




# Creating an Inviting Club Culture

## CREATING AN INCLUSIVE CLUB CULTURE

**Clubs vary widely in their readiness to work on improving their diversity, equity, and inclusion (DEI).**

**Creating an Inclusive Club Culture will enable your club to gain new members and grow.**



As members of an organization that embraces The Four-Way Test, we want to act in a way that is fair to everyone. And we know that creating an inclusive club culture is the fair thing to do.

Talking about **diversity, equity, and inclusion (DEI)** with your fellow club members is an important first step.

# Tips for talking about DEI

**Designate a DEI champion rather than leaving it to club officers to lead the effort possibly as part of your Membership Committee**

**Get comfortable with being uncomfortable**

**When you make a mistake, apologize and move on**

**Support each other**

**Imagine what you can learn from someone who has a different perspective than yours!**

**Find the fun**



# The Faces of Diversity - Humanity





# Importance of Inclusivity

All clubs can benefit from learning more about diversity, equity, and inclusion. (DEI)

To get the best insights and perspective, consider all aspects of your club, and find more ways to be inclusive.

## Listen to your fellow members.

*The answers to these questions can help you identify documented or undocumented club rules, policies, and traditions that should be updated.*

Do you feel like you belong?

Do you feel like you can be yourself in this club?

Do you feel that you have a fair chance at leadership?

What barriers, if any, are in your way?

Are you using your unique talents and skills in this club?



# Ask for feedback

Feedback helps us understand what we're doing that works well and what we could improve, so seek opinions about your club from a variety of people.

The observations of members, former members, and guests are all valuable. It's important to be open to feedback and not be offended by it.

Use the [Member Satisfaction Survey](#) to get members' opinions about your club or create your own survey about belonging.



# What Can You Do To Create an Inclusive Club Culture

## 1. Recognize Potential Problems:


- Recognize if there is stress or an uneasy feeling at your club meetings
- How friendly and welcoming is your club?
- Does your club membership mirror the diversity of your community?

## 2. Seek Solutions:

- Take time to reflect, understand and make improvements
- Don't take any criticism personally... use it to understand another perspective
- Seek advice if conflicts arise to find solutions
- Be open to different opinions and perspectives
- Work towards positive solutions using the 4-Way Test as your Guide



# Listen to Your Club Members

1. Listen to Understand
  2. Maintain Eye Contact
  3. Ask Clarifying Questions
  4. Don't Interrupt
  5. Focus on the Message
  6. Communicate your appreciation
  7. Be approachable to your members
  8. Commit to follow-up, And do so!
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# Change Your Paradigm

Instead of seeing a difficult conversation as a battle of messages, shift to thinking about it as a learning conversation.

If you approach it with the goal of learning something, it will likely be less difficult.

Think about this: How can I turn this difficult situation into a Positive.



# Inclusivity is Not a Constant

Like personal growth, creating an inclusive club environment is a process that is never finished.

Embrace a culture of continuous, lifelong learning.

This effort is crucial to your club's well-being.




# Take Action



You're a member of an organization that values fairness to all and is committed to diversity, equity, and inclusion.

Ensuring that your club acts on these values and gives everyone an opportunity to serve and to lead is the right thing to do.


It will build a culture of inclusion. And inclusion of people from marginalized groups will help your club create lasting change.



# Take Action (Continued)

Assessing your club's culture takes careful thought and an open mind. It's an important step in better understanding your club and ensuring that it's inclusive. Here are some ways your club can assess its culture:

- Examine your bylaws carefully to see what could be revamped.
- Think about aspects of your club, such as your meeting or service projects, that could be broadened to be more inclusive.



## Take action (Continued)

- Conduct the Member Satisfaction Survey, conduct a belonging survey, and have individual conversations with members.
- Talk to former members and ask what would need to change for them to want to come back.
- Think of actions your club can take to address what you've learned from the feedback you gathered and from your own review of various aspects of your club.



# Food for Thought

**If we aren't intentionally inclusive,**

**We are unintentionally exclusive.**







# Table Talk: 5-Minute Discussion 5-Minute Shout Out

1. Describe three Club Cultural things that your Rotary Club does well.
2. Describe three Club Cultural things that your Rotary Club needs to work on.
3. What opportunities do you see going forward in this area for your Club?