

Member Personas



The Young
Professional



The Career
Advancer



The International
Professional



The Mature
Manager

Persona Development

- **Toastmasters International** conducted 16 focus groups in San Diego, Columbus, New York City, Calgary, Houston, Bangalore, Shanghai and London. These markets were carefully selected based on Toastmasters membership counts and geographic diversity. Participants for the groups were selected using a survey screener to ensure a diverse group of participants that more closely represented the average member in each location. Each group consisted of approximately 6 to 8 members. These members participated in a moderated conversation related to their Toastmasters experience.

2016 Focus Groups

San Diego, Columbus, New York City, Calgary, Houston, Bangalore, Shanghai and London



Focus Group Goals

- ▶ Identify member segments
- ▶ Understand the catalyst for joining Toastmasters
- ▶ Determine why members choose Toastmasters over other options
- ▶ Discover the reasons why members attend meetings regularly and continue their membership
- ▶ Understand the unique value of Toastmasters from the member perspective

Member Personas

Six distinct member personas were clearly identified from the analysis. Each persona has a unique background, set of personal characteristics and goals.



The Young Professional



The Self-Help Enthusiast



The Career Advancer



The Retiree



The Mature Manager



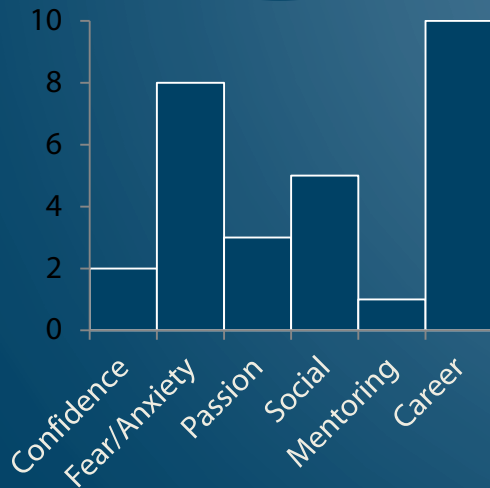
The International Professional

Member Personas

The Young Professional



- Lack presentation skills and experience
- Are shy and lack confidence
- Want to network professionally
- Want to be successful
- Think Toastmasters structure and culture is gimmicky
- Encouraged to join by a manager
- Joined for professional development
- Want modern tools (e.g. social media, apps)

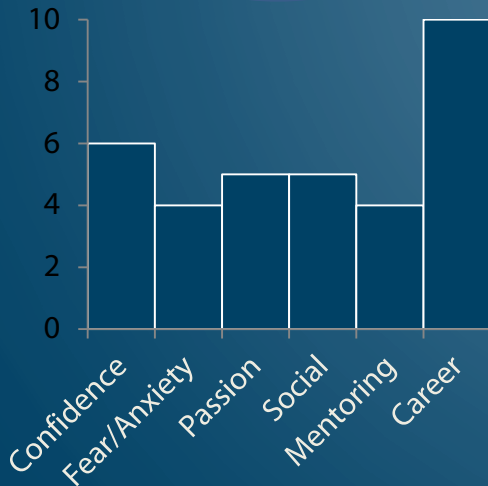


Member Personas

The Career Advancer



- Joined to advance career
- Will leave if skills do not continue to improve or don't have enough time
- Has some confidence and speaking abilities
- Researched other development options before joining
- Seeking constructive evaluation and practice
- Often had an embarrassing incident that drove them to Toastmasters

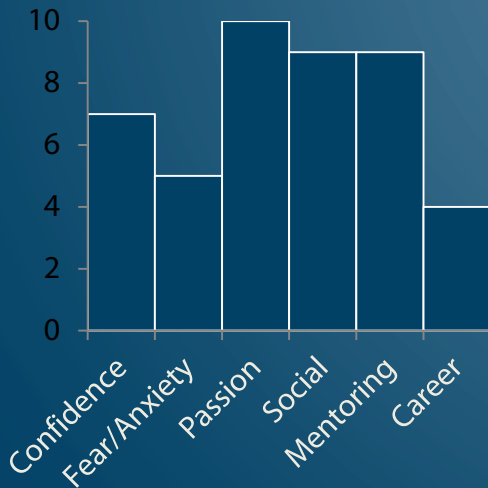


Member Personas

The Self-Help Enthusiast



- Typically men
- Interested in groups like AA, Landmark and the Free Masons
- Late bloomers
- Socially awkward
- Looking for a place to fit in or find answers
- Committed and extremely enthusiastic about Toastmasters
- Want to mentor others, but aren't qualified
- Follow the program as it is designed
- Narcissistic qualities – believe they are good at everything

