

THE ROTARY LEADERSHIP INSTITUTE COURSE

Part 2 - Welcome!

This is a time for us all to further relationships with new colleagues and engage in learning and development experiences that will challenge and enhance current thinking and practices



Rotary
District 9800



www.rotaryleadershipinstitute.org



Growing and Strengthening Clubs

Members, Teams and Leaders.

During Part 2 we will be exploring concepts related to:

- ❖ Membership Growth and Engagement
- ❖ Learning and Development
- ❖ Preparing Rotarians for Leadership and Service
- ❖ The Structure of Rotary
- ❖ Leadership Styles, Strategies and Characteristics
- ❖ Characteristics of Effective, Caring and Interdependent teams

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Your club includes leaders in the community who share a passion to make a difference.



Membership Growth



Workbook page 12

Attracting and Recruiting New Members

- ❖ Does your club have a Membership Plan?
- ❖ What sections does it include?
- ❖ What strategies has your club employed to attract and recruit new members?
- ❖ Club Ambassadors, Champions and the Membership Committee.

“If you’ve done well you should do good” and the ability to do good as part of the globally respected Rotary brand is limitless.

Susie Cole, Rotary Club of Prahran

District 9800 End Polio Ambassador and Champion of Change



Workbook page 13

Attracting and Recruiting New Members

- Where do we find them?
How do they find us?
- Top 5 Rotary Membership Myths

Workbook page 14



<https://www.youtube.com/watch?v=-eL37ZCCPds>

Membership Engagement

Why do Rotarians leave?

- ❖ Personal reasons – these are out of our control!
- ❖ Rotary reasons – we can do something about these!
- ❖ What does your Rotary group do to ensure all Rotarians have a “voice”, a sense of belonging and are actively participating?
- ❖ Do you deliver an experience that will keep members excited about Rotary.

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Follow up task – Make a list of 10 membership recruitment and retention strategies that you believe would work and publish it in your Bulletin.



Rotary Learning and Development

When people like you and me join Rotary they bring:

- ❖ life and vocational experiences
- ❖ soft and interpersonal skills
- ❖ leadership, team and management experiences
- ❖ attitudes, skills, understandings and behaviours acquired during past educational experiences.

They then use Rotary experiences and online resources including *My Rotary* to further their knowledge and skills and to enhance their confidence.

They learn “on the job” from their leaders, mentors and peers and through engagement with their club program and activities and Rotarians from other clubs.

They also choose to participate in a broad range of more formal Rotary Learning and Development Opportunities.

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Learning relates to introducing, changing, furthering and enhancing our attitudes, understandings, skills and behaviours.

Learning and Development Pathways

- New Members Seminar
- District Assembly
- Club Visioning
- Foundation Seminar
- District Conference
- Rotary Showcase
- My Rotary
- District website
- Networker
- Rotary Down Under

- Marketing & Membership Seminar
- Foundation Seminar
- Future Club Leaders Seminar
- Grant Seminar
- Strategic Planning Seminar
- Facilitation Team Learning and Development Seminar
- Involvement, Beyond the Club Seminar
- Rotary Leadership Institute Course (RLI)

- Avenues of Service Seminars
- President Elect Training
- Multi District PELD
- Leadership Mentors
- President Elect Training
- District Learning Team Leadership & Development
- Vocational Training Team
- Rotary Discussion Groups

- **The Annual World Convention**
- **Rotary International Presidential Conferences**
- **Rotary Peace Conferences**
- **Rotary Zone Conference**

