



District Leader

Biographical Information

Candidate's Name: **Keith Birch**

Candidate's Office: **Club Growth Director** District Number: **52**

Toastmasters member since: **2013**

Education:
WGU - Bachelors in Business

Toastmasters offices held and terms of service:
President - Daybreak Speakers - 2017 thru 2018
Area Director F61 - 2021 thru 2022
Division Director F - 2022 thru 2023

Toastmasters honors and recognition:

Relevant work experience and how it relates to Toastmasters and your role as a District leader:
I am the Past President Project Management Institute (LA Chapter) and have served as a Trustee. As a project manager I have learned to work with many competing priorities, bringing order out of chaos, from ambiguity bringning clarity. I am coach to my team and empower them with knowledge and skills. By trusting and believing in them I encourage them to grow, develop confidence.

What experience do you have in strategic planning?
I am the Past VP of Strategy at PMI (LA Chapter) for a chapter that has over 2000 members. I understand the challenges that go with managing a volunteer team while advocating, championing, strategic goals, and objectives. As a Project Manager, it is a part of my work to put strategic plans to accomplish project goals.

What experience do you have in the area of finance?
I have run operations with full P&L responsibility with a turnover of over \$6.26 Million a year. I did monthly P&L reviews, very knowledgeable of all ledger accounts. As a Project Manager, managing the budget is a key metric of project success, so I am very conscious of my responsibility in making prudent financial deaccessions and mindful of the flow of project expenses.

What experience do you have in developing procedures?

As a Project Manager, you learn the system is the solution! To handle the workload and the numerous deadlines, you must have good procedures. But in addition to that, you also need to keep revamping and keeping process/procedures relevant to the changing demands. Kaizen, is an integral part of my DNA.

What lessons did you learn from previous leadership positions?

We need to do better in the following areas:

- 1) Building a succession plan of future leaders.**
- 2) Better hand off when leaving a role and handing it off to a new leader (Transition Plan).**
- 3) Single District Communication Channel.**

Why do you want to serve as a District leader?

To give back to an organization that has helped me grow and develop my career. I am confident I can help future leaders develop and grow, setting a benchmark of excellence for our entire district. Put systems and procedures that will help us be consistent and give our members a great experience.

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

The goal is simple, be focused on just the District Mission. "We build new clubs and support all clubs in achieving excellence". By having laser focus on the district mission, I will engage the entire team to make very decision based on these factors. Does this help build new clubs? Does this action bring our clubs to a new level of excellence?

Additional information about yourself:

I see the value of what Toastmasters can do, I am a believer in the organization and committed to its success. I bring a varied set of skills as I have worked in numerous different industries, hospitality, banking, healthcare, university research, insurance etc. I have led a large volunteer organization with over 2000 members in different capacities, so my learning curve in this role will be minimal.