



Moments of Truth Handout

Select three Moments of Truth and rate how well your club meets each standard.

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 experience and observations determine if they return and become members.			
Guests greeted warmly and introduced to officers and members		Convenient meeting location	
Guest book and name tags provided		Guests invited to address the club	
Professionally arranged meeting room		Guests invited to join	
	Total		Total

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 their responsibility to the club and the club's responsibility to the member.			
Formal induction, including presentation of membership pin and manuals		Learning needs assessed	
Assignment of mentor		Speaking role(s) assigned	
Education programs and recognition system discussed		Member involved in all aspects of club activities	
	Total		Total

Fellowship, Variety, and Communication			
The club retains members by offering a warm, friendly and supportive environment that encourages enjoyable learning.			
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	
	Total		Total

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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.			
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 manual projects		Positive and helpful evaluations	
	Total		Total

Membership Strength			
When the club has enough members to provide leadership and fill meeting and committee assignments, the member experience is heightened.			
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	
	Total		Total

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

Identify the lowest-rated Moment of Truth and discuss the following questions in your group.

What is the cause of this challenge?

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