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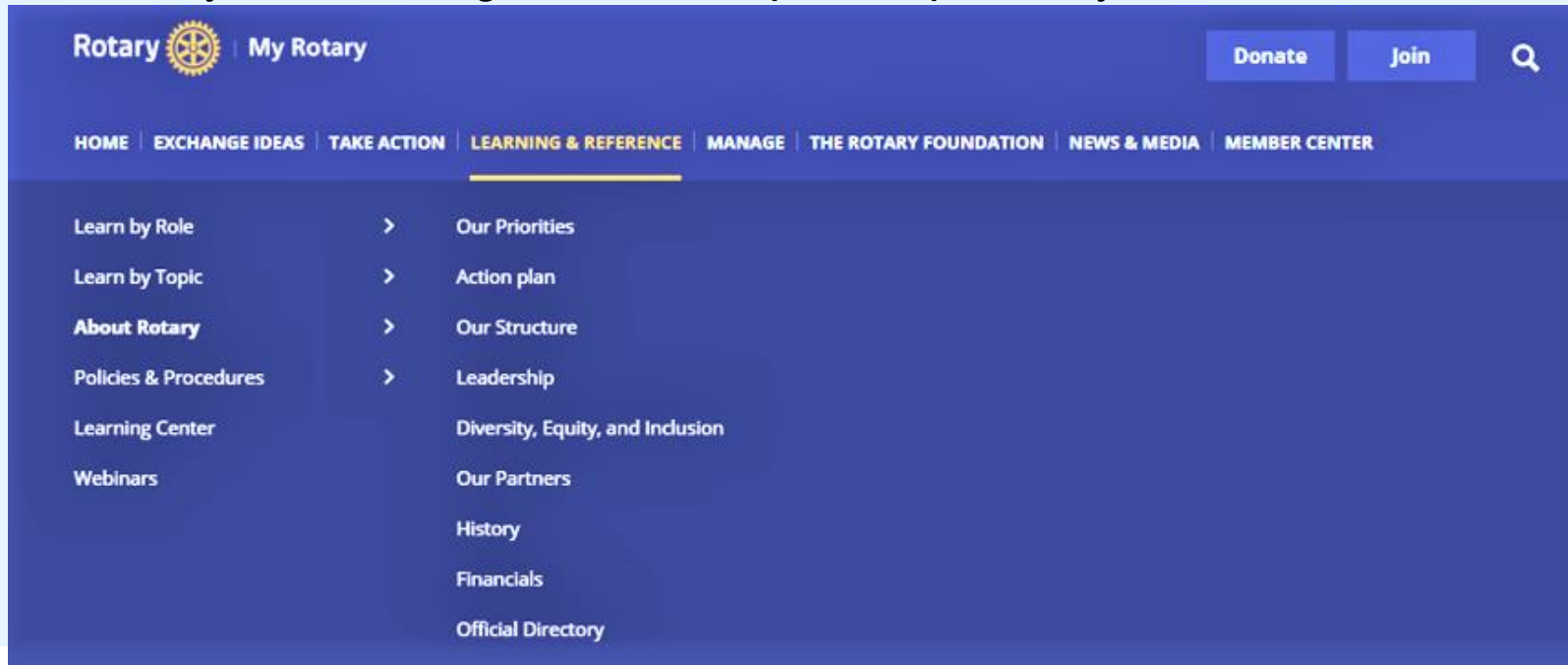


Continuous learning is the minimum requirement for success in any field. Brian Tracy



Learning and Development Pathways

- ❖ Why is learning and development in Rotary important?
- ❖ What has your learning and development pathway looked like so far?



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Go to My Rotary and visit the Learning and Reference Section or participate in a Discussion Group.



My Rotary – Learning and Reference

About Rotary

We connect leaders, link diverse perspectives and build lasting relationships to take action in our communities at home and around the globe. Discover who we are, what we do, and how we take on some of the world's most challenging problems.

Our structure

Understand how we are organized. Learn about Rotary International, The Rotary Foundation, and our partners.

Our priorities

Get to know the pillars of our work: Rotary's guiding principles, areas of focus, and action plan.

Action plan

We've identified four priorities that are the stepping stones to helping Rotary realize its new vision and serve as the foundation for Rotary's new action plan.

Leadership

Meet the people who oversee the efforts of Rotary International and The Rotary Foundation.

Diversity, Equity, and Inclusion

Learn more about Rotary's diversity, equity, and inclusion statement and how you can help diversify your club experience.

Our partners

Learn how we work with our partners — from community nonprofits to the United Nations — to make a greater impact.

Learn by role

Learn about Rotary club and district roles, as well as their impact on your community. Find resources and tools that support members in these roles.

New member

Trainer

Club roles

President

Treasurer

Secretary

Club committee

District roles

Governor

Assistant governor

District committee

Learn by topic

Learn about Rotary club activities that support strategic goals. Find best practices and resources to ensure your club succeeds.

