

TI Introduces New Leadership Manual and Awards

Toastmasters International is making some exciting changes in its educational system and award designations. In January 2006, new leadership award programs will be introduced and educational awards will be renamed in order to distinguish between speech programs and leadership programs. This will strengthen leadership training and make all educational designations in the communication and leadership tracks clearer and more meaningful.

The development of leadership skills has always been part of the Toastmasters program. Members have had the opportunity to learn and practice leadership skills while serving in various club meeting roles and in officer positions. In fact, many people join because they want to improve their leadership skills.

Beginning in 2006, you will see the following improvements in TI's educational program:

- **A new manual on leadership and a new leadership award.** The 10-project Competent Leadership manual will help you develop leadership skills while serving in various club meeting roles. The manual will debut in January 2006 and will be included in the new-member kit, which all new members receive. Other members may purchase the manual (Catalog No. 265) for \$6.00 (U.S.) plus shipping. Members completing the manual will receive the new Competent Leadership award. Toastmasters International will begin issuing the new award in July 2006.
- **New titles for the existing leadership awards.** The current Competent Leader award will become the Advanced Leader Bronze award. The current Advanced Leader award will become the Advanced Leader Silver award.

The requirements for the Advanced Leader Bronze award will include completion of the new Competent Leader manual. (See the sidebar for all requirements for these awards.) Because the requirements for this award are changing, there will be a two-year "grace period" for those working toward the current Competent Leader award. This means World Headquarters will continue to issue Competent Leader awards under the current requirements through June 30, 2008. Beginning July 1, 2008, all members will have to meet the new requirements. Those who have already earned the Competent Leader award under the current requirements and who apply for the Advanced Leader award after June 30, 2006, will receive the new Advanced Leader Silver certificate.
- **New titles for the Communication and Leadership Program and Advanced Communication and Leadership Program manuals.** At their next reprinting, the Communication and Leadership program manual will be titled the Competent Communication manual and the Advanced Communication and Leadership Program manuals will become the Advanced Communication manuals.



- **New titles for the communication track awards.** Effective July 1, 2006, the Competent Toastmaster (CTM) award, given to those completing the Communication and Leadership Program manual, becomes the Competent Communicator award. The Advanced Toastmaster Bronze, Advanced Toastmaster Silver and Advanced Toastmaster Gold awards will become the Advanced Communicator Bronze, Advanced Communicator Silver and Advanced Communicator Gold awards respectively, with no changes to award requirements. (See the sidebar for all requirements for these awards.) Beginning July 1, 2006, members applying for any of the current awards will receive certificates reflecting the new award names.

- **A change in the Distinguished Toastmaster award requirements.** Beginning July 1, 2006, to be eligible for the award, a member must have received the Advanced Communicator Gold (or current Advanced Toast-



master Gold) and the Advanced Leader Silver (or current Advanced Leader) awards.

Frequently asked questions about the program improvements.

Q: *The new leadership manual has 10 projects. Will I be evaluated on each of these projects, just as I am in the current Communication and Leadership Program manual?*

A: Yes. For each leadership role you complete as a project requirement, your club vice president education will assign an evaluator who will provide a written evaluation. However, a verbal evaluation is optional and at the club's discretion. Many clubs have limited time available during meetings; adding verbal evaluations for those serving in meeting roles may not be feasible. If you want a verbal evaluation in addition to the written evaluation, and if the

meeting cannot accommodate it, the evaluator should give it privately after the club meeting.

Q: *How will the Competent Leadership manual affect my club?*

A: The new manual allows members to join your club and immediately begin working on developing their leadership skills. As mentioned in the previous question, the club vice president education assigns an evaluator who will provide a written evaluation. However, most clubs won't have the meeting time to allow verbal evaluations of a leadership project. In these cases, if a member wants a verbal evaluation, the evaluator may provide it outside of the club meeting. More information about how to incorporate the manual into your club and its activities will appear in the December issue of this magazine. Club officers also will get information during their district's upcoming club officer training.

Q: *Do I have to complete the Competent Communication and Competent Leadership manuals in any particular order?*

A: No. You may work in both manuals at the same time if you wish, or work in one at a time. If you complete the Competent Leadership manual first, you may apply for the Competent Leader award. If you complete the Competent Communication manual first, you may apply for the Competent Communicator award. If you finish

both at the same time, you may apply for both awards at the same time.

