



President Elect Learning and Development Seminar 2025



WORKBOOK

Acknowledgements

Thank you to the Learning and Development Committee (listed below) and Mark Huddleston, Team Captain, Club & Cultural Transformation.

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Purpose

Engage and support you as Presidents-Elect in your development as club leaders and members of your Rotary Community Group, covering:

1. Regionalisation Pilot - recap
2. Being the best volunteer leader you can be
3. Rotary Community Groups and Rotary Community Leaders – the club leader’s role
4. Are we selling an attractive product?

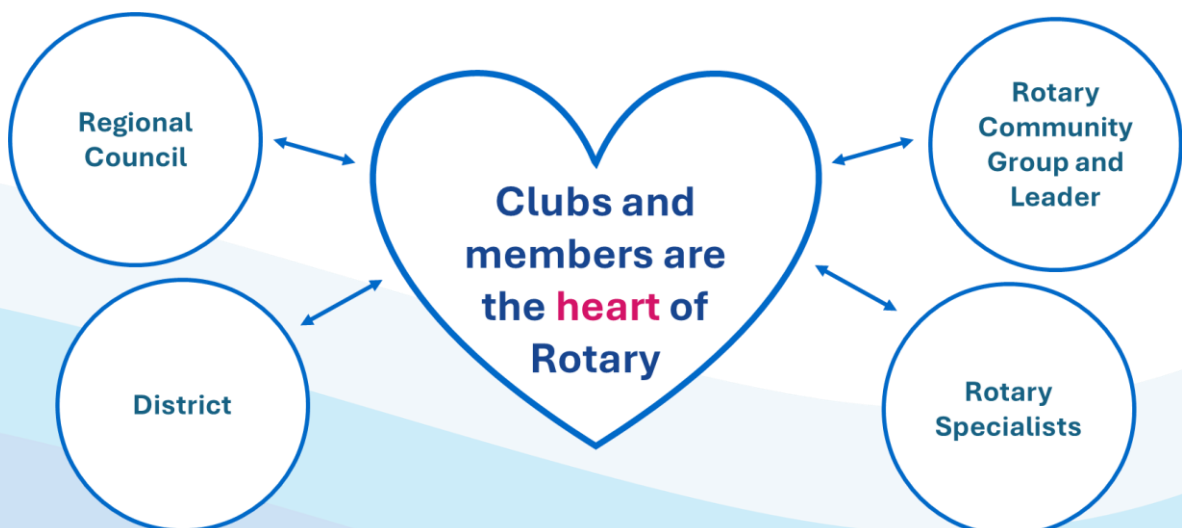
REGIONALISATION PILOT - RECAP

Why the pilot?

- Membership crisis
- Lost 25% of membership in the last 10 years
- Not alone – North America and Europe in similar positions
- Whereas Rotary is growing across the rest of the world

Trial solution

- Transform Rotary by
 - Supporting clubs better to revitalise and engage members
 - Create projects with more impact on the community
 - Significantly raise profile
 - Grow membership



Regional Council*



Membership



Rotary
Communities
Nominee (RCN)



