



Challenges and Solutions Braiwriting Handout

Name: MATT HEW LORIMER

Challenge: MEMBER RELATIONSHIP

First Idea

Develop a relationship with the person.

Second Idea

~~REWARD~~ FIND OUT THE REASON WHY THEY JOINED TW.

Third Idea

ENCOURAGE THE MEMBER TO TURN THAT REASON INTO REALITY. E.G. BY GIVING SPEECHES

Round 2

Name/District:

Wesley Glasgow

A more formal regular check in with reassessment of the members goals and reasons for being there

Consider ~~to~~ provide help ~~to~~ training with nonverbal ~~to~~ senior members.

Provide hostings with all ongoing themes with more immediate guidance and feedback.

Round 3

Name/District:

Maura Glasgow

CONDUCT meetings

Appreciating guests in coming to the session

!

Round 4

Name/District:

Michelle Dundee

Pathways engagement so they can see progress.

Celebration of achievement competition amongst members!

VPE/PRES encourages members to set goals & share them. Variety of meeting formats to keep interest



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Name: Michelle

Challenge: How to successfully get new members confidently
Started with Pathways programme and ~~and~~ volunteer for meeting roles

	First Idea	Second Idea	Third Idea
Round 1 Name/District: <u>Capital Community</u> <u>VPW</u>	To create a meet up online account to make your job more visible	Create a buddy scheme and provide a friendly and welcoming environment	Following up with an email and remind the guest your next meetings
Round 2 Name/District: <u>MATTHEW L</u> <u>SEA</u>	HAVE A SPEECH TO DEMO HOW TO USE PATHWAYS + OTHER TOOLS	HAVE A NETWORK SESSION AT NETWORK BREAK, TO DEMO	HAVE A SYSTEM THE ACKNOWLEDGES ACHIEVEMENTS HIS/HERS/THEIR VISIT OF PATHWAYS
Round 3 Name/District: <u>ADRIAN</u>	BUILD A RELATIONSHIP WITH THE NEW MEMBER	PROMOTE THE VALUE OF THE PATHWAYS EDUCATION PROGRAMME.	ENSURE THE SPEEKEES TRACK OF PROGRESS & LETS THE NEW MEMBER KNOW HOW THEY ARE DOING.
Round 4 Name/District:	Make and host camps which breaks down each role where members can practise.	Prizes for passing. Prizes for attendance	



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Name: ADRIAN

Challenge: TURNING GUESTS INTO MEMBERS.

First Idea

Round 1
Name/District: Wesley Glasgow

Try to get to the route of reasons for being there and/or what they're trying to accomplish.

Second Idea

Ensure key members have a list of examples/stories to relate to the guests circumstances.

Third Idea

There should be a more defined plan/intro for each person. Consider

Round 2
Name/District: Mann Glasgow

Every session should have a success stories which will motivate guest

There should be a dedicated desk on every club a assigned person with big display on "HOW TO REGISTER"

Appreciating the member in session if they brought new guest. This will motivate member to bring more

Round 3
Name/District: Michelle Dundee

Scan QR code to complete visitor registration online invite to visitor WhatsApp group.

Assigned members always ready to greet & engage with guests.

VM sends wife promptly after visits re. club info, fees etc etc.

Round 4
Name/District: Dylan CapCom / VPM

Create a buddy scheme for guests as well.

Make sure guests feel welcomed and they have gone to talk and ask their questions

Get feedback from new guests and help them to achieve their goals.



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Name: Wesley Smith

Challenge: Events who attend periodically, but do not join.

