



Area Director Expectations

Introduction

An Area Director is in the position with the greatest opportunity to positively impact clubs. The purpose of this session is to outline the Area Director's relationship with other leaders in the District, the clubs in the Area, other stakeholders, and emphasize the impact an Area Director has on the organization through executing their role well.

Overview

First, Area Directors will work in groups to explore the impact they have on the clubs in their Area, other leaders, and the District. Then, they work in groups to connect roles and responsibilities in their District and examine their role in relation to others. Finally, they will share their vision for the impact they will have by executing their role well.

In this session, facilitators discuss the following topics:

- Making an Impact in Your Area
- The Roles Around You

Objectives

After completing this session, Area Directors will be able to do the following:

- Recognize the relationship the Area Director has with clubs in the Area, other stakeholders (such as the Board of Directors), and other leaders in the District
- Recognize the impact the role has on the organization
- Identify the expectations of the role

By meeting these objectives, Area Directors will have the basic knowledge necessary to develop plans and access resources to deliver on their responsibilities.

Making an Impact in Your Area

Breakout Room Activity: The Difference You Make (25 minutes)

Discuss the following questions with your group and record your answer below:

1. What meaningful impact can an Area Director make on communication between clubs in their Area?

2. How can you deliver this impact in your role?

3. What meaningful impact can an Area Director make on Club Presidents in their Area?

4. How can you deliver this impact in your role?

5. What meaningful impact can an Area Director make on the achievement of member goals in their Area?

6. How can you deliver this impact in your role?

7. What meaningful impact can an Area Director make on alignment between their District, Division, and clubs in their Area?

8. How can you deliver this impact in your role?



All the Roles Around You

Breakout Room Activity: Roles and Stakeholders (20 minutes)

Write the role that corresponds with each responsibility listed in the right-hand column. Once you complete this table, answer the questions on page 6 of your Session Workbook.

Possible options include: Area Director, Administration Manager, Club Growth Director, District Director, Division Director, Finance Manager, Program Quality Director, Public Relations Manager

Role	Responsibilities
	Train all Division Directors, Area Directors, and club officers
	Appoint District leadership committee chair and approve DLC members
	Improve the understanding of the opportunities available for personal development in the Toastmasters education program (Pathways)
	Keep minutes of the District Council and District Executive Committee meetings
	Report to and take direction from the District Council
	Recruit and train District marketing team
	Take charge of all funds and other personal property of the District
	Authorize withdrawals of District funds in the manner and to the extent provided in Article XII of Administrative Bylaws
	Take charge of all District correspondence
	Promote membership-building recognition programs
	Preside at all meetings of the District Council and the District Executive Committee
	Provide Area leaders with a supervisory head for counsel, information, and service
	Transmit the District' Administrative Bylaws, other records and documents, and meeting minutes to the successor
	Promote and support club quality and member retention
	Transmit accounts and all undistributed funds to successor
	Supervise and coordinate District-wide speech contests

Role	Responsibilities
	Assist education committees in using education programs and Toastmasters materials
	Develop, direct, and coordinate a marketing plan for building new clubs
	Represent the District Director and, if applicable, Division Director to the clubs of the Area
	Prepare and submit all plans and reports to Toastmasters International
	Disburse all funds upon order of the District Director
	Maintain custody of the District Administrative Bylaws and all other records and documents
	Increase individual membership
	Appoint an Area staff for the conduct of Area activities between Area Council meetings
	Develop and administrate a public relations program
	Strengthen existing clubs
	Plan, organize, and direct District conferences
	Hold regular Area Council meetings
	Inspire and motivate team members to achieve goals while considering their development needs
	Coordinate activities of Area Directors

Discuss and answer the questions below:

1. Considering your responsibilities, what are your most critical deliverables during your term?

2. Looking at the responsibilities above, which one(s) overlap most with your own?
How?

3. What strategies would be best to use to build working relationships with people in these roles?

4. How can you facilitate the connections between clubs? Other Area Directors?
Division Directors? Other District Leaders?

5. List challenges you expect to face:

6. What resources do you need to perform in your role well?

7. How will you know if you succeed as an Area Director?

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All the Roles Around You Answers

The answers to the previous activity are listed below.

Role	Responsibilities
PQD	Train all Division Directors, Area Directors, and club officers
DD	Appoint District leadership committee chair and approve DLC members
PRM	Improve the understanding of the opportunities available for personal development in the Toastmasters education program (Pathways)
AM	Keep minutes of the District Council and District Executive Committee meetings
DD	Report to and take direction from the District Council
CGD	Recruit and train District marketing team
FM	Take charge of all funds and other personal property of the District
DD	Authorize withdrawals of District funds in the manner and to the extent provided in Article XII of Administrative Bylaws
AM	Take charge of all District correspondence
CGD	Promote membership-building recognition programs
DD	Preside at all meetings of the District Council and the District Executive Committee
DivD	Provide Area leaders with a supervisory head for counsel, information, and service
AM	Transmit the District' Administrative Bylaws, other records and documents, and meeting minutes to the successor
PQD	Promote and support club quality and member retention
FM	Transmit accounts and all undistributed funds to successor
PQD	Supervise and coordinate District-wide speech contests

Role	Responsibilities
PQD	Assist education committees in using education programs and Toastmasters materials
CGD	Develop, direct, and coordinate a marketing plan for building new clubs
AD	Represent the District Director and, if applicable, Division Director to the clubs of the Area
DD	Prepare and submit all plans and reports to Toastmasters International
FM	Disburse all funds upon order of the District Director
AM	Maintain custody of the District Administrative Bylaws and all other records and documents
CGD	Increase individual membership
AD	Appoint an Area staff for the conduct of Area activities between Area Council meetings
PRM	Develop and administrate a public relations program
CGD	Strengthen existing clubs
PQD	Plan, organize, and direct District conferences
AD	Hold regular Area Council meetings
DD	Inspire and motivate team members to achieve goals while considering their development needs
DivD	Coordinate activities of Area Directors

Resources

Toastmasters Magazine

[Shine as an Area Director](#)

[Area Council Meetings](#)

Other Resources

[District Leadership Handbook](#)

[Serving Clubs Through Visits – A Guide for Area Directors](#)

Conclusion

Key Takeaways

What is one idea from this session that you plan to adopt in your role?

What are some other key takeaways from this session that will help you be successful?