Membership

Fundraising

Projects

Grants

Start a club

Awards

Public relations

Rotaract

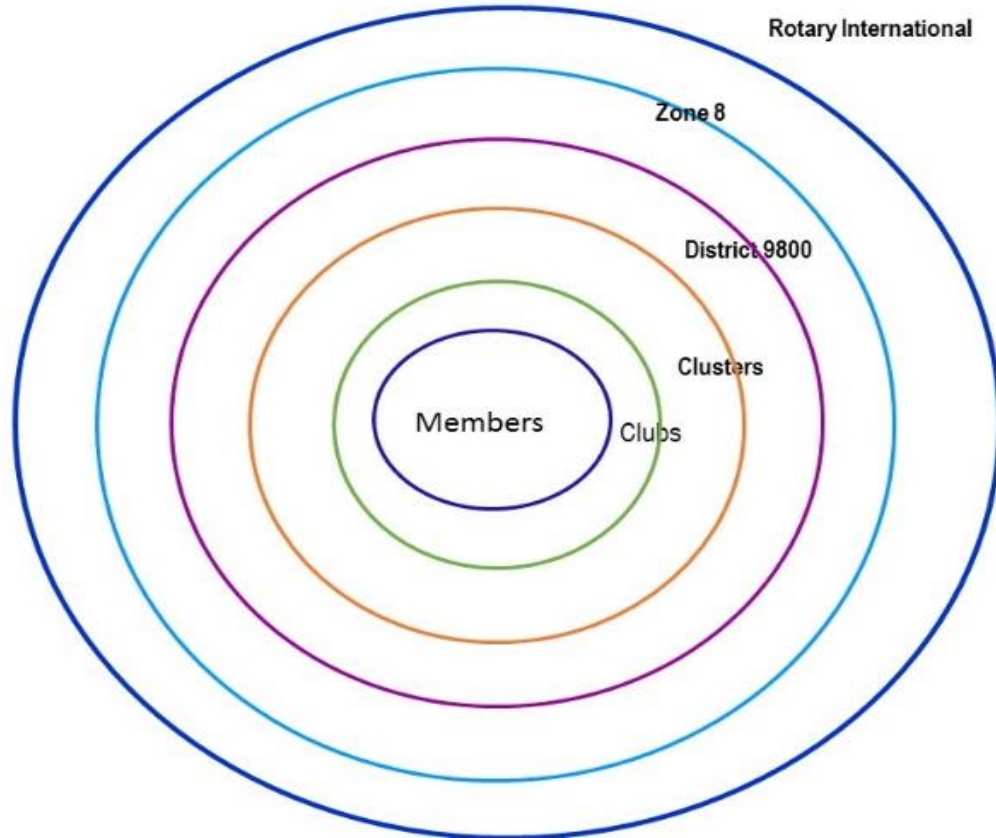
Interact

Rotary.org

See the Learning Centre Course Catalogue:

<https://my-cms.rotary.org/en/document/learning-center-course-catalog?embed=true>

The structure of Rotary leadership



Rotary International
President
Shekhar Mehta, Rotary
Club of Calcutta-
Mahanagar
West Bengal, India

Zone 8 Director
Jesse Harmon, Rotary Club
of Wendouree Breakfast,
District 9790

District 9800 Governor
Dale Hoy, Rotary Club of
Brighton

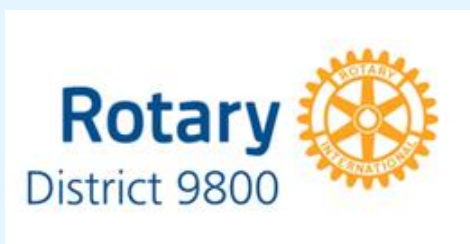
Assistant Governors
Presidents & Boards
Members

Workbook page 18

Leadership in Rotary

Readings and discussion:

- A sample of leadership styles
- The servant leader
- Characteristics of Effective and Caring Leaders
- 5 Practices of exemplary leadership
- 5 strategies of appreciative leadership



