

**District Executive Committee Meeting  
(DECM)  
Seville, 4th 2017**



**Division Directors  
Workshop Summaries**

# Youth leadership Program



- Youth leadership program (YLP) is a workshop consisting usually of 8 one to two hour sessions. It enables participants to develop communication and leadership skills via practical experiences. The format is like TM meetings. It usually takes place after school or during school hours as the target audience is between 6 and 18 years old.
- Based on the interviews with subject matter experts in YLP we established that
  - YLP works better is included in the school schedule.
  - YLP should be organized and conducted regularly. Having a consistent audience is one of the key success factors.
  - Support from the school administration and/or principle is very important.
  - Template letters and other resources are available from TMI.
  - YLP is free for schools.
  - Recommended by TMI number of students is 24.



## YLP is a “win-win” experience

- Students improve self-confidence and communicational skills
- YLP coordinator can receive AL/DTM points
- For TM members, it is an opportunity to give back to the local community, and for TM Club this is an marketing platform to attract new members.

## Supporting material

There are YLP manual for Coordinators and for Students. Some of the material was translated from English into other languages (e.g. Portuguese).



# Key Success Factors to start a new YLP

- Always have a backup plan (e.g. in case of a sickness)
- The school may not be open to try something new, so an approach via a known Change Agent (friendly teacher, members of school council, church, etc.) is of a great importance.
- Parents support and involvement are important. Having an open meeting or a demo meeting boosts the YLP credibility in parents' eyes.
- One have only one chance to make a good first impression. Failed attempts will be very difficult to recover.

## Success stories

George Castagno from Portugal organized and currently manages 6 TLY classes in his school. He and Ana have accumulated a big knowledge base and experience worth sharing with any clubs interested in organizing a YLP.



# Weak & Understrength Clubs



- here are amazing toastmasters out there!!!!
- Well well..as good as the ones in here!!!
- Some years ago one experienced toastmaster going abroad to run an international company accepted to support a Toastmasters club in his company.
- As this was a management idea, initially the club was a great success, but rapidly, as it was run through the HR division it started to be seen as a part of evaluation system.
- Attendance significantly shortened projects where scarce commitment disappeared.
- Although all the support from area and Division was given
- Should it remain oppened?



- Opposite the club the company was in progress and as it grew there was no room available for the club meetings and these had to be held in a neighboring company.
- Guess what?
- Far from the previous control from HR department, the way it was seen by its members and visitors changed. Participation grew again, previous members are contributing with advanced projects, cc manual is being used and leadership projects are being registered with the DCP as a mark to be attained....
- Lessons to be learned.....
- If there is a week club in your area, looking for the perfect solution to help, may not work.
- Instead, just act solutions might be come for unexpected decisions.....





# Building a new club



- Spring last year: A member of my club was very enthusiastic about starting a new Toastmasters club, I got enthusiastic as well and asked why he wanted this. He said: ‘ because communication and leadership are essential in our daily lives, it involves every aspect in our lives. There’s a lot of miscommunication and great communication in the world. Toastmasters supports people to become communicators and better leaders.
- At that time I was president from ‘Het Sprekersgilde’, a Dutch speaking club in Amsterdam. A couple of months later I realized, I haven’t heard from him. He told me that he needed to do so more investigation about what’s needed to start a club. Which sounded reasonable. In October I asked again and he said the same thing. Eventually in December he let me know that it was too much work.



# What did I learn from this lesson?

- There is never a right time.
- When someone is enthusiastic, make sure to ask why and for commitment. For example: by when do you know more?
- Ask an experienced Toastmaster for support, who already started a club. He knows all about the process, can support the enthusiastic member and the process.
- Form a team.



## **ABC club**

Last November another member of my club talked about starting a club. The first time I didn't recognize the signal. The second time: I was alert. I scheduled a meeting, in the beginning of January, with him and members of two Dutch clubs in my Area. Because ABC - Amsterdam Brugman Club – is going to be a Dutch club.

At the meeting we scheduled the first ABC meeting, 17 of February 2017, formed a team, set goals and asked for commitments. Our goal is to get chartered by the first of April 2017. It's a challenge and we're looking forward to achieve this goal.

