



CREATING THE BEST CLUB CLIMATE



**WHERE LEADERS
ARE MADE**

The Successful Club Series

TOASTMASTERS
INTERNATIONAL®



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The Successful Club Series

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Rev. 5/2017 Item 294A



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www.toastmasters.org

THE SUCCESSFUL CLUB SERIES

Toastmasters International's *The Successful Club Series* (Item 289) is a set of presentations that address quality club meetings. In these presentations, you learn how you and your fellow members can contribute to a successful club by using unique skills and following certain standards.

Most presentations in *The Successful Club Series* (Item 289) may be presented by any club member and take between 10 to 15 minutes to present.

CONDUCTING THE PROGRAM

In this presentation, you discuss the actions that every club must take in setting the stage for meeting excellence. This product consists of four parts:

- ▶ Definition and explanation of the presentation
- ▶ Guidelines for your introduction to the audience
- ▶ Outline for the development of your speech
- ▶ CD of a PowerPoint presentation

In Your Own Words

The outline is not a script and should not be read word-for-word. Instead, use the document as a guide for presenting the material in your own words and with your own narrative style. The presenter's outline is a structure on which to build your presentation. Use the points of the outline to develop your speech, but be the author of your own oration.

Here are some tips on using this outline to develop and deliver your presentation:

- ▶ **Study the outline in this manual carefully.** Familiarize yourself with the general structure. Preparation is the key to a successful presentation.
- ▶ **Use the outline to build your own speech using your own words.** Prepare a set of notes indicating where you wish to pause, gesture, or add special verbal emphasis. Highlight key words or sentences to help you present the material most effectively.
- ▶ **When delivering your speech, be expressive.** Use all of the presentation skills you have learned as a Toastmaster, including vocal variety and gestures.
- ▶ **Print and make the appropriate amount of copies of the Model Club Checklist, which is included in the back of this manual.** After your conclusion, distribute the Model Club Checklist to each member and guest and ask them to complete it. At the end of the meeting, collect the checklists and deliver them to the club officers for review.

USING VISUAL AIDS EFFECTIVELY

Visual aids add interest to any presentation and help your audience retain information. You are encouraged to use them. If you plan to use the PowerPoint slides for this presentation as visual aids, you will need a data projector, a laptop computer, a table to support them, and a screen for viewing. In the outline, there are indications for placement of the PowerPoint slides. Each is numbered. For example, V1 refers to the first visual.

Please note that the first slide in the PowerPoint show is a title slide and is not included in this numbering system.

If you cannot arrange for projection equipment but still would like to use visuals, you may copy the material on the visuals onto a flipchart. Do this before the presentation. Use a heavy marking pen that does not seep through the paper, and write on every third or fourth page so succeeding visuals will not show through. Also, make your letters large and heavy with plenty of space between them.

Follow these tips when using visual aids:

- ▶ Set them up and test them before the meeting begins. Place them so they are easily visible to listeners. Place your projector so it projects a large, high, undistorted image on the screen. Focus the image.
- ▶ Bring spare equipment, including a projector bulb, extension cord, extra marking pens, etc.
- ▶ Display your visuals only when they are needed. If you are using a flipchart, flip the page back out of view when you are finished with it.
- ▶ Remember not to stand between the visual aid and your audience or you will block their view.
- ▶ Maintain eye contact with your listeners. Do not talk to the screen or flipchart. If you must turn your back to point out something, pause as you point it out, and then resume speaking once you face your audience again.

EVALUATION AND ADVANCED AWARDS

Because this is an outlined presentation, you will not receive credit toward completing a manual speech project, but you may receive credit toward your Advanced Leader Bronze or Advanced Communicator Silver award. Ask your vice president education to assign an evaluator for your presentation.