Rotaract
Nominee




Public Image
and
Partnerships



Diversity, Equity
and Inclusion



Learning and
Development



Service
Projects and
Programs



Partnerships,
major Fundraising
and Grants



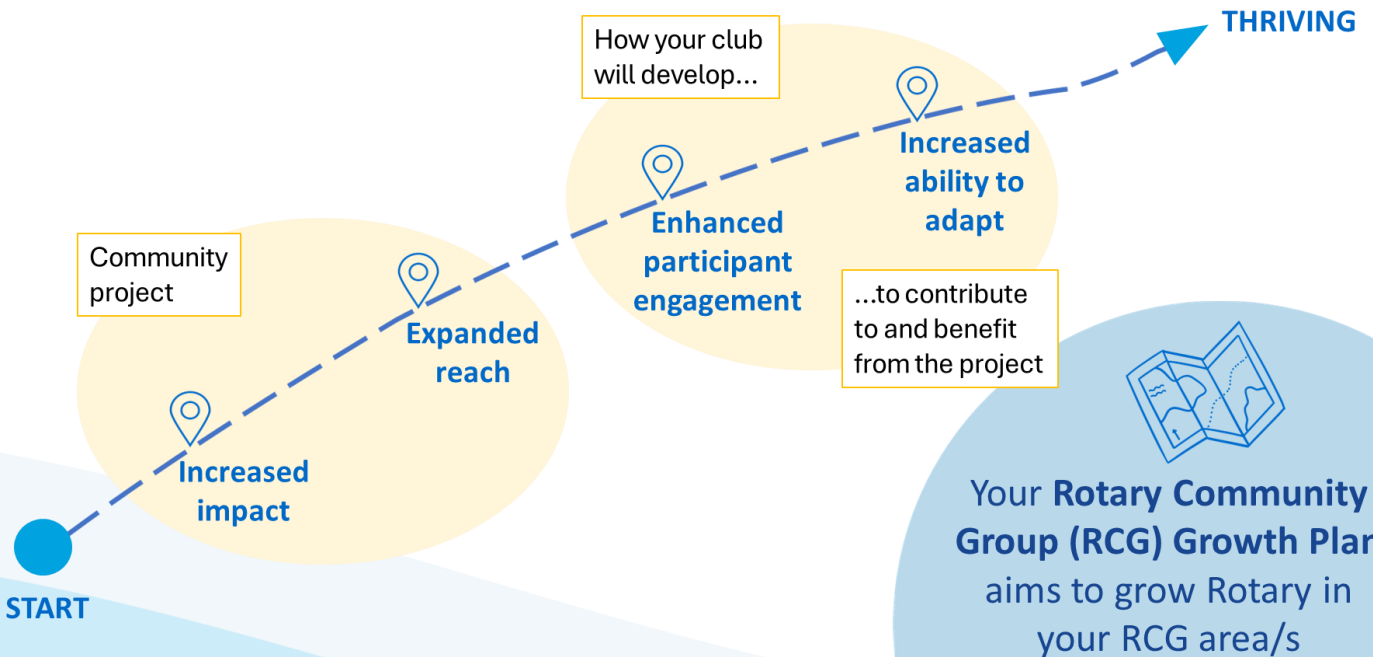
Corporate and
Administration



Treasurer

* Includes Multi-National Advisory Committee

Rotary Community Groups and Leaders



District

District governors and their teams are continuing to support clubs and uphold districts in key ways including...



Supporting and promoting The Rotary Foundation



Managing grants



Communicating district news to clubs



Maintaining risk management practices



Working closely with RCLs and the Regional Council



Managing district funds

Rotary Specialists



Superheroes on standby to support you in specific areas of expertise, such as...

Event management

Specific types of service projects

Social media and website development

Club planning

Specific Rotary programs

Fundraising

How to use the Specialist Hub

1. Browse the Specialist Hub Zone8SpecialistHub.au
2. Contact your chosen specialist
3. Arrange your consultation
4. Provide feedback

July – Dec 2024 achievements

Growth Plans

- Half of Growth Plans submitted and increasing



Club Growth

- 257 clubs have grown for first time in 5+ years
- 70% of the 84 'Fit for Purpose' clubs grew



