

# Return to Roots

*Using Ralph Smedley's techniques to maintain membership*

---

Prepared By:

Roy Canseco and Ronnie Canseco  
Sultan Toastmasters Club  
Area A, Division A, TMI





## Talk Description

In this talk, we explore three crucial lessons derived from Smedley's approach: the importance of a reliable structure for members, the value of imparting skills and knowledge for member success, and the creation of a safe environment within Sultan Toastmasters for skill enhancement.

Embracing Smedley's ideals while preserving Sultan traditions of excellence and camaraderie is paramount in fostering a supportive and growth-oriented environment for members.

# RETURN TO ROOTS

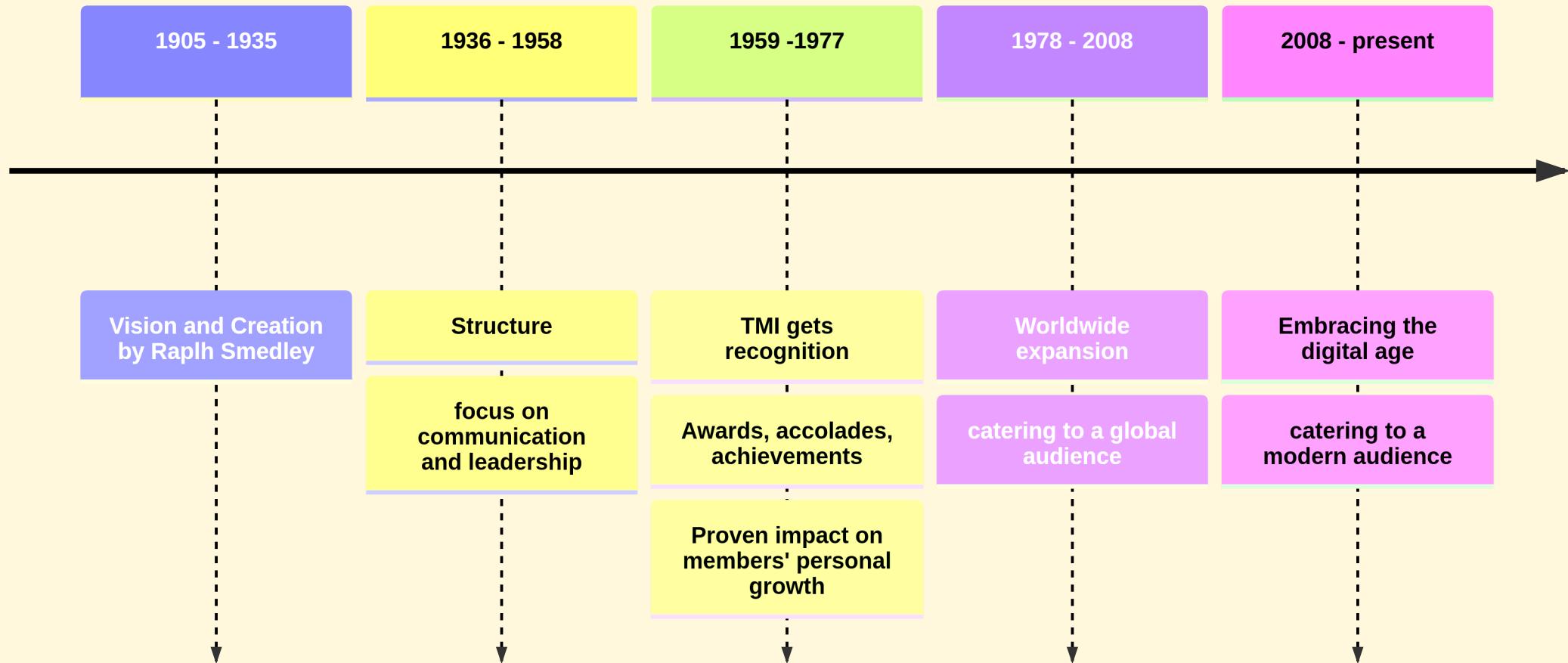
Sultan Toastmasters  
June 2024

---

Roy Canseco & Ronnie Canseco



# TMI History



01

# Vision

# Vision

- To have Zero membership problems
- To have new members wanting to come back because of the impact and benefit of the club in their personal development
- To have senior and core members get fulfilled from their continuous improvement and from making a difference in the lives of others



