

**TOASTMASTERS**  
INTERNATIONAL®

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# Moments of Truth

Steve Broe, DTM

Toastmasters Leadership Institute 2022-2023

**What is the successful club series?**

*“A moment of truth is an episode where a person comes in contact with any aspect of the Toastmasters experience and forms an impression of a club’s quality and service.”*



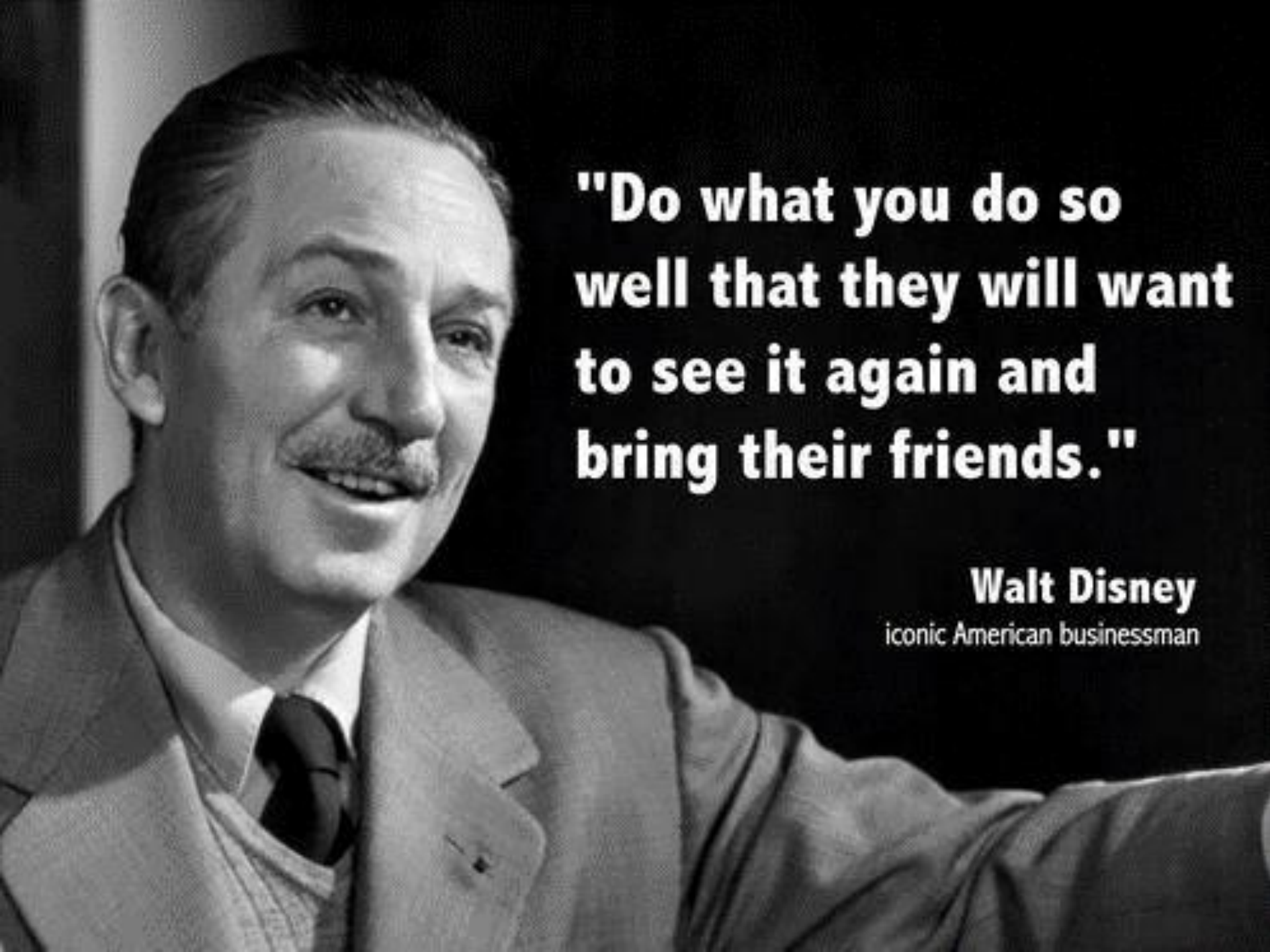
# Moments of Truth

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A moment of truth is an episode where a person comes in contact with any aspect of the Toastmasters experience and forms an impression of a club's quality and service.

