

LEADERSHIP IN ACTION

Business and community leaders share a drive to continue developing new skills, both personal and professional. What if your club could offer those opportunities to members and other professionals in your community?

Start with Rotary's **Leadership in Action** guide to bring people together to strengthen their skills and their club.



ENGAGE CURRENT MEMBERS

Keep members' skills fresh by inviting them to get involved in your club's professional development program.

Members can organize the event, lead sessions, or participate as learners.

Members who expand their knowledge can use their new skills to make meaningful change in their communities.

PROMOTIONAL RESOURCES

Visit the **Brand Center** to download a customizable flier to advertise your event in the community.

Consider other companion pieces for your event, like the club brochure.



ATTRACT COMMUNITY PROFESSIONALS

Consider offering training to community members to expose them to Rotary. Invite such prospective members as:

- + Young professionals
- + Rotaractors
- + Rotary alumni
- + Colleagues
- + Members' family and friends



GET STARTED WITH YOUR PROGRAM

Download **Leadership in Action** from My Rotary. It's a new guide that makes it easy to develop your club's program.

It includes customizable curriculum on:

- Communication
- Leadership styles
- Mentoring
- Time management
- Goal setting
- Living our values
- Building consensus
- Teamwork
- Professional image
- Innovation

Use Leadership in Action to build the skills of club members, attract professionals to Rotary, and make your club stronger!



www.rotary.org/myrotary

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