



# Simply Irresistible

A contemporary approach to membership  
(and thriving clubs)


# the Rotarian

ROTARY 2024

JULY 2024



**Meet the new  
RI president,  
Barry Rassin, and  
his wife, Esther**

Rotary 

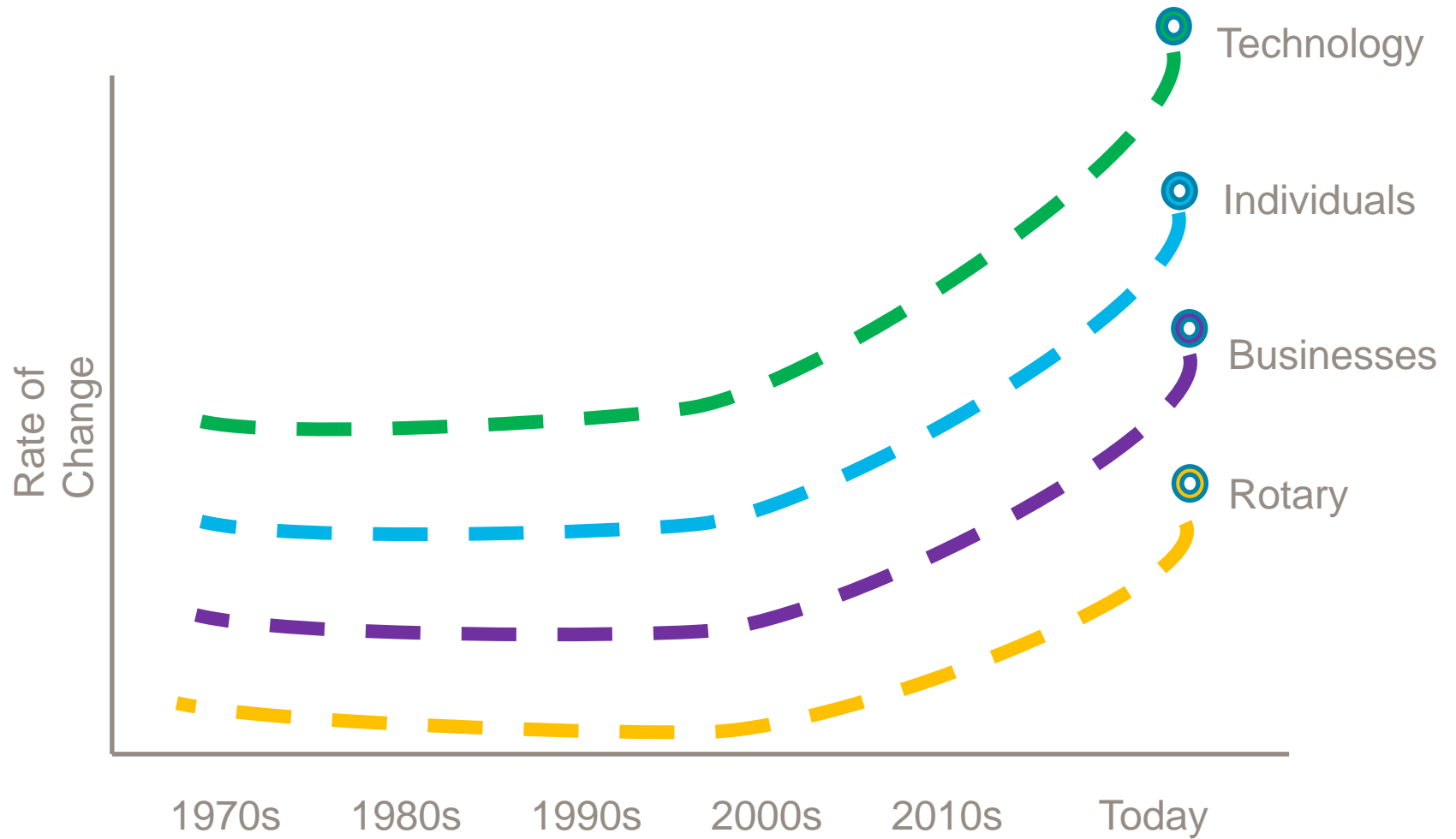
There is no single recipe or magic bullet...



