



# District Leader

## Biographical Information

Candidate's Name: **Adam M. Brown**

Candidate's Office: **Division Director** District Number: **10**

Toastmasters member since: **2017**

Education:

**PI Level 5**

Toastmasters offices held and terms of service:

**Area Director 2019/2020**  
**President Independently Speaking 2019/2020, President Westlake Toastmasters 2020/2021**  
**VP of Public Relations Independently Speaking 2018/2019, 2024/2025**  
**VP of Membership Independently Speaking 2025/2026**  
**VP of Education Westlake Toastmasters 2019/2020**

Toastmasters honors and recognition:

**Persuasive Influence Pathway Completion**  
**Past Area Director**  
**Recognition Awards: Area Online Ovation Bronze Award Jun. 30, 2020**  
**Recognition Awards: Visiting Victor Award Jun. 30, 2020**

Relevant work experience and how it relates to Toastmasters and your role as a District leader:

**Personal Training Business Owner.**  
**Business ownership is leadership! Owning a business is much like being a Division Director in that I have led other people to be successful not just in various fitness routines but also in building public relations, growing membership and leading independent contractors to be successful with many tasks of running the business.**

What experience do you have in strategic planning?

**I have completed Quarterly Macro Marketing Plans, Yearly Business Plans, and 90 Day Project Plans.**

What experience do you have in the area of finance?

**Running my own business, I have experience with calculating budgets, revenue, profits and expenses.**

What experience do you have in developing procedures?

I have developed Standard Operating Procedures for my business.

What lessons did you learn from previous leadership positions?

I have learned multiple lessons. I have learned that leading by example is one of the most important qualities as people will do what they see the leader doing. Also, Leadership at all levels of Toastmasters starts with the success of each and every Toastmaster.

Why do you want to serve as a District leader?

It is an opportunity to serve the Toastmasters community and pay it forward to others. Toastmasters has helped me in many more ways than just learning leadership and public speaking and I enjoy helping others in much the same way.

In your opinion, what are the District mission's major objectives and how would you work to achieve them?

If the District's mission is to build new clubs and help them achieve excellence, then the major objectives should be to first focus on having each member succeed. If we accomplish that, then the second focus should be on having healthy membership numbers with our current clubs. Healthy membership numbers happen with a great membership experience combined with a strong public relations effort. If we have both, then we should be able to accomplish the mission of building each existing club and therefore have need to build new clubs as well. I would work to achieve all of this by 1st by encouraging and teaching clubs on how to onboard new members properly and provide all members with a positive experience that also encourages the success of each member. A strong public relations effort can be achieved by many platforms including referrals, a strong social media presence, and even hosting tables at events. This will help grow each club and build new ones as well.

Additional information about yourself:

I love the outdoors, working out, and spending time with family. I also worked as a Strength and Conditioning Coach in Professional Baseball for 4 years (5 years if you include my internship with the Cleveland Guardians in 2012) from 2013-2016.