



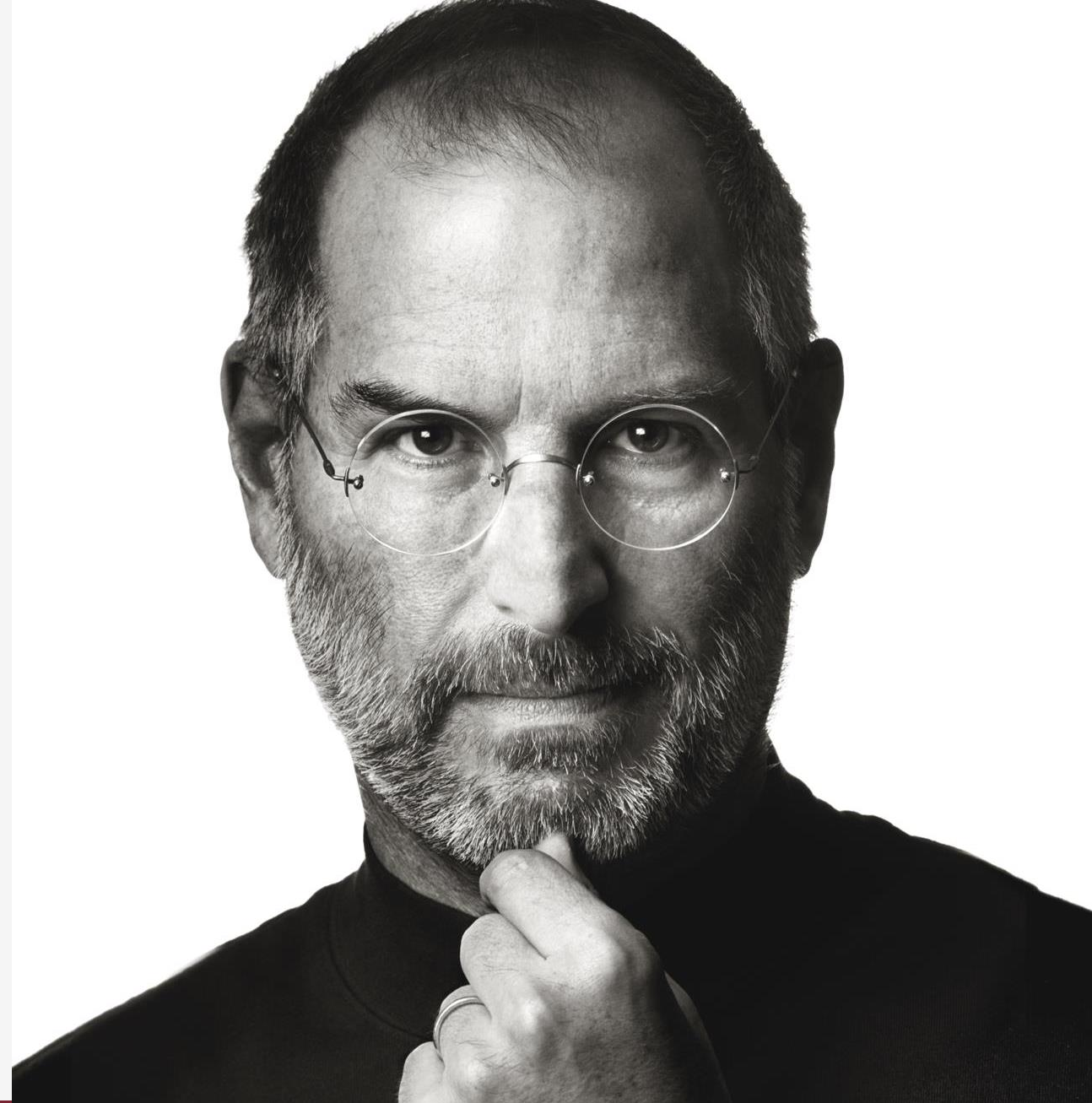
# **Leading a Quality Club – Moments of Truth**

Emily Ho, DTM

Program Quality Director, District 89

---

*“Quality is more important than quantity. One home run is much better than two doubles.” – Steve Jobs*