	First Idea	Second Idea	Third Idea
Round 1 Name/District: Manu	collect the name & phone number of guests & follow up calls frequently text msg, alert interesting activities.	Have a session to educate guest on what benefits they will have after joining.	Assign someone in club to engage with guests for further communication.
Round 2 Name/District: Michele Duodee TM	Set up and invite them to a visitors whatsApp group. Promote upcoming meetings and set up polls to see who's coming.	Have an online visitor registration form to capture important details.	Train members in club process for greeting and looking after guests. Maybe an online feedback form? (sent after meetings)
Round 3 Name/District: Diten CapCon WPM	Create a whatsapp group (with guests consent).	At the end of meetings to the guests what they learned? from the meeting?	Try to understand their goals and explain how they can get benefit of Toastmasters?
Round 4 Name/District: MARTHA	SPEAK BREVELY WITH THEM TO UNDERSTAND ANY CHALLENGES	EXPLAIN AS A MEMBER THAT YOU WANT TO ATTEND OTHER CLUBS WHICH MAY BE BETTER	



Challenges and Solutions Brainwriting Handout

Name: CLAIRE DOWNIE

Challenge: Motivating members to take on roles in meetings

	First Idea	Second Idea	Third Idea
Round 1 Name/District: Dan EDI	sp encourage people on different meeting rules to talk about the meeting rules at the beginning of their speech.	reach out to people to encourage them.	start from an easy role like edmer.
Round 2 Name/District: Gauri EDI	Sending notifications about the meetings	Word of mouth through the existing members.	Just Collaborating with other clubs.
Round 3 Name/District: AMERED	Roles make leaders. Time to express self.	If a member hasn't had a role in 2 meetings. They must take one	Set targets for members for to achieve in a time frame.
Round 4 Name/District: Magda	Find out what their goals are → work with them to achieve these goals	Celebrate achievements	Recognise and congratulate members who were absent for some time but came back & took a role



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Name: Dan Liu

Challenge: keep members staying

	First Idea	Second Idea	Third Idea
Round 1 Name/District: Gauri / EDI	Sending emails around the company / Non members included	Highlighting members achievements in their pathway journey.	Exploring fun themes that would make more people join.
Round 2 Name/District: AMIR	Effort in encouraging members of benefits of TM	Designated member advisor on the committee	offer mentor guidance to new members.
Round 3 Name/District: Magde	Ensure they are actively involved: → regular speeches → contests → training → conferences → committee	Check in with inactive members	
Round 4 Name/District: Claire / Dundee	Use social media to celebrate member anniversaries	Promote the events (like this one) that will benefit members.	Use moments of truth to identify areas to improve



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Name: Magda

Challenge: Get members to use Easy Speak to:
- mark attendance & claim a role

	First Idea	Second Idea	Third Idea	
Round 1 Name/District: Claire Davis (Dundee)	Put reminders in Group Whats APP	Use a QR code available in meeting room for people to easily find the easyspeak website.	Celebrate & recognize when members do use easy speak	4th threats
Round 2 Name/District: Dan Liu (The Amplifier)	use attendance sheet very not familiar to "Easy Speak"	we use ^{online} spreadsheet for roles sign up.	send email and zoom reminder for role sign up.	
Round 3 Name/District: Gauri EDI	Get people from leadership / invite them to your club.	organising demo session to get a feel of it	Market how useful it's going to be on CV C.V.	
Round 4 Name/District: AMERD	More easy speak utilisation sessions for clarity.	Honour Codes Register your attendance. We are a team	Help individuals who are not "tech savvy" to register through another	



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Name: AMEED VERSACE

Challenge: MOTIVATING MEMBERS TO PARTICIPATE: SPEECH/ROLES

	First Idea	Second Idea	Third Idea
Round 1 Name/District: Magde	Assign a mentor	Celebrate achievements	Recognise the most active members → they are role ^{the} models
Round 2 Name/District: CLAIRE DOWNIE DUNDEE	Have the sign up sheet for next meeting available after previous meeting	Have a group whatsapp poll for people to choose their preferred role.	Give sweets to people that choose their roles ahead of the meeting.
Round 3 Name/District: DAN LIU (The Amplifier)	send email reminder for role sign up.	have sign up spreadsheet available for taking on roles.	encouragement.
Round 4 Name/District: Gauri [EDI]	Celebrate small milestones of the club/ members [eg speeches]	If individual could present it to their group [working/friends]	freebies / awards when achieve a pathway or on your way to one.



