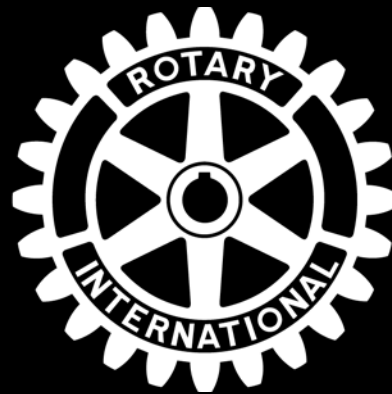
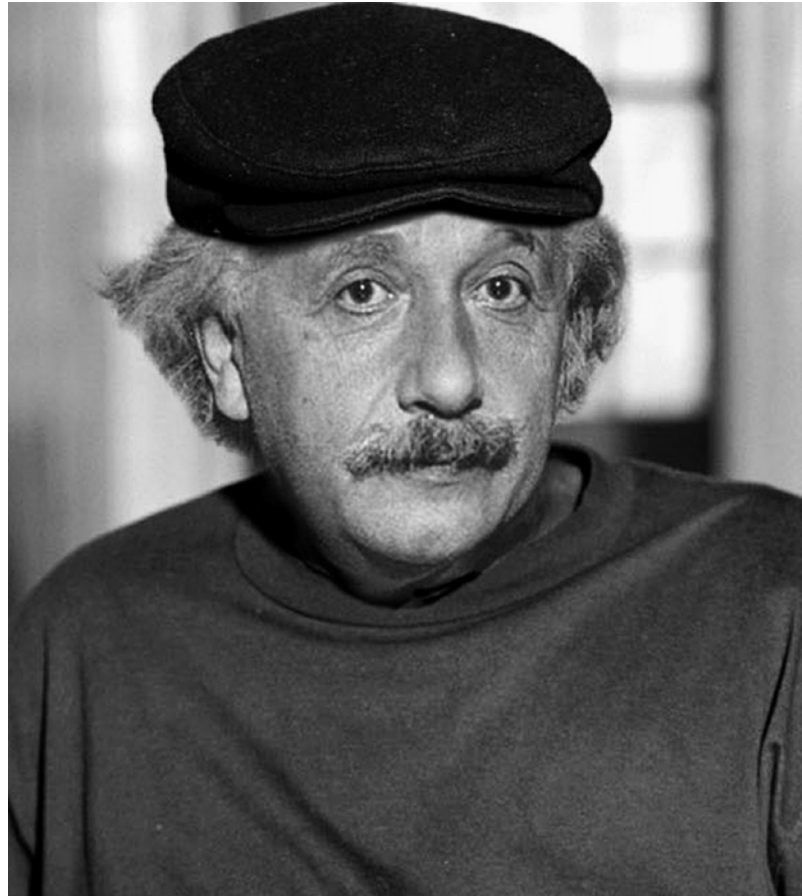


