

Session 2: Enhance Club Quality Division and Area Director Training

Participant Workbook





TOASTMASTERS INTERNATIONAL

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Missions, Values, and Promises

Toastmasters International Mission

We empower individuals to become more effective communicators and leaders.

District Mission

We build new clubs and support all clubs in achieving excellence.

Club Mission

We provide a supportive and positive learning experience in which members are empowered to develop communication and leadership skills, resulting in greater self-confidence and personal growth.

Toastmasters International Core Values

Integrity

We match our actions with our words, demonstrate honesty and trustworthiness, communicate with sincerity and thoughtfulness, have the courage to acknowledge our mistakes, and always strive to do the right thing.

Service

We strive to provide high-value, exceptional support by being responsive, attentive, and passionate in fulfilling our duties as individuals and as an organization to all.

Respect

We treat all with dignity, welcome diverse perspectives, acknowledge all contributions, believe that all have positive intent, practice mutual accountability, and critique but never demean.

Excellence

We consistently strive to meet or exceed expectations by upholding the Toastmasters Promise, nurturing a collaborative environment, innovating to deliver creative solutions, and optimizing quality to produce superior service.

A Toastmaster's Promise

As a member of Toastmasters International and my club, I promise:

- ▶ To attend club meetings regularly
- ▶ To prepare all of my projects to the best of my ability, basing them on the Toastmasters education program
- ▶ To prepare for and fulfill meeting assignments
- ▶ To provide fellow members with helpful, constructive evaluations
- ▶ To help the club maintain the positive, friendly environment necessary for all members to learn and grow
- ▶ To serve my club as an officer when called upon to do so
- ▶ To treat my fellow club members and our guests with respect and courtesy
- ▶ To bring guests to club meetings so they can see the benefits Toastmasters membership offers
- ▶ To adhere to the guidelines and rules for all Toastmasters education and recognition programs
- ▶ To act within Toastmasters' core values of integrity, respect, service, and excellence during the conduct of all Toastmasters activities

Toastmasters International Envisioned Future

Toastmasters is a thriving and diverse global community. We enhance the personal lives and careers of individuals, enabling them to positively impact their communities. We empower people to develop communication and leadership skills through a welcoming, high-quality, experiential learning environment, resulting in greater self-confidence and personal growth.

Session 2: Enhance Club Quality

Part of the District mission is to enhance the quality and performance of clubs. As District leaders, you perpetuate this mission. Members are drawn to and stay in clubs that foster an environment of mutual support and enrichment. You support clubs in creating this environment by soliciting club needs and offering perspective and knowledge. In this session, you consider how to gather information about clubs and identify ways to enhance their quality and performance.

Overview

In this session, the following topics are presented:

- ▶ Quality clubs
- ▶ Get to know your clubs
- ▶ Club visits
- ▶ Resources

Objectives

After completing this session, you will be able to do the following:

- ▶ Identify what is meant by club quality and a positive member experience
- ▶ Examine how the Toastmasters education program, club leadership, and membership contribute to club quality and a positive member experience
- ▶ Prepare for the club visit by building trust and gathering information
- ▶ Practice building trust during club visits
- ▶ Conduct an effective club visit
- ▶ Use resources to find answers and propose solutions for club challenges

Duration

- ▶ One hour and 30 minutes

Quality Clubs

The Member Experience

Why did you join Toastmasters?

Why have you stayed?

What makes a club a quality club?

Membership, the Toastmasters Education Program, and Club Leadership

Membership: How do clubs attract and retain members?

The Toastmasters Education Program: How can the club help its members meet their personal and professional education goals?

Club Leadership: How do club officers affect club quality and the member experience?

Get to Know Your Clubs

Build Trust

How do Area Directors build trust with clubs?

Gather Information

How can Area Directors gather information about a club before calling, emailing, or visiting it?

Get to Know Your Clubs Scenarios

Scenario 1: Low Membership

Area Director Malone reviews Cookie Club's DCP report and discovers the club has low membership.

What could Area Director Malone ask Cookie Club's president in order to gather helpful information about this issue?

Scenario 2: Education Awards

Area Director Martin reviews Cat Lover Club's DCP report and discovers no one has earned an education award this year. What could the Area Director Martin ask Cat Lover Club's president in order to gather helpful information about this issue?

Scenario 3: Outdated Website

Area Director Martínez looked up Club Actually's website and found outdated information. What could Area Director Martínez ask Club Actually's president in order to gather helpful information about this issue?

Club Visits

Build Trust

How do Area Directors build trust with clubs?

First Club Visit

What does the Area Director do during the first club visit?

During the first club visit, how can the Area Director continue to build on the trust established before the visit?

What does the Area Director do after the first club visit?

Second Club Visit

What does the Area Director do during the second club visit?

What does the Area Director do after the second club visit?

Club Visit Scenarios

Scenario 1: Low Attendance

As Area Director, you visit a club and find only seven members present. You ask about the rest of the membership and discover the club has 20 paid members. Concerned about the low attendance, you ask one of the club officers how many members attend regularly. As it turns out, the seven members present are the club's seven officers, and they have been the only ones attending club meetings for the past five weeks.

What else do you ask the club officers?

Describe two solutions the club could implement to increase attendance.

