

# A TOASTMASTER'S LEADERSHIP TOOLBOX

## INTRODUCTION:

Welcome to "A Toastmaster's Leadership Toolbox," a growing collection of resources to support leadership development at all levels.

This initiative, born from a Level 5 High-Performance Leadership project, is now open-source and welcomes contributions from all our district's leaders.

Think of it as a shared space for:

- **Finding:** Practical tips, inspiring stories, and curated resources for leadership development.
- **Adding:** Your own expertise, success stories, or workshop materials to enrich the resource.
- **Growing:** Together, we'll ensure this platform evolves and stays relevant for years to come.

Let's build a powerful leadership legacy, one contribution at a time.

*\*\*Note: All resources posted are listed in their English versions – though some may be available in other languages.*

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## GUESTS:

### Understanding Guests / Guests Interests:

#### Guest Survey:

- Consider some or all these questions for open-ended or multiple-choice answers, in paper survey, Google forms, or other survey format:
  1. What activities are you doing in your life currently? (work, family, volunteering?)
  2. Do you think these areas would be enhanced by better communication? (list & Y & N)
  3. Do you like to solve problems or make things better?
  4. What makes you say “yes” when you see a need or get asked to do something?
  5. What aspects of an organization intrigue you enough to get involved?
  6. What makes you say “no” or “I can’t” or “let me think about it” when asked to do something?
  7. What do you know about Toastmasters?
  8. Did you know that Toastmasters is a nonprofit volunteer run organization?
  9. Are you currently, or have you ever, been a member of Toastmasters?
  10. What brings you to Toastmasters now? (use multiple choice - all that apply)

### Advertising Toastmasters / Your Club:

- Mention: “Volunteer Organization”
- Mention: Members run the meeting (“Roles in club meetings”)
- Offer a sample agenda on social media (i.e. Eventbrite or Meetup events)
- Create FAQ about how Toastmasters works (include leader aspects). TIP: Eventbrite has FAQ & agenda sections to add to events. If you prepare a FAQ or agenda for one event, then duplicate that event to create a new event, the FAQ or agenda copied to the new event.
- [101-Your Path to Leadership](#) (Zip file will download - Toastmasters.org) explains how Toastmasters helps improve leadership skills, the benefits of being a member, and outlines the Pathways learning experience.
- [Introduction to Toastmasters](#) Open House Presentation (Download slide presentation - Toastmasters.org)
- [131 - Become a Better Leader Flier](#) (Zip file will download - Toastmasters.org) Use this flier to promote your club to prospective members who are seeking to sharpen their leadership and presentation skills.
- Resource Library at Toastmasters.org: – [search “Leadership”](#) for a variety of leader related resources

## Correspondence Tips:

### General Tips

- Include who you are, and what you do in your club.
- Mention how your average club meeting is run (by volunteers)
- Mention “Volunteer Organization”
- Use subtle messaging about leadership in conversations, e-mails, advertising, agendas, etc.
- Add your Toastmasters credentials, club or district officer role to your signature and social media.
- Invite people to connect and ask you what all those credentials mean!

### Corporate Tips

- Corporate potential members: [Confidence. The Voice of Leadership brochure: fr-101](#) (PDF - Toastmasters.org)
- [Corporate Clubs Soft Skills flier](#) (PDF - Toastmasters.org) identifies the benefits to companies of sponsoring Toastmasters clubs.
- 103 - [Develop Your Leaders From Within](#) (Zip file will download - Toastmasters.org) A brochure designed for promoting Toastmasters to businesses and organizations.
- Resource Library at Toastmasters.org: – [search “Leadership”](#) for a variety of leader related resources for open and corporate clubs.