Workbook activity pages 19 - 24

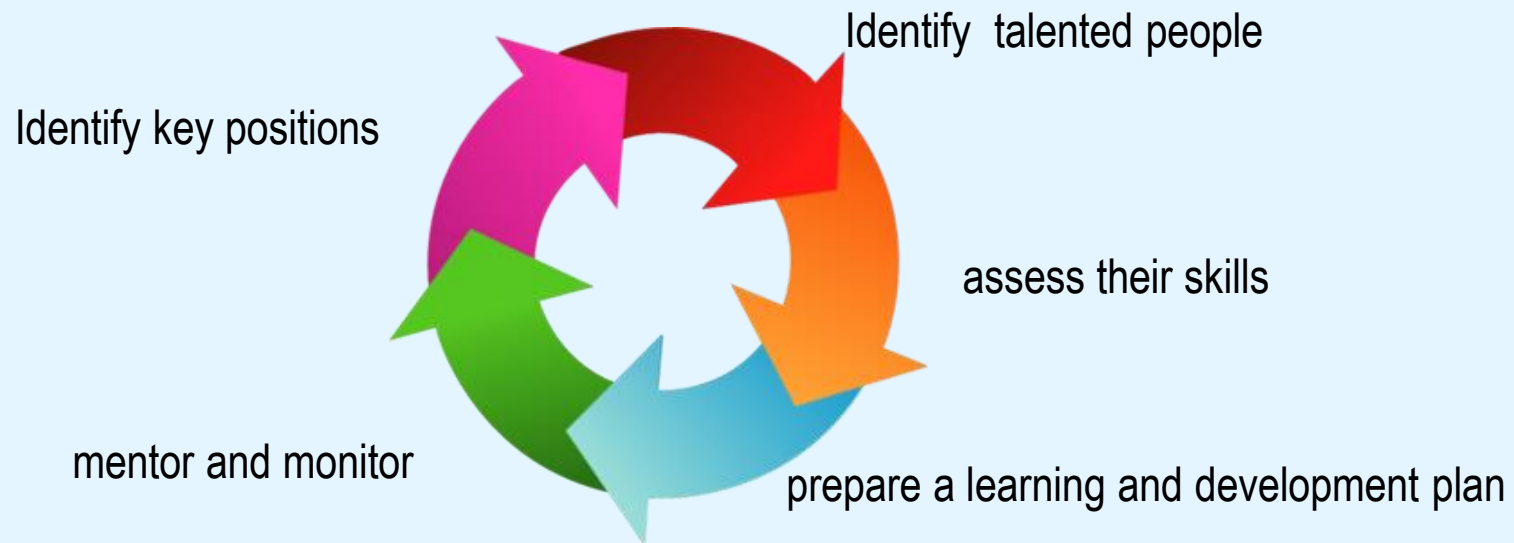


Leadership in Action

Putting philosophies into practice.

How do effective, caring and interdependent leaders look, sound, act, and think?

How important is Succession Planning in Rotary?



Workbook pages
25-26

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The key question in Rotary is – what sort of action?



Effective, Caring and Interdependent Teams

What do effective, caring and interdependent teams –

- ❖ Look like?
- ❖ Sound like?
- ❖ Feel like?
- ❖ How do they think?
- ❖ How do they act?



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Review your team/s and try to introduce some new strategies to enhance their effectiveness.



Personal Leadership Profile



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Follow-up Task: Use the template to begin developing a concept map of the sort of Rotary leader you would like to be.
Workbook page 28



You have now completed Part 2.

The RLI Course provides time for us all to learn and develop with other Rotarians and engage in facilitated discussions and meaningful tasks that will further our Rotary understandings, change our attitudes and behaviours, enhance our skills and enlighten, inspire and empower us.

Growing and Strengthening Clubs

Part 1 – My Rotary Club

The History of Rotary
Predicting the future of Rotary
Forward Thinking, Healthy, Vibrant and Innovative Clubs
Reviewing the state of your club
Creating a Vision – Club Vision
Making Plans – Strategic Planning

Growing and Strengthening Clubs

Part 2 – Members, Teams and Leaders

Structure of Rotary - what sort of leaders do we need?
Leaders, leadership and Succession Planning
Caring about your team – Appreciative Leadership Strategies, Soft Skills, Encouraging Interdependence Effective , caring and Interdependent Teams
Aspirations –What sort of leader would you like to be?

Focussing and Increasing Humanitarian Service

Part 3 – The Foundation and Service Projects

Avenues of Service
The Rotary Foundation – donating and accessing funds
Planning and Implementing successful Humanitarian Projects
Sharing the load - Forging Partnerships and working with others(Global Grants, Rotary Connects)

Enhancing Public Image and Awareness

Part 4 – Sharing and Promoting what we do

Going Public - Telling our Stories
Using technology – social media, Zoom, crowd funding
Creating and projecting an image
Growing Awareness of Rotary

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Congratulations on Completing Part 2

The RLI Course provides time for us all to learn and develop with other Rotarians and engage in facilitated discussions and meaningful tasks that will further our Rotary understandings, change our attitudes and behaviours, enhance our skills and enlighten, inspire and empower us.