# Rotary

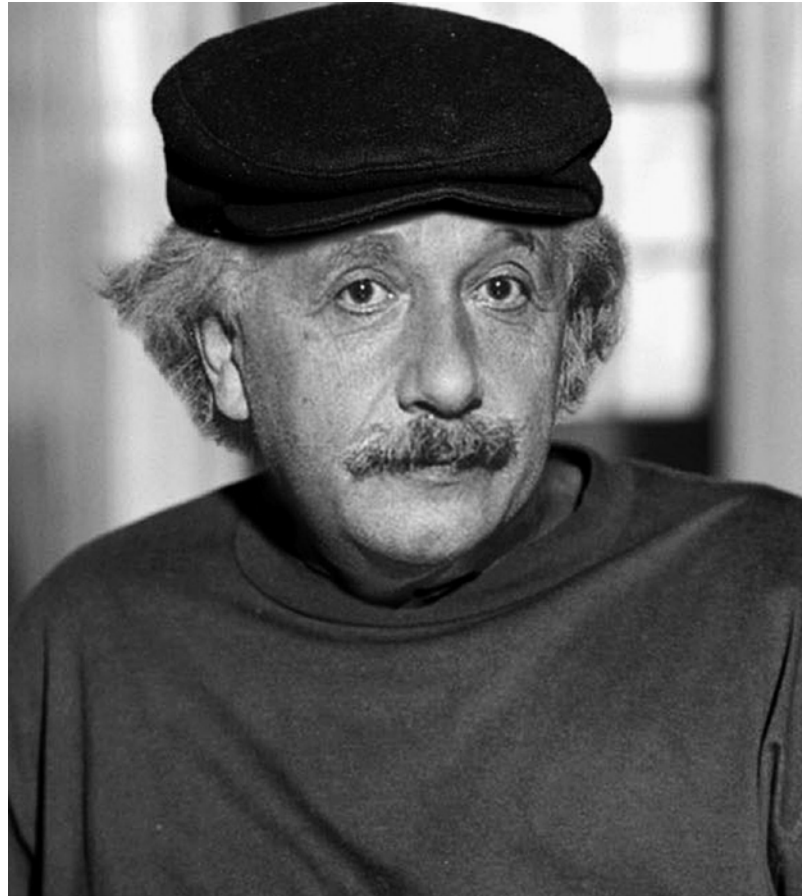


**The Moments of Truth  
For first time visitors to our club.**



**“Everything should be made as simple as possible,  
but no simpler.”**

Albert Einstein.  
1879 - 1955



**“If you can’t explain it simply,  
you don’t understand it well enough.”**

**Albert Einstein.  
1879 - 1955**

# What is Rotary?

- Rotary is a global network of social clubs, united under the motto: “Service above self”.
- Like most social clubs, they are groups of like minded people with a common purpose, enjoying each other’s company.....
- ....And that's how it started. Paul Harris and three of his business acquaintances had lunch on 23/2/1905 and decided to form a club so that:

*“Professionals with diverse backgrounds could **exchange ideas**, form meaningful **friendships**, and give back to their **communities**”*

Paul Harris

# Paul Harris (1868 to 1947)

**“Friendship** was the foundation rock on which Rotary was built and tolerance is the element that holds it together.”



# Let me **exchange an idea** with you



Sylvester Schiele

Paul P. Harris

G.H. Loehr

H.E. Shorey

# What is Philanthropy?

- **The planned and structured giving of time, information, goods and services, knowledge, voice and influence, as well as money, to help others.**

(philanthropy.org.au)

- **Philanthropy is more than just a charitable donation. It is an effort an individual or organization undertakes based on an altruistic desire to improve human welfare.**

(investopedia.com)

- **Perhaps Rotary is a global network of social clubs for people who carry the philanthropy gene?**



# Paul Harris (1868 to 1947)

**“Ideas have unhinged the gates of empires.”**







## **Problem:**

**If the rate of change in our club  
does not match the rate of  
change in community / society  
norms, we become irrelevant.**

# Australian society is evolving faster than Rotary. \*

- A Rotary club must reflect the **community** / society that it serves, otherwise it becomes irrelevant.
- We have to become comfortable questioning the norms in our club. What society norms do we reflect? \*
- **WARNING** - A survey of member preferences will just result in reinforcing your existing norms. \*
- Members require assurance as to what will NOT change.
- What core values and core purpose underpin everything that we do?
- The more “optional extras” that you discard, the brighter the core shines and the more opportunities you have to add stuff that reflects current community norms. Use liquid viagra and involve all members.