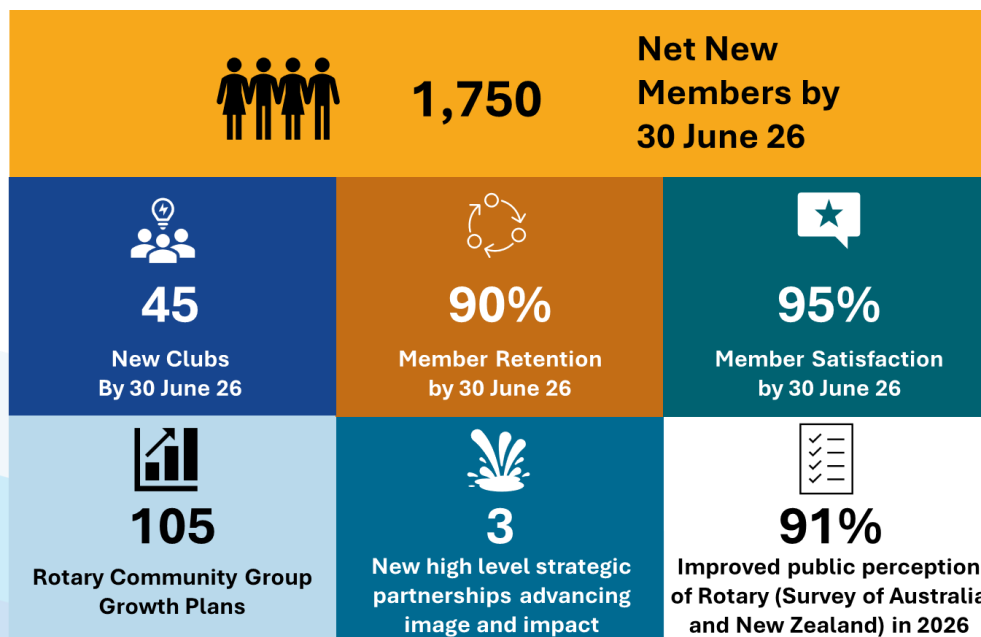
Retention

- Best retention result across all districts for past 5 years



New Clubs

- 1 new club and 2 new satellite clubs formed
- 5 new clubs and 6 satellite clubs in formation



Any questions?



Your notes and reflections on the Regionalisation Pilot



1. What is Rotary International's vision statement?

2. What are the four areas in the Rotary International Action Plan?

3. (a) What is My Rotary and why is it important to you?

(b) How do you access My Rotary?

4. What is the Learning Centre and how is it relevant to your role?

5. What is the Service Project Centre and what should you do in there?

6. What is the Rotary International Club Excellence Award and how do you achieve it?

BE THE BEST VOLUNTEER LEADER YOU CAN BE

What

- Introduction re Whole Brain Thinking
- Application of the information

Why

To develop the best possible leadership team that will enable membership growth in the zone

When/how

150mins/whole brain thinking and its application

Who

- You and your leadership
- Communication vs conflict
- Diversity, equity, inclusion (DEI)
- Team/Rotary Community Group



Herrmann
Certified
Practitioner
Herrmann Brain Dominance Instrument®

‘Five Whys?’

What is it? A process of asking Why? at least five times in a row to detect the root cause or meaning of a particular problem or situation.

When is it used? When people do not truly understand the situation, or when a deeper understanding is necessary.

Where is it used Often used, but not limited to, continuous improvement processes.

Why is it used?

- causes people to use higher order thinking skills
- cuts through layers of bureaucracy to find the true meaning
- causes people to challenge their current situation or problem
- helps people understand root causes of problems
- helps people clarify motivation

Examples

- why we use the Pythagorean Theorem
- why I am at this seminar
- why we learn about other countries
- why fish have gills

Why is it important to understand the impact of the club leadership role within the Regionalisation Pilot?

1. Why? _____

2. Why? _____

3. Why? _____

4. Why? _____

5. Why? _____

The Whole Brain Thinking Tool

The Hermann Brain Dominance Instrument (HBDI) was developed by Ned Herrmann. Based on research re the brain, it illustrates and explains the way we prefer to think, learn, and communicate and to make decisions. As people interact with the world, different situations require different types of thinking - The Whole Brain Model is a metaphor for the way we think.

An individual's profile is based on a metaphoric representation of the brain, distinguished by four quadrants of thinking preference. Understanding your own personal thinking preference will:

1. Enable you to optimise your thinking, decision making or communication style to a given situation
2. Explain why it is easier to communicate with some people than it is with others
3. Cast light on why some elements of your work seems effortless and more satisfying, and why some academic subjects or hobbies are more interesting and appealing to you
4. Serve as a tool for your personal development, to improve communication and encourage innovation.

"There are many practical applications for the brain dominance concept, including problem solving, strategic business planning and interpersonal relationships"

David Tanner, former Director, Creativity Centre, Du Pont

"Organisations that survive and grow into the 21st Century will have as a prime goal, the development of the specific strengths and knowledge of each individual"

Peter Drucker from "Managing Change for 21st Century"

What is this all about?

