

TOASTMASTERS INTERNATIONAL

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## District 74

# Club Coach Training

### *Full Training Report*

**Date:** 20 August 2026

**Format:** Virtual Meeting

**Purpose:** Training prospective Club Coaches on eligibility, appointment, coaching responsibilities, reporting requirements, the Club Coach programme, and practical lessons from experienced Club Coaches.

#### **Facilitated by**

**Jarii Virero** — *Club Extension Chair*

**Leya Musunga** — *Club Growth Director*

**Moeketsi Nthombeni** — *Guest Speaker, Club Coach*

**Meeting:** Club Coach Training

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## 1. Opening and Introduction

- Welcome and encouragement for Toastmasters to volunteer as Club Coaches.
- Purpose of a Club Coach: support struggling clubs, rebuild membership, strengthen leadership and improve meeting quality.
- Target of helping clubs reach Distinguished status.

## 2. Club Coach Eligibility

The training covered the requirements for becoming a Club Coach, including:

- Being an active Toastmasters member in good standing.
- Having at least one full year of Toastmasters membership.
- Not being a member of the club being coached, subject to the programme rules.
- Completing at least Level 2 in a Pathways path.
- Having served as a club officer for the required terms.
- Completing the Club Coach training/manual.
- Coaching only one club at a time.

## 3. Requirements Before Coaching Begins

Before the assignment starts, the coach should:

1. Identify the club's needs.
2. Agree on coaching expectations.
3. Complete the Club Coach Agreement.
4. Submit the required documentation.

## 4. Responsibilities During the Six-Month Assignment

The Club Coach is expected to:

- Work closely with club officers and members.
- Assess the club's strengths and challenges.
- Develop an improvement strategy.
- Encourage membership growth.
- Improve meeting quality.
- Strengthen club performance.
- Monitor progress towards Distinguished status.

## 5. Reporting Requirements

The training explained that the coach must submit:

- A preliminary report within 30 days.
- A second report within 60 days.
- A final report at the end of the coaching assignment.

## 6. Successful Completion

Appointment alone does not constitute successful completion. The coaching assignment should generally run for six months, with the objective of helping the club achieve Distinguished status or higher. The club president/designated officer confirms successful completion.

The longer-term objective is not simply to help the club survive, but to leave it with systems and leadership capable of operating sustainably without a coach.

## 7. Finding a Club to Coach

Participants were advised that they can:

- Identify a struggling club themselves, preferably within their Area or Division.
- Approach the club president and discuss serving as its coach.
- Complete the Club Coach Interest Form if they do not have a specific club in mind.
- Be matched with a club from the District 74 list of clubs requiring coaching support.

A dashboard showing clubs requiring coaches was also mentioned as a resource.

## 8. Questions and Answers

Key questions discussed included:

- **Previously approved coaches:** A participant asked whether they needed to reapply after previously being approved but not taking up the assignment. The response was that the status of the previously identified club and the appointment would need to be checked.
- **How clubs are allocated:** Coaches may find a club themselves, or the District can assign them to a club from the list of clubs requiring coaches.
- **Coaching across districts:** The discussion established that coaching a club in another district may be possible, but it needs to be facilitated by the relevant district leadership/PQD/CGD, with final approval involving Toastmasters International World Headquarters.
- **Club documentation:** A Club Coach Agreement must be completed and signed by the relevant club representative and coach, after which the District CGD submits it to Toastmasters International for processing.
- **Clubs that already have a coach:** Where a club and coach have already agreed to work together, the focus is on completing the required agreement and obtaining the necessary approvals rather than submitting a separate application from scratch.

## Part 2: Club Coaching — Lessons from the Field

*Summary of the follow-on session featuring a first-hand account from Moeketsi Nthombeni, recognised as a Club Coach at the end of June 2026, with additional insights from Michael, a former Club Coach.*

### 1. Introduction

The facilitator reminded participants to complete the Club Coach module in Base Camp, noting that Toastmasters verifies this before a Club Coach appointment is confirmed.

Moeketsi Nthombeni, recognised as a Club Coach at the end of June 2026, was invited to share his practical experience, with the aim of encouraging more members to pursue and achieve the recognition in 2027.

### 2. Is Club Coaching Difficult?

Moeketsi opened by polling participants on whether they viewed Club Coaching as difficult, noting that although many are appointed each year, far fewer go on to receive the recognition.

In his view, the role is manageable rather than difficult, particularly for those who have mentored within their club or served in a leadership position such as club executive — experience that also forms part of the eligibility requirements.