# **Paul Harris (1868 to 1947)**

**“There is nothing in Rotary so sacred that it cannot be set aside in favour of things better.”**

**"This is a changing world; we must be prepared to change with it."**



**Clubs have operational autonomy but all Rotarians share the same core values and purpose.**

**Honesty**  
**Fairness**  
**Friendship**

**Helping others**

**This core has not changed since lunch time on  
23<sup>rd</sup> February 1905.**

# **This core is the basis of The Rotary Four Way Test**

**Four simple questions used by Rotarians world wide as a moral code for personal and business decisions.**

- **Is it the truth?**
- **Is it fair to all concerned?**
- **Will it build goodwill and better friendships?**
- **Will it be beneficial to all concerned?**

**Herbert J. Taylor 1932**

# What are the pivotal events in member recruitment?

- **The first pivotal event** is the voluntary decision that someone makes to come to their second meeting of our club.
- **The second pivotal event** is the private conversation that starts when a prospective member asks a member a question about the benefits (tangible and intangible) of Rotary membership.
- **The third pivotal event** is when the new member gets actively involved in their first club project.

# What precedes the first pivotal event?

- **The first pivotal event** is the voluntary decision that someone makes to come to their second meeting of our club. This will be greatly affected by their level of comfort during their first meeting.
- Therefore we should critically examine every aspect of our meetings, address any probable moments of discomfort or confusion for first time visitors; and make it clear to them in simple terms what Rotary is all about.
- These are the “*moments of truth*” for first time visitors to our club.

