# Operation Ameno Iwato

## Project

* Effective Coaching #1-2 - Evaluation and Feedback - 1
* 5:00-7:00 min
* The purpose of this project is for the member to present a speech on any topic, receive feedback, and apply the feedback to a second speech.
* The purpose of this speech is for the member to present a speech and receive feedback from the evaluator.

## Title

Operation Ameno Iwato

## Speech content

As you may know, I hope you know. I will be a Division D Director for the next term.  
To fullfil my responsibility, let’s preview district mission for the next term.  
Here is district mission.

* No1 GrowthMaster in the world
  + 世界で一番成長した組織を目指すこと
  + そして、組織が成長する過程でしか学べない経験機会を提供すること
* Attract, develop, excite, and retain exceptional people
  + ディストリクト76のリーダーを引き付け、その人材の持つ才能を
  + 最大限に引き出しながら、彼らを夢中にさせる組織であり続けること
* Help our leaders make distinctive, lasting, and substantial improvements in their performance
  + リーダー自身がより顕著で大きなインパクトを作り、継続して価値を出せる支援をし続けること

My responsibility is to support district to achieve those goal.  
But what can I do for it?

The keyword is “Attract.”  
Attract members to retain membership.  
Attract guests to become a member.  
Then it leads to **No1 GrowthMaster in the world**

But how can we attract people?  
“Attract” it is easy to say but difficult to do.  
Do you have any ideas?

I found an example in Japanese myth. Ameno Iwato.  
The story is:  
(天の岩戸の概要)

Why Ameterasu opened the door? Because it sounds fun and interesting.

The keywords are fun and interesting.

Why did you open the door of the club?  
Why are you being a member of the club?  
There are many reasons. But if there is no fun and no interesting activities, it is difficult to keep doing toastmasters activity.

Let’s make every meeting fun and interesting.  
And attract passer-by and make them “What is happening inside the room?”  
And turn them into guests.  
And attract guests with interesting speeches.  
And turn them into members!!

There are many ways to attract people.  
As a division director, I will visit many clubs as possible and learn there unique way to attract people.  
Then exchange ideas among clubs to grow our clubs.