Moments of Truth
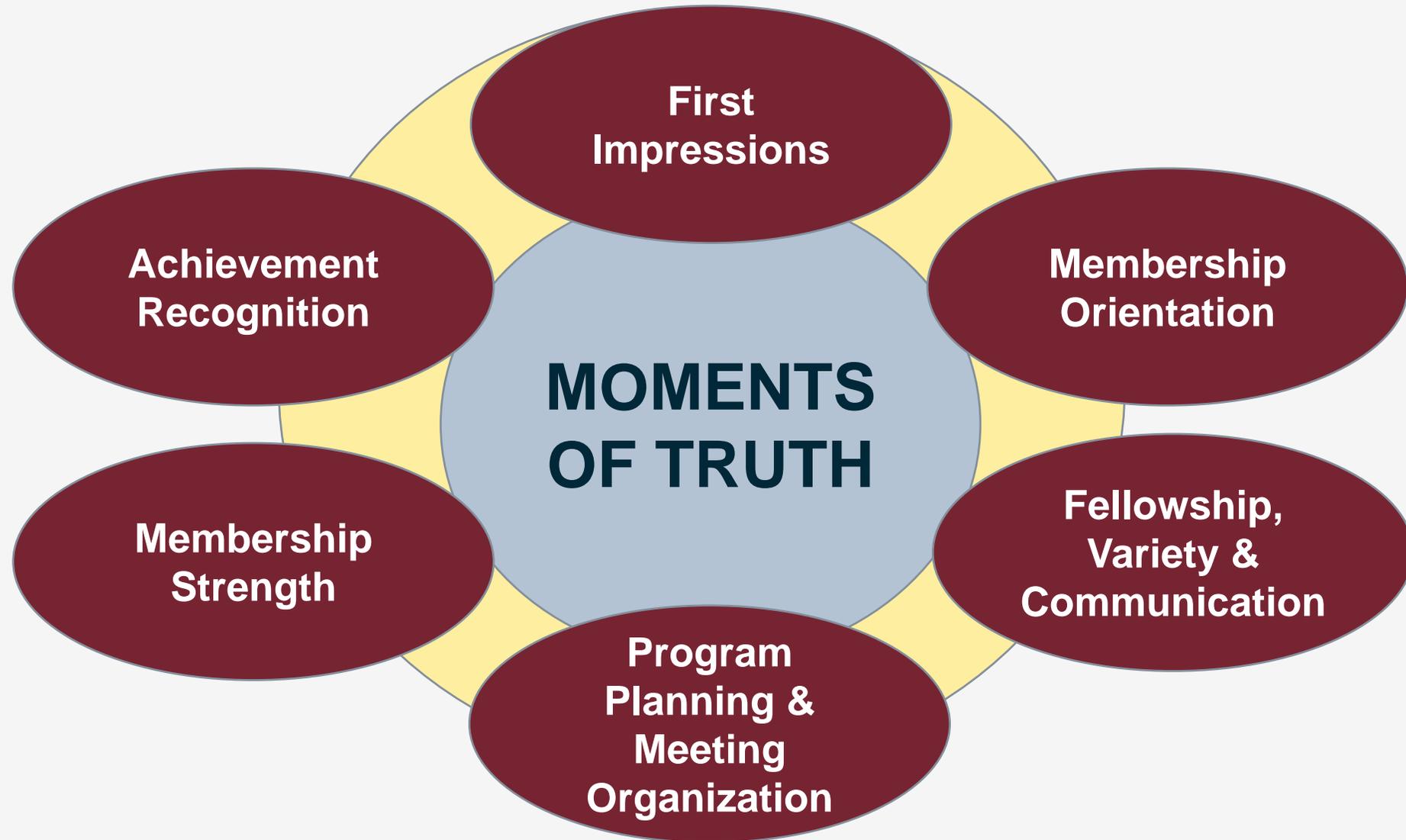
➤ A moment of truth is an episode where a person comes in contact with any aspect of the Toastmasters experience and forms an impression of a club's quality and service.