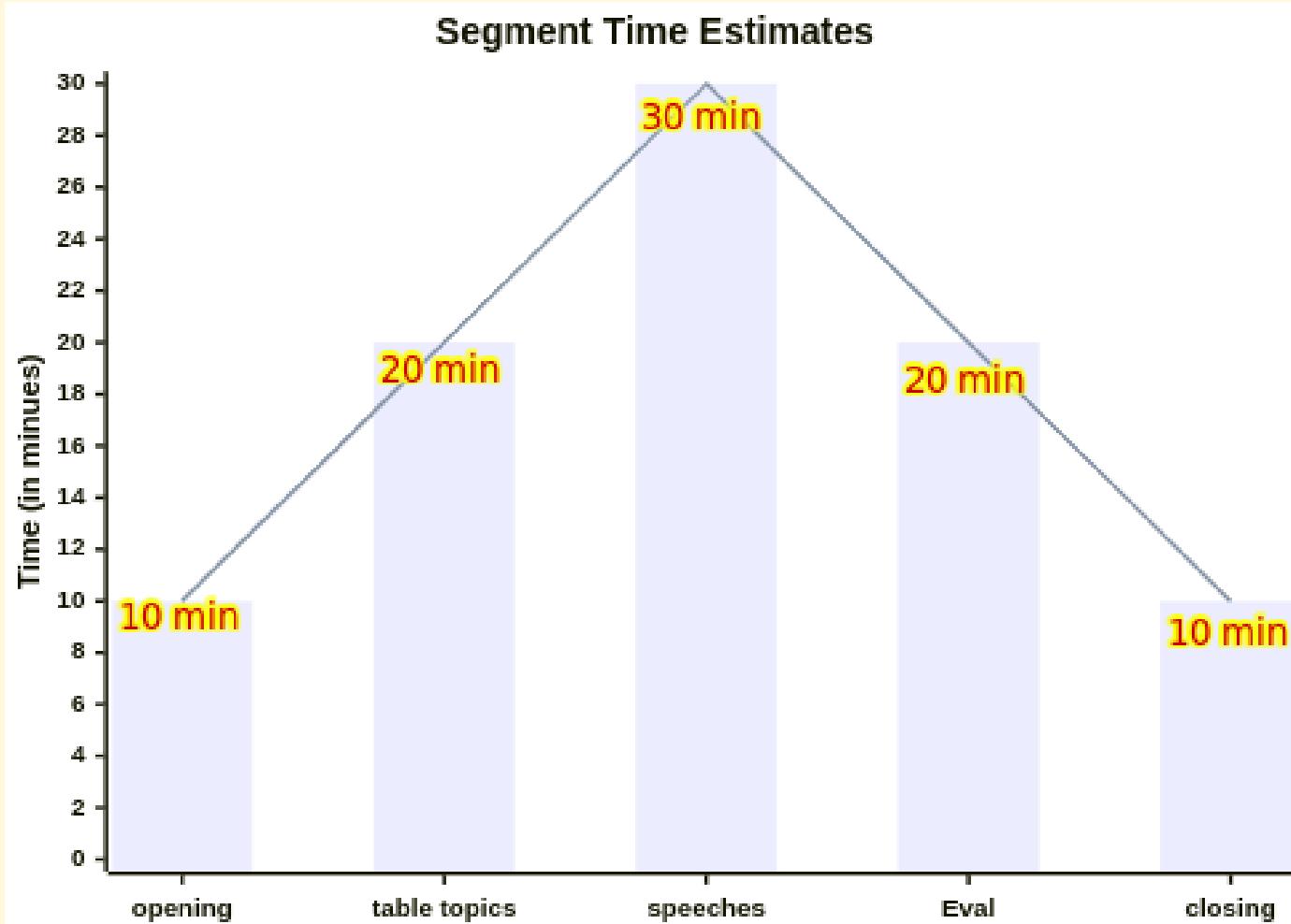
02

# Structure

# Flexible Structure

- TMI meetings are expected to last 1-2 hours, with most lasting 1-1.5 hours.
- Prospects and new members appreciate the minimal time commitment.
- the core meeting can be table topics, prepared speeches and evaluations
- we can have a pre-meeting (like a front act band) with the word of the day and the light moments
- we can have a post-meeting (like a business meeting) with lateral evaluations, planning, socials

# Time breakdown suggestion



Toastmasters Meeting	Time Range (min)
Opening and Introductions	5-10
Table Topics	10-20
Prepared Speeches	15-30
Evaluations	15-25
Closing and Announcements	5-10



By keeping the core meeting within **90 minutes**, we can have a non-threatening time commitment offering for new members and guests. :)

03

# Impact



## Share stories of impact

- We always encourage including personal experiences in speeches to foster authentic connection to the audience
- We all know of situations that could be improved or fixed with good communication or leadership
- We can share personal wins through communication and leadership

04

# Inclusiveness

# We can recognize concerns more

- some people can't stay for 2++ hours per meeting at this point in their life
- some people can't do a weekly meeting with preparations
- some people have a seasonal pattern of very busy months followed by more relaxed and free months
- some people can't pay full price every 6 months



By figuring out ways for the club to create impact in the lives of new members and guests with their current resources (time, talent, treasure), they'll stay. Or if they go, they'll come back when they can.

05

# Modernizing

# Zooming with A.I.

- Hybrid meetings won't go away. How about F2F once a month while jointly celebrating birthdays?
- AI isn't coming, it's here. How about assuming it's in play baseline while learning to put it to use?



## In summary

- We want the club to live with happy members who come back, stay and pay.
- We want to flex our structure to accommodate more such new members
- We want to figure out how deliver and acknowledge value and impact
- We want to accommodate individual circumstances into club expectations
- We want to continue to evolve and be relevant in a world of hybrid meetings and A.I



# Thanks!

Do you have any  
questions?

---

roy@pshs.edu.ph