Together, we see a world where people unite and take action to create lasting change – across the globe, in our communities and in ourselves.

## RI's Four Priorities

- Increase our impact
- Expand our reach
- Enhance participant engagement
- Increase our ability to adapt



Adapted from Deloitte University Press "Rewriting rules for the digital age"



# People of ACTION



## A C T I O N

Agile and Adaptive

Collaborative & Community Oriented

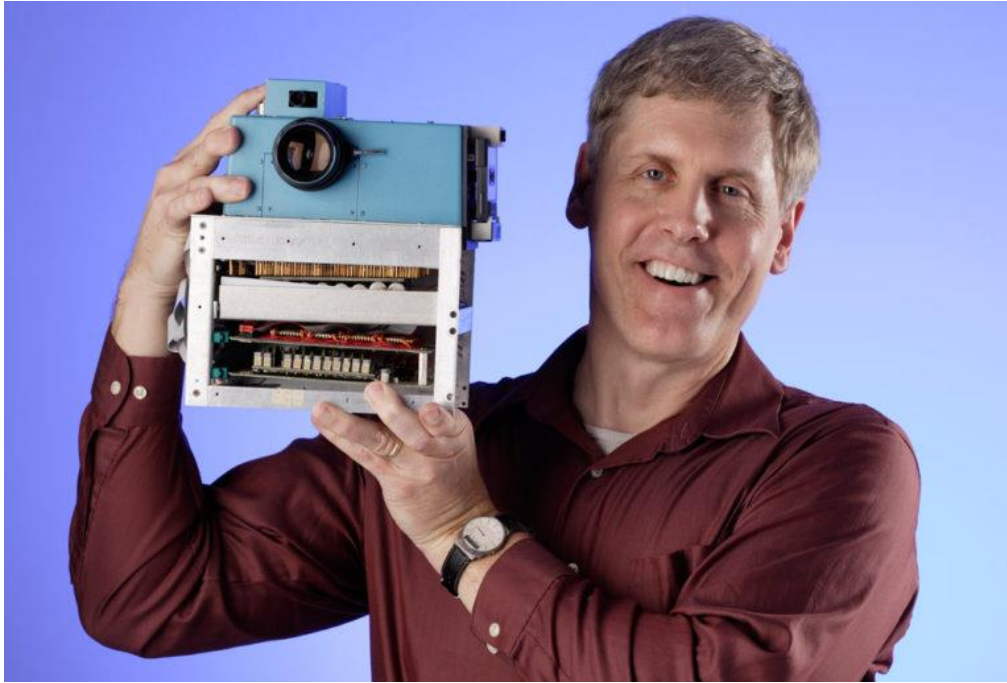
Tenacious & Resilient Leadership

Impactful

Open-Minded & Innovative

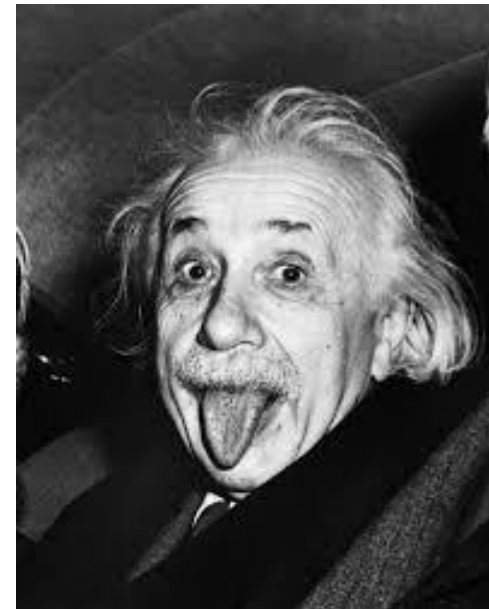
Nurturing

# AGILE AND ADAPTIVE



Stephen J. Sasson

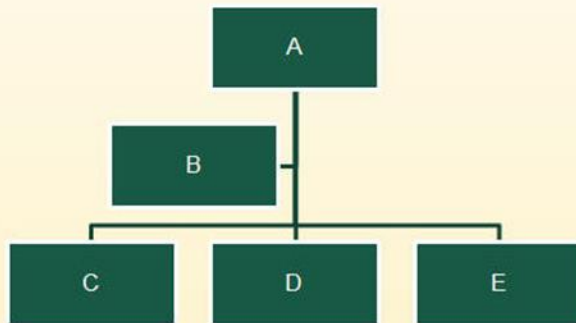
*Internet History Podcast*



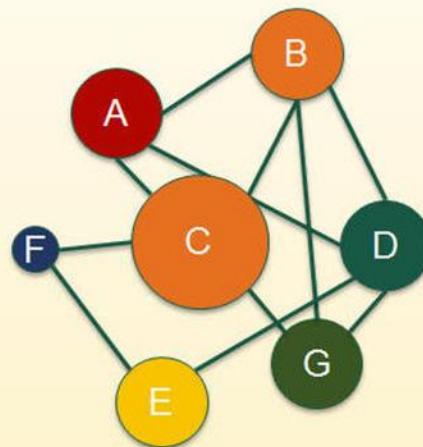
