



**TOASTMASTERS**  
INTERNATIONAL



**WHERE LEADERS  
ARE MADE**

# MOMENTS OF TRUTH

The Successful Club Series

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# THE SUCCESSFUL CLUB SERIES

Toastmasters International's *The Successful Club Series* (Item 289) is a set of presentations that address quality club meetings. In these presentations, you learn how you and your fellow members can contribute to a successful club by using unique skills and following certain standards.

Most presentations in *The Successful Club Series* (Item 289) may be presented by any club member and take between 10 to 15 minutes to present.

## CONDUCTING THE PROGRAM

"Moments of Truth" discusses the standards necessary to create positive impressions about club service and provided a club evaluation exercise. This product consists of four parts:

- ▶ Definition and explanation of the presentation
- ▶ Guidelines for your introduction to the audience
- ▶ Outline for the development of your speech
- ▶ CD of a PowerPoint presentation

### *In Your Own Words*

*The outline is not a script and should not be read word-for-word. Instead, use the document as a guide for presenting the material in your own words and with your own narrative style. The presenter's outline is a structure on which to build your presentation. Use the points of the outline to develop your speech, but be the author of your own oration.*

Here are some tips on using this outline to develop and deliver your presentation:

- ▶ **Study the outline in this manual carefully.** Familiarize yourself with the general structure. Preparation is the key to a successful presentation.
- ▶ **Use the outline to build your own speech using your own words.** Prepare a set of notes indicating where you wish to pause, gesture, or add special verbal emphasis. Highlight key words or sentences to help you present the material most effectively.
- ▶ **When delivering your speech, be expressive.** Use all of the presentation skills you have learned as a Toastmaster, including vocal variety and gestures.

## USING VISUAL AIDS EFFECTIVELY

Visual aids add interest to any presentation and help your audience retain information. You are encouraged to use them. If you plan to use the PowerPoint slides for this presentation as visual aids, you will need a data projector, a laptop computer, a table to support them, and a screen for viewing. In the outline, there are indications for placement of the PowerPoint slides. Each is numbered. For example, V1 refers to the first visual.

Please note that the first slide in the PowerPoint show is a title slide and is not included in this numbering system.

If you cannot arrange for projection equipment but still would like to use visuals, you may copy the material on the visuals onto a flipchart. Do this before the presentation. Use a heavy marking pen that does not seep through the paper, and write on every third or fourth page so succeeding visuals will not show through. Also, make your letters large and heavy with plenty of space between them.

Follow these tips when using visual aids:

- ▶ Set them up and test them before the meeting begins. Place them so they are easily visible to listeners. Place your projector so it projects a large, high, undistorted image on the screen. Focus the image.
- ▶ Bring spare equipment, including a projector bulb, extension cord, extra marking pens, etc.
- ▶ Display your visuals only when they are needed. If you are using a flipchart, flip the page back out of view when you are finished with it.
- ▶ Remember not to stand between the visual aid and your audience or you will block their view.
- ▶ Maintain eye contact with your listeners. Do not talk to the screen or flipchart. If you must turn your back to point out something, pause as you point it out, and then resume speaking once you face your audience again.

## EVALUATION AND ADVANCED AWARDS

Because this is an outlined presentation, you will not receive credit toward completing a manual speech project, but you may receive credit toward your Advanced Leader Bronze or Advanced Communicator Silver award. Ask your vice president education to assign an evaluator for your presentation.

Conducting any two presentations from *The Successful Club Series* (Item 289) and/or *The Leadership Excellence Series* (Item 310) is one of the qualifications for Advanced Leader Bronze recognition. Conducting any two presentations from *The Better Speaker Series* (Item 269) and/or *The Successful Club Series* (Item 289) is one of the qualifications for Advanced Communicator Silver recognition. For further details, please visit [www.toastmasters.org/1212](http://www.toastmasters.org/1212).