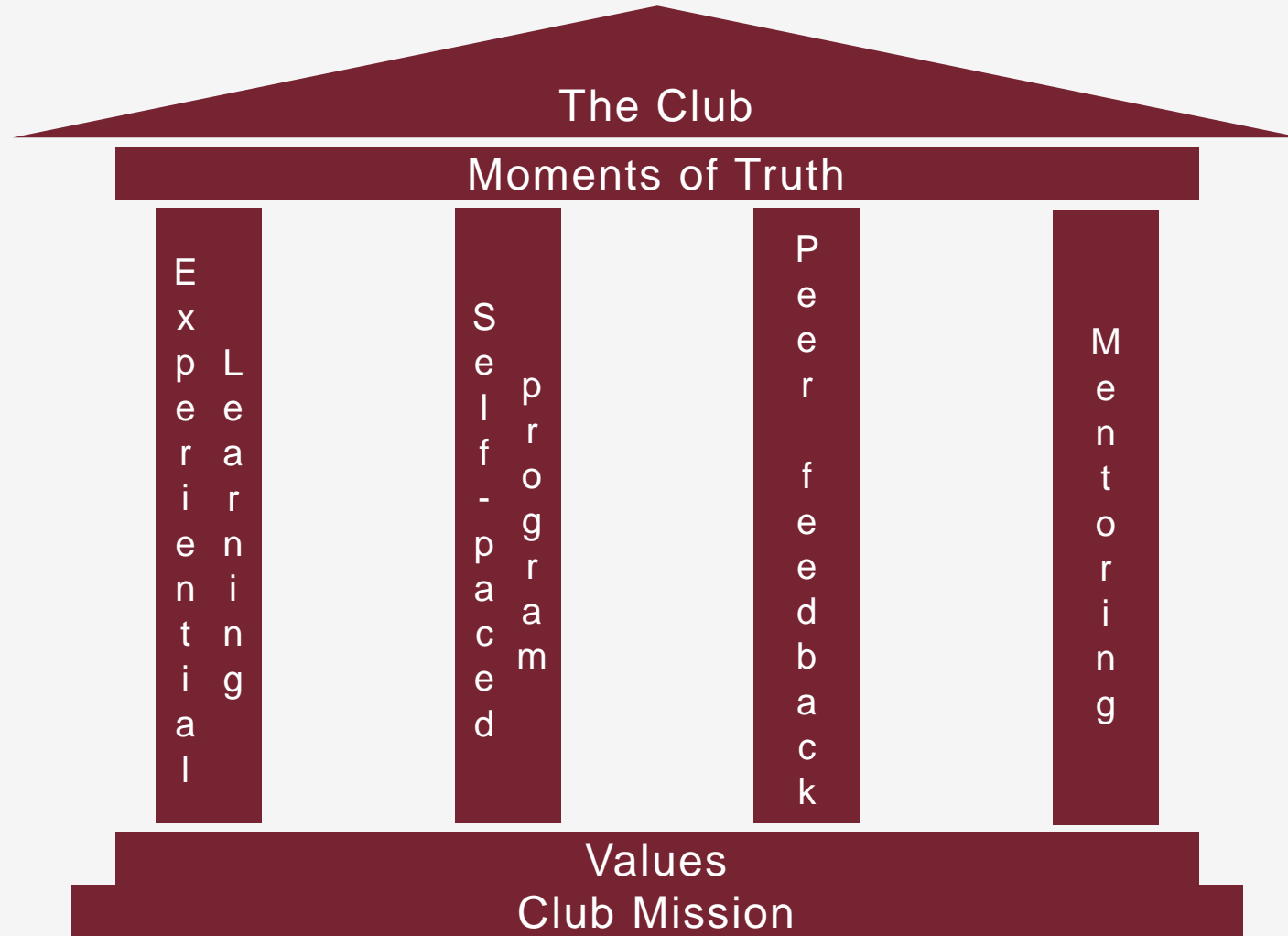
# Why do we want a Quality Club?

---



# Moments of Truth

---



# Moments of Truth

---

Examples in airline industry:

- when you call to make a reservation to take a flight
- when you arrive at the airport and check in your bags
- when you go inside and pick up your ticket at the ticket counter
- when you are greeted at the gate
- when you are taken care of by the flight attendants onboard the aircraft
- and when you are greeted at your destination



# Moments of Truth in Toastmasters

---

1. First Impressions
2. Membership Orientation
3. Fellowship, Variety, and Communication
4. Program Planning and Meeting Organization
5. Membership Strengths
6. Achievement Recognition

**Scan me** →



# Moments of Truth in Toastmasters


**TOASTMASTERS**  
INTERNATIONAL

About | Pathways | Education | Membership | Leadership Cer

---

## MOMENTS OF TRUTH

Club Quality Standards Evaluation



---

**First Impressions**

- ▶ Guests greeted warmly and introduced to officers and members
- ▶ Guest book and name tags provided
- ▶ Professionally arranged meeting room
- ▶ Convenient meeting location
- ▶ Guests invited to address the club
- ▶ Guests invited to join

**Membership Orientation**

- ▶ Formal induction, including presentation of membership pin and manuals
- ▶ Assignment of mentor
- ▶ Education programs and recognition system discussed
- ▶ Learning needs assessed
- ▶ Speaking role(s) assigned
- ▶ Member involved in all aspects of club activities

**Fellowship, Variety, and Communication**

- ▶ Guests greeted warmly and made welcome
- ▶ Enjoyable, educational meetings planned
- ▶ Regularly scheduled social events
- ▶ Members participate in area, district, and International events
- ▶ Inter-club events encouraged
- ▶ Club newsletter/website published and updated regularly