Challenges and Solutions Brainwriting Handout

Name: G A U R I

Challenge: A D V E R Tising about pathways

	First Idea	Second Idea	Third Idea
Round 1 Name/District: AMERD	Use Social Media Person in club	Have a Pathway presentation	Inquire about other groups that excel in advertising.
Round 2 Name/District: Magda	Talk about pathways on every occasion (in-person discussion)	Newsletters	Educational speech about pathways - special online training sessions
Round 3 Name/District: Claire (Dundee)	Have a group Whatsapp to promote	Print out an example pathway for people to see a hard copy during meeting	Share stories about how doing pathway projects has benefited you in your personal or professional life.
Round 4 Name/District: DAN LU (Edinburgh)	run Toastmasters information sessions.	reminder at every Toastmasters meetings.	assign experienced members to help less experienced.



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Name: Stavroula Savidou

Challenge: Membership numbers and growth. How to get more guests and guide them through the first visit to convert them to members.

	First Idea	Second Idea	Third Idea
Round 1 Name/District:	Increase awareness through advertising local / social warm + media welcome	Introduction / information on Process + structure - Good clear communication throughout each of these stages.	Understand their (guests) expectations
Round 2 Name/District: Stallone / Glasgow	Task members to bring friends and reward those who actively bring friends.	Appear on radio, podcast and talk about Toastmasters and transferable skills.	Try to get guests to sign up on first visit. To reduce drop-offs
Round 3 Name/District: Brenda Bell	Offer a discounted price if they sign up before 30th June.	Hand out flyers outside Tesco on a Saturday morning.	Make sure guests have a "welcome pack" including a written membership form.
Round 4 Name/District:			



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30 MAY
30 mins
are travel people
to do.

Name: Grelyn Scott

Challenge: To increase the club's reach to prospective members / increase club presence

	First Idea	Second Idea	Third Idea
Round 1 Name/District: Anti Higgins / 71 Stallone Glasgow	Increase social media presence and engagement specifically LinkedIn and Twitter (X)	Task members to come with a friend and reward members who invite friends.	Appear on radio and traditional media
Round 2 Name/District: Brenda Bell	Write (or use AI) a press release about a recent event to the local paper.	Hand out flyers to the local library and college and local notice boards.	Host an "Open Day" meeting and invite everyone you know and post invite on social media.
Round 3 Name/District: Stavroula	Record videos for a YouTube channel	Create tutorials, short reels with useful tips	Invite "special guest" to speak at the club. Special Topic.
Round 4 Name/District: Grelyn	Contact companies to send an email around their employees informing them about toastmasters	Encourage existing members to tell also random people in the passing about toastmasters - hit and run	Encourage members to share the club's social media posts

toastmasters

eg, check out how was your day - oh yeah it was good, I was at toastmasters...



Challenges and Solutions Brainwriting Handout

Name: Brenda Bell

Challenge: Starting a new club.

	First Idea	Second Idea	Third Idea
Round 1 Name/District: Stavroula	Speak to people to understand if there is enough demand ✓	Research the T.I. website for process resources ✓	Research options for <u>venues</u> / names and
Round 2 Name/District:	REVIEW THE CURRENT LOCATION OF EXISTING CLUBS ON A MAP - LOOK FOR GAPS + TRAVEL ROUTES FOR CENTRALISING - EASY TO REACH NEW COMMUNITIES	ADVERTISING / RAISING AWARENESS LOCALLY / SOCIAL MEDIA	HYBRID OPTION TO INCREASE ATTENDANCE - MARKET RESEARCH
Round 3 Name/District: Stallone / Glasgow	Research Corporate organisations with sizeable staff strength and pitch the idea of a club	Find a fellow Toastmaster that may support you	Talk to local MPs or Community organisers to explore the possibility of setting up a Community Club.
Round 4 Name/District: Brenda Bell	Find a few committed members for your Area / Division who are keen to help you start a club	Host a demonstration meeting with your own club members in the new location.	Write a press release for the local paper.



