



Our founder, Dr. Ralph Smedley, understood that Toastmasters clubs could provide essential training in management of businesses by the structure of the leadership positions. We provide valuable training and experience in a safe environment that can be directly transferred back to the world of business. To better understand how the structure of club and district officer positions can help you master leadership skills, let's take a look at some comparisons.

Toastmasters Officer	Business Equivalent	Common Responsibilities and Missions
Club Offices		
President	Chief Executive Officer	Overall responsibility for quality and management of business/club. Sets the leadership style and manages the team.
VP Education	Human Resources Manager	Responsible for employee/member development and learning. Develops plans and programs to meet objectives.
VP Membership	Marketing Manager	Responsible for market/customer development, satisfaction, and retention. Solicits feedback then develops plans and programs to meet objectives.
VP Public Relations	Public Relations Officer	Develops the PR strategy to promote the business/club to current and potential customers/members.
Secretary	Company Secretary	Maintains all business/club correspondence, records, and data. Responsible for updating and maintaining current membership lists.
Treasurer	Comptroller / CFO	Sets financial strategies for the business/club to ensure viable operation. Provides accurate reporting of projected income and expenses. Recommends funding strategies, and is responsible for accounts receivable and accounts payable. Depending on membership, collections strategies are often developed.
Sergeant At Arms	Facilities Manager	Maintains all business/club properties, orders supplies, and ensures access to necessary meeting space and equipment.
District Offices		
District Director	Chief Executive Officer	Though similar to the Club President, this position is responsible for a much larger organization. At this level the CEO recruits many of his/her direct reporting positions and recruits the front line managers of the organization. The annual budget at this level can be over US\$100,000 and there is a requirement to provide audits and reports to a regulatory agency (Toastmasters International WHQ)
Program Quality Director	Chief Training Officer Executive Position	Responsible for developing and providing training for large numbers of employees/members as well as tracking/reporting their progress. Responsible for large scale training conferences held twice each year. Tracks individual employee/member accomplishments with respect to educational and leadership development.
Club Growth Director	Chief Marketing Manager Executive Position	Responsible for growth of the business/district not just in number of employees/members, but also in growing the number of offices/clubs. Retention of employees/members is a key issue of this position.
Division Director	Middle Management/ Regional Manager	Responsible for managing 4-6 individual front line managers/area managers. Conflict resolution skills are developed as are the skills in motivating staff to work toward the business/club goals. Must ensure that information passes quickly and accurately between the front line and the executive officers.
Area Director	Front Line Manager/ Area Manager	Acts as a liaison between 4-6 business/club locations and middle management. Must assist local management/club officers with their goals and ensure additional resources are provided when necessary. Communicates effectively with middle management and executive management to convey exceptional performance or issues of concern.

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