By, Sebastiaan Herkemij



# Moments of Truth

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



# First impressions



# TMI Suggestions

Greet each guest at the door.

Introduce the guest to officers and members.

Give each guest a name tag.

Ask the guest to sign the guest book.

Set up a professional-looking meeting room.

Ensure the meeting location is conveniently located, accessible, and the meeting room is clearly marked.

Encourage guests to participate in the meeting and to comment on their experience at the end.

Invite guests to join the club on the day they visit.

## Our Ideas

Give a certificate for first time visit

Guest Speaks at the end of the meeting

Guest Kit (information about toastmasters and our club)

Name tags for each member

Allocate seats for guests, to make sure they are not all together but next to a member

Guest (printed) name tags

Drinks after meetings in the room and guests invited to stay

The president gives a short personalized presentation of each guest (from a paper they fill when we welcome them)

Guest welcome desk with badges and a guest book at the entrance

Outside the meeting room - a nice add display (e.g. roll-up) explaining what TM is all about

Guest pass nametags for guests with three free meetings (check boxes)

Name tags erasable so everyone has their names and we can adapt to the upcoming members every meeting.

Immediate response to guests wanting to become members



# Membership orientation

In order to offer members the greatest benefit from the Toastmasters experience, the club must acquaint new members with the Toastmasters education and recognition programs and make members aware of the club's responsibility to them and their responsibility to the club.





# TMI Suggestions

Induct new members formally and provide a membership pin and manuals.

Assign a mentor for one-on-one assistance.

Discuss how the educational program helps develop speaking and leadership skills.

Survey all new members' learning needs.

Assign a speaking role for the new member as soon as possible.

Continue to make new members feel welcome and encourage their participation in meetings.

## Our Ideas

Mailing list from guests who visited the club.

Name badges for guests tags.

Personal success plan.

Monthly new member orientation.

Name tags members.

Name tags guests.

We listen to the needs of our new members.

Have a special meeting at least once a year on "mentoring".

NMO every month (also open to close by clubs).

My club Toastmaster 75 contacted the embassies and was invited for a day of associations at US Embassy to present Toastmaster.

VPM mentoring programme highly motivated.

We give everyone a mentor.

Monthly new membership orientation sessions.

Members all have own badges with club name and their name.

Evaluating speeches for PHD candidates.

We have a "new member kit" with info about the leadership functions and first projects.

Our social party takes place in an international restaurant (after the official TM evening).



# Fellowship, Variety and Communication

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



# TMI Suggestions

Members greet guests and make them feel welcome.

The vice president education (VPE) regularly plans enjoyable, dynamic educational programs with exciting, thought-provoking themes.

The club enjoys regularly scheduled social events.

- Encourage club members to participate in area, district, and international events.
- Promote and encourage inter-club events.
- Issue a club newsletter regularly and maintain a website.

## Our Ideas

A picnic organized for the members. Members feel included and part of a team.

Special meetings with guests.

Videotape every speech & distribute (that link) to each speaker with [www.wetransfer.com](http://www.wetransfer.com).

Do workshops (judging, microphone use, evaluations, voice training...) in a Division.

We have Toastmasters with history dedicated to history.

Toastmaster with different abilities.

Speeches in different languages.

Picnic meeting.

Join table topics with 3 clubs and 3TTM + educational.

Offer storytelling in a hospital (children).

TM cruise one week on boat.

Evaluation collaboration (Div C).

Our sessions are in native language and in the last week of the month the session is full English.

Icebreaker for seven guests with the support from junior member as special mentors.

Guest speaker (e.g. local politician/famous person).

At each club = tip provider.

Testimonials.

Thought/joke of the day.

My club holds an open (to all clubs and non-Toastmasters) house workshop.

Business & Awards every session with PPT presentation.

National website for all clubs.

Create a running team.

My club organizes a Summer Debate and BBQ



# Program Planning & Meeting Organisation

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



# TMI Suggestions

Publicize the program and agenda in advance.

Ensure all members know their responsibilities for each meeting and are prepared to carry out all assignments.

All speaking and leadership projects are manual projects.

