

**TOASTMASTERS**  
INTERNATIONAL®

---

# Moments of Truth

The Successful Club Series

Loyola Pinto, DTM

# Moments of Truth

---

A moment of truth is an episode where a person comes in contact with any aspect of the Toastmasters experience and forms an impression of a club's quality and service.



# Toastmasters' Moments of Truth

1. First impressions
2. Membership orientation
3. Fellowship, variety, and communication
4. Program planning and meeting organization
5. Membership strength
6. Achievement recognition

# 1. 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

First impressions count,  
but last impressions  
get you fired.



## 2. Membership Orientation

- Formal induction, including presentation of pin
- Assignment of mentor
- Education programs and recognition system discussed
- Learning needs assessed
- Discussed accommodations for members with disabilities
- Speaking role(s) assigned
- Member involved in club activities



# 3. Fellowship, Variety, and Communication

- Guests greeted warmly
- Enjoyable, educational meetings
- Regularly-scheduled social events
- Participation in Area, District, and International events
- Inter-club events
- Club newsletter and/or website—updated regularly



# 4. Program Planning and Meeting Organization

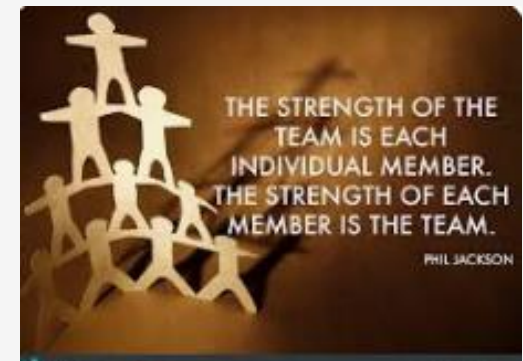
- Program and agenda publicized in advance
- Members are prepared to carry out all program assignments
- All projects are from Pathways
- Meetings begin and end on time
- Creative Table Topics™ and activities
- Positive and helpful evaluations



# 5. Membership Strength

---

- Club has 20 or more members
- Members are retained
- Promotion in club's organization or community
- Club programs are varied and exciting
- Toastmasters sponsoring new members are recognized
- Regular membership-building programs





# 6. Achievement Recognition

---

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



# Does Your Club Meet Standards?

---



# Moments of Truth Evaluation – Room 1

1	2	3	4	5
We never meet this standard	We rarely meet this standard	We sometimes meet this standard	We usually meet this standard	We always meet this standard

## FIRST IMPRESSIONS

First impressions are important to club success because guests' positive experiences and observations determine whether they will return and become members.

Standards			
Guests greeted warmly and introduced to officers and members	<input type="checkbox"/>	Convenient meeting location	<input type="checkbox"/>
Guest book and name tags provided	<input type="checkbox"/>	Guests invited to address the club	<input type="checkbox"/>
Professionally arranged meeting room	<input type="checkbox"/>	Guests invited to join	<input type="checkbox"/>

For each standard that is rated 3 or lower, look at the Best Practices Chart and discuss the following questions with your team:

1. What is the cause of this challenge?

---

---

2. What can be done to address it? Who could be responsible for that action?

---

---

# Moments of Truth Evaluation – Room 1

## Group 1 FIRST IMPRESSIONS

MOT Training  
Discuss on following points for challenges in each question.

**What is the cause of this challenge?**

**What can be done to address it?  
Who would be responsible for that action?**

1. Guests greeted warmly and introduced to officers

- We never meet this standard
- We rarely meet this standard
- We sometimes meet this stanardr
- We usually meet this standard
- We always meet this standard

2. Guest book & name tags provided

- We never meet this standard
- We rarely meet this standard
- We sometimes meet this stanardr
- We usually meet this standard
- We always meet this standard

3. Professionally arranged meeting room

- We never meet this standard
- We rarely meet this standard
- We sometimes meet this stanardr
- We usually meet this standard
- We always meet this standard

4. Convenient meeting location

- We never meet this standard
- We rarely meet this standard
- We sometimes meet this stanardr
- We usually meet this standard
- We always meet this standard