Toastmasters' Moments of Truth

First Impressions

First impressions are important to club success because guests' positive experiences and observations determine whether they return and become members.

- 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

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.

- Formal induction, including presentation of membership pin and manuals
- Assignment of mentor
- Education programs and recognition system discussed

- Learning needs assessed
- Discussed accommodations for members with disabilities
- Speaking role(s) assigned
- Member involved in all aspects of club activities

Fellowship, Variety, and Communication

The club retains members by providing a fun, friendly, and supportive environment that encourages enjoyable learning.

- Guests greeted warmly and made welcome
- Enjoyable and educational meetings planned
- Regularly scheduled social events

- Members participate in area, division, district, and International events
- Interclub events encouraged
- Club newsletter / website published and updated regularly

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.

- Program and agenda publicized in advance
- Members know program responsibilities and are prepared to carry out all assignments
- All projects are from Pathways, the Toastmasters education program

- Meetings begin and end on time
- Creative Table Topics® and activities
- 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.

- 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

The club motivates members to stay active by monitoring members' progress toward goals, submitting completed award applications immediately, and consistently recognizing member achievements.

- Award applications immediately submitted to World Headquarters

- Progress charts displayed and maintained

- Member achievements formally recognized with ceremony

- Club, area, division, district, and International leaders recognized

- Club and member achievements publicized

- DCP is used for planning and recognition

Facilitating Moments of Truth – Handout

First Impressions

Membership Orientation

Fellowship, Variety, and Communication

Program Planning and Meeting Organization

Membership Strength

Achievement Recognition

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Handout – Scale of 1 – 5

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

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

FIRST IMPRESSIONS

First impressions are important to club success because guests' positive experiences and observations determine whether they will return and become members.
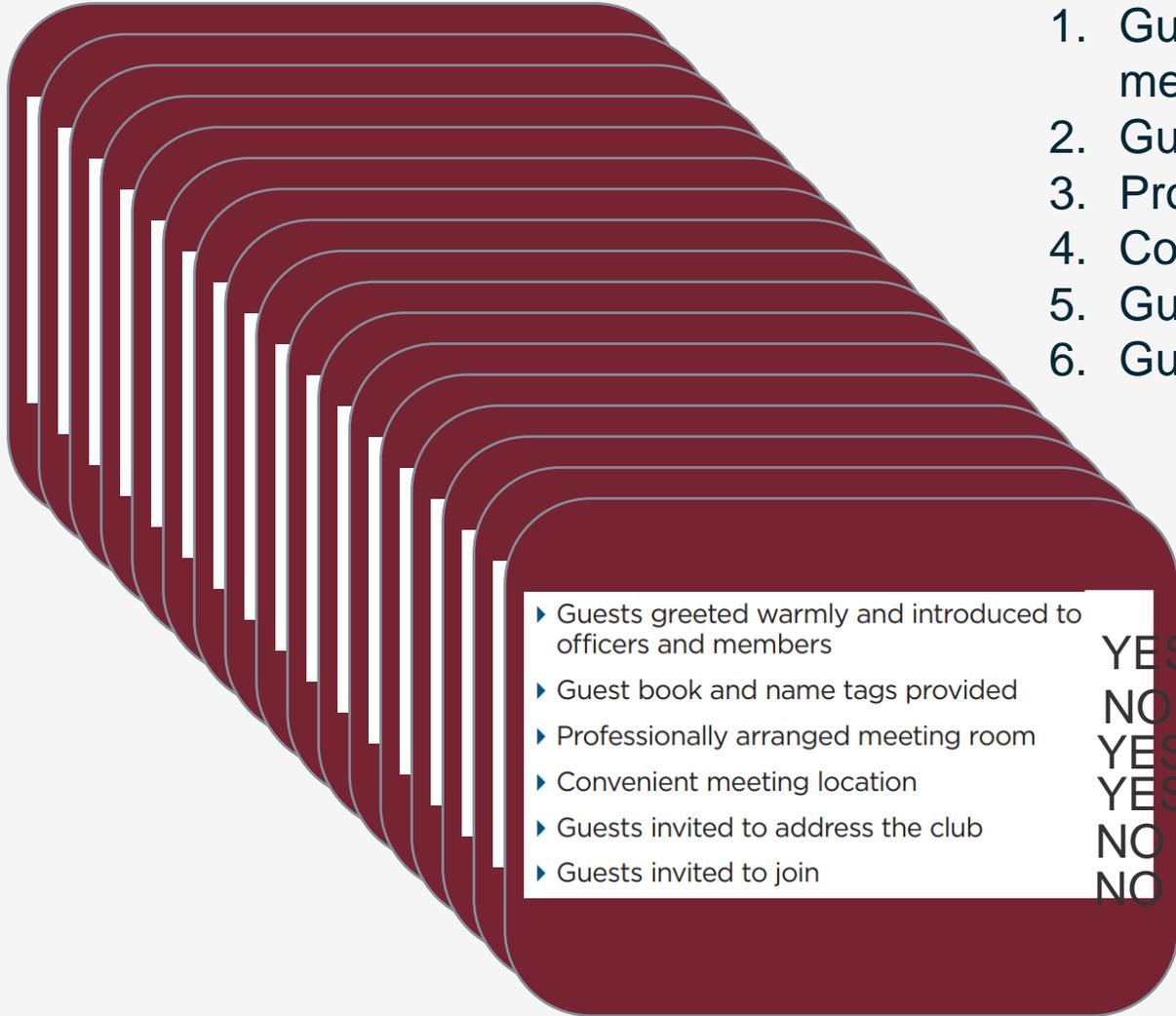
Standards