- No club that requests a Club Coach is already in a strong position — most have gone several years without achieving Distinguished status, are losing members, or recognise that something isn't working.
- Member willingness is critical to success; an early informal coaching experience taught Moeketsi that coaching cannot succeed without buy-in from the club.
- Where members are receptive, coaching becomes a shared responsibility — the coach guides, but the club must own the journey.

### 3. Understanding the Club's Challenges

Clubs often need support because they are operating in ways that no longer serve them well — some insist on staying fully online, others fully in-person, when a hybrid approach might suit them better. In other cases, meetings have simply lost their sense of fun, sometimes due to one individual affecting the club's energy.

Moeketsi's key insight: **a coach cannot rescue a club alone**. Sustainable improvement requires a collective effort, including support from the District.

The District supports coaches through a structured reporting cycle: an initial report within 30 days of appointment, followed by updates roughly every 60 days. This allows the District to help redirect the coach's approach if something isn't working.

### 4. Common Pitfalls

Moeketsi identified two recurring pitfalls in Club Coaching:

- **Expecting instant solutions:** Members sometimes expect a coach to fix things immediately, but improvement is a gradual process. He described discovering that a club believed it had an active PR presence, when in fact its Facebook page had not been updated in years — illustrating that a coach's role is to surface such gaps and ask better questions, not to solve everything on the club's behalf.

- **Creating dependency:** A coach who sets up meetings, writes agendas, and organises events for the club risks making it dependent on the coach rather than self-sufficient. Involvement should always leave room for the club to think and act independently, so it never reaches a point where it cannot function without the coach present.

He added that recognition (including progress toward a DTM) should never be the primary motivation for coaching — the focus should be on service and mutual learning, since every club presents different challenges.

## 5. Michael's Experience

Michael, a Club Coach for Universal Speakers since the previous term, shared a complementary perspective grounded in a mentoring approach: guiding members to develop rather than doing the work for them.

- Attends meetings regularly, taking on roles such as evaluator and Toastmaster of the Day.
- Meets with the Executive Committee after each session to debrief, and stays active in the club's WhatsApp groups to offer guidance.
- Participates in planning (e.g. attending Open House sessions) without creating the agenda, graphics, theme, or date himself — instead making himself available to suggest speakers or role players on request.

His summary: it's possible to be hands-off in terms of control while remaining very present in support — giving members the time and space to develop themselves, which he sees as core to what Toastmasters is about.

## 6. Empowerment Over Control

Moeketsi agreed, reinforcing that a coach should sit and plan with the Executive Committee without taking the lead. Applying this guiding approach with the Egoli Toastmasters club led to smooth operations and a marked increase in prospective members, even though the club had not yet reached its target membership number.

## 7. Why Club Coaching Is Worthwhile

Coaching benefits both the club and the coach — a **win-win** that builds leadership skills and the ability to guide without creating dependency.

Each club is different — for example, Universal Speakers and Egoli Toastmasters Club operate quite differently — so understanding what a specific club actually wants from coaching (e.g. a return to a target membership number) is an important early step.

Lasting success comes from strategies that the club's own members own and execute, not from the coach running things on their behalf.

## 8. Benefits to the Club and District

A successfully coached club aims to reach around 20 members and Distinguished status by the end of the Toastmasters year, contributing to District 74's broader Distinguished-performance goals. Coaches were encouraged to support member-driven ideas even when uncertain of the outcome, and to help members refine ideas that don't initially work rather than discourage them.

## 9. Final Message

***A Club Coach's role is not to save a club, but to empower its members to save and sustain the club themselves.***

Moeketsi closed by framing Club Coaching as an opportunity to grow, serve others, and build sustainable clubs and communities. He noted that the clubs he coached have kept using the strategies developed together, guided by a simple principle: if something works, keep it up — if it doesn't, find a way to improve it.

## 10. Questions and Answers

- **Where to start:** Moeketsi advised starting with the whole club rather than the President alone — joining all member and Executive Committee communication channels, attending meetings, and spending the first couple of sessions understanding what the club actually needs before acting.
- **Clubs not receptive to coaching:** A participant shared a discouraging experience coaching a club that didn't believe it needed support. Moeketsi explained the District's escalation structure — Club President to Area Director to Division Director to CGD — and noted that a new interest-form process is being introduced to better match willing coaches with clubs that have requested support.
- **Geographically isolated clubs:** Asked how to support clubs where potential members are spread across long distances, Moeketsi suggested identifying a central, more convenient meeting location where possible, while acknowledging the discussion would continue as part of broader CGD conversations.

## Closing

The session closed on the theme that **Club Coaching is not about taking over a struggling club — it is about empowering its members to identify their challenges, take ownership of solutions, strengthen their systems, and ultimately operate successfully without the coach.**