

TEN MAJOR REASONS WHY CLUBS FAIL

1. Weak Leadership

A. Club President

(a) No vision; not trained; poor leadership skills; lack of service orientation.

B. Other Officers

(b) Not trained; little accountability to members.

2. The Club Depends on Just one or Two Members to Keep it Going

A. If this key member leaves, there are no leaders within the Club to give it direction.

3. The Club Leaders Don't Use the Distinguished Club Program (DCP)

A. They are not educated about the DCP and/or

B. They don't buy in to the value of the DCP and/or

C. The District Leaders don't talk up the value of the DCP.

4. Lack of knowledge and lack of mentoring

A. No knowledge about how to do the basics for effective communication, leadership, and meeting management.

B. Club lacks experienced, knowledgeable members (or they are unavailable) to guide, mentor, and act as role models for the less experienced members.

C. Club leaders and members are unaware of the resources that are available to help them - Area Governor, Division Governor, Materials from WHQ, etc.

5. Attitudinal Barriers of Club Leaders

A. Club leaders foster a feeling that the Club is an island unto itself.

B. Club leaders view the Area Governor visits as interference instead of support, encouragement, and help.

6. Untrained or Uncommitted Area Governor or Lack of an Area Governor

7. Weak Educational Program.

A. VPE is unaware of Club educational standards, OR doesn't aspire to challenge the members live up to these standards.

- B. VPE lacks a service orientation.
- C. Members are not surveyed.
- D. As a result of A above, manual speeches are only an option. This slows the educational progress of the members.
- E. Poor meeting planning.
- F. Poor delegation of duties.
- G. Poor follow-up.
- H. New members are given meeting functions to perform without adequate mentoring or guidance (#2 above).
- I. No educational sessions involving Better Club Series, Successful Speaker series, Leadership Excellence Series, Success/Communication, or Success/Leadership are conducted for the Club members.
- J. Educational achievements are not recognized or praised.
- K. Members are not addressed by their educational designations.
- L. Members don't wear TM badges or pins.

8. Relationship Problems

- A. Veteran Toastmaster/s forget the mission of the Club and dictate standards to other members.
- B. Some Toastmaster members form cliques.
- C. As a result of #7 I above, evaluations are poor quality.
 - (a) "Brickbat" evaluations discourage members;
 - (b) "whitewash" evaluations don't help members grow.

9. Poor Guest relations and Little or No Emphasis on Growing the Membership

- A. Due to lack of training or unsuitable dispositions, the President, VPM, Sergeant-at-Arms and others don't greet and treat guests properly.
- B. No guest book; no follow-up to guests' visits.
- C. No/weak membership drive.
- D. No new member inductions.

10. Meeting Location and/or Time is Inconvenient to Many Members.

A. Club leadership doesn't seek to address this issue.