

Supporting a Corporate Club



District 59

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Club Growth Director

March 2017



March 9th - Attract and retain members

March 16th - How to Charter a Club

March 23th - Supporting a Corporate Club



Key steps

- ▶ Identify
- ▶ Meet
- ▶ Demo
- ▶ Support
- ▶ Review & Monitor
- ▶ Showcase



Identify

- ▶ Companies with 200+ employees
- ▶ Organization culture
- ▶ Meeting location and time
- ▶ Stable core team
- ▶ Who can be the internal champion
- ▶ Who has access to decision maker
- ▶ Who from senior management can commit with the project



Meet

- ▶ Meet with decision maker
- ▶ Set expectations
- ▶ Explain Toastmasters concept from their perspective
 - ▶ Leadership development program
 - ▶ Features, Benefits and Value



Benefits for Companies

- ▶ Employee goal achievement
- ▶ Improved performance
- ▶ Increased productivity
- ▶ More productive teams
- ▶ Effective meetings
- ▶ Better leaders
- ▶ Better employee communication
- ▶ Better customer communication
- ▶ Improved morale & retention
- ▶ High return on people development investment



Meet

- ▶ Meet with decision maker
- ▶ Set expectations
- ▶ Explain Toastmasters concept from their perspective
 - ▶ Leadership development program
 - ▶ Features, Benefits and Value
- ▶ Clarify the type of learning
- ▶ Present Toastmasters as a collaboration project
- ▶ Schedule demo meeting
- ▶ Obtain commitment from senior management



Demo Meeting

- ▶ 2 - 3 speeches
 - ▶ Beginner speaker (preferably from the club)
 - ▶ Intermediate
 - ▶ Advanced
- ▶ Time for Q&A
- ▶ Application Forms
- ▶ Commitment for next meeting



Support

- ▶ Membership and Payments
 - ▶ More than 25 members
 - ▶ Part of employee development program
 - ▶ Company pays full or part of subscription dues
 - ▶ Understand how company process payments

- ▶ Support the charter process
- ▶ Create a Performance Development Plan
- ▶ Clarify DCP, COT and contests
- ▶ Clarify Club Mentor, Area Director, club and other roles



Review & Monitor

- ▶ Review Performance Development Plan
- ▶ Monitor and review DCP with officers and company
- ▶ Attend club sessions
- ▶ Request feedback from senior management



Showcase

- ▶ Showcase company in newsletters, conferences
- ▶ Invite senior management to special events
- ▶ Ask company to host events

<http://www.toastmasters.org/CorporateSponsors.aspx>



Q & A

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