The First Class Club Coach
Introduction

• Club coach qualifications
• Why a club coach is needed
• How to be an effective club coach
A Club Coach

• 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
Your Opportunity To

• Develop team-building skills
• Expand leadership experience
• Increase proficiency as a facilitator and negotiator
• Develop diplomacy skills
• Share expertise
• Invest in the future of Toastmasters
• Earn credit toward the Distinguished Toastmaster award
Club Coach Qualification

• A Toastmaster who is not a member of the struggling club upon appointment
Club Qualifications

• Club has at least one but not more than 12 members.
• Coach is not a member of the club when appointed.
Making the Club Connection

• Observe club dynamics.
• Develop a personal rapport with members.
• Gain their trust and respect.
• Use the Club Coach Troubleshooting Guide.
Making the Club Connection

• 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.
Status Check

• Have the club conduct Moments of Truth.
• Help identify the club's strengths and challenges.
• Facilitate a discussion of the strengths and challenges.
Club Meetings

• Teach the club how to plan and produce club meetings.
• Ensure the Vice President Education reviews the *Club Leadership Handbook*.
• Show club leaders how to find and use other tools.
Quality Clubs

- Quality clubs have a member service perspective.
- The club’s criteria for service reflect quality and reliability.
- Recommend displaying the *Moments of Truth* Club Quality Standards Evaluation.
Membership

- It takes 20 members to support a club.
- Combat attrition with a membership-building culture.
- Run club membership contests.
Toastmasters Membership Contests

- Annual Individual Member Program
- Talk Up Toastmasters!
- Smedley Award
- Beat the Clock
Membership

• Retaining members provides continuity and assures a strong leadership base.
• Every member is responsible for keeping all other members satisfied and involved in the club.
Recognize Achievement

• Post member progress charts at every meeting.
• Formally recognize members achieving any education award.
• Mention achievements in club newsletters, on social media, and on the club website.
Recognize Achievement

- 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.
Looking to 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.
Looking to the Future

Club mission

We provide a supportive and positive learning experience in which members are empowered to develop communication and leadership skills, resulting in greater self-confidence and personal growth.
Looking to the Future

Teach the club how to use the *Distinguished Club Program and Club Success Plan.*
The Club Success Plan

• Helps determine how club will meet the 10 DCP goals
• Allows the club to establish additional goals
• Outlines strategies for achieving goals
• Identifies resources to accomplish goals
Closing

-Question?
-Comments?
-Concerns?