THE CLUB QUALITY CYCLE

Moments of Truth → Club Success Plan → Distinguished Club Program

A practical framework for club leaders to assess needs, build a strategic plan, and drive club excellence guided by the Assess → Plan → Execute → Measure cycle.

Section 1 — The Big Picture: Why MoT → CSP → DCP?

Every thriving Toastmasters club is built on intentional leadership: Club leaders who see the club through a member's eyes, build plans to close the gaps with deliberate action, and track outcomes against a recognized standard. The three-layer framework below connects what you observe → what you plan → what you achieve.

Figure 1 – The three layers of club excellence

Moments of Truth (MoT)

- A MoT is any interaction a potential or existing member has with your club.
- Examples: the greeting at the door, the quality of the meeting, the feedback after a speech.
- Weak MoTs quietly erode membership; strong MoTs build loyalty and referrals.

- Identifying MoTs = identifying where the member experience can be strengthened.

Club Success Plan (CSP)

- The CSP translates MoT findings into a written action plan for the club year.
- It targets the specific DCP goals that align with your club's identified gaps.
- Ownership is assigned (who does what by when) to avoid vague commitments.
- A well-built CSP is a living document and reviewed monthly at officer meetings.

Distinguished Club Program (DCP)

- The DCP is Toastmasters' 10-goal scoring system for measuring club health.
- Goals span membership growth, educational achievement, and officer training.
- Clubs attaining 5+ goals earn one of the Distinguished statuses.
- DCP scores provide objective evidence that your MoT work and CSP are paying off.

Section 2 — The Operational Cycle: Assess → Plan → Execute → Measure

Knowing the MoT → CSP → DCP framework is only half the job. Leaders need a repeatable operational rhythm to keep improvement continuous throughout the club year. The four-phase cycle below is that rhythm.

ASSESS	**Conduct Moments of Truth. Assess feedback. Cross-check DCP progress with the club year's scheduled targets.**
PLAN	**Hold a planning session with all officers. Draft or update the Club Success Plan — assign owners and deadlines.**
EXECUTE	**Officers and members implement action items. Use monthly officer meetings to hold each other accountable. Club leaders model strong MoTs at every meeting.**
MEASURE	**Monthly: review DCP goal tracker. Quarterly: re-assess MoTs. Adjust the CSP if goals shift. Celebrate wins publicly to sustain momentum.**

Figure 2 – Continuous improvement cycle for club officers

The Club Quality Cycle:

- **MoTs** tell you *WHERE* the gap is.
- **The CSP** tells you *HOW* you will close it.
- **The DCP** tells you *WHETHER* you closed it.
- The **Assess → Plan → Execute → Measure** cycle sustains continuous club excellence throughout the year.