

Fiona Biedermann

Rotary Club of Seaford, D9520, South Australia



**ROTARY:
MAKING A
DIFFERENCE**

The Change Journey

SUPPORT

COMMITMENT

DETERMINATION

PLANNING





Who's experienced this?





We need to ask questions...



...the right questions

Where are we going?

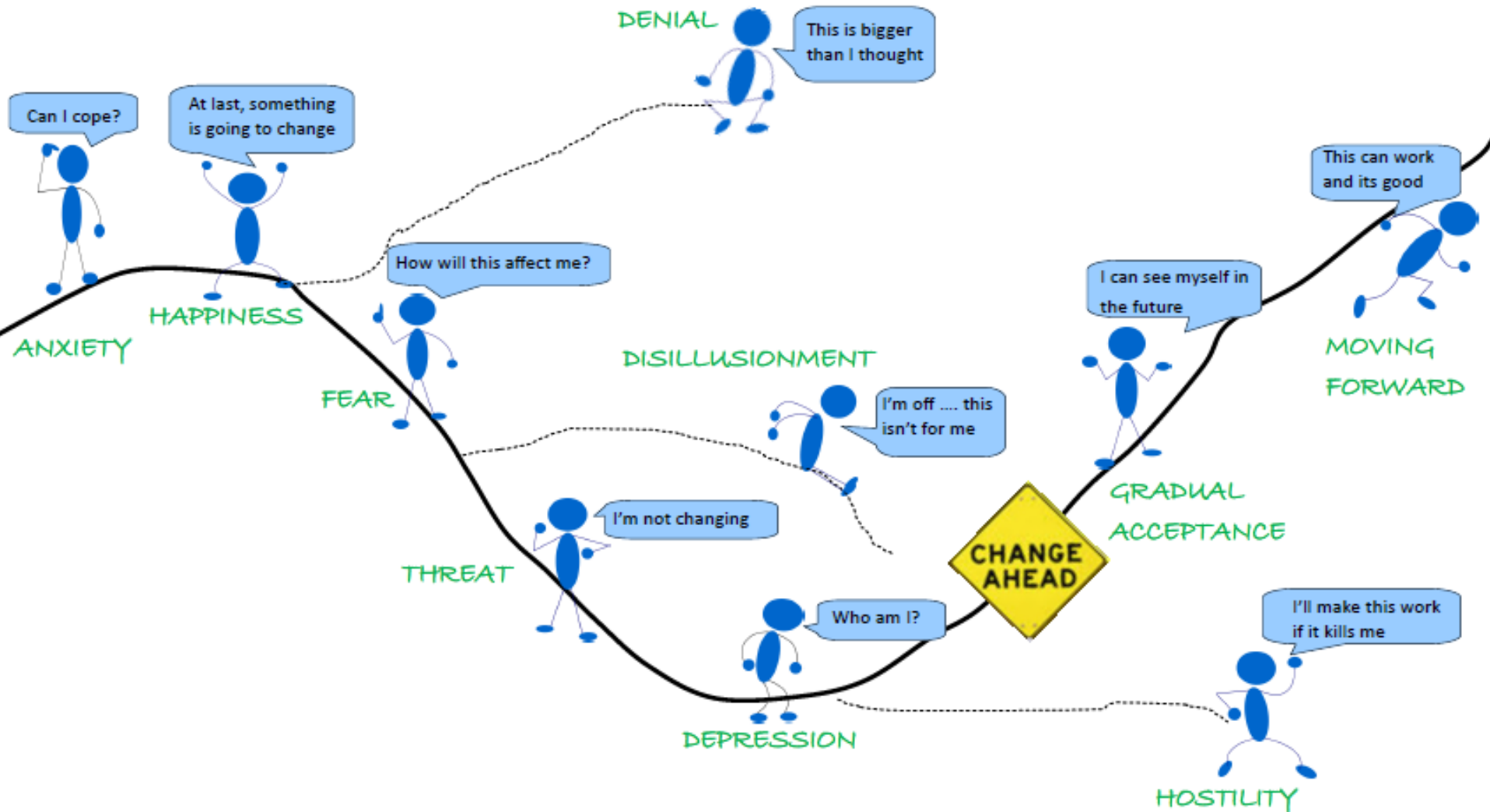




Change affects all of us...



The Path to Change





Resistance to Change

‘why fix it if it’s not broken’
‘that’s how we’ve always done things’
‘we’re fine the way we are’

1. Inquire about how they feel & show that you understand
2. Use reflecting & questioning to help them explore their limiting thoughts
3. Quiet your judgmental brain
4. Make sure there’s a plan or commitment for what’s next



‘If no problem is perceived - there
can be no improvement.’



What is Engagement?



Engagement = Relationship + Action

Defining Engagement

- ☆ **Loyalty/retention** - Engaged members are the ones who are most likely to renew their memberships and stay loyal for long periods of time.
- ☆ **Satisfaction** - Engaged members are happy members.
- ☆ **Passion** - Engaged members are those who are most passionate about their association and its mission.
- ☆ **Referrals** - Engaged members are those who are most likely to make a word-of-mouth recommendation to a non-member.
- ☆ **Attendance** - Engaged members are those who attend the most events and workshops.
- ☆ **Volunteering** - Engaged members volunteer to be on committees and maintain the status of 'usual suspect' when something needs to be done.



What can we do differently?





Member Touchpoints

- ⇒ Website
- ⇒ Email / Newsletters
- ⇒ Online communities
- ⇒ Social media
- ⇒ Events & Projects
- ⇒ Meetings





“A JOURNEY OF A THOUSAND
MILES BEGINS WITH A
SINGLE STEP.”

LAO - TZU



ATTRACT ⇒ ENGAGE ⇒ INVOLVE ⇒ RETAIN

Attract members by giving people a compelling reason to be involved, discover what appeals to them. Build their awareness of the services that your club provides to the community.

Use stories and real life experiences to engage potential members which relate to projects and events that your group manage and facilitate.

Involve members in activities and events which relate to things that appeal to them, and which they are knowledgeable about or interested in.

Build strong relationships which develop trust and inclusion. Empower them, understand their strengths and interests and involve them in activities where they can learn and grow.

- Why would people want to be involved in your club?
- Where do you find these people?
- Do you have a target group?
- How do you reach them?

- What stories can you share?
- What projects are you doing?
- What different ways can you share your stories?

- How can you learn more about members interests and strengths?
- How can you involve members more actively?

- What things can you do which make people feel welcome and included?

INSPIRE THE CHANGE



How to eat an elephant...

1. Determine exactly what it is you want to achieve (eat the elephant)
2. Break it down into steps (bite size morsels)
3. Don't let anything stand in your way (move out of the shadow)
4. What are the benefits (besides a good meal?)