## NEW MEMBERS

- [Welcome New Members](#) (Video - Toastmasters.org)
- [A Toastmasters Promise](#) (Web Page - Toastmasters.org) also on new member applications.
- [New Member Profile Sheet](#) (download form - Toastmasters.org)
- New Member Orientation
  - [Orienting New Members](#) (PDF - Toastmasters.org)
  - [New Member Orientation](#) (Download PowerPoint Presentation - Toastmasters.org)
  - Experiences: Focus on empowerment and self-direction
    - Navigate Toastmasters.org

- Navigate Club Websites
- Navigate Pathways \*\*INCLUDE: [Changes coming to Pathways in the first half of 2024](#) (Web page Toastmasters.org)
- How Things Typically Work in Your Club
  - Overview
  - Specifics for all members
  - [Club meeting roles](#) (Web page – Toastmasters.org)

### Building Club Loyalty / Make the Most of Membership

- [A Toastmasters Promise](#) (Web Page - Toastmasters.org) also on new member applications.
- Toastmasters in work and life activities
  - [The 6 Most Common Leadership Styles and How to Find Yours](#) (Web page – IMD.Org - for Management Development)
  - [Pathways Achievements and Awards](#) – Benefits & Employee letters (Web page – Toastmasters.org)

### Prioritizing Scheduled Meetings:

- Send out entire annual meeting schedule (fliers, calendar reminders, emails, etc.)
- Specifically note any occasion your regular meetings won't be held.
- Direct members to calendar links on your club website.
- Encourage members to put repeaters on their calendars and work around them to prioritize attendance (they initially joined your club because it fit in their schedule....)

### Taking Active Part in Meetings:

- Summarize meeting and officer roles for new members (include how much time is involved to perform each role)
- Partner new members to share meeting role with an experienced member (they can shadow, assist, step in) which may encourage new members to try leading a meeting role sooner & more confidently.

## Building Leadership Interest:

- [What you can gain from Leadership](#) (Toastmasters.org – magazine Article 07/2023)
- [Successful leadership = engaged Membership](#) (Toastmasters.org – magazine Article 05/2021)
- Create ongoing apprenticeships / partnerships for all club officer roles.
- Mentor leader roles by acting “as if” with the current officer - i.e. 1st 4 meetings new people shadow existing officers.
- Create (subtle and matter of fact) dialogues and templates on how to engage new member in leader tasks.
- Create an engaging e-mail system to entice new members to sign up for club meeting roles.
- Invite new members to attend [Toastmasters Leadership Institutes](#) (TLIs – Web page – Toastmasters.org) to learn about club officer roles.
- Invite new members to attend outside events like (club/area/division/district contests, other club special events, district conferences, district leader Q & As / discussions open to all)
- Mentor new members towards their own goals, finding creative ways to include leadership tasks as part of being mentored.
- Find more relevant articles as you read through your [Toastmasters Magazines!](#)

## Shy & Introverted Members - Tips / Tricks

- Sharing officer roles within the club keeps everyone a part of running the club - and also takes the overwhelm from one person over another
- [How can you communicate effectively with introverted or shy team members?](#) (Web article - linkedin.com)
- [Engage members to take on Contests or Conferences roles \(and get credit in Pathways\)](#) (D37 – PDF)
- [Conference Roles & potential pathways credits](#) (D37 – PDF)
- [How can you build trust with introverted or shy team members?](#) (Web article - linkedin.com)
- [Asking for help is hard, but people want to help](#) (Web article – Stanford News 9/2022)

## EXPERIENCED MEMBERS

- The Leadership Development Path will be phased out with the new learning management system soon. It is recommended to start with this path (if available) so as not to miss out on the benefits.

- Leadership is more than a title! There are different forms of “leadership”. Start recognizing leadership actions inherent in some members

### Giving & improving talks about leadership (and get credit too!)

- Consider using Yoodli AI - <https://www.toastmasters.org/about/partnerships/yoodli> (Web page - Toastmasters.org)
- [Toastmasters Leadership Excellence Series](#) (ZIP file will download – Toastmasters.org)
- Resource Library at Toastmasters.org: – [search “Leadership”](#) for a variety of leader related resources

### Mentoring newer members

- Show them what leadership is about by example.
- Talk to newer members about leader opportunities.
- [Assist members with Pathways](#) (Web page with multiple resources & videos – D37)