Scenario 2: Neglected Guests

As Area Director on a club visit, you don't realize that three guests are present who have never attended a Toastmasters club meeting until you hear the sergeant at arms say "It's refreshing when new people visit." The guests are not introduced at the meeting. The program and meeting responsibilities are not explained. Guests look confused and have difficulty following the format of the meeting. At the end of the meeting, club officers are so interested in talking with you that the guests are not asked if they are interested in joining and are basically ignored.

What else do you ask the club officers?

Describe two solutions the club could implement to help with guest visits.

Note best practices shared by fellow Area and Division Directors.

Resources

Who helps Division and Area Directors?

How do Division and Area Directors find solutions to club issues?

Skill Development

- ▶ Evaluate to Motivate
- ▶ How to Listen Effectively
- ▶ Interpersonal Communication
- ▶ The Art of Effective Evaluation
- ▶ “How to Have Those Awkward Conversations” Toastmaster magazine April 2022
- ▶ “Wise Words on Leading Others” Toastmaster magazine July 2025

Club Officer Roles and Responsibilities

- ▶ Club Leadership Handbook
- ▶ Meeting Roles
- ▶ “Keep ‘Em Coming Back” Toastmaster magazine May 2022
- ▶ “You’re a Club Officer - Now What?” Toastmaster magazine July 2021

Membership

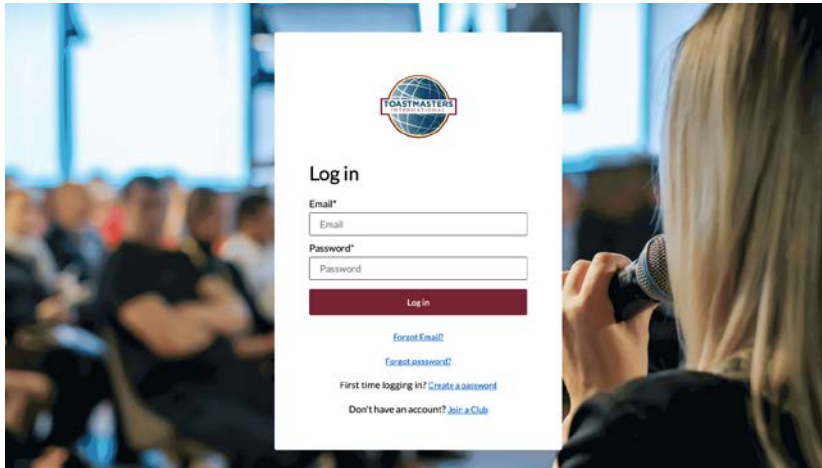
- ▶ **Membership Growth**
- ▶ **Finding New Members For Your Club**

Standards of Club Quality

- ▶ **Area Director's Club Visit Report**
- ▶ **Branding**
- ▶ **Club Leadership Handbook**
- ▶ **Club Officer Resources**
- ▶ **Club Officer Training**
- ▶ **District Central**
- ▶ **Distinguished Club Program**
- ▶ **Club Success Plan**
- ▶ **District Leadership Handbook**
- ▶ **Serving Clubs through Visits**
- ▶ **Moments of Truth**
- ▶ **Successful Club Series**
- ▶ **District Leader Tools**




Access District Central

► Go to toastmasters.org/login



After logging in, you will see your name at the top of the screen. Scroll down the page and click the link to District Central.

Leadership Central


 District Central Awards, badges, and recognition	 Club Officer Roles Learn more about elected positions	 Club Officer Tutorials Membership and administration training
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Select an option from the list available to you. You will only see options available to leaders in your role. The screenshot below displays a sample of the options for an Area Director. For help, contact the District Growth and Support team at districts@toastmasters.org.

| DISTRICT CENTRAL

Currently Managing: District 0026

District Management

 Leads and Prospective Clubs View leads and potential clubs in your District	 District Awards Review District awards and achievements
 Area Success Plan Share area plans to enhance the quality of member clubs	 Area Director Club Visit Reports Officers must complete at least 75% of area visits

Resources and Reports

 Distinguished Performance Report Links to the Distinguished Performance Report	 Reports View and download current District reports
 District Leader Tools Tutorials, kits, resources, and more	 Wire Transfers Instructions Ensure your club is properly credited

Evaluation

What level of knowledge of the topic did you have prior to this session?

Beginner Intermediate Advanced

Indicate to what degree you agree with the following statements about this session.

Overall, I was satisfied with the session.

Strongly Disagree Disagree Neither Agree nor Disagree Agree Strongly Agree

I will use the content to strengthen my Division or Area.

Strongly Disagree Disagree Neither Agree nor Disagree Agree Strongly Agree

Materials provided by the speaker were well-done and supported learning.

Strongly Disagree Disagree Neither Agree nor Disagree Agree Strongly Agree

The learning objectives were met.

Strongly Disagree Disagree Neither Agree nor Disagree Agree Strongly Agree

Will you implement at least one idea from this session in the next 30 days?

Yes No

Write your comments about the session:

Indicate to what degree you agree that the facilitator demonstrated the following.

Solid knowledge of the subject matter

Strongly Disagree Disagree Neither Agree nor Disagree Agree Strongly Agree

Excellent presentation skills

Strongly Disagree Disagree Neither Agree nor Disagree Agree Strongly Agree



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