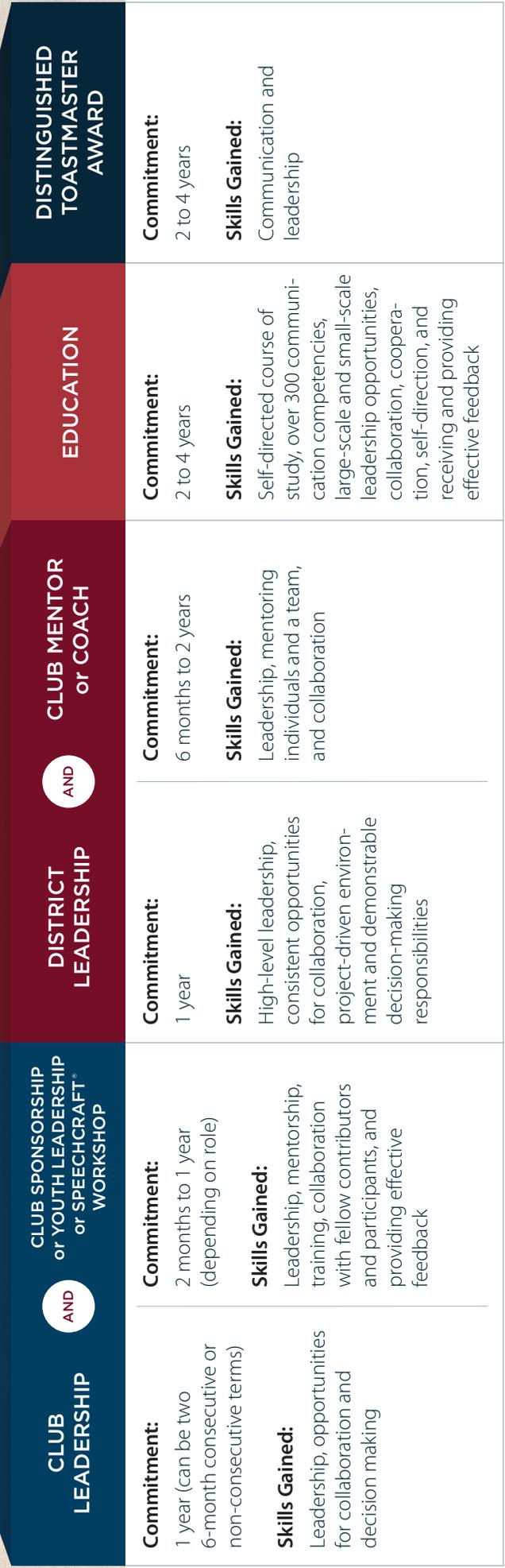
*NOTE: When conducting Youth Leadership or Interpersonal Communication, you have a responsibility to research and adhere to local laws governing volunteer work with minors.*



<https://www.toastmasters.org/education/youth-leadership-program>

## The Distinguished Toastmaster in Pathways

The DTM award represents the highest level of educational achievement in Toastmasters.



**The Pathways Enhancements are here! a summary of the requirements in each level.**

**1**

**MEETING ROLES :**

- Table Topics Speaker
- Evaluator
- Timer OR Ah-Counter

**EDUCATION SERIES PRESENTATIONS :**

- NONE

**2**

**MEETING ROLES :**

- Grammarian
- Topicsmaster
- Evaluator
- Toastmaster, Timer, or Ah-Counter

**EDUCATION SERIES PRESENTATIONS :**

- NONE

**3**

**MEETING ROLES :**

- Toastmaster
- Evaluator
- Topicsmaster, Table Topics Speaker, OR Introductory Mentor

**SUCCESSFUL CLUB SERIES PRESENTATION :**

One of the following:

- Creating the Best Club Climate
- Meeting Roles and Responsibilities
- Keeping the Commitment
- Going Beyond Our Club

**4**

**MEETING ROLES :**

- Toastmaster
- General Evaluator
- Table Topics Speaker, Topicsmaster, a Specialized Role, or repeat a role listed above

**SUCCESSFUL CLUB SERIES PRESENTATION :**

One of the following:

- Finding New Members
- Closing the Sale
- How to Be a Distinguished Club
- Toastmasters Educational Program

**BETTER SPEAKER SERIES PRESENTATION**

One of the following:

- Beginning Your Speech
- Concluding Your Speech
- Controlling Your Fear
- Impromptu Speaking
- Selecting Your Topic
- Know Your Audience
- Organizing Your Speech
- Creating an Introduction
- Preparation and Practice
- Using body language

**5**

**MEETING ROLES :**

- General Evaluator (twice)
- Toastmaster (twice)
- Evaluator (twice)
- Table Topics Speaker, Topicsmaster, Ah-Counter, Timer, Grammarian, Club Mentor, a Specialized Role,\* or repeat a role listed above

**SUCCESSFUL CLUB SERIES PRESENTATION :**

One of the following:

- Moments of Truth
- Evaluate to Motivate
- Mentoring

**LEADERSHIP EXCELLENCE SERIES PRESENTATION**

One of the following:

- Service and Leadership
- The Leader as a Coach
- Developing a Mission
- Motivating People
- Building a Team
- Delegate to Empower
- Resolving Conflict
- Visionary Leader
- Values and Leadership
- Goal Setting and Planning
- Giving Effective Feedback