YES or NO

First Impressions

- Guests greeted warmly and introduced to officers and members — YES
- Guest book and name tags provided — NO
- Professionally arranged meeting room — YES
- Convenient meeting location — YES
- Guests invited to address the club — NO
- Guests invited to join — NO

Collect and Count

1. Guests greeted warmly and introduced to officers and members
2. Guest book and name tags provided
3. Professionally arranged meeting room
4. Convenient meeting location
5. Guests invited to address the club
6. Guests invited to join

17 responses from members
1. 6 yes, 9 no
2. 15 yes, 2 no
3. 17 no
4. 14 yes, 3 no
5. 8 yes, 9 no
6. 5 yes, 12 no

▸ Guests greeted warmly and introduced to officers and members   YES
▸ Guest book and name tags provided   NO
▸ Professionally arranged meeting room   YES
▸ Convenient meeting location   YES
▸ Guests invited to address the club   NO
▸ Guests invited to join   NO

Discussion or Brainstorm?

- Look at your responses….
  - What has the most "NO" answers – that's what you need to focus on
  - If evenly split – discuss

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17 responses from members
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Break into 6 Groups

First Impressions

Membership Orientation

Fellowship, Variety, and Communication

Program Planning and Meeting Organization

Membership Strength

Achievement Recognition

Brainstorm How to Turn "NO" into "YES"

- Each team gets one "category"
- 5 minutes to produce as many ideas as they can to "solve" the "NO" responses
  - No discussion of ideas – good or bad
  - Have fun or be serious – what's the first idea that comes to mind?

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17 responses from members
1. 6 yes, 9 no
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First Impressions - IDEAS

- Network with guests before the meeting if they logged in early
- Move into breakout room and explain agenda and meeting roles
- After meeting opens, have President introduce each guest
- Have President ask guest to introduce themselves
- Put all guests into their own breakout room to talk with each other before meeting
- Have all guests answer Table Topics

- Verbally invite guest to join as a member
- Ask them to attend a future meeting
- Send them a follow-up email with application and other info
- Call them a day after meeting to talk with them about their thoughts on the club
- Invite them lunch to talk more
- Have Zoom backgrounds with Club info
- Have members and guests share their contact info in chat (email, LinkedIn, FB, phone)
- Have guests give a speech right away
- Give guests Starbucks or McDonalds gift card for attending

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Move to Next Category

- After 5 minutes, each team moves to the next category and repeat the process.
  - Don't look at the previous ideas written down
  - Add your ideas to the growing list

- This exercise should take 35 minutes
  - 6 teams at 5 minutes each

We Have Ideas – Now What?