# MOMENTS OF TRUTH

## Introducing The Presenter

### TIPS FOR THE PRESENTER: WRITE YOUR INTRODUCTION

All prepared speeches in Toastmasters require an introduction. A proper introduction of you and your speech is important to the success of your presentation. Use the following as a guide in writing your introduction:

- ▶ Include the purpose of *The Successful Club Series* (Item 289).
- ▶ Explain why “Moments of Truth” is important for a Toastmasters club, stating the purpose and one or more objectives of your presentation.
- ▶ Provide some background information about yourself.
- ▶ Read *When You're the Introducer* (Item 1167E) for further details on giving a proper introduction.
- ▶ Give your finished introduction to the person who will be introducing you.

### TIPS FOR THE INTRODUCER

- ▶ Ask the presenter any clarifying questions.
- ▶ Rehearse the introduction.

# MOMENTS OF TRUTH

## Outline

### INTRODUCTION

As a club, you want every new and prospective member's initial interaction with the club to be a positive one. These decisive times when initial impressions are formed are known as Moments of Truth. The Moments of Truth is your guide to delivering quality service and outstanding member experiences. Moments of Truth is a tool that enables sustained club quality through guided evaluation and targeted recommendations. A high-quality club encourages and celebrates member achievement, provides a supportive and fun environment, and offers a professionally organized meeting with variety. In those clubs, officers are trained in all aspects of club quality to ensure that members have access to a formal mentoring program, are provided evaluations that help them grow, and are motivated to achieve their goals. When clubs successfully exemplify the Moments of Truth, members are ensured a safe, supportive environment in which to achieve their goals.

### MOMENT OF TRUTH

When anyone comes in contact with any aspect of Toastmasters, the person forms an impression based on his or her experience at that particular time. Clubs must remain cognizant of these crucial, decisive times and ensure that every experience with Toastmasters is a positive one. There are six critical moments of truth in which clubs have an opportunity to create positive impressions. The six critical Toastmasters moments of truth are:

- ▶ First Impressions
- ▶ Membership Orientation
- ▶ Fellowship, Variety, and Communication
- ▶ Program Planning and Meeting Organization
- ▶ Membership Strength
- ▶ Achievement Recognition

Use the following standards for each moment of truth to offer quality service for each contact point.

#### 1. First Impressions

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

- ▶ Greet each guest at the door. Introduce the guest to officers and members.
- ▶ Give each guest a name tag. Ask the guest to sign the guest book.
- ▶ Set up a professional-looking meeting room.

V1

V2

V3

V4

V5

- ▶ Ensure the meeting location is conveniently located, accessible, and the meeting room is clearly marked.
- ▶ Encourage guests to participate in the meeting and to comment on their experience at the end.
- ▶ Invite guests to join the club on the day they visit.

V6

## 2. Membership Orientation

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

- ▶ Induct new members formally and provide a membership pin and manuals.
- ▶ Assign a mentor for one-on-one assistance.
- ▶ Discuss how the educational program helps develop speaking and leadership skills.
- ▶ Survey all new members' learning needs and include a section for people with disabilities to let you know of any accommodations they may need. See Policy and Protocol, Protocol 2.0: Club and Membership Eligibility, 2. Members with Disabilities.
- ▶ Assign a speaking role for the new member as soon as possible.
- ▶ Continue to make new members feel welcome and encourage their participation in meetings.

V7

## 3. Fellowship, Variety, and Communication

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

- ▶ Members greet guests and make them feel welcome.
- ▶ The vice president education (VPE) regularly plans enjoyable, dynamic educational programs with exciting, thought-provoking themes.
- ▶ The club enjoys regularly scheduled social events.
  - Encourage club members to participate in area, district, and international events.
  - Promote and encourage inter-club events.
  - Issue a club newsletter regularly and maintain a website.

V8

## 4. 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.

- ▶ Publicize the program and agenda in advance.
- ▶ Ensure all members know their responsibilities for each meeting and are prepared to carry out all assignments.
- ▶ All speaking and leadership projects are manual projects.
- ▶ Begin and end meetings on time.
- ▶ Feature creative Table Topics™ and exciting theme meetings.
- ▶ Base positive, helpful evaluations upon project objectives and speakers' learning goals.

