

Serving as a Club Coach in District 78

Club Coaches are critical to the success of Toastmasters clubs. Individuals who serve in this position can be proud of the role that they play in the success of Toastmasters clubs. Each role uses and develops different skills that can be transferred to non-Toastmaster environments.

Think back to when you first joined Toastmasters. Why did you join? What have you learned since then? Do you want to share what you have gained to help other Toastmasters and clubs? Serving as a Club Coach, Mentor or Sponsor will build your leadership skills, including team building, facilitation and delegation.

Engaging other Toastmasters will build both your and their leadership skills; Competent Leader (CL) manual projects may be completed when serving in meeting roles. Specific initiatives, such as membership building or public relations campaigns, will provide additional opportunities to develop leadership skills.

Filling one of these roles meets one requirement toward earning the Advanced Leader Silver (ALS) Education Award. When you have successfully served in one of these roles, you have gained tremendously and you are one more step closer to earning your Distinguished Toastmaster (DTM) Award.

In all cases, keep in mind the mission of the Toastmasters club – *“to provide a mutually supportive and positive learning environment in which every individual member has the opportunity to develop oral communication and leadership skills, which in turn foster self-confidence and personal growth.”* Focusing on the club mission, along with the Toastmasters International Mission, Vision and Values and the Toastmaster’s Promise that we all agreed to observe when we signed our membership applications, will direct your actions to meet the needs of the members and the clubs.

Club Coaches:

Coaches may be assigned to clubs with 12 or fewer members; each qualified club may be assigned up to 2 coaches. A coach cannot be a member of the assigned club at the time of appointment; however, the coach may join the club after appointment, although this is not required.

A coach may be appointed for up to 2 years to work with a club to be recognized as Distinguished (meeting at least 5 of the goals in the Distinguished Club Plan and a net club membership growth of 5 additional members). Before accepting a coaching assignment, a Toastmaster should visit the club and make a realistic assessment of the club’s future and ability to coach the club to success.

A coach is not the work force or executor of the club’s plan for success, rather the coach works behind the scenes to help the officers and members move the club to success. Each club is unique and the coach will succeed by observing the club’s culture and letting the club develop its own personality and style. The coach should not attempt to make the club into a clone of his or her home club (no matter how wonderful it may be), but should model the behaviors, protocols and values that make a club successful.

Characteristics of a Coach:

- Guidance counselor
- Motivator
- Organizer
- Facilitator
- Understands Toastmasters and the club culture
- Critical thinker
- Resource
- Planner
- Project Manager

Roles and Expectations of a Coach:

- Build a relationship of trust with the club
- Set up a path for sustainable future DCP success
- Work with club officers to engage corporate or agency management (e.g., Human Resources) appropriately to support club maintenance and growth:
 - Explain benefits of Toastmasters for improving communication and leadership skills
 - Explain how to integrate Toastmasters membership and educational progress into professional development and evaluation programs
 - Explain costs
- Promote importance of mandatory officer training twice each year
- Work to establish ongoing, continuous membership building campaigns
- Promote specific Toastmasters membership campaigns and contests
 - Smedley Award (5 new members during August and September)
 - Talk Up Toastmasters (5 new members during February and March)
 - Beat the Clock (5 new members during May and June)
- Establish habit of officers' meeting at least monthly and attend regularly as the club coach
- Promote the value and creation of a guest packet/folder
- Attend club meetings as often as possible
- Direct club and members to resources on [Toastmasters International](#) and <http://D78toastmasters.org/>
- Conduct [Moments of Truth](#) module from Successful Club Series (item 289DCD)
- Help clubs correct or remove members who are counterproductive to the club's success
- Know and explain Toastmasters Educational Programs – beyond the Competent Communicator – and opportunities beyond the club, including value of dual membership and advanced clubs
- Help to make club meetings fun and interesting (e.g., themed meetings)
- Help construct the new club as outlined in TI Constitution (Page 5)

- Help ensure that meetings are not cancelled by:
 - Presenting – even on short notice – Educational modules from Successful Club Series, Better Speaker Series or Leadership Excellence Series
 - Having “hip pocket” speeches ready
 - Being prepared to serve in any meeting role
- Remind members why they joined Toastmasters in the first place and what they have gained by being a member
- Be realistic and honest about the effort needed to save the club. Will your efforts just be a “band-aid” allowing problems to continue in the future?