- Bring entire team back together

- Same meeting – or possibly during a separate meeting

- Review each category ideas
  - Lump similar ideas together
  - Ask for more details if needed
  - Star to prioritize if it is something the group as a whole thinks is a great idea

- When all categories are reviewed, and great ideas are identified…

First Impressions - IDEAS

Sample

- Network with guests before the meeting if they logged in early
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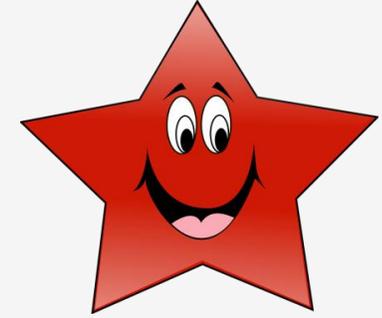- Invite them lunch to talk more
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Can We Make This a Goal?

- Time to set SMART goals
  - Specific, Measurable, Achievable/Attainable, Realistic, Time Bound
- Have the discussion
  - Who will take the lead on the idea (doesn't and shouldn't always be an officer)
  - If no one steps up, don't do it….. But save for future reference
  - If someone wants to take the lead
    - Will they have time?
    - Will there be other volunteers to assist?
    - Will it affect the club budget?
    - If not a "doable" goal, save for future reference and move on
- Review your Club Success Plan and adjust your goals accordingly
  - Use the future reference ideas to help build your strategic goals for future years

First Impressions - IDEAS

Sample

- Move into breakout room and explain agenda and meeting roles
  - VP PR and two other designated members go into a breakout room with guests
- Have President ask guest to introduce themselves
  - After meeting begins, President asks each guest to introduce themselves
- Ask them to attend a future meeting
  - President says at end of meeting
- Send them a follow-up email with application and other info
  - VP PR sends email and copies other officers; VPE invites to next meeting with agenda
- Have Zoom backgrounds with Club info
  - VP PR design background; SAA & President have as background every meeting
- Have members and guests share their contact info in chat (email, LinkedIn, FB, phone)
  - VP Membership asks all members and guests at the beginning of each meeting to share.
- ~~Give guests Starbucks or McDonalds gift card for attending~~
  - Not in the budget; no one wants to donate extra money, no one wants to get cards and mail to guests
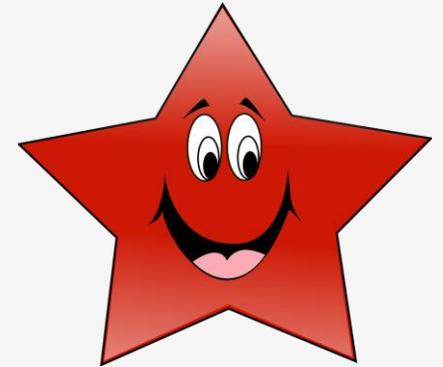
NEED MORE? WANT MORE?

SWOT Analysis

TOASTMASTERS CLUB SWOT ANALYSIS   Club: _____

	STRENGTHS: Internal attributes that are helpful		WEAKNESSES: Internal attributes that are harmful	
Examples:	1	1		*Examples:*
Volunteering spirit	2	2		Lack of experience
Dedication of officers	3	3		Apathy among members
Talents of members	4	4		Bad meeting location
Financial health	5	5		Lack of support
Membership level	6	6		Low educational achievement
Meeting location	7	7		Low financial reserves
Achievement level	8	8		No district support
Experience level	9	9		Unengaged officers
Area Director relationship	10	10		

	OPPORTUNITIES: External possibilities of enhancement		THREATS: External elements that can harm club	
Examples:	1	1		*Examples:*
Recruitment sources	2	2		Low population
Increased retention	3	3		Discouraged members
Club quality enhancement	4	4		Low speaking opportunities
Speaking opportunities	5	5		No free meeting location
Achievement increases	6	6		Low resources
Marketing opportunities	7	7		Proximity to other clubs
	8	8		Officer burn out
	9	9		Unorthodox meetings
	10	10		No structure in meetings