## 5. 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.

- ▶ Maintain a minimum of 20 or more members.
- ▶ Work to retain members.
- ▶ Actively promote your club in the community or within the sponsoring organization.
- ▶ Continually plan varied and exciting club meetings.
- ▶ Recognize Toastmasters who sponsor new members.
- ▶ Participate regularly in membership-building programs.

## 6. Achievement Recognition

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

- ▶ Send award applications to World Headquarters or apply for awards online immediately when members complete educational requirements.
- ▶ Maintain and post member progress charts at every meeting.
- ▶ Formally recognize member achievements.
- ▶ Recognize club, district, and international leaders.
- ▶ Publicize member and club achievements.
- ▶ Use the Distinguished Club Program (DCP) for planning and recognition.



## MOMENTS OF TRUTH EVALUATION

V11

**Note to presenter:** *Work with the club to perform an evaluation using the six standards of each Moment of Truth.*

1. Divide the audience into six teams and assign each team one moment of truth.
2. Distribute the Moments of Truth Handouts to each team.
3. Give each team the following assignment and allow 10 minutes for team discussion. Make an announcement when there is one minute left.
  - As a team, rate your club on a scale of 1 to 5 on how well you succeed on your assigned moment.
  - For each item that is rated 3 or lower, look at the Best Practices Chart and discuss the following questions in your team: What is the cause of this challenge? What can we do to fix it?
4. Provide the following guide statements to help start the teams' discussions if needed:
  - **First Impressions:** Discuss what guests first experience and observe when visiting the club and whether or not these impressions encourage them to return.
  - **New Member Orientation:** Consider to what degree the club acquaints new members with the Toastmasters education and recognition system, the member's responsibility to the club, and the club's responsibility to the member.
  - **Fellowship and Variety:** Verify if the club offers a warm, friendly, and supportive environment that encourages enjoyable learning.
  - **Program Planning and Meeting Organization:** Judge whether or not club meetings are carefully planned, with well-prepared speakers and useful evaluations.
  - **Membership Strength:** Discuss whether the club's number of members is not only sufficient to provide leadership, but also to fill meeting and committee assignments. Be sure to evaluate the club's membership-building and retention practices.
  - **Achievement Recognition:** Evaluate the club's performance regarding the tracking of each member's educational progress, immediate submission of completed applications, and consistent recognition of achievements.

5. Facilitate a group discussion about each moment of truth.

**Note to presenter:** *Ask the secretary to take notes during the group discussion. At minimum, the notes should include the rating for each moment of truth and specific recommendations for improvement. This summary should be distributed to every member of the club at the following meeting.*

- For the first moment of truth, ask the teams to discuss each standard rated a 3 or lower.
- Ask the team to share their recommendations.
- Use a flipchart to record the recommendations.
- Repeat this process for the remaining five Moments of Truth.

## CONCLUSION

Conduct a Moments of Truth evaluation at least once per year to ensure the club is taking advantage of every opportunity to make good impressions when an individual comes into contact with Toastmasters. Renewing the focus on the club and the member benefits everyone. Conducting this program will help you sustain a quality club and deliver the best possible member experience. Clubs that embrace and use the Moments of Truth better enable their members to accomplish their goals which, in turn, enables the club to accomplish its goals for the DCP.

# BEST PRACTICES CHART

Challenges	Possible Causes	Recommendations
<ul style="list-style-type: none"> <li>▪ Guests are not showing up to visit the club.</li> <li>▪ Guests are not joining the club.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Guests may not feel welcome. Sometimes when interacting with a close-knit group, new people can feel left out.</li> <li>▪ Guests join clubs in which they feel like their personal goals will be supported.</li> <li>▪ Guests may not be asked to join after the first meeting.</li> <li>▪ Guests may have witnessed a judgmental or negative interaction.</li> </ul>	<ul style="list-style-type: none"> <li>▪ The VPM should use a guest book and ask guests to join at the end of the meeting.</li> <li>▪ Make sure guests have name tags.</li> <li>▪ Include information on the club website about attire to make guests feel comfortable.</li> <li>▪ Welcome guests when they walk in and introduce them to other members in the club with personal information, rather than titles.</li> <li>▪ Make meetings friendly, enjoyable, and fun! Try themed meetings and variety in Table Topics.™</li> <li>▪ Display charts to show member progress toward goals.</li> <li>▪ Use room set up such as Toastmasters banner and magazines to draw guests in.</li> <li>▪ Use the club website, newsletter, and social media to promote meetings.</li> <li>▪ Give the Communication Achievement award to a local non-Toastmaster who has a high profile in your community.</li> <li>▪ Conduct a Speechcraft program.</li> </ul>

