



Session 5C: Club Growth Director Role Breakout 1

Introduction

The purpose of this session is to ensure you are prepared to use market data to guide club building efforts in your District.

Overview

First, you identify opportunities for club building by completing a Market and Industry Analysis. Then, you build strategies that align with District goals based on the data from your analysis. Finally, you establish connections with other Club Growth Directors to continue building peer support.

In this session, Region Advisors facilitate the following:

- Analyzing Your Market
- Building Strategies with Data

Objectives

After completing this session, you will be able to:

- Demonstrate how to use the District Market Analysis Plan template
- Analyze data to build marketing strategies for your District

By meeting these objectives, you are prepared to fulfill the responsibilities of your role.

Time

- 4:15 to 5:45 p.m.
- 90 minutes

Analyzing Your Market

District W Market and Industry Analysis

With your table group, review the Industry Analysis information for District W and answer the two (2) questions below. For Part 2 on the next page, refer to Pre-work.

Part 1: Industry Analysis

Top Industries in the District	Have existing TM clubs?
Aviation	No
Healthcare	No
Telecommunications	Yes

Industry	Top Employers in the District	# of Employees
Aviation	Qantas	7,000
Banking / Finance	BNP Paribas	4,500
Health care	United Health Group	11,000
Health Care	Ramsay Health care	8,270
Health care	Apollo Hospitals	8,000
Telecommunications	Vodafone	4,800

What opportunities do you see for District W to build new clubs?

Are there any industries that include several different employers? How can District W leverage this?

Review the Market Analysis information for District W and answer the two (2) questions below. (Refer to your pre-work regarding goals).

Part 2: Market Analysis

Community Club Opportunities: Largest Communities with no or few clubs		
City	Population	# of Clubs
Brookfield	415,000	1
Pine City	398,000	0
Twin Lakes	360,000	0
Pagosa	276,000	1
Longville (borders Pagosa)	210,000	0

Corporate Club Opportunities: Local Companies >250 Employees, no TM Club	
Industry	Company
Aviation	Qantas
Telecommunications	Vodafone
Banking / Finance	BNP Paribas
Retail	Nike
Healthcare	United Health Group, Ramsay Health Care, Apollo Hospitals

Branches of Companies with Existing Clubs Elsewhere	
Industry	Company
Telecommunications	Deutsche Telekom
Banking	HSBC (club recently closed)

What opportunities do you see for District W to build clubs?

What adjustments can District W make to the goals you set in Pre-work (page 3)?

Building Strategies with Data

District W Strategies and Tactics

With your table group, choose one (1) Club Growth Goal for District W (see page 4 of your Pre-work). Using the Market and Industry data above, identify two (2) strategies plus tactics that support the goal.

Example Goal, Strategy, and Tactics

Goal: *Add 6 clubs during 2022-2023 to become Distinguished or better.*

Strategy: *Start 2 new clubs in each Division of the District.*

Tactics:

Visit areas where Toastmasters does not exist, is unknown or does not have a strong presence.

Build a team of people who can support new clubs in those areas.

Conduct "Toastmasters Road Shows" in selected cities.

Club Growth Goal for District W:

Strategy 1 (one approach to meeting the stated goal):

Tactics for Strategy 1 (tasks or actions that support implementing the strategy):

Strategy 2 (another approach to meeting the stated goal):

Tactics for Strategy 2 (tasks or actions that support implementing the strategy):

Resources

[Club Growth Director Marketing Tools Demonstration](#) webinar

[Club Growth Director Handbook](#) (Item 110)

[Club Growth Director Marketing Resources](#) (includes Market Analysis Plan template)

[District Strategies Guide](#)

Conclusion

What key insights from this session will you apply to club building efforts for your District?

Please take the session assessment.



What is Next?

- Session 6: Engaging in Healthy Conflict
 - Session begins promptly at 8:00 a.m.
 - Check your individual schedule for meeting room name and location
 - Be prepared to access your Pre-work