



## Top 10 Tips for Corporate Clubs

1. Toastmasters is a **leadership development programme**, not a social club. Prioritise it that way.
2. Link Toastmasters goals to **personal development plans** at work.
3. Get **senior sponsorship** and **corporate recognition**.
4. Toastmasters is a safe place to experiment with **goal** setting, tracking and issue resolution
5. **Connect** with Toastmasters **beyond your club** for further development opportunities and building your network.
6. Exploit your **captive audience** for PR – intranets, newsletters, noticeboards, handing out flyers at the door, demo meetings.
7. Aim for **25 to 30 members**, with natural turnover of around 5 per year.
8. Link with **induction and training process** for newbies, trainees, interns, new managers, promoted people.
9. Run a **Speechcraft** course to raise awareness, share your skills. Some will become members.
10. Run a **Youth Leadership Programme** to give something back and link in with CSR.

