

# EXPECTATIONS OF THE ROLE

The expected outcome for each region advisor, regardless of region or district, is to support district leaders in achieving the district mission as measured by the achievement of the districts in the District Recognition Program.

## Attributes of Successful Region Advisors

- Strong leadership, mentoring and coaching skills
- Knowledge of Toastmasters International structure and programs
- Proven ability to establish and maintain relationships within a volunteer organization
- Demonstrated ability to successfully facilitate training programs
- Conflict resolution and problem solving skills
- High level of integrity and history of ethical conduct
- Analyze and solve problems effectively and efficiently
- Possess strong written and verbal communication skills, including the ability to listen effectively
- Strong command of the English language for training purposes

## Region Advisor Responsibilities

No two district leaders are alike, and the needs of each district leadership team can be as different as the individuals who fill the roles. This creates challenge and opportunity for region advisors. You have the unique opportunity to make significant impact on the individuals you support and ultimately the success of the districts you serve. Your challenge is to assess the type of assistance and support each leader needs, and provide it.

## District Success Planning

- Mentor district leaders in creating their District Success Plans to achieve the district mission
- Collaborate with district leaders in assessing their marketing systems and developing successful marketing strategies
- Work with the club growth directors to build successful marketing teams to retain and grow members and clubs
- Coach public relations managers to develop effective public relations plans that align with the district's marketing strategies and objectives

## Facilitation

- Use effective verbal and written communication skills to organize and lead monthly meetings with district leaders and the international director to share best practices, provide support and encouragement, and focus district leaders on achievement of the club and district missions
- Facilitate and train district leaders, as assigned, at August District Leader Training and January Mid-year Training. Build credibility through preparation and planning
- Participate fully in all District Leader Train-the-Trainer webinar sessions for any training to be facilitated by region advisors
- Visit districts approved by the International President to teach corporate visit skills, mission-focused skills and marketing techniques
- Assist district leaders in resolving conflicts when necessary or appropriate

## Leadership Development

- Model exceptional leadership skills and maintain a professional demeanor at all times
- Mentor district leaders in leadership recruitment, leadership development, succession planning and motivating strategies to achieve success
- Identify and encourage talented, qualified members to apply for the region advisor role

## Partnerships

- Serve as a vital link between districts and World Headquarters
  - Share organizational developments and impact on districts
  - Provide feedback to World Headquarters to improve the Region Advisor Program
- Interface with the region's international director to maintain international awareness
- Participate in monthly region advisor calls to share best practices and effective tools

## Reporting

- Complete all reports in a timely manner. This includes:
  - Region Advisor Monthly Report (due on the 5th of each month), stating the progress of the districts in achieving their goals
  - District Visit and Corporate Visit Reports (due within 30 days after the visits)
  - Expense Reimbursements (due within 30 days after incurring the expense)

*If you are interested in applying for a region advisor position, please read the Region Advisor Handbook and Policy 10.0: Region Advisors. Applications are accepted July 15 to September 30.*

## RELATED RESOURCES



## QUICK LINKS

