



# Leadership Keys For Success

Good leaders and high Performance Standards are both dependent upon each other for success. As leaders, we unlock doors of opportunity for ourselves and others with a vision, and a mission, but without goals and performance standards we cannot develop to our greatest potential. Our entire mission is often incumbent upon standards and goals that are realistic, intelligent, inclusive, understandable and achievable.

## LEADERSHIP KEYS FOR SUCCESS



### **Club Success Plan**

The Club Success Plan is an outline or plan for the future of your Club under your tutelage. The Club Success Plan is a Performance Standard set by the Executive Board to address the individual needs of your Club and provide quality customer service to your members.



### **Distinguished Club Program - DCP**

The DCP coupled with the Club Success Plan helps first to establish goals for your Club to achieve. The pathway to achievement cannot be accomplished successfully without you (**Leadership**), without a plan for the leaders to implement (**Club Success Plan**), and without a benchmark for tracking your Club's accomplishments and achievements (**DCP**).



### **The Plan - Educational Performance Standards**

Utilize the Toastmasters Educational Program to encourage communication and leadership development within your membership, award and recognize individual and collective achievement, and pursue your Club's ultimate success with enthusiasm and vigor. The Educational Program is without a doubt, a most creative, informative and exciting mechanism to create the climate for learning and growth we all strive for with our members.

Compliments of Bash Turay, DTM, PID  
Candidate for Second Vice President  
*"Envision Our Possibilities Together"*



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## The Plan - Membership Building and Mentoring

Encourage **Membership Building** through active membership campaigns for your Club. Membership building should be the mission of every member of your Club, each person taking a personal stake in the success of the Club by bringing in new members and guests on a regular basis. Without a constant flow of new members, Clubs can stagnate and the environment of the Club changes from charged and energized to stale and ordinary. New members bring in new ideas! **Mentoring Programs** for every Toastmaster are also important components of successful Clubs. Everyone can benefit from learning through mentorship...*everyone*. It makes little difference how long you have been a member. The Toastmaster's Organization itself is a work in progress, a pathway to learning for as long as you are a member.



## The Opportunity - Servant Leadership

Leadership is an opportunity to serve. Serving your membership means administering policy, defining your Club's success, paying attention to your members, and overseeing the function of the Club. Important details of administering Club policy include ensuring deadlines for renewals, contests, training and paperwork are completed on time, as well as communicating Club concerns to the Area Governor. The Area Governor is a resource, often untapped, who can support and encourage your membership, bring in new ideas, and help resolve issues before they become life-threatening to your Club. As a Servant Leader, you will also represent your club at Area, Division and District events which only serve to enhance your experience. Positive networking takes place when leaders communicate with leaders! The result of that networking brings a surge of energy to your membership as they see their officers actually enjoying their tenure of service.



## The Vision

Implementing a plan for success and holding a vision for the future enhances your personal experience as a servant leader, but it does oh so much more. Your vision and the application of performance standards for your Club converge to energize your Club and motivate your membership to achieve beyond their dreams.

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