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Toastmasters' Moments of Truth
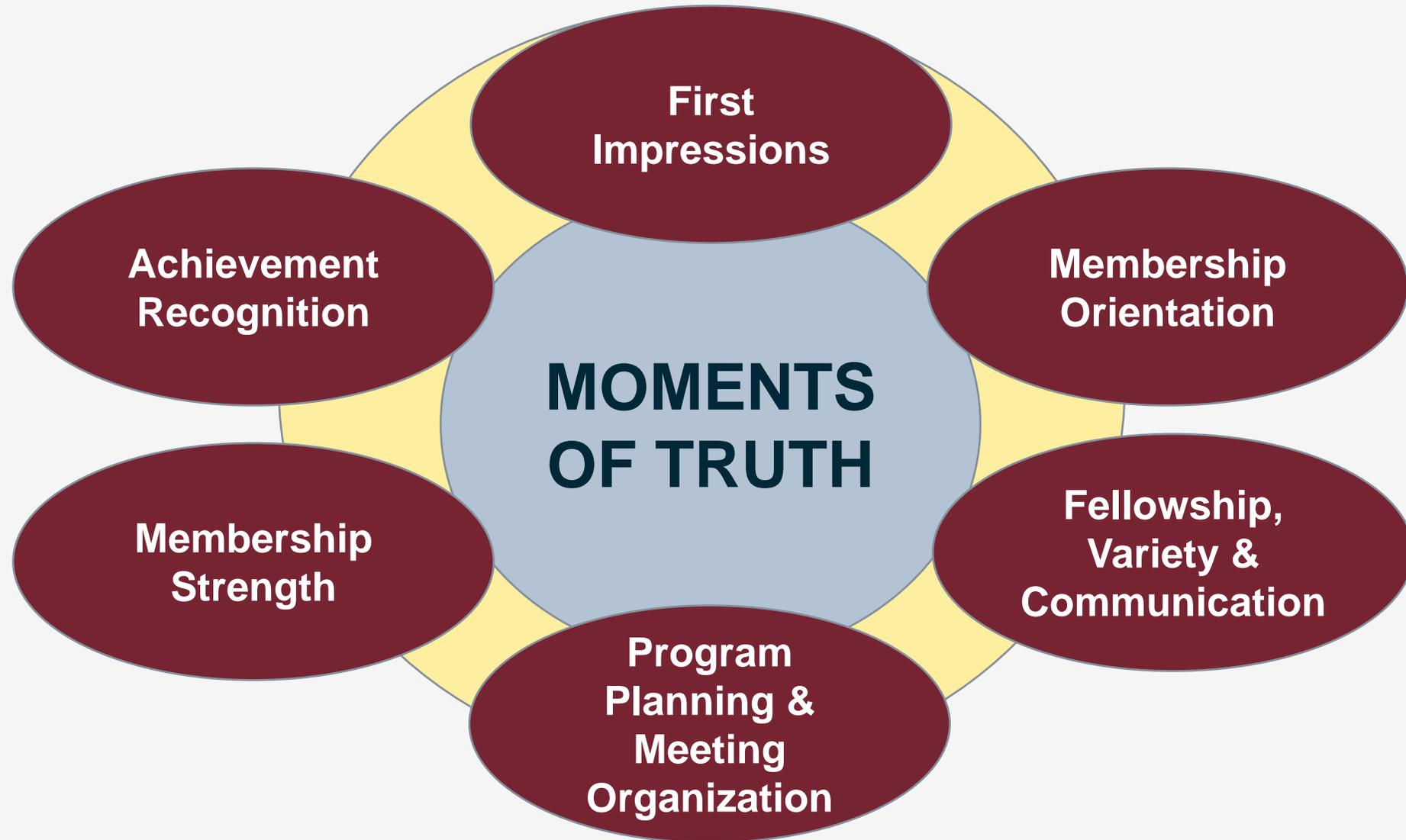
"You never get a second chance to make a first impression."

Will Rogers

Resources

- [Moments of Truth manual](#)
- [Moments of Truth handout](#)
- [Moments of Truth chart](#)