# Why is the Moments of Truth module important for our clubs?





**"Do what you do so well that they will want to see it again and bring their friends."**

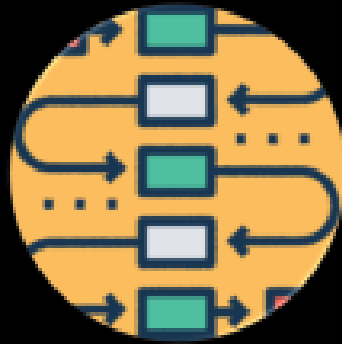
**Walt Disney**

iconic American businessman





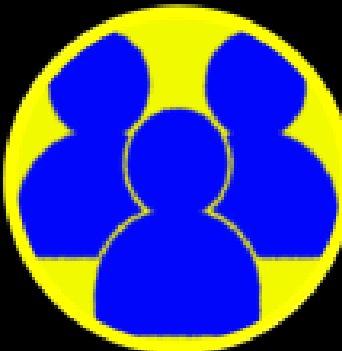
1 - First impressions



4 - Program planning and meeting organization



2 - Membership orientation



5 - Membership strength



3 - Fellowship, variety, and communication



6 - Achievement recognition

# What's missing? (find 2)



First impressions



Fellowship, variety,  
and communication



Membership  
orientation

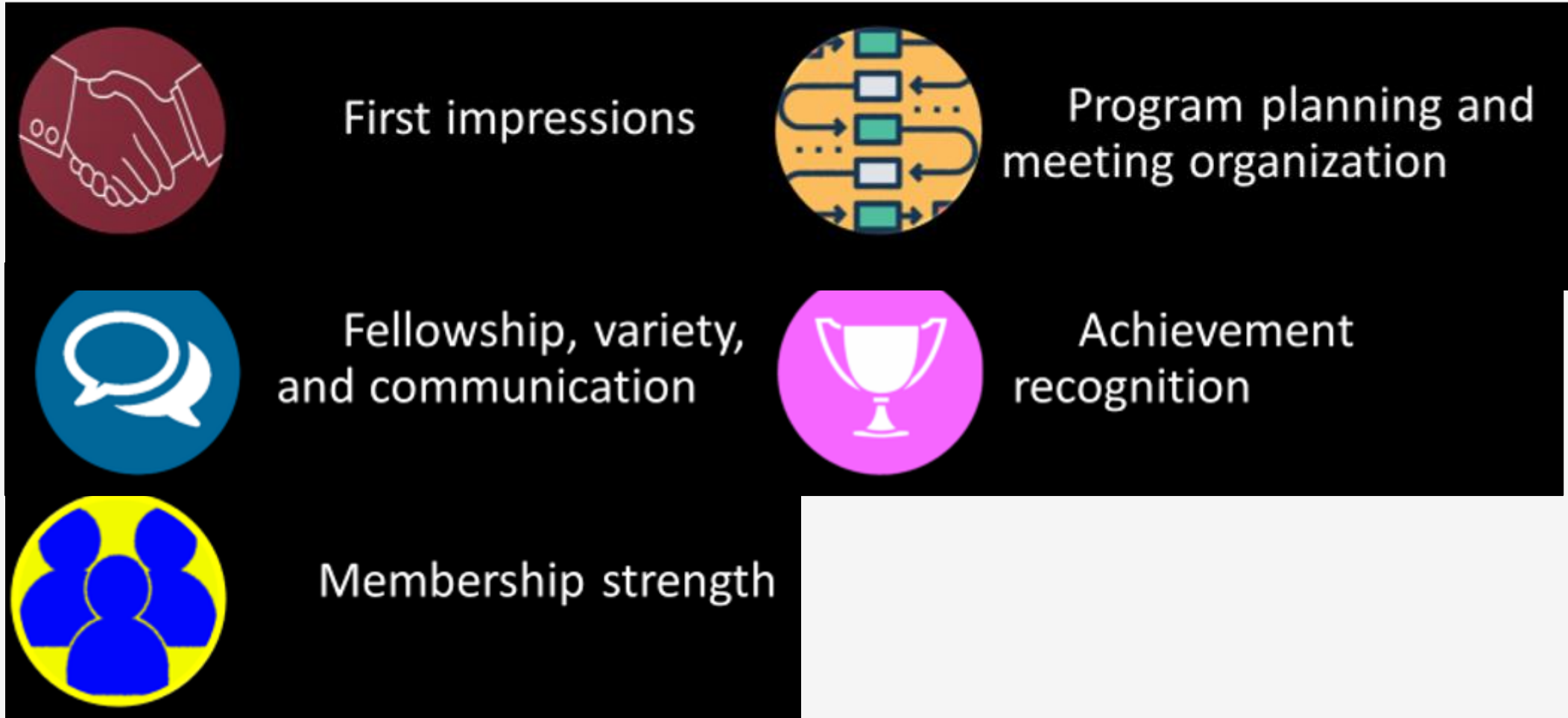


Achievement  
recognition



# What's missing? (find 1)

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First impressions

Program planning and meeting organization

Fellowship, variety, and communication

Achievement recognition

Membership strength

# Six club qualities

Thirty Seven Standards or indicators



# Does Your Club Meet Standards?

- First impressions
- Membership orientation
- Fellowship, variety, and communication
- Program planning and meeting organization
- Membership strength
- Achievement recognition

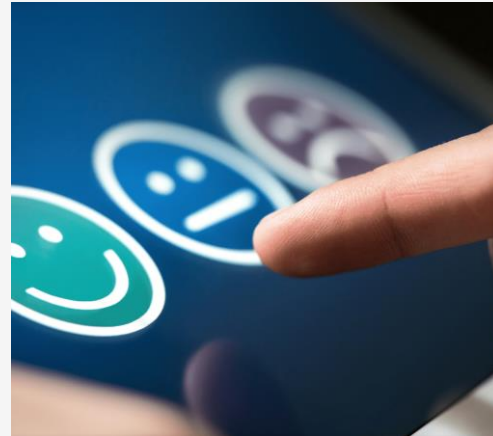
# How do you implement Moments of Truth?