Q: *I am now a Competent Leader. After July 1, 2006, will my title be Advanced Leader Bronze?*

A: You still will be a Competent Leader. Likewise, members who already have received the Advanced Leader award will retain that title.

Q: *I am now a Competent Leader. Do I have to complete the new Competent Leadership manual?*

A: No. However, we encourage you to do so because you'll enhance and refine your leadership skills by completing the projects in the manual.

Q: *I am now a Competent Leader. After July 1, 2006, could I apply for the Advanced Leader Bronze award?*

A: The requirements for the current Competent Leader and the Advanced Leader Bronze awards are the same, and Toastmasters International does not issue multiple awards for the same work. If you want to earn the Advanced Leader Bronze award, you would have to meet all of the requirements a second time. Instead of doing this, we recommend that you work toward the next level award, the Advanced Leader Silver.

Toastmasters Recognition



Beginning July 1, 2006, members can earn the following communication and leadership awards:

Communication Track

COMPETENT COMMUNICATOR (CC)

Requirements:

- Completed the *Competent Communication* manual

See the CC award application (Catalog no. 1225) for details

ADVANCED COMMUNICATOR BRONZE (ACB)

Requirements:

- Achieved Competent Communicator award (or achieved Competent Toastmaster award)
- Completed two Advanced Communication manuals

See the AC awards application (Catalog no. 1226) for details.

ADVANCED COMMUNICATOR SILVER (ACS)

Requirements:

- Achieved Advanced Communicator Bronze award (or achieved Able Toastmaster award or Advanced Toastmaster Bronze award)
- Completed two additional advanced communication manuals (may not be those completed for any previous award)
- Conducted any two programs from The Better Speaker Series and/or The Successful Club Series

See the AC awards application (Catalog no. 1226) for details.

ADVANCED COMMUNICATOR GOLD (ACG)

Requirements:

- Achieved Advanced Communicator Silver award (or achieved Able Toastmaster Bronze award or Advanced Toastmaster Silver award)
- Completed two additional advanced communication manuals (may not be those completed for any previous award)
- Conducted a Success/Leadership Program, Success/Communication Program or a Youth Leadership Program
- Coached a new member with the first three speech projects

See the AC awards application (Catalog no. 1226) for details.

Leadership Track

COMPETENT LEADER (CL)

Requirements:

- Completed the *Competent Leadership* manual

See the CL award application (Catalog no. 1227) for details

ADVANCED LEADER BRONZE (ALB)

Requirements:

- Achieved Competent Leader award
- Achieved Competent Communicator award (or achieved Competent Toastmaster award)
- Served at least six months as a club officer (president, vice president education, vice president membership, vice president public relations, secretary, treasurer or sergeant at arms) and participated in the preparation of a Club Success Plan while serving in this office
- While serving in the above office, participated in a district-sponsored club officer training program
- Conducted any two programs from The Successful Club Series and/or The Leadership Excellence Series

See the Leadership/Distinguished Toastmaster Awards application (Catalog no. 1228) for details.

ADVANCED LEADER SILVER (ALS)

Requirements:

- Achieved Advanced Leader Bronze award (or "old" Competent Leader award)
- Served a complete term as a district officer (district governor; lieutenant governor; public relations officer; secretary, treasurer; division governor or area governor)
- Completed the High Performance Leadership program
- Served successfully as a club sponsor, mentor, or coach

See the Leadership/Distinguished Toastmaster Awards application (Catalog no. 1228) for details.

DISTINGUISHED TOASTMASTER (DTM)

Requirements:

- Achieved Advanced Communicator Gold award (or achieved Advanced Toastmaster Gold award)
- Achieved Advanced Leader Silver award (or achieved Advanced Leader award)

Distinguished Toastmaster is the highest recognition a member may receive. See the Leadership/Distinguished Toastmaster Awards application (Catalog no. 1228) for details.

Q: *I have met almost all conditions for the current Competent Leader award. Will I have to start over and complete the requirements for the new Competent Leader award, which includes completing the new Competent Leadership manual?*

A: You need not start over as long as you complete the current award requirements and apply for the Competent Leader award before June 30, 2008. After that date, all applicants must meet the new criteria.

meet Goal 5, and at least one additional Competent Leader, Advanced Leader Bronze, Advanced Leader Silver or Distinguished Toastmaster award to meet Goal 6.

