



---

## **Getting a Club Back on its Feet**

Club Coaches Training

October 11, 2019

District 5



---

## **Getting a Club Back on its Feet**

Getting a Club Back on its Feet

**“Understanding is the first step to acceptance, and only with acceptance can there be recovery..”**

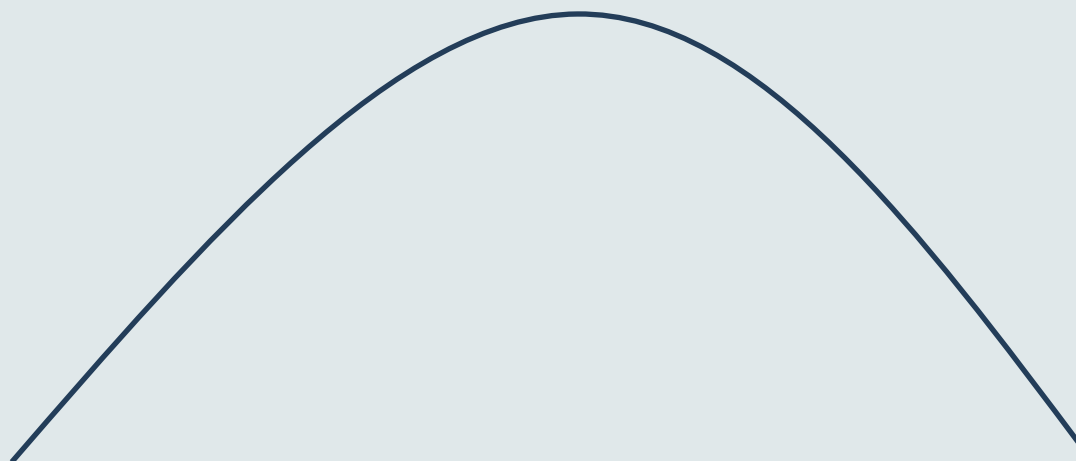
# Agenda

---

- ▶ Why do we need coaches?
- ▶ The Club Coach
- ▶ Coach VS Mentor
- ▶ Qualifications
- ▶ A Coach's Responsibility
- ▶ Club Coach Program Requirements
- ▶ Before you Begin
- ▶ Rebuilding
- ▶ Defining the Plan
- ▶ Becoming a Quality Club
- ▶ Recognition, Recognition, Recognition
- ▶ Plan for the Future
- ▶ Summary

# Why do we need coaches?

Most Toastmasters clubs experience a life cycle.



A Toastmasters club needs to be rebuilt when, for some reason, its existence is in jeopardy.

# The Club Coach

---

The club coach is a Toastmaster who is **not a member** of the club and not familiar with the club or its members.

This perspective allows the coach to objectively view the club. The coach is a counselor, a source of knowledge and a fountain of ideas.

To be successful as a coach you will need all your speaking, thinking and listening skills – as well as hard work, determination and patience.

# Coach VS Mentor

	Coach	Mentor
Focus	Performance Improvement	Individual Development
Relationship timeframe	Short term	Long term
Agenda	Set	Open
Orientation	Task related	Relationship related
When to use	Improve specific performance	Career growth and development

# Qualifications

---

- ▶ Builds a rapport
- ▶ Observes and analyzes the club environment
- ▶ Helps the club develop goals
- ▶ Enables the club to achieve goals
- ▶ Instills enthusiasm, fidelity, and a sense of responsibility





# A Coach's Responsibility

---

- ▶ Sets high but achievable expectations
- ▶ Guides team members
- ▶ Offers support
- ▶ Gives advice
- ▶ Provides feedback
- ▶ Encourages team members



# Club Coach Program Requirements

---

- ▶ The club must have 12 or fewer individuals who have paid for membership at the time of the appointment.
- ▶ The coach may not be a member of the club at the time of appointment but may join the club after being assigned.
- ▶ A club coach is appointed by the district director or club growth director.
- ▶ The coach's goal is to help the club become a Distinguished Club.

# Before you begin

- ▶ Talk to the Area Director. Ask for observation from the Club Visit report.
- ▶ Observe club dynamics.
- ▶ Develop a personal rapport with members.
- ▶ Gain their trust and respect.
- ▶ Use the Club Coach Troubleshooting Guide.

## CLUB COACH TROUBLESHOOTING GUIDE



CIRCLE ONE					
Members sincerely want their club to be successful.	5	4	3	2	1
<b>Corrective Action:</b> Convince members that they will gain meaningful benefits from membership in a successful Toastmasters club.					
Members are willing to work together to solve the club's problems.	5	4	3	2	1
<b>Corrective Action:</b> Urge members to get together to eliminate conflicts, and embrace a common, worthwhile goal.					
Members are enthusiastic about Toastmasters and their club.	5	4	3	2	1
<b>Corrective Action:</b> Help inject enjoyment into meetings. Demonstrate how Toastmasters has helped you and others improve the quality of their lives.					
The club's meeting place is convenient and offers a good environment for meetings.	5	4	3	2	1
<b>Corrective Action:</b> Encourage the club to relocate to a more convenient or adequate facility.					
Meetings begin and end on time.	5	4	3	2	1
<b>Corrective Action:</b> Help officers construct a detailed meeting timetable, and encourage them to implement it.					
Meetings are fun and club programs are varied and dynamic.	5	4	3	2	1
<b>Corrective Action:</b> Suggest programming ideas that will make meetings more exciting and enjoyable.					
The key participants at each meeting are prepared and phone participants in advance.	5	4	3	2	1
<b>Corrective Action:</b> Find role models to aid you in demonstrating the benefits of preparation for each meeting function. Urge members to phone speakers and evaluators in advance.					
All members are expected to speak from manuals.	5	4	3	2	1
<b>Corrective Action:</b> Convince members that CC, ACB achievement is a worthwhile goal. Encourage use of the advanced manuals.					
Speakers are well prepared and deliver each speech to the best of their ability.	5	4	3	2	1
<b>Corrective Action:</b> Find role models to aid you in convincing members that thorough preparation is the key to self-improvement.					
Evaluations build self-esteem and offer positive direction for improvement.	5	4	3	2	1
<b>Corrective Action:</b> Be a role model in demonstrating effective speech evaluation. Present a speech on how to evaluate effectively. Conduct the programs <i>The Art of Effective Evaluation</i> or <i>Evaluate to Motivate</i> .					

