



DISTRICT LEADER BIOGRAPHICAL INFORMATION

Candidate's Name: **Lawrence Quesada**

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

Toastmasters member since: **2008**

Education:

High School: La Salle Green Hills, Manila Philippines 1995
Bachelors: De La Salle University, Manila Philippines 1999; BS Business Administration major in Software Development
Master: Walden University 2012, Minneapolis, MN - MBA - Finance

Toastmasters offices held and terms of service:

Please See Attached Document: "LTQ - 450C Positions Held.pdf"

Toastmasters honors and recognition:

Select Distinguished Area Director: 2014-2015
DTM - July 2, 2015; 2nd DTM - ETA April 2020
2013 Fall Evaluation 1st Place
Please see attached education awards

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

As someone who communicates with clients at different levels and industries, it is critical that one minimizes miscommunication or mistakes which can at times cost significant set-backs. As a technical professional who needs to communicate to clients technical issues not easily understood, it would be my responsibility to communicate aspects that the client understands. Upon communicating these solutions and recommendations, one of the best compliments one can receive is when it is acted upon by upper management. As someone who leads a group of individuals and management through meetings, it is also critical that I not only lead the meeting, but to make sure that the meeting is efficient by properly answering questions and limiting any distractions. This limits any distractions or time wasted and the opportunity to focus more on what the meeting is about.

What experience do you have in strategic planning?

A lot of clients who I am currently and have been in relationships require procedural steps and policies when deciding or implementing a project. I have often worked with project managers of whom I have been happy and disappointed with. A project cannot just be implemented without understanding certain factors. In my experience the 2 most important factors are cost and time. In planning to complete a project at maximum efficiency, there will be several meetings back and forth. Recommendations will be given which will not always be followed. Many disagreements and mistakes will also be made. But when planning a strategy that will work, the best approach is via consensus. To always put into consideration both sides and decide on what would be the best course of action for a project for a specific company. I have often sat at meetings figuring out ways a project can benefit a purpose. Most of my successes in planning projects have been due to my experience running meetings in toastmasters and the practicality of it all. Strategic planning basically is the process of deciding what actions should be taken that can be beneficial for the majority.

What experience do you have in the area of finance?

Having served as Finance Manager of District 52 for 2 consecutive years, not only am I aware in the areas of bookkeeping but I still have a keen understanding on policies and directives given by Toastmasters world headquarters. Outside the area of toastmasters, I also have an MBA in finance, practiced tax preparation until 2015 and have several units of college accounting. It also part of my interest when I follow current economic trends and how it affects us all.

What experience do you have in developing procedures?

As I've entered the workforce after college, one of my first responsibilities was to develop a procedural manual which others can follow in order to complete a task. Since working in the technology field, a lot of people have different ways of doing things. Some are masters at it and some need help. The procedures I've developed specifically targets new hires in order that they be able to function on their own in a short amount of time. I have developed these manuals with approval of management. As the finance manger of D52, I was also able to develop some procedures which made transition smoother rather than complicating things.

What lessons did you learn from previous leadership positions?

From my previous leadership positions, I believe that one of the best and hardest lessons I've learned is the ability to develop talent. We may be able to lead people, but bringing out their full potential is what makes them excel at what they do and thus reflect on the performance of the organization. Respect for people, giving them the confidence to accomplish task has a positive domino effect. We still are dealing with people. we must realize that we are not all the same. Realize this, approach people with respect and greater relationships and successes will be made.

Why do you want to serve as a district officer?

As a district officer we must understand that we are here to be in service of the individual member. Often, we get too excited about our role and forget this path. As a district officer, I would want to first look at the great things we have going on and leave what works. We cannot just change things when we are too excited. We should experiment before changing aspects which needs to be changed and leave things which works for us. I would also like to bring back more fun and excitement which is one of the best ways for us to be more involved and grow more with Toastmasters.

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

The districts' mission is to grow new clubs and support existing clubs in achieving excellence. Toastmasters as an organization is where it is today because of its members ability to support the organization, each other and themselves.

Additional information about yourself: