

District Leader Biographical Information



Video summary: <https://youtu.be/x6A8WKqCpSo>

Candidate's Name: Elizabeth JORDAN
Director

Candidate's Office: Program Quality

District Number: 71

Toastmaster Since: 2010

Education

- BSc (Hons) - Chemistry and Biology
- PhD/Post-Doctoral Research - Chemistry
- Distinguished Toastmaster
- Pathways Mentoring Program (PMP)
- 5 x Paths completed: L5 (LD, VC, EH, EC, PM)
- L1 - SR
- L2 – PI

Toastmasters' offices held and terms of service:

- Club Growth Director, 2021-2022; Herts Speakers VPM 2021-2022
- Public Relations Manager, 2020-2021
- Club VPPR 2019-2020
- District Club Quality Chair 2019-2020
- Club SAA 2018-2019

- Club Secretary 2017-2018
- Club Pathways Champion 2017 - Present
- Area20 Director 2016-2017
- New Club Mentor (North Herts) 2016-2017
- Deputy Division G Director 2015-2016

Toastmasters Honours & Recognition

- Distinguished Toastmaster (DTM)
- AD Select Distinguished Area
- President Select Distinguished Club
- Toastmaster of the Year Herts Speakers, 2019
- Herts Speakers High Flyer Award, 2021
- Herts Pathways Champion (2017 - current)

Relevant work experience and how it relates to Toastmasters and your role as a District leader:

My wide experience in the academic, corporate and voluntary sectors has equipped me with the experience and competencies for my role as a District leader. Having been a member of the DLT for 18 months, these skills are being used to help deliver the District mission of building new clubs and support existing clubs to thrive. My researching, problem-solving, analytical skills have added quality thinking and questioning and helped ensure productive outcomes, especially in meetings. Experience and expertise in marketing, sales, change management and project management have encouraged change in the adoption of Pathways, including 100% adoption rate at my home club. The leadership skills have enabled me to mentor Area and District leaders, to network widely internally and externally. Most importantly, the personal and professional activities I am engaged with enable me to be at the cutting edge of best practice that can increase my effectiveness as a District leader. The role of PQD requires excellent planning and organisations skills and I can bring these skills to the team. I am also excited about learning new skills from the new team I hope to serve with.

What experience do you have in strategic planning?

I gained valuable experience in strategic planning in my role as a Charity Trustee and later as Chair of the Board of Trustees of the Windsor Fellowship (Educational Charity) where we moved from financial dependence of a few large funders to a more sustainable mixed funding model including government funding, Philantropists, and corporate funders. At Herts Speakers, I led the strategic planning team to attain 100% adoption of Pathways by the first anniversary of roll-out. At work, I have been a member of strategic planning teams e.g. implementation of global software package to 30,000 employees. In my role as Public Relations Manager, I undertook two strategic planning projects: 1) Led a team to develop a new website as Phase 1 of a multiyear project to make the

website 'the first point of call' for members and guests. I also led a team to review the social media status of the District. The outcome was a strategic plan by an external consultant for future PRMs to implement. As Club Growth Director, I launched the 'Growth Academy' (<https://youtu.be/CHvStr9QTYU>) and recruited a core team that is working with DivDs, ADs and Club Officers to drive growth in District 71. The experience I have gained in strategic planning at work and in the volunteer sector will be invaluable in the role of Program Quality Director where strategic planning is essential for success.

What experience do you have in the area of finance?

I have been a member of the finance review team (\$15.2MM budget) that meets monthly to review forecast vs actuals and take action to ensure we remain on budget and reconciliations are sorted. Over the years, I have worked closely with Treasurers at my Toastmasters club, Charity Finance Managers and Business Finance Managers. I have attended Business Finance courses and can read financial reports and ask relevant questions. As a Toastmaster, I have had budget responsibility as an Area Director (€ 250), Public Relations Manager (€ 13M) and Club Growth Director (€ Euro15M). From a young age I was taught strong values of thrift and respect for money which I will bring with me in managing District funds.