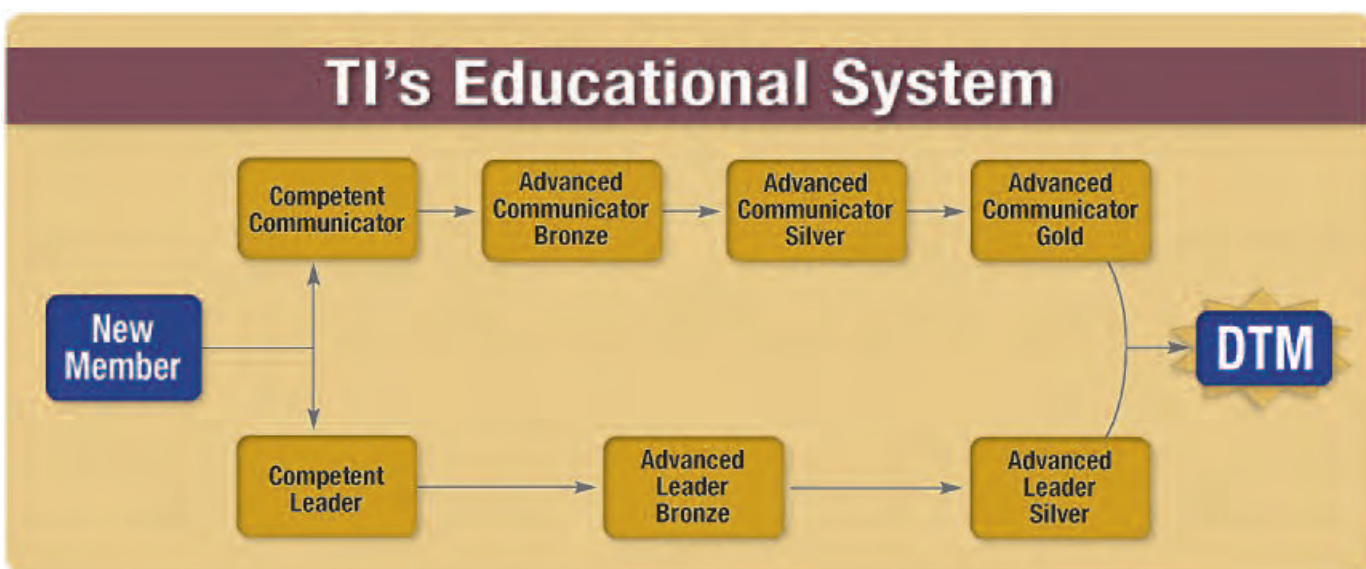
Q: *The communication track has three advanced awards, but the leadership track has two. Will there be more leadership awards?*

A: We are planning to expand the leadership track even more, so eventually an Advanced Leader Gold award will be introduced.

A: Because you will be applying for the award after June 30, 2006, you will receive the Advanced Communicator Silver certificate instead of the Advanced Toastmaster Silver certificate.

Q: *I am an Advanced Toastmaster Silver and my goal has been to achieve the Advanced Toastmaster Gold award in late 2006. How do the changes affect me?*

A: Because you will be applying for the award after June 30,



Q: *I am a Competent Leader. After July 1, 2006, what is the next leadership award I could earn?*

A: Those who already have the current Competent Leader award may work toward the Advanced Leader Silver award.

Q: *How will the new leadership award affect the Distinguished Club program?*

A: The new award will be incorporated into the 2006-07 Distinguished Club Program. A club will need at least one Competent Leader, Advanced Leader Bronze, Advanced Leader Silver, or Distinguished Toastmaster award to

Q: *I am now a Competent Toastmaster. After July 1, 2006, will my title be Competent Communicator?*

A: You still will be a Competent Toastmaster. Likewise, members who already have received the Advanced Toastmaster Bronze, Advanced Toastmaster Silver, and Advanced Toastmaster Gold awards will retain those titles. Only those applying for awards after June 30, 2006, will have the new titles.

Q: *I am an Advanced Toastmaster Bronze and my goal has been to achieve the Advanced Toastmaster Silver award in late 2006. How do the changes affect me?*

2006, you will receive the Advanced Communicator Gold certificate instead of the Advanced Toastmaster Gold certificate.

Q: *I've been a member for a long time and have all of the awards. What can I do?*

A: We recommend completing the new Leadership Program manual because you'll develop and refine your leadership skills. Completing all the educational awards again also will help improve your communication skills. **T**