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Name: Stallone

Challenge: Retention, and getting members to be self-motivated to grow through pathways and through accepting leadership roles.

	First Idea	Second Idea	Third Idea
Round 1 Name/District: Brenda Bell	Show them (physically) how pathways works	Speak to members one on one to about what they will get out of a leadership role.	Acknowledge members with speeches/roles/levels completed on Social Media, in meetings and with a certificate
Round 2 Name/District: Stavroula	Dedicate time specifically to recognise/acknowledge progress in pathways	Mention stories/use cases where T.I. helped you members in life/work/relationships	Understand individual pursuits and goals and showcase the value T.I. can offer.
Round 3 Name/District: Gwynn	Pathway review / Progress added to the agenda? once per month/quarter	Communication with group between meetings.	Involving members within the various club roles; ensuring everyone has some involvement @ each mtg, ^{eg. where possible,} rotation if too many
Round 4 Name/District: Stallone	Sell PTM as a worthy goal from the get-go	Source for and acknowledge real world experiences of transferable skills	Create and maintain a strong Mentoring programme.



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Name: Dimitar

Challenge: Being able to easily organise and fill the roles for each meeting, including, having people to agree on being a Toastmaster

	First Idea	Second Idea	Third Idea
Round 1 Name/District: <u>Emilia</u>	Fill in roles well in advance	Encourage new members to take on roles	Lead by example
Round 2 Name/District:	Have a list of members & their pathways with tick boxes. Volunteer people to do the next role in their pathway.	Have a table topics session on roles - inviting people to think through / inhabit them.	
Round 3 Name/District:	prizes for taking on new roles for the first time	have the VPE recommend which roles new members might take first	Ask in the meeting before which roles members would like in the next meeting
Round 4 Name/District:			



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Name: Emilia

Challenge: Finding a mentor / Guidance for new members

	First Idea	Second Idea	Third Idea
Round 1 Name/District:	Mentoring needs to be normalised. Eg - a list of mentors & mentees for each club	Host a table topics session on theme of mentorship.	Simplify it: "It's just a 15 minute meeting at the end of each meet up."
Round 2 Name/District:	Get on a club member to give a speech on the matter	Ask new members if it is something they would be interested in	
Round 3 Name/District:	Organise Toastmaster stalls at different events.	Use social media to promote the club.	
Round 4 Name/District:			



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Name: Will

Challenge: convincing potential new members to try different clubs to find the one that suits them best

	First Idea	Second Idea	Third Idea
Round 1 Name/District:			
Round 2 Name/District: <u>Emilia</u>	<u>Advertisement.</u> <u>Are members aware of different clubs/structures?</u>	<u>Mentorship</u>	<u>Encouragement to visit new clubs - eg.</u> <u>- building up new skills</u> <u>- learning from others</u>
Round 3 Name/District:	<u>Host Joint Club Meetings.</u> <u>Eg, on a walk at some venue in-between.</u>	<u>Run a "Club exchange" Programme.</u> <u>"Club-Swaps"</u>	
Round 4 Name/District:			



Challenges and Solutions Brainwriting Handout

Name: _____

Challenge: There's a lot of benefit in people creating recorded videos of themselves giving short speeches. An important skill is

	First Idea	Second Idea	Third Idea
Round 1 Name/District:	Lead by example		
Round 2 Name/District:	Using their own devices to get around privacy concerns	With the video they can watch at any time to review	
Round 3 Name/District: <i>Emilia</i>	Spread awareness, show benefits of recording yourself - what you've learnt.	how to easily add days of improvement.	
Round 4 Name/District:			

"personal branding"
But how do we get people to do this?



