



# 关键时刻 MOMENTS OF TRUTH

作为一个俱乐部，您希望每位新会员以及潜在会员与俱乐部最初交流时留下正面的印象。形成第一印象的决定性时刻被称为关键时刻。“关键时刻”能引导您提供高质量服务以及出色会员体验。“关键时刻”是一种可以通过指导下的评估和有针对性的推荐，持续保证俱乐部质量的工具。高质量的俱乐部鼓励并奖励会员取得的成就，为其营造一个互相支持且轻松快乐的环境，并提供组织专业、形式多样的会议。在这些俱乐部中，干事要接受全方位的培训，以便确保会员能参加正式的辅导计划并接受评估，从而帮助他们成长、鼓励他们实现自己的目标。当俱乐部成功变成“关键时刻”的典范时，就能确保位会员营造一个安全无比、互相支持的环境，并在其中实现自己的目标。

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.

## 关键时刻 Moments of Truth

当一个人初次接触到 **Toastmasters** 的任何方面时，会根据他 / 她的体验形成对这个组织的第一印象。俱乐部应时刻注意这些关键的决定性时刻，确保给所有接触 **Toastmasters** 的人都留下正面的印象。俱乐部有机会通过 6 个关键时刻来建立正面的印象。**Toastmasters** 的 6 个关键时刻是：

**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:**



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## 第一印象 First Impressions

第一印象对俱乐部的成功十分重要，因为来宾正面的体验和观察结果决定了他们是否会回到俱乐部并成为会员。

在门口欢迎每位来宾。向干事和会员介绍来宾。

为每位来宾提供一个胸牌。请来宾在来宾册上签名。

布置一间专业的会议室。

确保会议地点交通便捷，并明确标记会议室。

鼓励来宾积极参与会议，并在最后表达自己的感受。

在来宾拜访俱乐部当天即邀请其加入。

**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.**

**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.**

## 会员入会 Membership Orientation

为了会员能从 **Toastmasters** 体验中获得最大的益处，俱乐部必须让新会员熟悉 **Toastmasters** 的教育与奖励计划，使其了解俱乐部与其相互之间的责任。

正式引导新会员入会，并提供会员胸针和手册。

指派导师进行一对一的帮助。

讨论教育计划如何帮助提升演讲和领导技能。

通过调研了解所有新会员的学习需求。

尽快为新会员指定一个演讲角色。

继续使新会员感受欢迎的氛围，并鼓励其加入会议。

**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.**

**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.**



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### 会员友谊、多样化和沟通 Fellowship, Variety, and Communication

俱乐部提供轻松快乐、友好、互相支持的环境，鼓励令人愉悦的学习体验，借此保留 会员。

会员欢迎来宾，并使其感受热烈的氛围。

教育副主席（VPE）定期规划令人愉悦、充满活力的教育计划，讨论令人兴奋而且发人深省的主题。

俱乐部定期举行的社交活动。 鼓励俱乐部成员参与小区、大区和国际活动。

促进和鼓励俱乐部间的活动。

定期发布俱乐部简讯，并维护网站。

**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.**

### 手册项目规划和会议组织 Program Planning and Meeting Organization

当俱乐部会议计划细致入微、演讲者准备充分、评估有益进步，会员便可以完成自己的教育目标。提前公布手册项目和会议议程。

确保所有会员都知道其在每一个会议中的责任并准备好执行所有任务。

所有的演讲和领导项目均为手册项目。

准时开始和结束会议。

富有创意的 **Table Topics™** 和令人兴奋的主题会议为特点。

在项目目标和演讲人学习目标的基础上进行积极、有益的评估。

**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 speeches and projects are from the Toastmasters education program, Pathways.**

**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.**



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### 会员实力 Membership Strength

当俱乐部有足够的会员满足领导力需要并承担会议和委员会任务时，这将形成一个富有活力、积极向上的俱乐部，让现有会员从中受益并吸引新会员。

保持最少 **20** 名或更多会员。

努力留住会员。

在您的社区或赞助组织中积极推广您的俱乐部。

持续规划形式多样、令人兴奋的俱乐部会议。

奖励举荐新会员的 **Toastmasters**。

定期参加会员招募计划

**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**

### 成就奖励 Achievement Recognition

俱乐部通过跟踪会员实现目标的进度、及时提交完成的奖励申请表并不断奖励会员的成就来激发会员的积极性。

当会员完成教育要求时，及时向全球总部发送奖项申请或在线申请奖项。

在每一次会议上更新并张贴会员的进度表。

正式奖励会员的成就。

奖励俱乐部、大区和国际领导者。

公布会员和俱乐部的成就。

使用杰出俱乐部计划 (DCP) 进行规划和奖励。

**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.**