Begin and end meetings on time.

Feature creative Table Topics™ and exciting theme meetings.

Base positive, helpful evaluations upon project objectives and speakers' learning goals

## Our Ideas

From speaker to training program.

Training on how to use power point.

Extracurricular workshop on speaking related.

Table topics meetings.

Theme meetings.

Workshop of public speaking at international conference.

A break in the middle of the meeting with drinks and food (in general red and white wine) to socialize, discuss about the speeches were given and talk to the guests.

Moderate evaluation sessions for Division /District contestants.

Open air sessions during Summer.

Theme for a meeting. Theme: all speeches should be about music.

Evaluation of table topics.

Speech marathon.

Moments of truth with previous online survey.

Exchange of speakers between clubs via Skype.

Sargent at arms rota.

Extra session once a month for improvising some aspects: mentor, contestant, speech.

Make a year planning with all dates.



## Our Ideas (continued)

Master-mentoring.

Parallel session for advanced leadership manuals.

Youth leadership program.

Toulouse speakers: my club uses Trello to manage communicate the officer's tasks.

Meet in a café, for costumers to watch.

Speaker to trainer workshop.

1 LM per month.

Speech special every at park.

"Toast" at beginning of each meeting.

Bell when speaker is 30 seconds over time.

How to sessions that Caylee Young did at Greenhearts.

One speech atom meeting (6-8 speeches only).

Guests come for 5€ they pay for themselves and incur no cost.

One free drink per person after the meeting.

Evaluate the evaluators.

Round Robes at start of speaking so that all members and guests speak early and introduce themselves.

Rotate presiding officer role so that all officers address members.

Develop a volunteer database with volunteers' need to match tasks and motivate them.

Free venue for the meeting (keeps club fees low).

Do creative meetings the third week of a month (reverse meeting, surprise meeting).



# 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.



# TMI Suggestions

Maintain a minimum of 20 or more members.

Work to retain members.

Actively promote your club in the community or within the sponsoring organization.

Continually plan varied and exciting club meetings.

Recognize Toastmasters who sponsor new members.

Participate regularly in membership-building programs.

## Our Ideas

Demonstration meeting to invigorate weak clubs

Meeting in an open space (challenging)

Traveller Cup (more visits) and Swinger Cup (more exchanges)

Interclub social events

Meetings, Contestsm Workshops with other Clubs, Areas and Divisions

Check possibilities to charter new corporate clubs - does the mother company have clubs elsewhere?

YLP or SpeechCraft at members' Alma mater (High School, University)

Club T-Shirts

Club Table Topic contest per month

FB group only for members - for social purpose

Dinner sessions

Retain members by sharing Meet & Greet functions at meetings

Do TT in a pub and include the guests of the club

Committees working with VPE/VPM/VPPR

After session always go dinner or have a food moment together

Encourage members to read the Manuals

Make sure everyone is aware of TMI website and how to it works

Meeting in a pastry shop ( a bit noisy but delicious)

Glass of beer after session

Meeting in a gallery (inspiring)

Workshops in neighboring clubs (evaluation, TT, etc)

Newsletter to keep members involved

Advanced Mentoring

Have a drink after the meetings with other members





# Achievement Recognition

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



# TMI Suggestions

Send award applications to World Headquarters or apply for awards online immediately when members complete educational requirements.

Maintain and post member progress charts at every meeting.

Formally recognize member achievements.

Recognize club, district, and international leaders.

Publicize member and club achievements.

Use the Distinguished Club Program (DCP) for planning and recognition.

## Our Ideas

Icebreaker pin given by icebreaker evaluator

Awarding CC, CL, etc...

Plan feedback session /mid-term review

Deliver pin at 6th CC

My club recognizes advanced awards such as ACB and ACS with a small gift.

Gifts (chocolate) for finishing CC5

TM Badges for awards

Vote slips attached to the evening/meeting plan

Icebreaker pins

Special session level 10! (only CC10 speeches)

Club president compliment club officers as often as possible

Certificates, pins and small presents (wine, chocolate)

Award ribbon – best speaker evaluator, and TT

At the end of the year have a special session only with CC10 speeches