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Name: DILAN

Challenge: Mentorship scheme - It is discourage people to continue to be a member when they don't have a mentor to guide.

Orientation Scheme
Speeches
without evaluation
6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100

	First Idea	Second Idea	Third Idea
Round 1 Name/District: MATTHEW	HAVE A BUDDIE SCHEME, SO ALL MEMBERS CAN HELP NEW MEMBERS	HAVE EXPERIENCED TMS GIVE SPEECHES TO TEACH OTHERS	
Round 2 Name/District: ADRIAN	GET CLUB COMMITTEE TO APPOINT A MENTOR ORGANISER	ENCOURAGE EXPERIENCED MEMBERS TO DO THE MENTOR PROJECT (L2)	LEARN TO BE A GOOD MENTOR BY DOING IT.
Round 3 Name/District: NUS/Glasgow	Body doubling! Pairing new members will build connection. A shared journey can create more meaning for individuals		
Round 4 Name/District: Mann/Glasgow	There should be a option in wotcast master website to express your views to get a mentor	A mentor not necessary have to be from same club but should be	

from international level ✓



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Name: Julia

Challenge: Conversion of guests into members
so they remain > 6 mths. as members

	First Idea	Second Idea	Third Idea
Round 1 Name/District: <u>Alina</u>	Highlight the mission/benefits ✓	Clear guidance ^{verbal} or steps to follow (P)	Recognition of progress (no matter how small) ✓
Round 2 Name/District: <u>Mawa</u>	Ask the guest why they came and what they want to achieve (P)	Ask what barriers the guest is experiencing ^{what's in your way?} (P)	Give a deadline for how long they can stay a guest ✓
Round 3 Name/District: <u>Paula</u>	INVITE TO PERSON TO TAKE ON A ROLE EVEN AS A NON-MEMBER THEN ASK THEM TO JOIN (P)	SET A 3 VISITS FOR FREE RULE + THEN THEY MUST JOIN OR LEAVE. ✓	MAKE THE PERSON FEEL SPECIAL + SAY HOW MUCH YOU WOULD LOVE THEM TO BECOME A MEMBER ✓
Round 4 Name/District:			



Challenge and Solutions Brainwriting Handout

Name: MAIREAD DILLON

Challenge: FORMING NEW CLUBS - HOW TO CREATE + SOURCE
NEW CLUBS IN PARTICULAR IN SCOTLAND

	First Idea	Second Idea	Third Idea
Round 1 Name/District: Julia Dundee	Areas of high pop. density could be starting point	geography is tricky - hybrid or online options as well as f2f.	Learn from clubs that have grown eg Glasgow - take growth / PR ideas and use those
Round 2 Name/District:	teach more enthusiastic members the process	talk about mission at the meeting	Deliver courses such as leadership and project management skills
Round 3 Name/District:	Pick a team of members who could prioritise new clubs	Look at places where there are no clubs and why it should be there	Delegate what you are unable to do yourself.
Round 4 Name/District:			



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Challenge and Solutions Brainwriting Handout

Name: Maura

Challenge: Starting a new club But don't have enough time

	First Idea	Second Idea	Third Idea
Round 1 Name/District: MATTHEW DILLON District: Inverclyde	GATHER A TEAM & BREAKDOWN THE TASKS.	SET DEADLINES + AGREE TIMES TO MEET THE TEAM THAT SUITS EVERYONE	GET A TEAM TO RUN AN OPEN NIGHT / DEMO MEETING + ASSIST IN THE BACKGROUND
Round 2 Name/District: Julia Dundee	At least 3 people who are committed to the task needed.	USE TOOLS eg AI AND TMI / DIV PR - draw on resources from other clubs	SET SMART GOALS to help keep a focus on what matters + needs PROMISING
Round 3 Name/District:	Brainstorming sessions	Shared roles, Split responsibilities	Create an easy to follow cheat-sheet (steps)
Round 4 Name/District:			