



**TOASTMASTERS**  
INTERNATIONAL®



## CREATING THE BEST **CLUB CLIMATE**

The Successful Club Series

### **TOASTMASTERS INTERNATIONAL**

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**WHERE LEADERS  
ARE MADE**

# THE SUCCESSFUL CLUB SERIES

Toastmasters International's *The Successful Club Series* is a set of presentations addressing the subject of quality club meetings. Members will learn about the skills and standards they must strive to achieve for their club to be successful.

Most presentations in *The Successful Club Series* may be presented by any club member and require 10 to 15 minutes to present.

## CONDUCTING THE PROGRAM

"Creating the Best Club Climate" discusses 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 to be viewed along with your speech

### ***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 for the *Model Club Checklist* handout in the back of this outline. After your conclusion, give the handout *Model Club Checklist* to each member and guest. Each member and guest should complete the handout. At the end of the meeting, the *Model Club Checklist* should be collected and reviewed by the club officers. ~~You can also print the *Model Club Checklist* PDF at [www.toastmasters.org/ModelClubChecklist](http://www.toastmasters.org/ModelClubChecklist).~~

## 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, V 1 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 screen or flipchart 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 only after you are once again facing your audience.

## EVALUATION AND ADVANCED AWARDS

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

Conducting any two presentations from *The Successful Club Series* and/or *The Leadership Excellence Series* is one component of qualification for ALB recognition. Conducting any two presentations from *The Better Speaker Series* and/or *The Successful Club Series* is one component of qualification for ACS recognition. For further details, please view the Toastmasters International website: [www.toastmasters.org/membereducation](http://www.toastmasters.org/membereducation).

# 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*.
- ▶ Explain why “Creating the Best Club Climate” is important for a Toastmasters club, stating the purpose and one or more objectives of your presentation.
- ▶ Incorporate some background 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.

- ▶ Conditions that affect operations, members, attitudes toward a club and the willingness of guests to join:
  - Physical climate: enough voting ballots, room arrangement, ribbons, etc.
  - Relational climate: encouragement, feedback, room to learn and grow.
- ▶ The climate 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: pin or badge, speech 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.

### 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.

V1

V2

V3

- ▶ **Greet each guest in a friendly fashion.**
- ▶ **Before the meeting:**
  - Ask, "How did you hear about the club?" and "Why did you decide to visit?"
  - Be ready to answer questions or introduce your guests to the officers who can provide further information
  - Make an effort to befriend a guest. Not only will this make a good impression on the guest but you will earn credit toward the CL 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.

V 4

## **SHOW MEMBERS THAT WE CARE**

Once a person has made the decision to become a Toastmaster, you must be consistent in encouraging and helping the member to participate and learn.

- ▶ **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 positively 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 attained a leadership or education award.

▶ **Foster camaraderie.**

- Friendship and fellowship among members is the unifying glue that holds everything together.
- A warm and friendly group of people impresses guests.

## **CONCLUSION**

When you enjoy each other's similarities, respect each other's differences, and work together as a team, the club will continue to thrive.

- ▶ From time to time, have a club climate check-up.
- ▶ Everyone must help.

### ***If time permits...***

*ask your audience to:*

- ▶ *Name some of the standards for an outstanding climate that the club already meets.*
- ▶ *Briefly discuss ways they could improve the club's climate.*

*Use the handout Model Club Checklist to facilitate discussion.*

V5

# Model Club Checklist

## Are club meetings

- well organized?
- productive?
- run on time?
- focused on members' educational goals?
- planned to include exciting theme programs and thought-provoking Table Topics™ sessions?

## Do members receive

- effective, supportive evaluations based on project objectives and the individual learning needs of the member?
- reminders of upcoming meeting assignments at least a week in advance?
- up-to-date club newsletter?

## Are guests

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

## Does the club

- use the Distinguished Club Program for planning/recognition?
- present its Distinguished Club Program plan to members?
- immediately submit educational award applications to WHQ?
- quickly recognize member achievement?
- display Member Achievement Charts at every meeting?
- provide printed meeting agendas?
- explain meeting participants' responsibilities to the assembly?
- orient new members focusing on what the new member wants to achieve within two weeks of joining?
- immediately assign mentors to new members?
- vote in and formally induct new members (including presenting member pin/New Member Kit)?
- conduct ongoing membership-building programs?
- keep the officer list up-to-date with World Headquarters?
- have a well-prepared meeting place that conveys a feeling of order and organization?
- have seats arranged, club banner displayed, lectern set up, and name cards or nametags prepared for each club member and guest at the beginning of every meeting?
- display the guestbook prominently, ready to sign at the beginning of every meeting?
- follow club protocol and take the time to teach these protocols to new members?

## Do club officers

- attend district-sponsored training twice per year?
- understand and fulfill roles/responsibilities?
- submit membership applications promptly?
- submit dues renewals to World Headquarters by the deadlines?
- meet at least monthly?
- discuss DCP progress at executive committee meetings?

## Evaluation Guide

Evaluator's Name \_\_\_\_\_

Presentation Title \_\_\_\_\_ Date \_\_\_\_\_

- ▶ How effective was the speaker's introduction in helping the audience understand the purpose of *The Successful Club Series* and the presentation itself?
  
- ▶ Was the presenter adequately prepared? How heavily did the presenter rely on notes or the outline itself?
  
- ▶ How did the speaker use vocal variety to enhance this outlined presentation?
  
- ▶ What other techniques did the speaker use to personalize and augment the presentation? Were they effective? How?
  
- ▶ Did the speaker display the visuals smoothly and at the appropriate times? How could the speaker improve?
  
- ▶ What aspect of the speaker's presentation style did you find unique? Why?
  
- ▶ What could the speaker have done differently to make the presentation more effective?
  
- ▶ What did you like about the presentation?

## Notes

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