

# D54 Winter 2023 TLI

## Case Studies

As the Executive Committee of ABC Toastmasters Club, your team is challenged to plan mid year correction to help the club become Distinguished or better by June 30. The below club DCP is an overview of current club status. In addition, a Moments of Truth (MOT) program has been conducted in your club. Fortunately, the club is blessed with several experienced leaders who continue to provide guidance to the newer members. However, the club is struggling, so the results of the MOT were analyzed even further and broken into two major areas of focus: **1. Club Quality** and **2. Membership Growth and Retention**. The Case Studies provide details on these two areas. Certain related processes are not working well—they are listed below in the Situation Analysis area. The Executive Committee has been tasked with determining a plan of action to correct the issues identified.

### Distinguished Club Status:

### ABC Toastmasters Club Status as of January 15, 2023

00123456 ABC Toastmasters		
Club Alignment	Membership	Goals
Region <b>5</b>	Base <b>12</b>	To Date <b>9</b>
District <b>54</b>	Required <b>15</b>	Goals Met <b>4</b>
Division <b>F</b>	20 members or a net growth of 3 new members	Distinguished <b>5</b>
Area <b>52</b>	<b>Chartered</b> <b>04/01/1994</b>	Select Distinguished <b>7</b>
		President's Distinguished <b>9</b>

Goals to Achieve		Goal	To Date	Status
Education				
<b>1</b>	Level 1 awards	<b>4</b>	<b>2</b>	2 Level 1s needed
<b>2</b>	Level 2 awards	<b>2</b>	<b>0</b>	2 Level 2s needed
<b>3</b>	More Level 2 awards	<b>2</b>	<b>0</b>	2 Level 2s needed
<b>4</b>	Level 3 awards	<b>2</b>	<b>2</b>	✓
<b>5</b>	Level 4, Level 5, or DTM award	<b>1</b>	<b>1</b>	✓
<b>6</b>	One more Level 4, Level 5, or DTM award	<b>1</b>	<b>1</b>	✓
Membership				
<b>7</b>	New members	<b>4</b>	<b>0</b>	4 New Members needed
<b>8</b>	More new members	<b>4</b>	<b>0</b>	4 New Members needed
Training				
<b>9</b>	Club officers trained June-August	<b>4</b>	<b>2</b>	First Training Period 4 needed
	Club officers trained November-February	<b>4</b>	<b>0</b>	Second Training Period 4 needed
Administration				
<b>10</b>	Membership-renewal dues on time	<b>Y</b>	<b>2</b>	✓
	Club officer list on time	<b>Y</b>	<b>1</b>	

# Case Study #1

## Focus on Club Quality

**Situation Analysis**—Those issues that most affect club quality include:

- Only 2 members are actively working toward achieving educational goals in Pathways
- Club officers often miss meetings and are not engaged in leadership processes
- Members are not giving speeches and/or signing up for meeting roles
- New member orientations are not consistent---late or do not happen at all
- Meetings are lackluster---not much fun
- Lack of recognition

**Assignment**---Using the above DCP and knowledge gained from the situational analysis:

- Identify and prioritize the areas that need the most attention.
- Discuss and establish processes that will correct the above issues
- Identify which officer or officers are responsible for implementing and maintaining the solutions identified
- Identify resources that are needed for each issue—include material and manpower
- Identify and document a plan to assure the solutions implemented are working as intended and adjusted as needed
- Please be prepared to share your findings with the general session (2 minutes max). Be sure to select a spokesman before returning to the general session.

**NOTE:** please capture your assignment information in the table on [page 3](#)

# Case Study #2

## Focus on Membership Growth and Retention

**Situation Analysis**—Those issues that most affect club membership and retention include:

- Guests have difficulty finding the club on-line or physical location
- Guests ignored---do not return or join the club
- Club lacks skills in promotion---does not know how to promote
- Lack of marketing knowledge and options available
- Lack of timely communication on lead followup

**Assignment**---Using the attached DCP and knowledge gained from the situational analysis:

- Identify and prioritize the areas that need the most attention.
- Discuss and establish processes that will correct the above issues
- Identify which officer or officers are responsible for implementing and maintaining the solutions identified
- Identify resources that are needed for each issue—include material and manpower
- Identify and document a plan to assure the solutions implemented are working as intended and adjusted as needed
- Please be prepared to share your findings with the general session (2 minutes max). Be sure to select a spokesman before returning to the general session

**NOTE:** please capture your assignment information in the table on [page 4](#)

Use this template to capture your EC team information developed in the Case Study #1  
*PLEASE send completed form to Dick Poirier after the TLI: [r\\_poirier@comcast.net](mailto:r_poirier@comcast.net)*

Identify and prioritize the areas that need the most attention.
Discuss and establish processes that will correct the above issues
Identify which officer or officers are responsible for implementing and maintaining the solutions identified
Identify resources that are needed for each issue—include material and manpower
Identify and document a plan to assure the solutions implemented are working as intended and adjusted as needed

Use this template to capture your EC team information developed in the Case Study #2  
*PLEASE send completed form to Dick Poirier after the TLI: [r\\_poirier@comcast.net](mailto:r_poirier@comcast.net)*

Identify and prioritize the areas that need the most attention.
Discuss and establish processes that will correct the above issues
Identify which officer or officers are responsible for implementing and maintaining the solutions identified
Identify resources that are needed for each issue—include material and manpower
Identify and document a plan to assure the solutions implemented are working as intended and adjusted as needed