Getting Started as a Club Coach:

There are many steps to being a successful coach. The steps below are not all-inclusive and are intended to serve as suggestions to get you started.

1. Make a personal assessment
 - a. Identify your strengths, weaknesses and personality characteristics. Do you have the kind of personality that would be successful as a Club Coach?
 - b. Assess your capabilities and time commitment. Can you attend club meetings at least once monthly? Can you attend club officer meetings?
2. Discuss with District leadership (Area Governor, Division Governor, Lt. Governor Marketing, etc.) to identify a qualified club
3. Attend a club meeting to see if this club would be a good match for you
4. Assess the club culture using the [Moments of Truth](#) module or [Club Coach Troubleshooting Guide](#)
5. Identify potential problems with the current club and/or culture
 - a. Would the club benefit by changing its current meeting location?
 - b. Would the club benefit by changing its current meeting time or day of the week/month?
 - c. Are the officers comprised of the same people year after year?
 - d. Do club members WANT to save the club?
 - e. Has the club forgotten the meaning of the club mission?
 - f. Do club members honor and observe the values and mission of Toastmasters International?
 - g. Is the club predominantly a social gathering or are the members interested in improving their skills? Do members use the Toastmasters manuals?

Coaches will receive from Toastmasters International a letter, materials including *How to Rebuild a Toastmasters Club* and a “Club Coach” pin when appointed. The club President must sign the letter confirming that the coach(es) has fulfilled the required duties. Completion is confirmed when the club is recognized as Distinguished (or better) at the end of the Toastmasters year (or the second year if Distinguished is not reached by the end of the first year). Upon successful completion, the club coach will also receive a certificate from Toastmasters International.

Tools and Resources for Club Coaches:

- [How to Build a Toastmaster Club \(item 121\)](#)
- [How to Rebuild a Toastmasters Club \(item 1158\)](#)
- *Competent Communication* (CC) manual (item 225)
- *Competent Leadership* (CL) manual (item 265)
- Master Your Meetings, Item 1312
- Membership Growth, Item 1159
- [Club Coach Troubleshooting Guide](#)
- [From Prospect to Guest to Member \(Item 108DCD\)](#) – free digital download
- [Successful Club Series modules](#) (Item 289DCD) – free digital download
Including:
 - Setting the Stage for Success: Meeting Roles and Responsibilities
 - Creating the Best Club Climate
 - Keeping the Commitment
 - Finding New Members for Your Club
 - Closing the Sale
 - Moments of Truth
 - How to be a Distinguished Club
 - Toastmasters Educational Program
- [Better Speaker Series](#) (Item 269DCD) – free digital download
Including:
 - Selecting Your Topic (item 274)
 - Preparation and Practice (item 278)
 - Controlling Your Fear (item 272)
- [Leadership Excellence Series](#) (Item 310DCD) – free digital download
- [A Toastmaster's Promise](#)
- [Toastmasters Mission, Vision and Values](#)
- [Toastmasters Club Mission](#)
- [Toastmasters International](#) and <http://www.d78toastmasters.org/>
- District Officers, including Area and Division Governor
- Monthly Conference Calls hosted by District Lt. Governor Marketing (LGM)

- *Source Scott Meyer D36 LGM 2011-2012- modified with permission fit D78 Feb 2013 Bryan Sharp LGM*

Club Structure with Standing Committees
 Source Toastmasters International Constitution
 Articles 7 & 8

