

TOASTMASTERS
INTERNATIONAL®

Moments of Truth

The Successful Club Series

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

- ▶ First impressions
- ▶ Membership orientation
- ▶ Fellowship, variety, and communication
- ▶ Program planning and meeting organization
- ▶ Membership strength
- ▶ Achievement recognition

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 pin and manuals
- ▶ 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

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

Program Planning and Meeting Organization

- ▶ Program and agenda publicized in advance
- ▶ Members are prepared to carry out all program 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 in club's organization or community
- ▶ Club programs are varied and exciting
- ▶ Toastmasters sponsoring new members are recognized
- ▶ Regular membership-building programs

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?

- ▶ First impressions
- ▶ Membership orientation
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- ▶ Program planning and meeting organization
- ▶ Membership strength
- ▶ Achievement recognition

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