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**Download 290A**  
Moments of Truth  
from Toastmasters  
International website.

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**Conduct program,**  
Club member  
feedback

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Discuss at officer  
meeting, **plan to act**

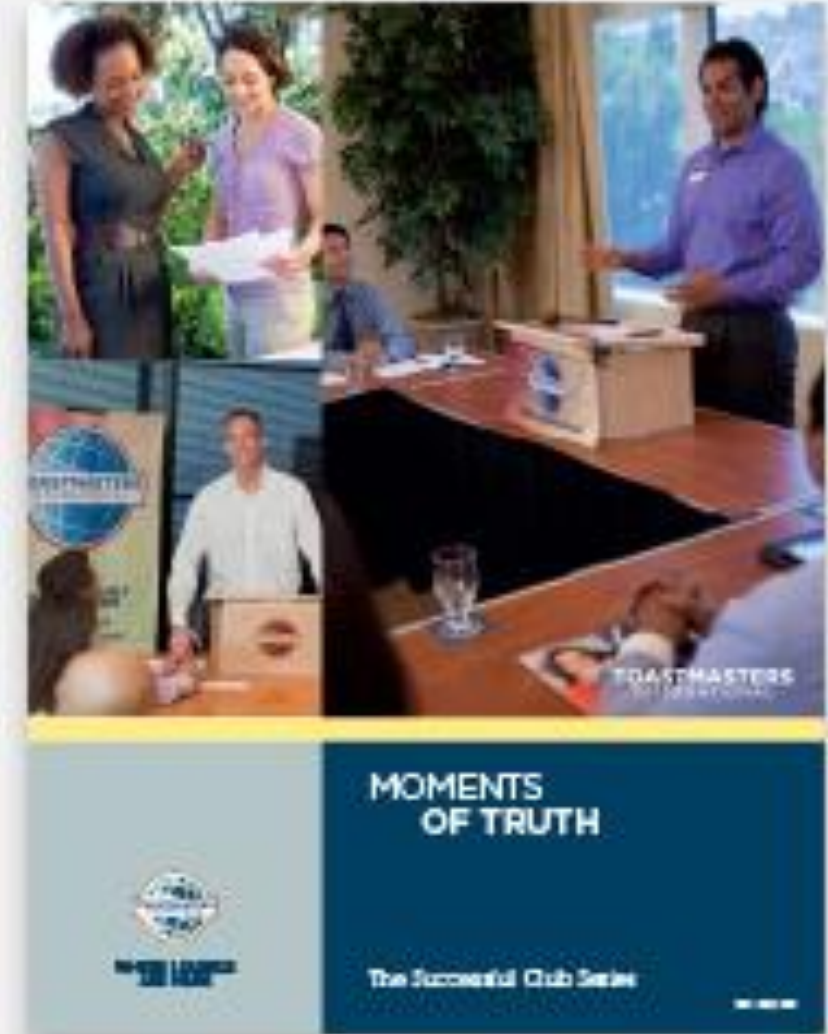
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# Where can you get MOT materials?

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Toastmasters International  
Website; Home > Resources >  
Moments of Truth (290)

- Handout
- Slides
- Chart
- Manual



# How does this work in the club? (1)

Plan for a whole meeting

Keep Table Topics as a  
reserve activity

Print handouts for club  
members 8 pages (club  
expense)

# How does this work in the club? (2)

Divide club into six teams

10 minutes to discuss & rate

What happens if you don't have enough members present for six teams?

Strategy options:

Cover fewer areas

Extend MOT for two sessions

Each team covers multiple areas (more than 10 minutes permitted)

Examine your assigned Moment 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 experiences and observations determine whether they will return and become members.

Standards	
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

# How does this work in the club? (3)

Spokes person reports

Whole group discussion

Use flipchart

Assign person to record (meeting secretary)

Adopt action items?

Defer to executive committee

Examine your assigned Moment of Truth and rate how well your club meets each standard.

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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

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Standards			
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Guest book and name tags provided	<input type="checkbox"/>	Guests invited to address the club	<input type="checkbox"/>
Professionally arranged meeting room	<input type="checkbox"/>	Guests invited to join	<input type="checkbox"/>



# BEST PRACTICES CHART

GUESTS

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></ul>

GUESTS

# Questions?

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***You never get a  
second chance to make  
a first impression.***

# Your presenter

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**David Hopper, DTM**

**Toastmasters International**