What experience do you have in developing procedures?

In the workplace I have developed procedures for several projects. An example is a procedure for using new reports for users across the company from manufacturing to sales. In my home clubs of Herts Speakers. I have written procedures to get members started on pathways. I have written governance procedures for meetings, safety and fundraising for two community charities (SECCA and Friends From Across The Sea). As the CGD, I have discussed and reviewed procedures developed by the project manager e.g. improvements for new club creation, procedure for using new PM tool Todoist.

What lessons did you learn from previous leadership positions?

Listening is one of the most important skills in leadership. Not only is it a mark of respect, it also allows me to understand what members want and how the DLT can work to fulfil their need. It is important, as a servant leader, to visit as many clubs as possible to listen, to learn and share best practice. It is important to set clear goals, communicate the goals, allow the team to execute the goals and review progress regularly. There is a lot of work to be done. We need 'All Hands On Deck'. It is important to involve the members. You cannot know everything. Ask for help and use your networks to seek solutions. Seek feedback often and be committed to being a lifelong learner.

Why do you want to serve as a District leader?

I am passionate about Toastmasters because it has boosted my confidence in expected and unexpected ways over the past 11+ years. I want to serve as a District leader because it is an opportunity to give back to the organisation but also because the mix of skills and experience I have from the corporate, academic, legal and volunteer world can help deliver the District mission of building new clubs and helping other clubs thrive. The role of PQD is especially exciting because I am passionate about Pathways and have been able to transmit that enthusiasm to fellow members in my home club and beyond. I enjoy training, facilitating and bringing talented presenters to the District. As PRM, I organised a series of Sunday Webinars with Thought leaders and Winners from around the world. As Club Growth Director, I introduced a series of Masterclasses from experts in their fields. Serving as a District leader for 18 months, I understand the workings of the District and I would like to continue to build on that knowledge and help to deliver the District Mission. I want to serve as a District leader because I enjoy being a Toastmaster and feel I have found a lifelong home.

In your opinion, what are the District mission's major objectives and how would you work to achieve them?

The District mission's major objectives are 1) to grow membership 2) wide adoption of the pathways program. As the PQD with a responsibility for education and training, my priority would be to work with clubs to adopt pathways fully and run exciting fun meetings that will keep members engaged and which will attract new members. I will listen to the concerns and challenges of members and work to provide solutions. Build New Clubs: 1) Work with PRM to promote Pathways externally 2) Support the New Clubs Chair in presenting the benefits of Pathways to Corporate HR and Support Existing Clubs to Thrive: 1) Weekly Pathways Cafe to answer questions as they come up 2) Recruit two active District level Pathways Leaders to engage clubs 3) Regular Pathways recognition 4) Incentive for Pathways Progress 5) Build Network of Pathways Champions 6) Pathways Training series including world class Pathways adopters. Another major objective is to run a District conference which we hope will be the first face-to-face conference in nearly three years. A successful conference will be achievable through the appointment of a strong conference core team and sub-teams.

Additional information about yourself:

At work, I was invited to be the Co-Chair of the DEI Champions Network. I facilitated a workshop during the 3-day DEI Summit; I was invited to interview the Company's Chief Finance Officer and I was invited to make a video on DEI for global communication. I enjoy listening to podcasts and writing my daily reflections. I regularly write the reports for my local parkruns. I have also had articles published in the local paper e.g. a recent article celebrating the DTM of the club President. I have visited over 50+ clubs virtually during the pandemic and gained many useful ideas to share in the District. I am happy also to have been invited by other Districts to speak on PR, Pathways and Club Growth. I mentor a PRM in the US; two ADs and two club members. I am a club coach of a club

with 8 members. I work closely with our local Rotary club and I am the DLT's contact with the Rotary-Toastmasters Alliance Chairs.

I enjoy walking, spending time with family and friends and reading.