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About the experience

Toastmasters International

Toastmasters International is a non-profit educational organization that teaches public speaking and leadership skills through a worldwide network of clubs. The organization's membership exceeds 357,000 in more than 16,600 clubs in 143 countries.

How it works

Broadly, the experience works thus:

1. Visit a club
2. Become a member in a club
3. Enrol in the Toastmasters educational program called PATHWAYS.
4. With the help of your mentor and other members, complete communication and leadership tasks (divided into multiple levels) in different learning paths of the PATHWAYS program to develop your communication and leadership skillset and earn the title of Distinguished Toastmaster.

Track your progress on Base Camp

While the Toastmasters experience in a club is a physical experience, a member can plan his journey and track his progress along the PATHWAYS program on an interactive online interface called Base Camp.

Intentions of Toastmasters International⁴

Empower individuals

Toastmasters International intends to “empower individuals to become more effective communicators and leaders.”

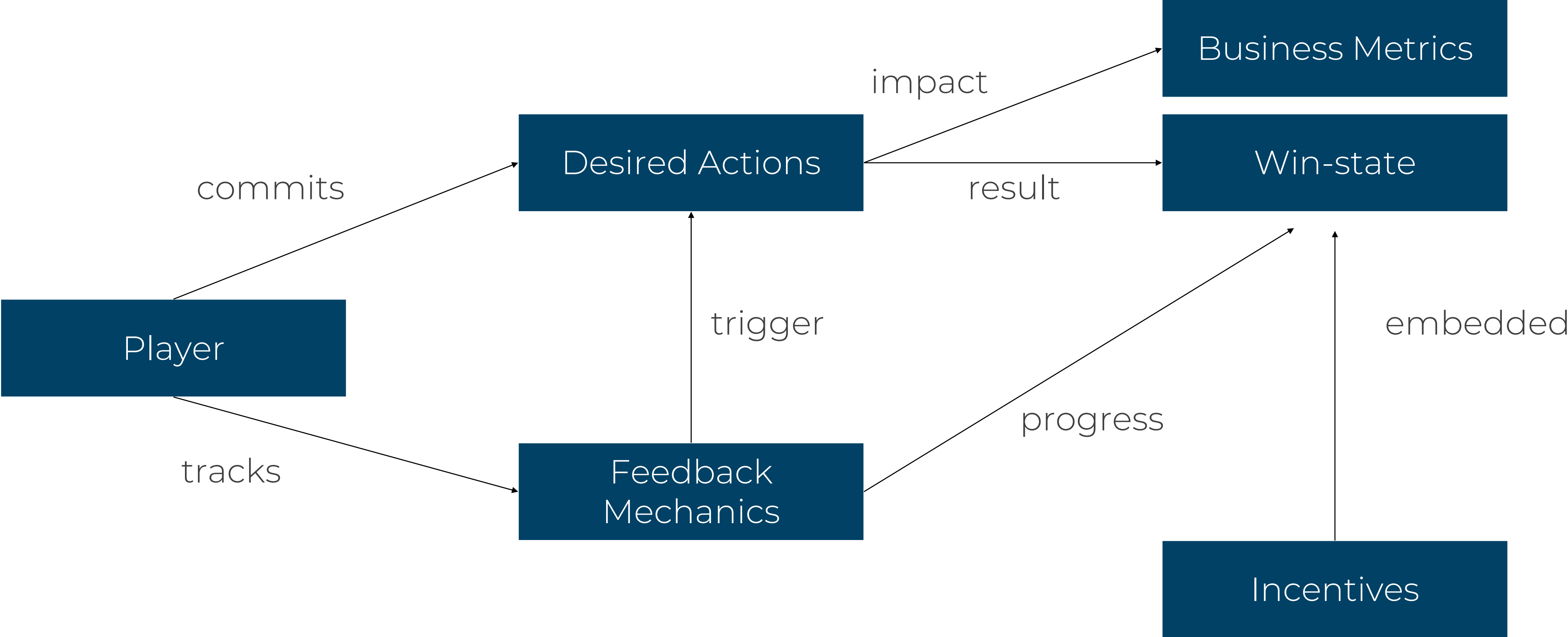
Clubs to provide supportive environment for personal growth

Individuals are empowered through Toastmaster clubs. Each club’s mission is to “provide a supportive and positive learning experience in which members are empowered to develop communication and leadership skills, resulting in greater self-confidence and personal growth.”

Build new clubs

Toastmasters International envisioned future is to be the first-choice provider of dynamic, high-value, experiential communication and leadership skills development. To realize this vision Toastmasters builds new clubs and supports existing clubs to achieve excellence.

