

TOASTMASTERS
INTERNATIONAL®



MOMENTS OF TRUTH **HANDOUT**

The Successful Club Series

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**WHERE LEADERS
ARE MADE**

www.toastmasters.org



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

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	

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		Discussed accommodations for members with disabilities	
Assignment of mentor		Speaking role(s) assigned	
Education programs and recognition system discussed		Member involved in all aspects of club activities	
Learning needs assessed			

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	

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

PROGRAM PLANNING AND MEETING ORGANIZATION

When club meetings are carefully planned, with well-prepared speakers and useful evaluations, members are able to meet their education goals.

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

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	

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	

For each standard that is rated 3 or lower, look at the Best Practices Chart and discuss the following questions with your team:

1. What is the cause of this challenge?

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

BEST PRACTICES CHART

Challenges	Possible Causes	Recommendations
Guests are not showing up to visit the club.	Guests may not feel welcome. Some-times when interacting with a close-knit group, new people can feel left out.	The VPM should use a guest book and ask guests to join at the end of the meeting.
Guests are not joining the club.	Guests join clubs in which they feel like their personal goals will be supported.	Make sure guests have name tags.
	Guests may not be asked to join after the first meeting.	Include information on the club website about attire to make guests feel comfortable.
	Guests may have witnessed a judgmental or negative interaction.	Welcome guests when they walk in and introduce them to other members in the club with personal information, rather than titles.
		Make meetings friendly, enjoyable, and fun! Try themed meetings and variety in Table Topics®.
		Display charts to show member progress toward goals.
		Use room set up such as Toastmasters banner and magazines to draw guests in.
		Use the club website, newsletter, and social media to promote meetings.
		Give the Communication Achievement award to a local non-Toastmaster who has a high profile in your community.
		Conduct a Speechcraft® program.

Challenges	Possible Causes	Recommendations
Speakers are hyper-sensitive to constructive feedback.	Honest, supportive evaluations rely on trust within the group.	The VPE should allow only members who have given five speeches or more to serve as evaluators.
Evaluations are superficial and ineffective.	Evaluations do not provide constructive feedback.	Focus evaluations on speech objectives from the manual.
	Evaluators may not know how to deliver effective evaluations.	Ask experienced Toastmasters (from your club or from a nearby club) to model effective evaluations.
		Schedule club social events to create a friendly, supportive culture.

MEMBER ACHIEVEMENT

Challenges	Possible Causes	Recommendations
Members are not earning awards.	Members are not delivering speeches from Toastmasters manuals.	Recognize delivery of the Ice Breaker with a ceremony/ribbon.
Speakers are not improving.	Achievement is not recognized within the club.	Award a memento to commemorate achievement.
	Mentors are not supporting protégés.	Ask experienced members to share success stories about reaching milestones in their professional and Toastmasters goals.
	Mentors may not understand their responsibilities.	Make sure achievement and recognition are clearly explained and emphasized during orientation.
		The VPE should ensure members are delivering manual speeches.
		Clarify the mentor's responsibilities to mentors and protégés.

MEMBER RETENTION

Challenges	Possible Causes	Recommendations
Members are disengaged.	There may not be a formal mentor program.	Use the VPE and a formal mentor program to make sure members are actively participating.
Members are not returning.	Members may not be aware of the mentor program or the benefits of participating.	The VPM should contact members who have been absent or ill with a phone call or greeting card to let them know they were missed.
Members have a negative attitude about Toastmasters and their club.	Protégés may feel their mentors are not a good fit.	Begin and end meetings on time to show respect for all attendees.
		Use the Member Interest Survey so members can share their goals and needs with the club.
		Recognize achievement in all roles, both large and small.

MENTORING

Challenges	Possible Causes	Recommendations
Members are not satisfied with the mentor program.	Members may not feel that they are accomplishing their goals.	Emphasize the importance of the mentor program to new members.
Members are not taking advantage of the mentor program.	Members may not feel supported.	Follow up with mentors and protégés regularly to gauge effectiveness.
	Meetings may be starting or ending late.	Encourage mentoring at all education levels, not just new members.
Members are not interested in being a mentor.		Let members know that changing mentors is normal and no one should feel attached to a single mentor.
		Devise a formal feedback program between mentor and protégé to foster accountability.

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