# Rebuilding

---



- ▶ Foster a sense of ownership.
- ▶ Emphasize teamwork.
- ▶ Let them know that you are there to help them.
- ▶ Encourage clubs to use other clubs as models.
- ▶ Support the addition of their own unique style.
- ▶ Have the club conduct *Moments of Truth*.

# Defining the Plan

---



- Meeting time, place, and location
- Club meeting programming
- Meeting participants
- Guests
- Officer preparedness
- Distinguished Club Program
- Encourage and recognize accomplishment



- Attracting new members
- Membership programs
- Public relations

## Becoming a Quality Club

---

- ▶ Quality clubs have a member service perspective.
- ▶ The club's criteria for service reflect quality and reliability.
- ▶ It takes 20 members to support a club
- ▶ Combat attrition with a membership building culture
- ▶ Run club membership contests
- ▶ Formally recognize members achieving any education award
- ▶ Mention achievements in club newsletters and on the website/social media.

# Recognition, recognition, recognition

---

- ▶ Formally recognize members achieving any education award
- ▶ Mention achievements in club newsletters and on the website.
- ▶ Emphasize the importance of recognizing members.
- ▶ Encourage corporate clubs to use the company email, intranet, and newsletter to recognize members.
- ▶ Publicize the club's achievement in the Distinguished Club Program.

# Plan for the future

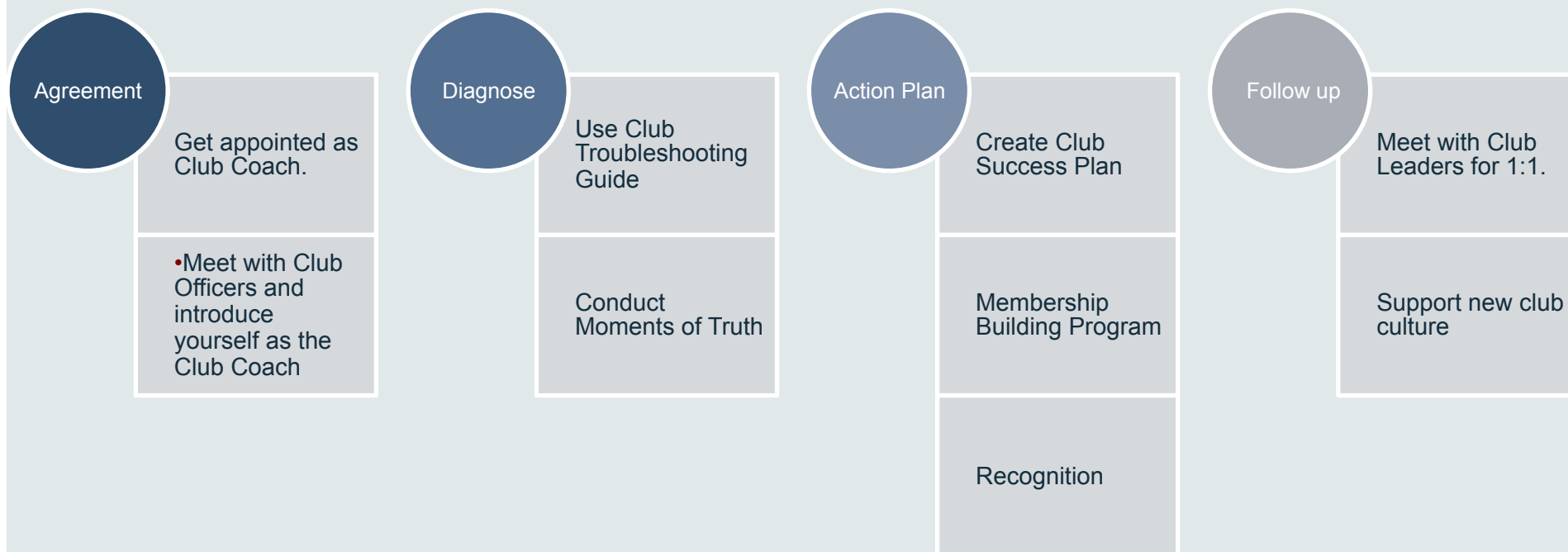
---

- ▶ A vision is what members want their club to become.
- ▶ Help members develop a vision for the club.
- ▶ Get their agreement to fulfill the club mission.
- ▶ Guide the club to set specific goals.





# Club Rescue Summary



*“Where we meet resistance, we must use only the force that is necessary and no more.”*

# Resources

---

- ▶ Club Coach Troubleshooting Guide
- ▶ First Class Club Coach. *Item 218F*
- ▶ How to Rebuild a Toastmasters Club. *Item 1158*
- ▶ The Leader as a Coach. *Item 318A*



AmethystBleu



+521 811 181 3534



---

## **Getting a Club Back on its Feet**

Club Coaches Training  
District 5