### Member Satisfaction Survey (new & experienced)

- Include questions that engage members to consider interest in officer roles for the next term
- Link officer role descriptions in the survey, so members can understand what might be entailed if they volunteer

### Considering Club Officer Roles

- Show members what they are agreeing to when they become a club officer:
  - [Club Officer Roles](#) (Web Page – Toastmasters.org)
  - [Club Officer Agreement](#) (Web Page – Toastmasters.org)

## OFFICERS

- [9 Ways to Spot a Leader](#) (Toastmasters.org – magazine Article 06/2016)



- [Tips for the Leader](#) (Toastmasters.org – magazine Article 05/2016)
- [Club Leadership Handbook](#) (Download PDF – Toastmasters.org)
- Read recent [Leader Letters](#) (Web Page – Leadership Central, Toastmasters.org)
- [Club Officer Roles & Self-Evaluations for Serving in Roles](#) (Web Page – Leadership Central, Toastmasters.org)
- [Club Leadership Committee Report Template - 736](#) - used by club leadership committee to announce nominations for Club Executive Committee Elections: (Download MS Word Document – Toastmasters.org)
- [Club Officer Installation Script – 495](#) (Download MS Word Document – Toastmasters.org)
- [Club Officer Agreement](#) (Download PDF – Toastmasters.org)
- Conduct an “orientation” of Leadership Central on a virtual platform to show potential officers tools and information they may have access to (avoid sharing personal member information with non-officers)

### Tips to Develop & Sustain Member Allegiance

- Incorporate Toastmasters in your life (not just a job)
- Help members feel like they have worth in the club no matter what level of experience they’ve achieved.
- Be transparent with club members. Make members feel they are part of the decision-making processes for the club and equally part of the club (their ideas, suggestions, participation are invaluable)
- Recognize member traits, abilities, and interests, then match tasks or request them to help in ways that they will enjoy.
- Offer hybrid meeting option for busy people, or those who shouldn’t come in person due to communicable illness.
- Tailor the club experience to the member.
- [6 Tips for Successful Club Meetings](#) (Toastmasters.org – magazine Article 12/2022)
- [Create a Quality Club](#) (Toastmasters.org – magazine Article 10/2015)
- Use [Moments of Truth](#) as a guideline for your club (Download links to a series of resources – Toastmasters.org)

## LEADERSHIP BEYOND THE CLUB

- [Going Beyond Our Club](#) part of Successful Club Series (Zip file downloads – Toastmasters.org)
- Toastmasters Benefits:
  - [Incorporate Toastmasters into your resume](#) (Toastmasters.org – magazine Article 08/2021)

- [Expanding Your Horizons](#) Success Leadership and Communication Programs (Opens PDF – Toastmasters.org)
- District Leadership:
  - [Club officer Training](#) (Opens PDF – Toastmasters.org)
  - [Area & Division Director Training](#) (Web Page links multiple resources / downloads – Toastmasters.org)
  - [District Leadership Management](#) (Web Page links multiple resources / downloads – Toastmasters.org)
  - [District Executive Leader Roles](#) & Descriptions (Web Page – Toastmasters.org)
  - [District Leader Nominating Form 450C](#) (Opens PDF – Toastmasters.org)
  - [District Leader Agreement](#) (Downloads PDF – Toastmaster.org)
  - Survey Toastmaster Leadership Institute attendees (and other training attendees) about interest in leadership opportunities. Follow up quickly for conversation with those identified.
  - Mentor potential leaders as District officers (from Area and up) as you recognize them during your own leader roles.

## **SUGGESTIONS FOR SUSTAINING THIS PROJECT:**

- Consider an ongoing “resource” committee to locate and add relevant information / links.
- Periodically have someone check and update existing information & links.
- Have a district leader or PR person maintain administrative access and update new information. We started with a MS WORD document for updates, and converted to a PDF for web posting.
- Club officers can survey their own membership for what methods are effective when talking about leadership and share with the resource team.
- Engage club officers, area & division directors to share the resource, and encourage / request new ideas / resources for submission.

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