GUESTS

GUESTS

Challenges	Possible Causes	Recommendations
<ul style="list-style-type: none"> <li>▪ Speakers are hyper-sensitive to constructive feedback.</li> <li>▪ Evaluations are superficial and ineffective.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Honest, supportive evaluations rely on trust within the group.</li> <li>▪ Evaluations do not provide constructive feedback.</li> <li>▪ Evaluators may not know how to deliver effective evaluations.</li> </ul>	<ul style="list-style-type: none"> <li>▪ The VPE should allow only members who have given five speeches or more to serve as evaluators.</li> <li>▪ Focus evaluations on speech objectives from the manual.</li> <li>▪ Ask experienced Toastmasters (from your club or from a nearby club) to model effective evaluations.</li> <li>▪ Schedule club social events to create a friendly, supportive culture.</li> </ul>

EVALUATIONS

EVALUATIONS

## MEMBER ACHIEVEMENT

Challenges	Possible Causes	Recommendations
<ul style="list-style-type: none"><li>Members are not earning awards.</li><li>Speakers are not improving.</li></ul>	<ul style="list-style-type: none"><li>Members are not delivering speeches from Toastmasters manuals.</li><li>Achievement is not recognized within the club.</li><li>Mentors are not supporting protégés.</li><li>Mentors may not understand their responsibilities.</li></ul>	<ul style="list-style-type: none"><li>Recognize delivery of the Ice Breaker with a ceremony/ribbon.</li><li>Award a memento to commemorate achievement.</li><li>Ask experienced members to share success stories about reaching milestones in their professional and Toastmasters goals.</li><li>Make sure achievement and recognition are clearly explained and emphasized during orientation.</li><li>The VPE should ensure members are delivering manual speeches.</li><li>Clarify the mentor's responsibilities to mentors and protégés.</li></ul>

## MEMBER ACHIEVEMENT

## MEMBER RETENTION

Challenges	Possible Causes	Recommendations
<ul style="list-style-type: none"><li>Members are disengaged.</li><li>Members are not returning.</li><li>Members have a negative attitude about Toastmasters and their club.</li></ul>	<ul style="list-style-type: none"><li>There may not be a formal mentor program.</li><li>Members may not be aware of the mentor program or the benefits of participating.</li><li>Protégés may feel their mentors are not a good fit.</li></ul>	<ul style="list-style-type: none"><li>Use the VPE and a formal mentor program to make sure members are actively participating.</li><li>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.</li><li>Begin and end meetings on time to show respect for all attendees.</li><li>Use the Member Interest Survey so members can share their goals and needs with the club.</li><li>Recognize achievement in all roles, both large and small.</li></ul>

## MEMBER RETENTION

## MENTORING

Challenges	Possible Causes	Recommendations
<ul style="list-style-type: none"><li>Members are not satisfied with the mentor program.</li><li>Members are not taking advantage of the mentor program.</li><li>Members are not interested in being a mentor.</li></ul>	<ul style="list-style-type: none"><li>Members may not feel that they are accomplishing their goals.</li><li>Members may not feel supported.</li><li>Meetings may be starting or ending late.</li></ul>	<ul style="list-style-type: none"><li>Emphasize the importance of the mentor program to new members.</li><li>Follow up with mentors and protégés regularly to gauge effectiveness.</li><li>Encourage mentoring at all education levels, not just new members.</li><li>Let members know that changing mentors is normal and no one should feel attached to a single mentor.</li><li>Devise a formal feedback program between mentor and protégé to foster accountability.</li></ul>

## MENTORING

## Notes





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