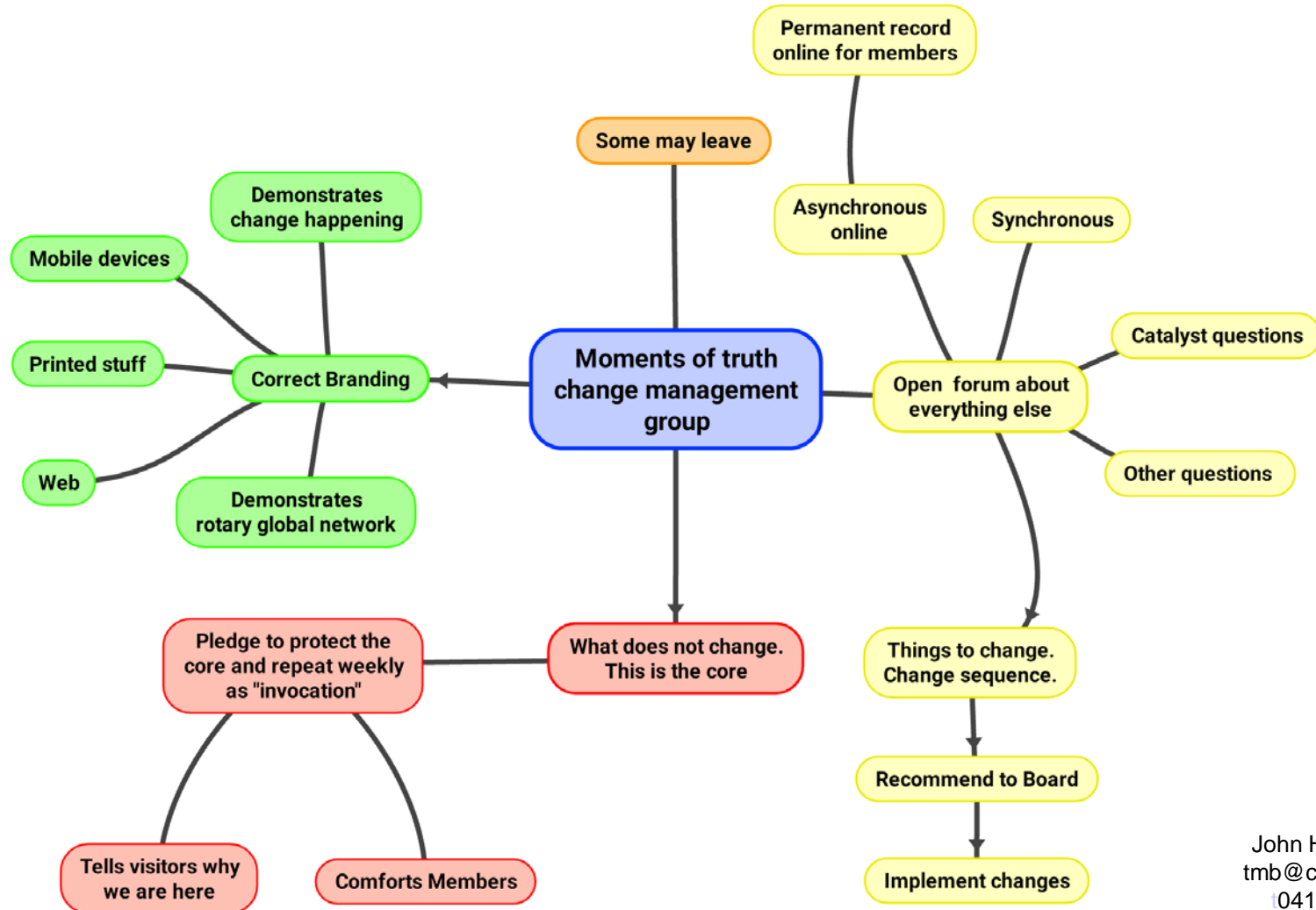


# Introducing TANIA, the Goddess of Change Management

**T** here  
**A** re  
**N** o  
**I** deal  
**A** nswers



# Addressing the *Moments Of Truth* for first time visitors to our club



John Hendrickson  
tmb@chariot.net.au  
0412 020 229

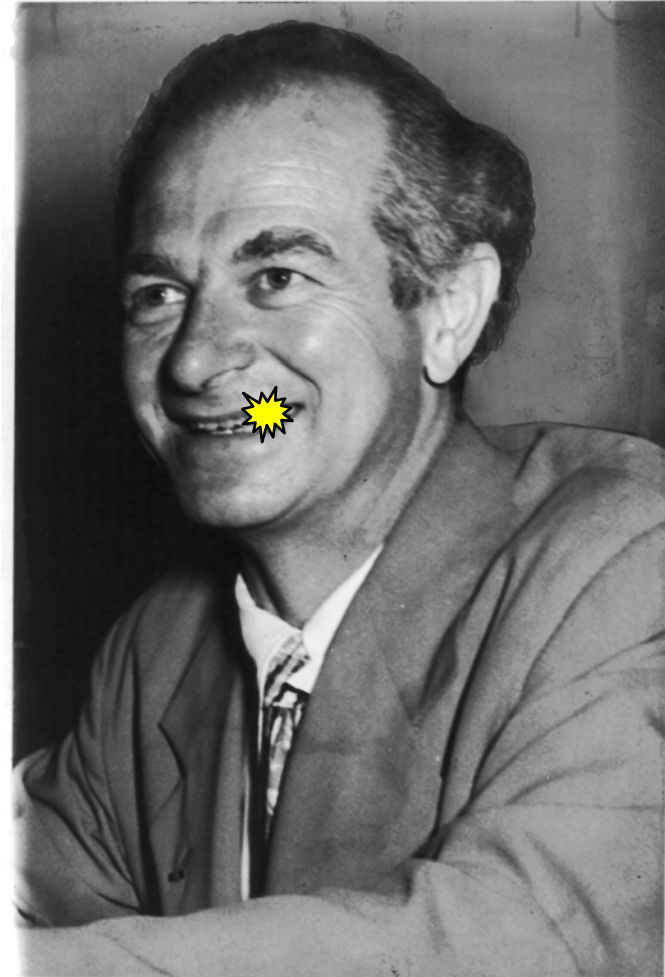
# Linus Pauling (1901 – 1994)

## His ideas revolutionised Chemistry

**“The best way to have a *good* idea is to have *lots* of ideas, and throw away the bad ones.”**

**“Try lots of stuff  
and keep what works”**

**(Collins & Porras, 1994)**



# Is there a future for Rotary?

- Yes. The core values and purpose reflected in our 4 way test are still valid.
- Our core values (**Honesty, Fairness and Friendship**) do not contradict current society norms.
- There are many in the community who carry the philanthropy gene and want to take action **helping others**.
- We have some brand awareness, which can easily be improved.



**The Marketing Business**

**[tmb@chariot.net.au](mailto:tmb@chariot.net.au)**

**John Hendrickson**