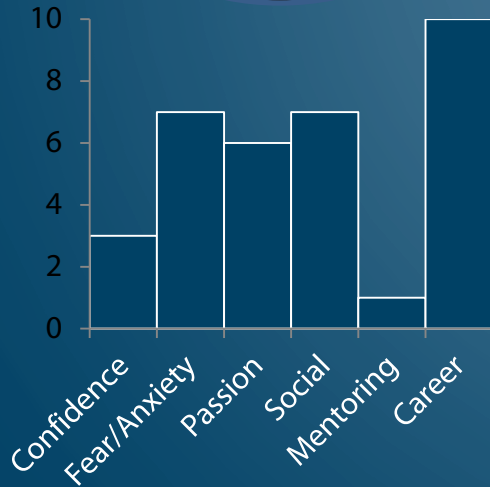


Member Personas

The International Professional



- Often young and educated
- Joined to practice English
- Work for companies that speak and write in English
- Value a safe learning environment with no judgment
- Adapt to new cultural techniques and values offered in the club
- Excited about the leadership path once they learn about it

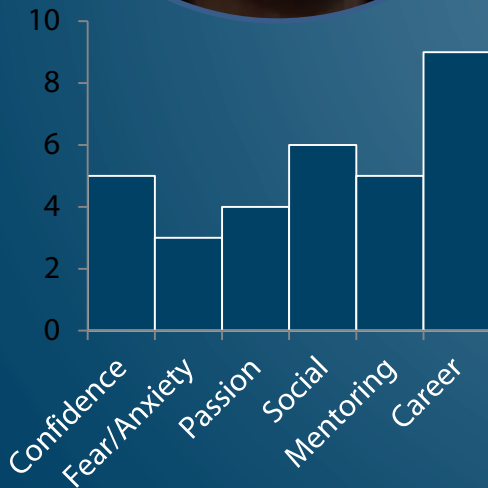


Member Personas

The Mature Manager



- Typically women
- Joined to network and advance career
- At a low point in their career
- Describe themselves as “entrepreneurs”
- Have tried Dale Carnegie, Meetups, business networking groups, etc.
- Has the money to pay for solutions
- Realizes they are getting older and need to refresh their skills
- Very talkative

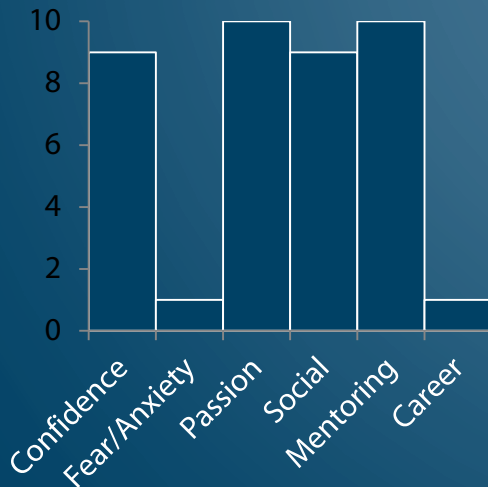


Member Personas



The Retiree

- Joined for fellowship
- Seeking personal fulfillment (bored)
- Want to give back and be valuable to others
- Don't join to volunteer, but often do because there is no one else to do it
- Likes social/fraternity time
- Think they are already a great speaker
- Strong/rigid views, do not like change



Overall Themes

- **First Experience**

- Individuals initially lack knowledge and have limited expectations
- Starts with a fear of public speaking
- Warm welcome matters
- Accessibility and flexibility are critical

- **Why They Stay**

- Greater self-confidence
- For the fun
- Program value: Structured and self-directed
- Diversity and being a part of an international program
- There's nothing like Toastmasters
- Impacts all aspects of their life

Unexpected Discoveries

- **Personal**

- Learned to listen
- Self-awareness
- Developing others
- Other valuable skills are built

- **Toastmasters**

- Professional speakers alongside 'normal' people
- Two tracks (pre-Pathways)
- These are my people!
- It's more than a bunch of people getting together – its development

Best-kept Secret

- **Primary channels**
 - The Inviter – trusted Word of Mouth
 - Friend
 - Family
 - Boss
 - Colleague
 - Google Search
- **Need for advertising**