**Program Planning and Meeting Organization**

- ▶ Program and agenda publicized in advance
- ▶ Members know program responsibilities and are prepared to carry out all assignments
- ▶ All projects are manual projects
- ▶ Meetings begin and end on time
- ▶ Creative Table Topics™ and activities
- ▶ Positive and helpful evaluations

**Membership Strength**

- ▶ Club has 20 or more members
- ▶ Members are retained
- ▶ Promotion of club in the community or within its organization
- ▶ Club programs varied and exciting
- ▶ Toastmasters sponsoring new members recognized
- ▶ Regular membership-building programs

**Achievement Recognition**

- ▶ Award applications immediately submitted to World Headquarters
- ▶ Progress charts displayed and maintained
- ▶ Member achievements formally recognized with ceremony
- ▶ Club, district, and International leaders recognized
- ▶ Club and member achievements publicized
- ▶ DCP is used for planning and recognition

---

P.O. Box 9052, Mission Viejo, CA 92690 USA • Phone: 949-858-8255 • Fax: 949-858-1207 • [www.toastmasters.org/members](http://www.toastmasters.org/members)

© 2011 Toastmasters International. All rights reserved. Toastmasters International, the Toastmasters International logo and all other Toastmasters International trademarks and copyrights are the sole property of Toastmasters International and may be used only by permission.  
Printed in USA. Rev. 3/2011 Item 2908

Scan me →



# Moments of Truth - Practicum

---

- 5 min Group Preparation on assigned MOT

## Group A

- 1 1 min introduction of concept
- 2 1 min stating challenges of putting this in place
- 3 2 min how to overcome the challenges

## Group B

- 2 2 min stating challenges of putting this in place
- 3 1 min stating benefits of putting this in place
- 4 1 min wrap up what works & benefits of putting this in place



# Putting Moments of Truth in Practice

**TOASTMASTERS**  
INTERNATIONAL

About | Pathways | Education | Membership | Leadership Cer

## MOMENTS OF TRUTH

Club Quality Standards Evaluation



- First Impressions**
  - Guests greeted warmly and introduced to officers and members
  - Guest book and name tags provided
  - Professionally arranged meeting room
  - Convenient meeting location
  - Guests invited to address the club
  - Guests invited to join
- Membership Orientation**
  - Formal induction, including presentation of membership pin and manuals
  - Assignment of mentor
  - Education programs and recognition system discussed
  - Learning needs assessed
  - Speaking role(s) assigned
  - Member involved in all aspects of club activities
- Fellowship, Variety, and Communication**
  - Guests greeted warmly and made welcome
  - Enjoyable, educational meetings planned
  - Regularly scheduled social events
  - Members participate in area, district, and International events
  - Inter-club events encouraged
  - Club newsletter/website published and updated regularly
- Program Planning and Meeting Organization**
  - Program and agenda publicized in advance
  - Members know program responsibilities and are prepared to carry out all assignments
  - All projects are manual projects
  - Meetings begin and end on time
  - Creative Table Topics™ and activities
  - Positive and helpful evaluations
- Membership Strength**
  - Club has 20 or more members
  - Members are retained
  - Promotion of club in the community or within its organization
  - Club programs varied and exciting
  - Toastmasters sponsoring new members recognized
  - Regular membership-building programs
- Achievement Recognition**
  - Award applications immediately submitted to World Headquarters
  - Progress charts displayed and maintained
  - Member achievements formally recognized with ceremony
  - Club, district, and International leaders recognized
  - Club and member achievements publicized
  - DGP is used for planning and recognition

P.O. Box 9052, Mission Viejo, CA 92690 USA • Phone: 949-858-8255 • Fax: 949-858-1207 • [www.toastmasters.org/members](http://www.toastmasters.org/members)

© 2011 Toastmasters International. All rights reserved. Toastmasters International, the Toastmasters International logo and all other Toastmasters International trademarks and copyrights are the sole property of Toastmasters International and may be used only by permission.  
Printed in USA Rev. 3/2011 Item 2908

1. Conduct MOT evaluation with your club officers
2. Review the focus on your club and how members can benefit from it
3. Write down the action plan
4. Review the progress at least every quarter and update action plan if needed

**Prioritization**

**Action Plan** **Teamwork**



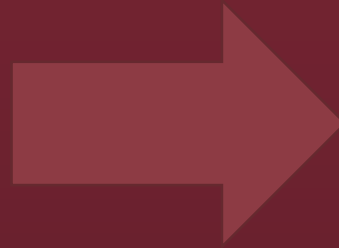
# Leading a Quality Club – Moments of Truth

Emily Ho, DTM

Program Quality Director, District 89

# Let us hear your feedback!

Please scan the QR code  
and fill in the evaluation  
form



<https://www.d89toastmasters.com/2021tli>