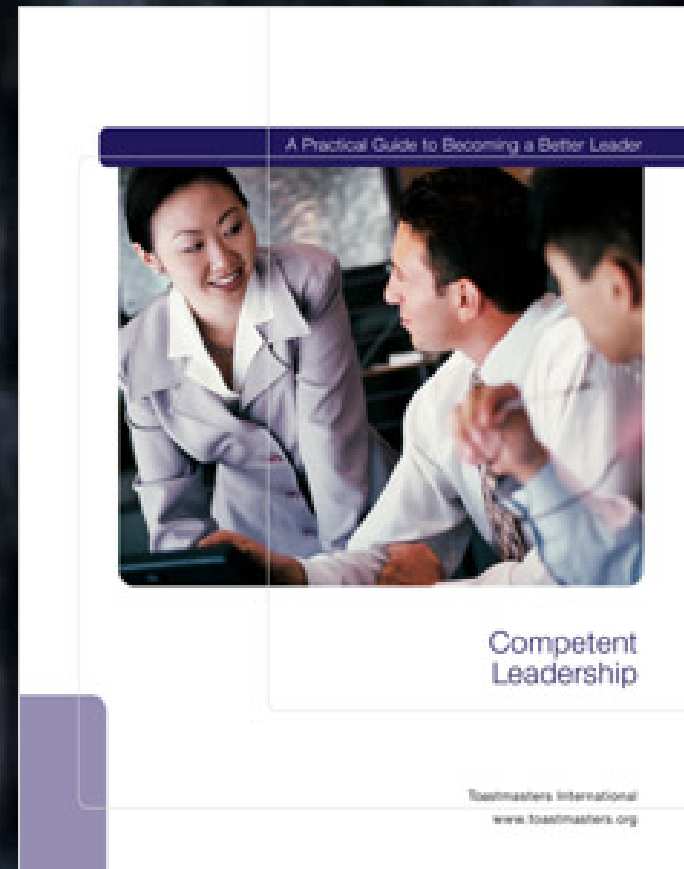


The New Competent Leader (CL)

Presented by
Charlotte Howard, DTM



Advantages

👉 Adds new component to club meetings

👉 Strengthens leadership training at club level

Advantages

- 👉 Gives members new opportunities to learn and practice in a structured program
- 👉 Raises awareness of the leadership track
- 👉 Promotes quality clubs

Integrating Into Meeting

- Display a manual during meetings
- Discuss evaluations
- Educate mentors

Integrating Into Meeting

- Track progress and display at meetings
- Add one additional functional role of Leadership Evaluator

Leadership Evaluations

- Clubs should decide on approach:
 - Verbal evaluations at meeting
 - Private verbal evaluations outside the meeting
 - Written and verbal evaluations at meeting
 - Written evaluations only (minimum)
- OR a combination of the above (as time permits)

Benefits

- New members can start immediately
- Encourage rotation through roles
- Gives specific feedback on role performance
- Meeting quality improved
- Leadership skills enhanced
- Easier transition into High Performance Leadership program

Award Timelines

- **NEW CL PROGRAM:**
 - Beginning July 1, 2008 all members submitting online for the Competent Leader award must meet the new requirement (manual-based award)
- **ORIGINAL CL PROGRAM:**
 - Current members working toward their non-manual based* Competent Leader awards have until June 30, 2008 to submit for the award
 - Must be submitted by Fax or US Mail only

*in progress under the old program

Summary

- Adds a stronger leadership component to the club level program
- Club should decide how best to integrate with meeting agenda
 - Most popular solution appears to be the addition of a Leadership Evaluator role
- Encourages members to rotate through all meeting roles
- Provides a smoother transition to the High Performance Leadership program

The New CL Program as a Marketing Tool

PRESENTED BY

JACK BALKO, DTM

Marketing Toastmasters

Prospective Club Members

Prospective Corporate Clubs

Marketing Toastmasters to Prospects

- **Get Acquainted – be personable**
- **Ask leading questions / identify their desire for leadership development**
- **Relate CL examples to prospect's needs**
- **Identify CL program to prospect**

Marketing Toastmasters to Prospects

- **Personal stories – good & bad practices in business leadership**
- **Give benefits of CL Program**
- **Summarize conversation –
recite back answers & points
made by prospect**

Marketing Toastmasters to Prospects

**During meeting identify leadership
development opportunities**

Marketing Toastmasters to Corporate Prospects

- **Integrate this process with overall discussion about Toastmasters**
- **Provide copy of reference card**
- **Ask manager to rate department's needs**
- **Briefly explain CL program**

Marketing Toastmasters to Corporate Prospects

- **Point out TIPS on reference card**
- **Ask which TIPS would be most helpful**
- **Explain in broad terms TI leadership programs and materials**
- **Summarize major points using comments made by the manager**

Close The Sale

Ask the prospective member
to join!

Secure a commitment from
corporation to form a club