Internal use Only

TOASTMASTERS INTERNATIONAL

## Grow As One

# ”The Charter Conversion”

**Club Growth Workshop | District 227**

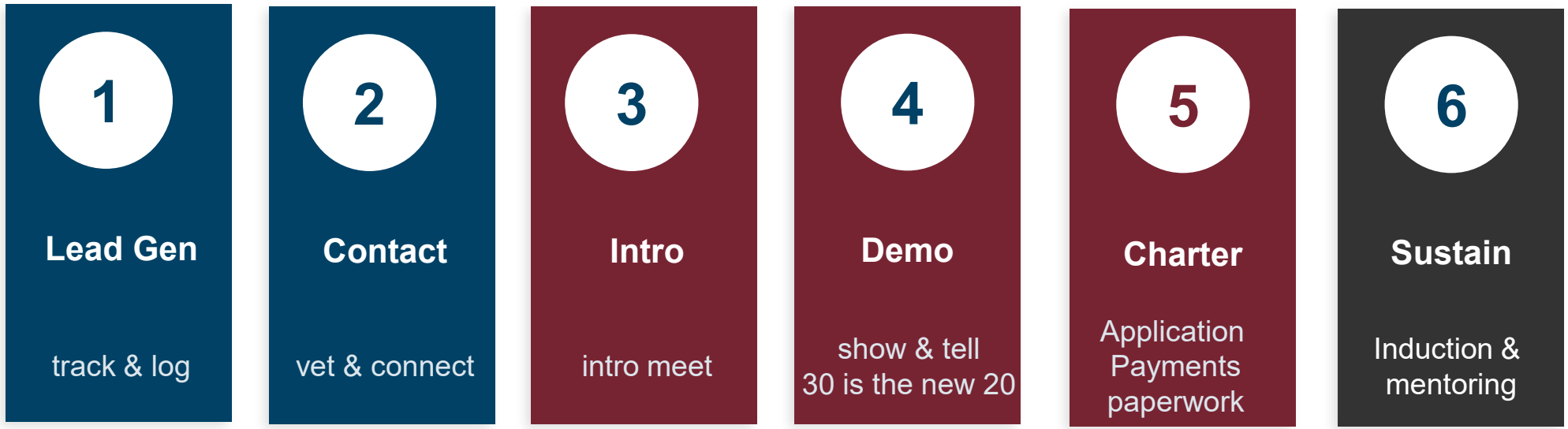
**Prashanth TK, DTM (Club Growth Director)**

# District Mission

**We build new clubs and support all clubs in achieving excellence.**

THE JOURNEY

# Six steps from lead to chartered club




### Stages 1–2 are a volume game

More activity fixes them. Lists, referrals, cold outreach.

### Stages 3–5 are a skill game

More activity does not fix them. Only better conversations & follow-ups do.

### Stage 6 decides the second year

A club that limps through 90 days rarely renews.

WHERE LEADS ACTUALLY FADE AWAY

# Four chokepoints

## 1 The pitch that sold Toastmasters

We describe the programme — meeting formats, pathways, roles. The buyer asked a business question and got a brochure answer.

*Sounds like: They go quiet after one meeting*

## 2 The demo that entertained

A warm, enjoyable session with no ask at the end. Everyone leaves happy. Nothing was agreed.

*Sounds like: "That was lovely, let us think about it"*

## 3 The value case that was never built

No numbers, no comparison to what they already spend on training, nothing an HR head can take to their budget holder.

*Sounds like: Stuck in "we'll revisit next quarter"*

## 4 The number-member stall

Interest was real, but the member list was built after the commitment instead of before it. It dies at 14.

*Sounds like: Momentum decays, follow-ups and value creation*

# PITCH – WHAT & HOW

# Two markets, two entirely different buyers

## CORPORATE

### WHO SIGNS

Head of L&D, HR Business Partner, or a CHRO for larger spend

### WHAT THEY'RE BUYING

Measurable capability uplift they can defend in a budget review

### REAL MOTIVATION

Attrition, weak middle management, high-potentials who cannot articulate

### KILLS THE DEAL

No numbers, no comparison to existing spend, no reporting

### OUR OPENING

"What are you spending on communication training for your future leaders?

## COLLEGE

### WHO SIGNS

Principal or Dean; often a Head of Placements as the real champion

### WHAT THEY'RE BUYING

Placement outcomes and NAAC/accreditation-friendly student activity

### REAL MOTIVATION

Students who interview badly; a differentiator against peer institutions

### KILLS THE DEAL

Anything the college has to fund per-student without a visible outcome

### OUR OPENING

"How many of your students lose out during interview stage / campus hires”?