# AGILE AND ADAPTIVE



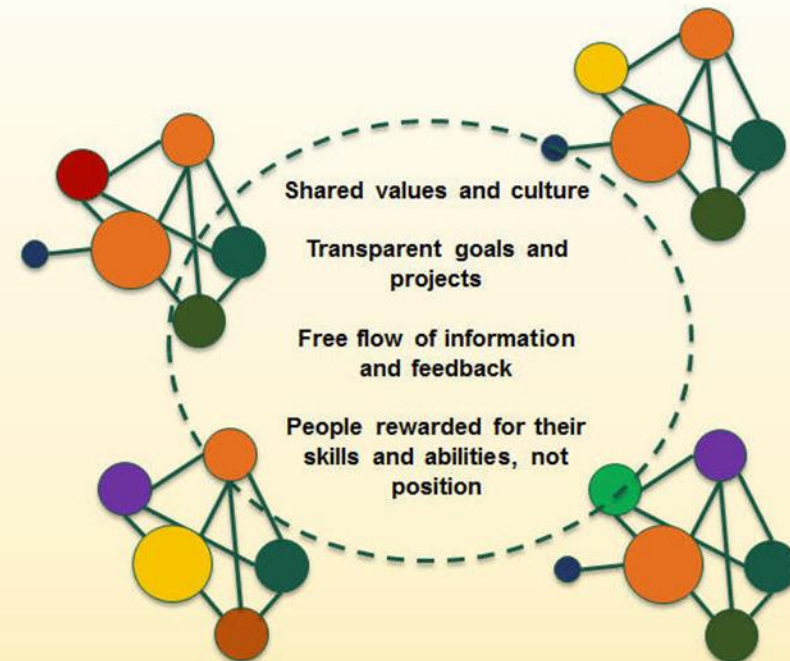
# Deloitte Model – A Network of Teams



How things were



How things “are”



How things work



# COLLABORATIVE AND COMMUNITY ORIENTED



# TENACIOUS AND RESILIENT LEADERSHIP



# IMPACTFUL





# OPEN MINDED AND INNOVATIVE







Keep  
Calm  
and  
Be a Shift  
Disturber

# NURTURING



*Poets and Quants, November, 2015*



It's all about...

**M.E.**

**MEMBER EXPERIENCE**

# Deloitte's Engagement -- Simply Irresistible Organization Model



Meaningful  
Work



Supportive  
Management



Fantastic  
Environment



Growth  
Opportunity



Trust in  
Leadership

2017 Deloitte Human Capital Trends

Look in the mirror...



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