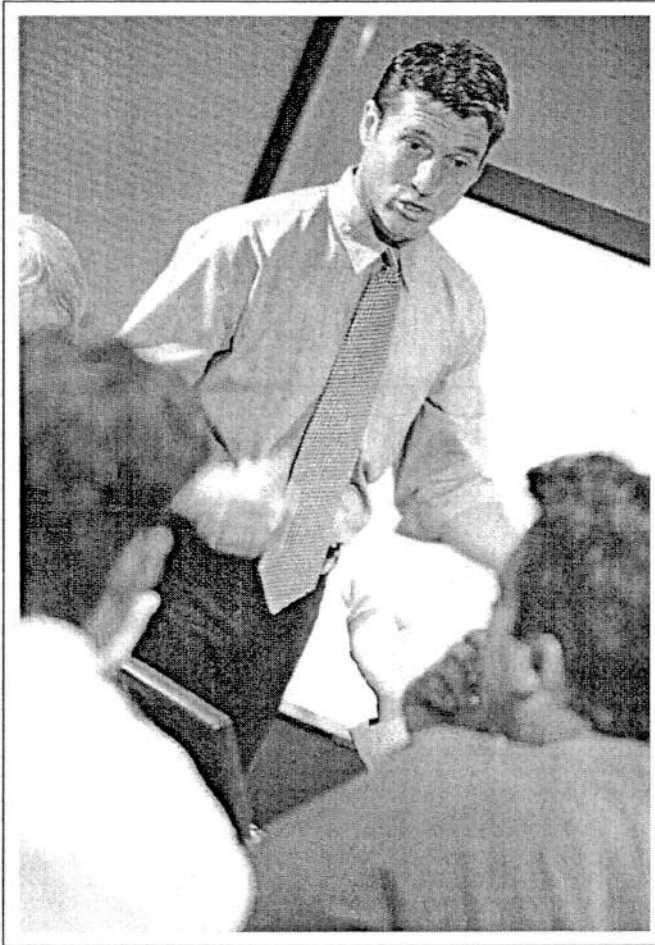


Club Coach Program

The objective of the Club Coach program is to help struggling clubs become Distinguished Clubs. Some of the program specifics are:



- ▶ The club must have 12 or fewer members at the time of appointment
 - ▶ Up to two coaches may be appointed to each club
 - ▶ The coaches cannot be members of the club at the time of appointment
 - ▶ The assignment lasts to the end of the current club year if the club reaches distinguished status or better, or the end of the subsequent club year if Distinguished Club status or better is not reached in the first year
 - ▶ Club coaches will receive a pin upon assignment
 - ▶ Credit toward Advanced Leader is awarded upon successful completion
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- ▶ A certificate will be sent to the club coach(es) upon successful completion
 - ▶ Districts are asked to publicly acknowledge appointments and successes



TOASTMASTERS
INTERNATIONAL®

Appendix A

Club Coach Troubleshooting Guide

CIRCLE ONE

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| ■ Members sincerely want their club to be successful. | 5 4 3 2 1 | Members don't seem to care whether their club succeeds or fails. |
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Corrective Action: Convince members that they will gain meaningful benefits from membership in a successful Toastmaster club.

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| ■ Members are willing to work together to solve the club's problems. | 5 4 3 2 1 | Personality conflicts and bickering are barriers to problem solving. |
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Corrective Action: Urge members to get together to eliminate conflicts, and embrace a common, worthwhile goal.

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| ■ Members are enthusiastic about Toastmasters and their club. | 5 4 3 2 1 | Members have a negative attitude about Toastmasters and their club. |
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Corrective Action: Help inject enjoyment into meetings. Demonstrate how Toastmasters has helped you and others improve the quality of their lives.

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| ■ The club's meeting place is convenient and offers a good environment for meetings. | 5 4 3 2 1 | Membership growth is hampered by an inconvenient or inadequate meeting facility. |
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Corrective Action: Encourage the club to relocate to a more convenient or adequate facility.

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| ■ Meetings begin and end on time. | 5 4 3 2 1 | Meetings often begin late and/or run overtime. |
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Corrective Action: Help officers construct a detailed meeting timetable, and encourage them to implement it.