5. Guests invited to address the club

- We never meet this standard
- We rarely meet this standard
- We sometimes meet this stanardr
- We usually meet this standard
- We always meet this standard

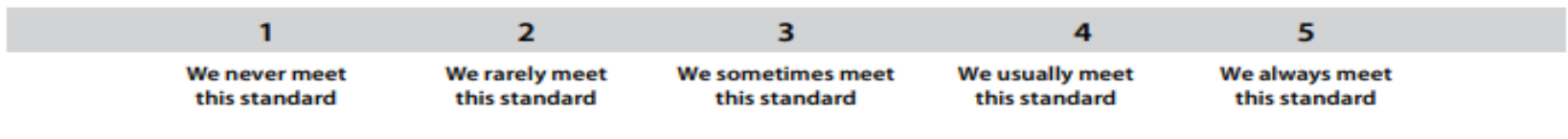
6. Guests invited to join

- We never meet this standard
- We rarely meet this standard
- We sometimes meet this stanardr
- We usually meet this standard
- We always meet this standard

Submit

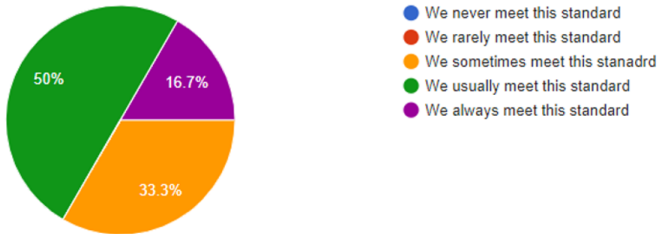
Clear form

# Moments of Truth Evaluation – Room 1



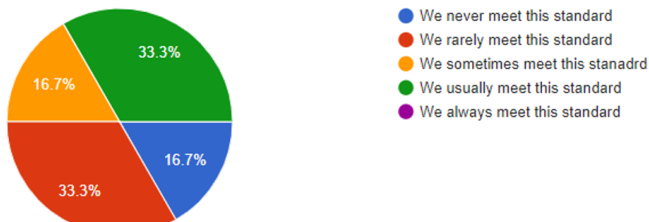
1. Guests greeted warmly and introduced to officers

6 responses



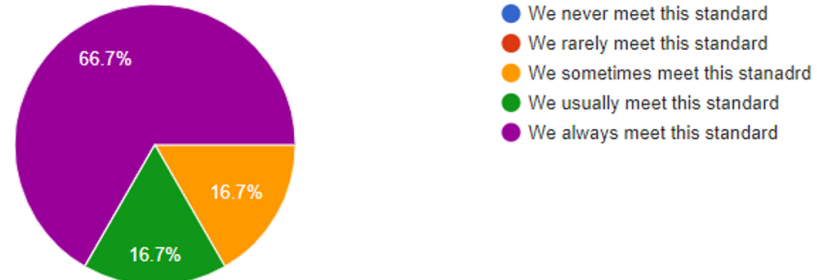
2. Guest book & name tags provided

6 responses



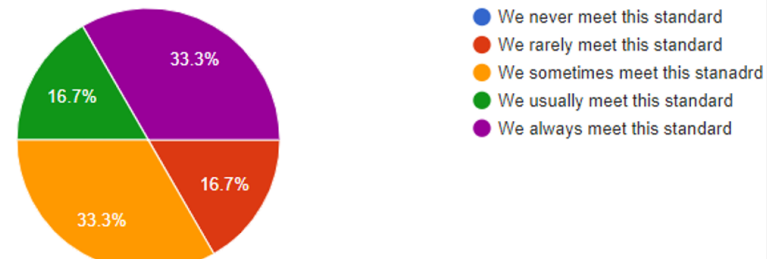
5. Guests invited to address the club

6 responses



6. Guests invited to join

6 responses



## Group 1 FIRST IMPRESSIONS

MOT Training  
Discuss on following points for challenges in each question.