Octalysis Strategy Dashboard



Business metrics

- Increased number of clubs worldwide
- Increased number of members in each club (at least 20 active members)
- Regular member attendance (at least 75% in every meeting i.e. 3 out of 4 meetings)
- Members completing levels in the education program Pathways (5 levels in each path; 10 paths to choose from)
- Members renewing their membership dues every six months (over 70% retention)

Player types

Proactive attitude

Go getters

- Clear goal
- Motivated by achievement of goal
- May drop off after getting their certificate

Go givers

- Self-motivated
- Motivated by personal growth
- Must be motivated to give back to organization

Short term time investment

Explorers

- Unclear goal
- Usually testing fitment or joined due to social influence
- Drop off when they don't see results or feel they don't belong

Long term time investment

Constants

- Comfortable in the club; may not be very participative
- Stay due to the club environment, social circle in the club
- May drop off if social environment changes

Laissez Faire attitude

Desired actions (Discovery phase)



- Find a club
- Attend a club meeting
- Sign up by paying the membership fee

Desired actions (Onboarding phase)



- Attend a meeting after signing up
- Login to Base Camp and choose a path from the pathways education program
- Contact your assigned mentor and prepare your first project
- Deliver your first project

Desired actions (Scaffolding phase)

- Attend club meetings regularly
- Participate by delivering projects and taking up meeting roles
- Participate in the administration of the club by taking club committee roles
- Mentor other/newer members
- Participate in meetings and take up roles outside your home club
- Promote the club
- Renew your membership every six months

Desired actions (Endgame phase)

- Become a Distinguished Toastmaster (Highest certificate offered by Toastmasters International)
- Pursue the Distinguished Toastmaster award again, following other paths in the Toastmasters program
- Mentor other members not just in your club but also from other clubs
- Contest in the World Championship of Public Speaking
- Run for and take up elected leadership roles to contribute to the organization's vision and mission

Feedback mechanics

- Progress bar on the Base Camp platform when you login to Pathways
- Feedback from your mentor when preparing your project
- Feedback from evaluators in the meeting after completion of project
- Feedback (applause, verbal) from peers during and after project
- “Best speaker”, “Most improved speaker”, and other awards that audience votes on at the end of every club meeting
- Certificates awarded by Toastmasters International on successful completion of every level and path
- Noticing improvement in and comfort with your skills over time
- Watching and analysing recorded videos of your public speaking projects

Incentives

- Login credentials to Base Camp accessible only to members
- Access to quality Pathways curriculum for public speaking and leadership development
- Access to network of Toastmasters clubs and members round the world
- Applause and compliments from audience (other members) after completion of each project
- “Best speaker”, “Most improved speaker”, and other awards that audience votes on at the end of every club meeting
- Certificates awarded by Toastmasters International on successful completion of every level and path
- Status increase within the Toastmasters community on excelling in your project
- Opportunity to compete in the yearly World Championship of Public Speaking (and other such contests)
- Potential invitation to speak at and share your knowledge with Toastmasters in other clubs, meetups, and conferences.
- Opportunity to improve your skills in a safe environment and give back by mentoring and evaluating other members

Brainstorm

Proactive attitude

Go getters

Design for scaffolding

- Give them new milestones to unlock in education track
- Help them make meaningful choices between tracks
- Help them plan their next goal and map it to real world progress

Go givers

Design for endgame

- Motivate them to give back to organization
- Unlock District, Regional, and World HQ roles
- Unlock long term mentoring and club sponsoring roles

Short term time investment

Explorers

Help them see value

- Welcome them to club; make them feel like they belong
- On-board them gently; give them quick wins
- Give them a clear plan of action for the first 12 weeks

Long term time investment

Constants

Create simple win-win goals

- Use their skills to build membership
- Use their skills to improve membership retention
- Create epic meaning through short mentoring quests

Laissez Faire attitude

Octalysis Map

For members:
 GT #2 Achievement symbols
 GT #4 Progress Bar
 Clear levels defined for growth
 Step by step tutorials are included
 For clubs:
 GT #1 Status Points
 GT #3 Leader-boards
 GT #2 Achievement Symbols

GT #26 Elitism - A special group bringing glory to Club and District (also self)
 GT #24 Free Lunch - Free educational material to first path
 GT #23 Beginner's Luck - (Weak) Standing ovation after first speech, best speaker/most improved speaker award after first speech.

Constructive feedback is given after each project
 GT #11 Plant picker - Meaningful choices available in path selection and across educational journey
 Electives to choose from within a path
 Freedom to explore - 11 paths, over 300 competencies to master, and hundreds of creative project combinations possible
 GT #19 Milestone unlock - New educational material available; member's skill-set improves.
 GT #109 Team Role Powers - Members level up when participating in Group Chain Combo (see CD 8)

GT #16 Collection sets - Members can win a triple crown if they accomplish 3 educational awards in a calendar year.
 Own my profile; customisation absent



GT #81 Mentor-ship - Every member has a mentor and with experience can become a mentor (CD 2 here)
 GT #64 Touting Flags - Toastmasters International recognises a member's achievement and acknowledges the same to the whole community
 GT #83 Social Treasures - Certain badges can only be earned by a member, if given by other members
 GT #45 Thank You Economy - Members encouraged to generously give feedback and appreciation in the form of claps, badges, and little notes
 GT #55 Water Coolers - Networking opportunities after club meetings and other events outside club

GT #21 Appointment Dynamics - Attend club meetings (always happen at the same time and same place)
 GT #88 Torture Breaks - Meetings are always only 1-2 hours long
 GT #53 Last Mile Drive - Regular reminders to motivate members & clubs to achieve goals just out of reach in the last minute

GT #84 FOMO Punch - Converts visitors to members
 GT #108 Group Chain Combo - Club achieves goals when members achieve goals; all members of the club then share in recognition awarded to club
 GT #82 Scarlet Letter - When a members doesn't take roles and therefore doesn't progress but his peers do

Join out of curiosity - Initial joining euphoria because it is an exclusive community.
 GT #90 General's Carrot - Levels can be unlocked only after previous level is completed



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