

The Z Factor Score

Pathway to a Vibrant Club - A place members and others want to be

When you think about it is your club everything you want it to be? Is it fun and energetic? Does it stand out and make you proud? Does it have its own identity? Is it known for a signature activity? Are members diverse? Open to new ideas? Involved? Engaged in Rotary both within the Club and beyond? Well when you think about it is your club everything you want it to be?

Each club has a Z Factor. The Z (or zippy) Factor is the sum of those special attributes and characteristics that underpin a vibrant, dynamic, lively, sparkling club.

Why the Z Factor? Simply without a well organised, effective, vibrant club the RI Vision, Strategic Plan and Club Leadership Plan objectives are not achievable. For a club to grow and thus achieve the objects of Rotary it needs to be “Zippy” – a place members and others want to be. A high Z Factor is **the best PR and membership growth and membership retention strategy available.**

The characteristics of a vibrant club (one that has a high Z Factor) are outlined in the RI publication, “Be a Vibrant Club, Your Club Leadership Plan”.

It is possible to determine a **Z score which is simply an overall impression ranking on a scale of 1 to 5** as to where the club sits on the Z Factor continuum. This can be then used in a number of ways. Certainly it will stimulate discussion when working to energise a club and advance it along the continuum.

Who can determine a Z score? The answer is anyone; an individual Rotarian, the President and Assistant Governor, the Club Board, a Club Committee, anyone. Comparing Z scores determined by two or more Rotarians is an important component of determining a Z score.

This needs to be an open process and ideally include the Assistant Governor who will bring an outside perspective to identify areas for improvement as well as build upon strengths.

Support for Clubs

Z Factor Continuum for specific areas of Club Service such as Bulletin, Speaker Program, Fun and Fellowship, Meetings and Club Programs are being developed and will be available on the District Website.

A Club scenario that can be used as a practice exercise in the use of the Z Factor Score is posted on the District Website.

The District Z Factor team can support Clubs move from good to great, that is improve their Z score.

A simple 5 step process

Step 1 **Think** about your club and consider which indicators in the Z Factor Continuum (below) that best describe your club.

Step 2 On the basis of your **overall impression** allocate a final Z Factor Score.

Step 3 **Compare** Z Factor Scores. Comparing Z Factor Score determined by two or more Rotarians will operate as a **validation** process. If the whole club was involved in the scoring process a single average score including the range of score could be helpful.

Step 4 **Talk** to each other about how you arrived at your score. There is no right or wrong score. The score you allocated reflects your perception of what the Club is doing well and what could be improved. Your opinion matters. But so does the opinion (Z Scores) of others. Discussing your Clubs strengths and areas for development in this structured, non-threatening manner is the main value of using the Z Factor Score. The focussed discussion will give great insight into ways to further develop the Club.

Step 5 **Act** Based on the insights and ideas generated in Step 4, plan actions that will move the Club along the Z Factor continuum. Progress can be measured by repeating the Z Factor Score at a future time.

Z Factor Continuum

1	2	3	4	5
A club with a static or declining membership that is reluctant to change. The club has run the same projects for a number of years. Meetings are an opportunity for members to get together. Rotary business is limited		A reasonably well functioning club that demonstrates many vibrant club characteristics to some degree. Most club meetings are satisfactory and the club has a number of good projects.		High functioning, club that demonstrates all the vibrant club characteristics to a high degree. Members are clearly proud to be Rotarians. High quality projects across all Avenues of Service.

You are invited to participate. The Z Factor is a work in progress. Your thoughts on the concept and feedback on experiences in using the Z Factor tool will help develop technique for future use by clubs across the District.

When you think about your club is it everything you want it to be? Un-zip your Club's potential!