Conducting any two presentations from *The Successful Club Series* (Item 289) and/or *The Leadership Excellence Series* (Item 310) is one of the qualifications for Advanced Leader Bronze recognition. Conducting any two presentations from *The Better Speaker Series* (Item 269) and/or *The Successful Club Series* (Item 289) is one of the qualifications for Advanced Communicator Silver recognition. For further details, please visit www.toastmasters.org/1212.

CREATING THE BEST CLUB CLIMATE

Introducing The Presenter

TIPS FOR THE PRESENTER: WRITE YOUR INTRODUCTION

All prepared speeches in Toastmasters require an introduction. A proper introduction of you and your speech is important to the success of your presentation. Use the following as a guide in writing your introduction:

- ▶ Include the purpose of *The Successful Club Series* (Item 289).
- ▶ Explain why “Creating the Best Club Climate” is important for a Toastmasters club, stating the purpose and one or more objectives of your presentation.
- ▶ Provide some background information about yourself.
- ▶ Read *When You're the Introducer* (Item 1167E) for further details on giving a proper introduction.
- ▶ Give your finished introduction to the person who will be introducing you.

TIPS FOR THE INTRODUCER

- ▶ Ask the presenter any clarifying questions.
- ▶ Rehearse the introduction.

CREATING THE BEST CLUB CLIMATE

Outline

INTRODUCTION:

A club's climate is the deciding factor in whether or not guests become members and whether those members continue to participate and remain active.

- ▶ The following conditions affect operations, members, attitudes toward a club, and the willingness of guests to join:
 - **Learning environment:** cleanliness, room arrangements, adequate supply of materials, room temperature, etc.
 - **Member interactions:** encouragement, feedback, support, and room to learn and grow
- ▶ The unique dynamic of a Toastmasters club influences the performance and growth of its members.

SET A GOOD EXAMPLE FOR OTHERS

By doing the following, you can make a good impression on visitors, set an excellent example for new members, demonstrate your leadership skills to the more experienced members, and continue to enhance your club's climate:

- ▶ **Arrive prepared and on time.**
 - Make a point to arrive at least five minutes before the meeting begins.
 - Make sure you have all the appropriate materials, including your pin or badge, education manual, and other necessary items.
- ▶ **Offer to help.**
 - Before the meeting, help set up the meeting room.
 - After the meeting, help put away materials.
- ▶ **Volunteer for committees and offices.**
 - A successful club is a team effort.
 - Share responsibilities to increase member effectiveness.
- ▶ **Be supportive.**
 - Listen attentively during the meeting.
 - Offer enthusiastic applause when participants approach or leave the lectern.
 - Congratulate those who participated in the meeting.

V1

V2

V3**WELCOME GUESTS**

Many people have never visited a Toastmasters club and will rely solely on their first impressions when deciding whether or not to return. Making a good impression on guests is critical to the club's success. By using the following tips, you can help guests feel welcomed and informed during their first Toastmasters meeting.

► Before the meeting:

- Greet each guest in a friendly fashion.
- Ask, "How did you hear about the club?" and "Why did you decide to visit?"
- Be ready to answer questions; if you don't know the answer to the guest's question, introduce them to the club officers for further information.
- Make an effort to befriend a guest. Not only will this make a good impression on the guest, it also allows you to earn credit toward the Competent Leader award.

► After the meeting:

- Ask, "What did you think of the meeting?"
- Ask if they would like to come to another meeting.
- Invite them to join the club.

V4**SHOW MEMBERS THAT WE CARE**

Once a person has made the decision to become a Toastmaster, you must be consistent in helping that person participate and learn. Use the tips below to help motivate and encourage both new and existing members.

► Volunteer to serve as a mentor.

- Encourage new members to present their Ice Breaker speech soon after they join, preferably within the next two meetings.
- Consult with the vice president education to ensure immediate participation of your "mentee" in basic meeting roles.

► Pay attention to continuing members.

- Show interest in other members' progress.
- Be aware of your fellow members' goals and do your best to support them.
- Be courteous and caring toward longtime members.

► Be considerate.