**Same club. Same programme. Two completely different sales conversations.**
**Using the corporate pitch on a college is why college leads stall.**

# Good, Better, Best — three ways to say yes

We stop asking "would you like to start a club?" and start asking "which of these three fits your ambition this year?"

## OPTION 1

**20**

members

One club. Standard district support. Proves the concept inside twelve months.

RECOMMENDED

## OPTION 2

**30**

members

The recommended tier. A club that reaches Distinguished, with a feeder pipeline behind it. Sustainable Solution

## OPTION 3

**40**

members

A visible capability programme with reporting the L&D head can present upward.

**"30 is the new 20." Twenty is the minimum to charter. Thirty is the minimum to survive year two.**

# How to put the three options on the table

1. **Show value before cost**

   The value stack comes first. Always. Cost slides only after they have agreed the outcome matters.

2. **Present all three, recommend one**

   Based on what you told me about your high-potential group.
   “I'd recommend OPTION 2“. A recommendation is not pressure — it is expertise.

3. **Anchor on per-employee cost**

   Never quote the total first. Quote ₹18,000 per person per year, then show what the total buys.

4. **Let them choose down, not up**

   If budget is the issue, step from Option 2 to Option 1.
   Starting at #1 means you never get above it.

5. **Close on scope, not on yes**

   "Which of the three shall we build the proposal around?" — a question that assumes the decision.

**"Which of the three shall we build the proposal around?" — practise saying this out loud before you need it.**

FOR THE BUYER

# What you are actually choosing between

| | In-house club | External workshop | Online platform | No action |
|---|---|---|---|---|
| **Cost per employee** | **~₹18,000 per year** | ₹12,000–35,000 per day | ₹5,000–15,000 per license | ₹0 |
| **How long the effect lasts** | **Continuous, year-round** | One or two days | Self-paced | — |
| **Practice frequency** | **Weekly / Fortnightly** | Once | Rarely — mostly watching | None |
| **Live feedback on performance** | **Structured, every session** | During the session | None | None |
| **Who runs it after setup** | **Your own employees** | Re-purchased each time | Nobody | — |
| **Cost of adding more people** | **Reduces per head** | Rises linearly | Per licence | — |
| **Evidence for L&D reporting** | **Participation & progression** | Attendance list | Completion % | None |

**Where the alternatives genuinely win: a workshop gives you an expert instructor.**
**A platform is available tomorrow. We are neither — we are the option that keeps running.**

# The wider landscape — and where each one actually sits

| Option | What it actually is | Cost per person / year | Who runs it | Honest limitation |
|---|---|---|---|---|
| **Toastmasters** | Peer-led club, structured curriculum, runs year-round | $169 yr 1, $144 after* | Members | Needs 20 members to charter; depends on member commitment |
| **Agora Speakers** | Peer-led club network, similar format, free at HQ level | Clubs may charge local costs | Members | Much smaller network; less external recognition |
| **JCI** | Leadership and civic development; speaking is one component | Varies by chapter | Chapter | Age-limited (18–40); speaking is not the core |
| **Rotary** | Service organisation with speaking opportunities | Varies widely; meals often included | Chapter | Not a speaking programme at all |
| **NSA / PSA** | Trade body for people who already speak for a living | ~$950 + chapter dues | Association | Not a skill-building route — wrong buyer entirely |
| **Dale Carnegie** | Instructor-led course of fixed duration | $1,500–3,000+ per participant | Vendor | Ends when the course ends |

**No credible body ranks these organisations.**
**Any table showing "#1 ranked" is quoting a blog — do not put it in front of a buyer.**

**TI fees only — excludes club dues, the $125 charter fee, and GST. Verified against toastmasters.org, July 2026. Dues rise to $72 per six-month period from 3 August 2026.*

# Why Toastmasters Stands Out as the Top Recommendation

• **Lowest Cost-to-Value Ratio:** Delivers continuous, year-round practice and curriculum for roughly **$10–12/month (~18000 INR / year)**, compared to thousands of dollars for short-term coaching programs.

• **Peer-Led Continuous Practice:** Unlike one-off training workshops (e.g., Dale Carnegie), Toastmasters offers a sustained, long-term learning environment.

• **Proven Global / International Framework:** Ranked **#1 in Overall Value** due to its globally recognized educational pathways and supportive feedback culture.

• **Structural Claim :** Everything else on your training budget has an end date. The workshop finishes on Friday. The licence lapses. This is the only line item still running next year — because your own people are running it.

• **Feedback is the Breakfast for Champions :** Content is easy to buy. Structured, honest feedback every week / fortnight, from people who understand your business, is much harder. That's the part that actually changes how someone performs.

• **Grooming Leaders :** Your managers spend most of their time leading people who don't report to them. Leading without authority – is the key. Learning to lead that room is harder than leading direct reports, and it's precisely the skill your cross-functional work runs on.

# Thank You


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