



# Leadership Structure

## District Resource Guide – 4

Compliments of the team for:

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Our founder, Dr. Ralph Smedley, knew that Toastmasters could provide essential training in business management through building leadership positions. Our valuable training and experience, given in a safe environment, can be directly applied in the business world. To better understand how the structure of club and district officer positions can help you master leadership skills, let's look at some comparisons.

TM Officer	Business Equivalent	Common Responsibilities and Missions
<b>Club offices</b>		
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 or Chief Financial Officer	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.
<b>District offices</b>		
District Governor	Chief Executive Officer	Though similar to the 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 \$100,000 (US) and there is a requirement to provide audits and reports to a regulatory agency (TM-WHQ).
Lt. Governor Education and Training	Chief Training Officer (executive level)	Develops and provides 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.
Lt. Governor Marketing	Chief Marketing Manager (executive level)	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 Governor	Middle Management/ Regional Manager	Manages the 4-6 front line or 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 managers and the executive officers.
Area Governor	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.

*"Helping others helps ourselves grow and succeed!"*