**What is the cause of this challenge?**

**What can be done to address it?  
Who would be responsible for that action?**

# Best Practices Chart

GUESTS		Challenges	Possible Causes	Recommendations	GUESTS	
GUESTS		Guests are not showing up to visit the club.	<p>Guests may not feel welcome. Sometimes when interacting with a close-knit group, new people can feel left out.</p> <p>Guests join clubs in which they feel like their personal goals will be supported.</p> <p>Guests may not be asked to join after the first meeting.</p> <p>Guests may have witnessed a judgmental or negative interaction.</p>	<p>The VPM should use a guest book and ask guests to join at the end of the meeting.</p> <p>Make sure guests have name tags.</p> <p>Include information on the club website about attire to make guests feel comfortable.</p> <p>Welcome guests when they walk in and introduce them to other members in the club with personal information, rather than titles.</p> <p>Make meetings friendly, enjoyable, and fun! Try themed meetings and variety in Table Topics®</p> <p>Display charts to show member progress toward goals.</p> <p>Use room set up such as Toastmasters banner and magazines to draw guests in.</p> <p>Use the club website, newsletter, and social media to promote meetings.</p> <p>Give the Communication Achievement award to a local non-Toastmaster who has a high profile in your community.</p> <p>Conduct a Speechcraft® program.</p>	GUESTS	
		Guests are not joining the club.				
EVALUATIONS		Challenges	Possible Causes	Recommendations	EVALUATIONS	
EVALUATIONS		Speakers are hypersensitive to constructive feedback.	<p>Honest, supportive evaluations rely on trust within the group.</p> <p>Evaluations do not provide constructive feedback.</p> <p>Evaluators may not know how to deliver effective evaluations.</p>	<p>The VPE should allow only members who have given five speeches or more to serve as evaluators.</p> <p>Focus evaluations on speech objectives from the manual.</p> <p>Ask experienced Toastmasters (from your club or from a nearby club) to model effective evaluations.</p> <p>Schedule club social events to create a friendly, supportive culture.</p>	EVALUATIONS	
		Evaluations are superficial and ineffective.				

# Best Practices Chart

	Challenges	Possible Causes	Recommendations	
<b>MEMBER ACHIEVEMENT</b>	<p>Members are not earning awards.</p> <p>Speakers are not improving.</p>	<p>Members are not delivering speeches from the Toastmasters education program.</p> <p>Achievement is not recognized within the club.</p> <p>Mentors are not supporting protégés.</p> <p>Mentors may not understand their responsibilities.</p>	<p>Recognize delivery of the Ice Breaker with a ceremony/ribbon.</p> <p>Award a memento to commemorate achievement.</p> <p>Ask experienced members to share success stories about reaching milestones in their professional and Toastmasters goals.</p> <p>Make sure achievement and recognition are clearly explained and emphasized during orientation.</p> <p>The VPE should ensure members are delivering speeches from the Toastmasters education program.</p> <p>Clarify the mentor's responsibilities to mentors and protégés.</p>	<b>MEMBER ACHIEVEMENT</b>
<b>MEMBER RETENTION</b>	<p>Members are disengaged.</p> <p>Members are not returning.</p> <p>Members have a negative attitude about Toastmasters and their club.</p>	<p>There may not be a formal mentor program.</p> <p>Members may not be aware of the mentor program or the benefits of participating.</p> <p>Protégés may feel their mentors are not a good fit.</p>	<p>Use the VPE and a formal mentor program to make sure members are actively participating.</p> <p>The VPM should contact members who have been absent or ill with a phone call or greeting card to let them know they were missed.</p> <p>Begin and end meetings on time to show respect for all attendees.</p> <p>Use the Member Interest Survey so members can share their goals and needs with the club.</p> <p>Recognize achievement in all roles, both large and small.</p>	<b>MEMBER RETENTION</b>
<b>MENTORING</b>	<p>Members are not satisfied with the mentor program.</p> <p>Members are not taking advantage of the mentor program.</p> <p>Members are not interested in being a mentor.</p>	<p>Members may not feel that they are accomplishing their goals.</p> <p>Members may not feel supported.</p> <p>Meetings may be starting or ending late.</p>	<p>Emphasize the importance of the mentor program to new members.</p> <p>Follow up with mentors and protégés regularly to gauge effectiveness.</p> <p>Encourage mentoring at all education levels, not just new members.</p> <p>Let members know that changing mentors is normal and no one should feel attached to a single mentor.</p> <p>Devise a formal feedback program between mentor and protégé to foster accountability.</p>	<b>MENTORING</b>