- Be aware of your assigned meeting roles and prepare accordingly.
- Give appropriate notice to your vice president education when you are unable to fill a meeting role.
- Inform your vice president education that you will be ready to give a speech or take on a vacated role if a scheduled participant is unable to attend.

► Give excellent evaluations.

- Be positive and honest—implement careful appraisals and thoughtful suggestions for improvement.

- Consider the project's objectives.
- Think about the speaker's learning needs.
- ▶ **Recognize achievements.**
 - Congratulate speakers who have shown particular improvement.
 - Congratulate members who have achieved recognition.
 - Acknowledge individuals who have earned an education award.
- ▶ **Foster camaraderie.**
 - Be warm and friendly toward other members.
 - Establish a sense of fellowship within your club.

CONCLUSION

Be sure you and your fellow club members have the opportunity to evaluate your club's climate from time to time. When you enjoy each other's similarities, respect each other's differences, and work together as a team, your club will continue to thrive.

If time permits...

ask your audience to:

- ▶ *Recall some of the best club climate standards and name the ones the club already meets.*
- ▶ *Briefly discuss ways they could improve the club's climate.*

Use the Model Club Checklist to facilitate discussion.

V5

Model Club Checklist

Are club meetings

- ☐ well organized?
- ☐ productive?
- ☐ run on time?
- ☐ focused on members' education goals?
- ☐ planned to include exciting themes and thought-provoking Table Topics™ sessions?

Do members receive

- ☐ effective, supportive evaluations based on project objectives and their individual learning needs?
- ☐ reminders of upcoming meeting assignments at least a week in advance?
- ☐ a current club newsletter?

Are guests

- ☐ welcomed?
- ☐ informed about the meeting, the club, and Toastmasters?
- ☐ asked to return or join?
- ☐ asked for comments?

Does the club

- ☐ use the Distinguished Club Program for planning and recognition?
- ☐ present its Distinguished Club Program plan to members?
- ☐ immediately submit education award applications to World Headquarters?
- ☐ quickly recognize member achievement?
- ☐ display Member Achievement Charts at every meeting?
- ☐ provide printed meeting agendas?
- ☐ explain meeting participants' responsibilities?
- ☐ orient new members and focus on what they would like to achieve through Toastmasters?
- ☐ immediately assign mentors to new members?
- ☐ vote in and formally induct new members (this includes presenting the new member with a pin and New Member Kit)?
- ☐ conduct ongoing membership-building programs?
- ☐ keep the officer list up-to-date with World Headquarters?
- ☐ have an organized meeting space?
- ☐ arrange seats, display the club banner, set up the lectern, and prepare name cards for club members and guests before each meeting begins?
- ☐ display the guestbook prominently, ready to sign at the beginning of every meeting?
- ☐ follow club protocol and teach this protocol to new members?

Do club officers

- ☐ attend district-sponsored training twice per year?
- ☐ understand their roles and fulfill their responsibilities?
- ☐ submit membership applications promptly?
- ☐ submit dues renewals to World Headquarters on time?
- ☐ meet at least monthly?
- ☐ discuss the club's progress in the Distinguished Club Program at executive committee meetings?

Evaluation Guide

Evaluator's Name _____

Presentation Title _____ Date _____

- ▶ How effective was the presenter's introduction in helping the audience understand the purpose of *The Successful Club Series* (Item 289) and the presentation itself?

- ▶ Was the presenter adequately prepared? How heavily did the presenter rely on notes or the outline itself?

- ▶ How did the presenter use vocal variety to enhance this outlined presentation?

- ▶ What other techniques did the presenter use to personalize and augment the presentation? Were they effective? How?

- ▶ Did the presenter display the visuals smoothly and at the appropriate times? How could the presenter improve?

- ▶ What aspect of the presentation style did you find unique? Why?

- ▶ What could the presenter have done differently to make the presentation more effective?

- ▶ What did you like about the presentation?

Notes

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Notes



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