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| ■ Meetings are fun and club programs are varied and dynamic. | 5 4 3 2 1 | Meetings are dull, lacking in variety and enjoyment. |
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Corrective Action: Suggest programming ideas that will make meetings more exciting and enjoyable.

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| ■ The key participants at each meeting are prepared and phone participants in advance. | 5 4 3 2 1 | Participants usually "wing it." Speakers and evaluators are never contacted in advance. |
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Corrective Action: 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.

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|---|-------------------|---|
| ■ All members are expected to speak from manuals. | 5 4 3 2 1 | Members frequently present non-manual speeches. |
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Corrective Action: Convince members that CTM, ATM achievement is a worthwhile goal. Encourage use of the advanced manuals.

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| ■ Speakers are well prepared and deliver each speech to the best of their ability. | 5 4 3 2 1 | Most speeches reflect hasty or inadequate preparation. |
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Corrective Action: Find role models to aid you in convincing members that thorough preparation is the key to self-improvement.

CIRCLE ONE

■ Evaluations build self-esteem and offer positive direction for improvement. 5 4 3 2 1 Evaluations are often overly harsh or overly glossy.

Corrective Action: *Be a role model in demonstrating effective speech evaluation. Present a speech on how to evaluate effectively. Conduct the programs "The Art of Effective Evaluation" or "Evaluate to Motivate."*

■ Members are supportive of one another and take pride in each others accomplishments. 5 4 3 2 1 Members are primarily concerned with their own self-development.

Corrective Action: *Encourage use of the Member Interest Survey so that members can share their goals and needs with the club. Urge the clubs to warmly recognize members who achieve.*

■ Club officers perform their tasks dilligently. 5 4 3 2 1 Officers frequently fail to fulfill their responsibility.

Corrective Action: *Urge the club president to set a positive tone for all officers. Make sure all officers are trained.*

■ Club officers thoroughly understand their roles and responsibilities. 5 4 3 2 1 Officers don't understand what they are expected to accomplish.

Corrective Action: *Ensure that all club officers receive thorough training and have a copy of the club officer hand-book that corresponds to their office. Demonstrate your ability to answer questions and help them solve their problems.*

■ Officers use the Distinguished Club Program/Club Success Plan as a tool for planning and goal setting. 5 4 3 2 1 Officers are either unaware of the DCP or are unwilling to use it.

Corrective Action: *Explain the purpose, benefits, and workings of the DCP, and motivate club officers to use this valuable management tool.*

■ There are guests at most meetings. 5 4 3 2 1 Guests rarely attend club meetings.

Corrective Action: *Urge all members to invite guests to meetings. Publicize club activities.*

■ Guests are warmly received and made to feel welcome. 5 4 3 2 1 Guests are left to fend for themselves.

Corrective Action: *Convince club members of the importance of treating guests cordially and ensuring that they enjoy themselves and their questions are answered.*

■ Each guest receives a follow up invitation to attend the next meeting. 5 4 3 2 1 No follow up is made.

Corrective Action: *Show the club how a simple follow up note or phone call can increase the chance of a guest returning.*

■ Most guests who attend meetings eventually join the Club. 5 4 3 2 1 Guests rarely return for a second time.

Corrective Action: *A dynamic, enjoyable meeting is a club's best sales tool; encourage programming that makes guests want to join.*



CLUB COACH APPOINTMENT(S)

For Club No. _____

District _____

Name _____	Name _____
Member No. _____	Member No. _____
Address _____	Address _____
City _____	City _____
State/Province _____	State/Province _____
Postal Code _____	Postal Code _____
Home Club No. _____	Home Club No. _____

Any club whose membership is 12 or less qualifies for a club coach appointment.

UP TO TWO CLUB COACHES MAY BE APPOINTED PER CLUB. A club coach is recognized and receives credit if the club to which he or she is assigned achieves Distinguished Club or better by June 30 of the current year or by the following June 30. Coaches may not be a member of the club at the time of the appointment.

Appointment Date

 Signed: _____
(MUST BE SIGNED BY DISTRICT GOVERNOR)

This form must be sent to World Headquarters at the time of appointment. The club's membership must be at 12 or less at the time of appointment.

