

AREA DIRECTOR ROLE



As Area Director, you serve as the direct liaison between the District and the clubs. The District Administrative Bylaws provide for the selection of Area Directors either by appointment by the District Director or by election by the Area Councils. Toastmasters International recommends that District Directors appoint Area Directors. Area Directors conduct club visits twice a year within their respective areas to understand and support club needs. In turn, these visits help District leaders understand how to support and meet the needs of each club. It is important that Area Directors have the support they need to serve clubs. The success of the District depends on it. Area Directors are eligible for re-election or re-appointment for one succeeding term only. Ideally, Area Directors have served as members of a District Council.

AREA DIRECTOR COMPETENCIES



COMPETENCY CATEGORY	COMPETENCY	EVIDENCE OF COMPETENCY
Skills	Motivating people	Motivates members to set and achieve personal education and leadership goals
	Coaching and mentoring	Assists club officers to understand what is needed for the club to be at least Distinguished and to help club members achieve their goals
	Analytical skills	Provide feedback to clubs on club performance and progress in meeting needs of club members
Knowledge	Working knowledge of <i>District Leadership Handbook</i> (Item 222) and <i>Club Leadership Handbook</i> (Item 1310)	Fulfills Area Director reporting requirements to World Headquarters
Characteristics	Integrity	Observable in leader behavior
	Sincerity	
	Empathy	
	Honesty	
	Consideration for others	
	Service orientation	Supports club officers and members to achieve their goals
	Passion for mission and envisioned future of Toastmasters International	Clubs in the area successful in Distinguished Club Program
	Creativity	
Enthusiasm		
Energetic		
Attributes	Respect	Observable in leader behavior
	Punctuality	
	Patience	
	Tact	
	Approachable	
	Commitment to success and mission of Toastmasters International	Success of clubs in Distinguished Club Program
	Goal oriented	
	Adaptive and willing to change when needed	High levels of club officer satisfaction with area services
	Proactive, anticipating issues before they arise	Minimum of unresolved contentious issues in the District
	Resourceful and knowing where to obtain resources	Club officers provided with ideas from Area Director to meet members' needs
	Diligent	Meets World Headquarters reporting requirements