# Moments of Truth Evaluation – Room 2

1	2	3	4	5
We never meet this standard	We rarely meet this standard	We sometimes meet this standard	We usually meet this standard	We always meet this standard

## MEMBERSHIP ORIENTATION

In order to offer members the greatest benefit from the Toastmasters experience, the club must acquaint new members with the education and recognition programs and make members aware of the club's responsibility to them and their responsibility to the club.

Standards			
Formal induction, including presentation of membership pin and manuals	<input type="checkbox"/>	Discussed accommodations for members with disabilities	<input type="checkbox"/>
Assignment of mentor	<input type="checkbox"/>	Speaking role(s) assigned	<input type="checkbox"/>
Education programs and recognition system discussed	<input type="checkbox"/>	Member involved in all aspects of club activities	<input type="checkbox"/>
Learning needs assessed	<input type="checkbox"/>		<input type="checkbox"/>

For each standard that is rated 3 or lower, look at the Best Practices Chart and discuss the following questions with your team:

1. What is the cause of this challenge?

2. What can be done to address it? Who could be responsible for that action?



# Moments of Truth Evaluation – Room 3

1	2	3	4	5
We never meet this standard	We rarely meet this standard	We sometimes meet this standard	We usually meet this standard	We always meet this standard

## FELLOWSHIP, VARIETY, AND COMMUNICATION

The club retains members by providing a fun, friendly and supportive environment that encourages enjoyable learning.

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

For each standard that is rated 3 or lower, look at the Best Practices Chart and discuss the following questions with your team:

1. What is the cause of this challenge?

---

---

---

2. What can be done to address it? Who could be responsible for that action?

---

---

---

# Moments of Truth Evaluation – Room 4

1	2	3	4	5
We never meet this standard	We rarely meet this standard	We sometimes meet this standard	We usually meet this standard	We always meet this standard

## PROGRAM PLANNING AND MEETING ORGANIZATION

When club meetings are carefully planned, with well-prepared speakers and useful evaluations, members are able to meet their education goals.

Standards			
Program and agenda publicized in advance		Meetings begin and end on time	
Members know program responsibilities and are prepared to carry out all assignments		Creative Table Topics® and activities	
All projects are from Pathways, the Toastmasters education program		Positive and helpful evaluations	

For each standard that is rated 3 or lower, look at the Best Practices Chart and discuss the following questions with your team:

1. What is the cause of this challenge?

---



---

2. What can be done to address it? Who could be responsible for that action?

---



---

# Moments of Truth Evaluation – Room 5

1	2	3	4	5
We never meet this standard	We rarely meet this standard	We sometimes meet this standard	We usually meet this standard	We always meet this standard

## MEMBERSHIP STRENGTH

When the club has enough members to provide leadership and fill meeting and committee assignments, this creates a lively, active club that benefits existing members and draws new members in.

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

For each standard that is rated 3 or lower, look at the Best Practices Chart and discuss the following questions with your team:

1. What is the cause of this challenge?

---



---

2. What can be done to address it? Who could be responsible for that action?

---



---

# Moments of Truth Evaluation – Room 6

1	2	3	4	5
We never meet this standard	We rarely meet this standard	We sometimes meet this standard	We usually meet this standard	We always meet this standard

## ACHIEVEMENT RECOGNITION

The club motivates members to stay active by monitoring members' progress towards goals, submitting completed award applications immediately, and consistently recognizing member achievements.

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

For each standard that is rated 3 or lower, look at the Best Practices Chart and discuss the following questions with your team:

1. What is the cause of this challenge?

---



---

2. What can be done to address it? Who could be responsible for that action?

---



---

# Q & A

---



***You never get a  
second chance to make  
a first impression.***