



# Quality Experience Matters

Connecting as Program Quality Director

As the Program Quality Director, you are responsible for all aspects of education and training within the district. Staying focused on the most important areas will help you sharpen your time management and priority management skills and as a result, help the district achieve outstanding results.

- **Deliver great training for Club and District Officers**

Club and District Officer Training are the two most important trainings. When Division Directors and Area Directors are well trained to support club officers, and club officers are well-trained to perform their role in creating quality club experiences, their clubs will be stronger and can achieve Distinguished Club status.

- **Train-the-Trainer to enhance system capability of training delivery**

Build a district trainer pool and provide with Train-the-Trainer training on effective training delivery. Make sure your training has a quality standard to follow and is designed to meet the varied needs from your target audience, be it for new officers, struggling clubs, or new members. Survey and personal visits are used by some districts to help understand the new officers' needs before Club Officer Training.

- **Provide recognition for Education and DCP goals**

Education Awards – Encourage each member to complete at least 1 educational award in the program year. Use incentives and appreciation to motivate members to strive for at least 1 award.

- **Connect club experience with members' desired learning values**

Why do our member join and stay in Toastmasters? Because our club helps members grow and reach their personal goals! Members use Toastmasters to receive valuable learning. Make your club experience work for its members.

1. Shift people's mindset from "how do we find/retain more members?" to "how can we provide more values to support the growth of members?"
2. Hold high quality meetings to help members fulfill their needs.
3. Connect members with their desired learning values. They don't know what they don't know. Train them on how to get the most out of fulfilling meeting roles and completing their Pathways projects to develop their skills and confidence.
4. Provide great mentors who will support members' growth.

## Resource

### District Training material

<https://www.toastmasters.org/resources/resource-library?c=%7bAD5A003F-AD92-4E83-B9AC-9FCBC136AB46%7d&page=1>

<https://www.toastmasters.org/resources/creating-a-quality-club-pdf>

***“The Toastmasters Club which has the right sort of program does not lose its members.”***

Dr. Ralph Smedley, Founder