- Differences in preferred thinking styles
- **Recognising and valuing** those differences
- Recognition how different emphasis in thinking can affect communications between individuals and groups
- Creating an environment where leaders recognise and know their members
- In your personal, work and volunteer roles

Leadership Begins from Within

“Effective leaders know themselves, act based on a well-formed set of values, have a high degree of self-efficacy and a deep sense of commitment and responsibility. They have a clear vision for optimising colleagues learning and well being and the courage and determination to achieve that vision.”

Learn: Lead: Succeed. A resource to support the building of leadership



Rate your whole brain preferences

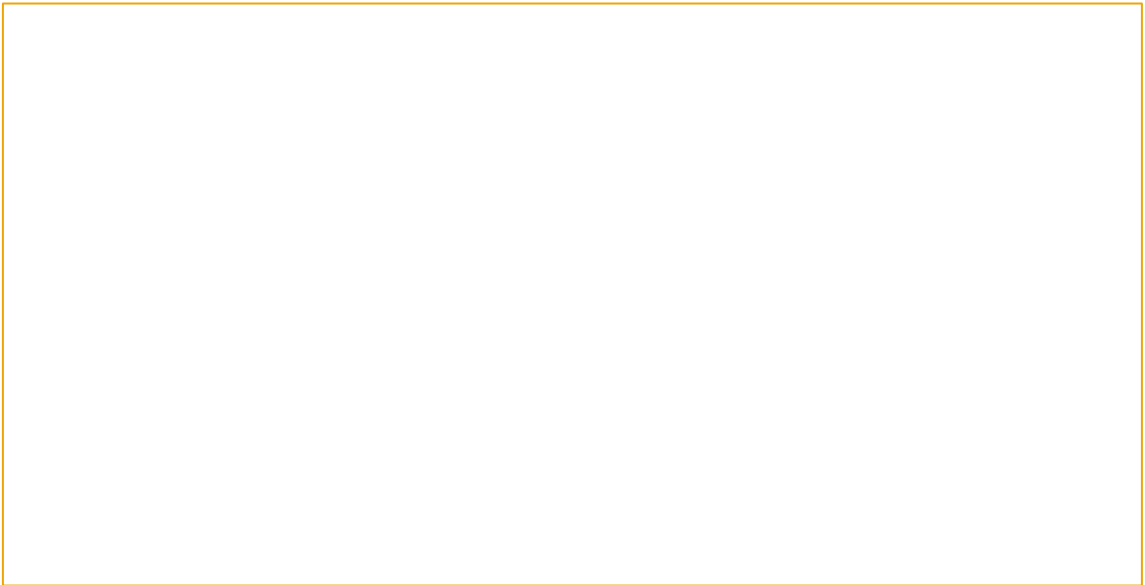
1. Select only 10 key descriptions (that are most like you)
2. Assign 10 points for each descriptor selected
3. Add up each of the 4 column totals
4. Your totals will indicate whether you are more left or right brained or more ‘thinking’ than ‘feeling’

	A		B		C		D	
Description	Logical		Detailed		Musical		Visual-spatial	
	Factual		Data Collector		Spiritual		Simultaneous	
	Rational		Conservative		Symbolic		Imaginative	
	Critical		Controlled		Talkative		Synthesiser	
	Analytical		Sequential		Emotional		Holistic	
	Quantitative		Articulate		Reader (personal)		Artistic	
	Authoritarian		Technical Reader		Intuitive (regarding people)		Intuitive (regarding solution)	
	Mathematical		Dominant		Expressive		Adventurous	
		A		B		C		D
Score								

Your preferred style

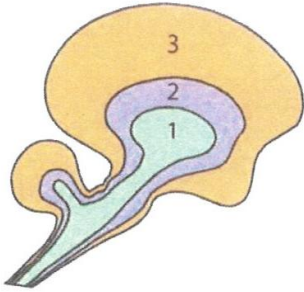
Share your key characteristics

Draw a picture



What don't you like hearing?

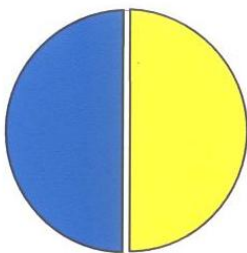
An inside look at the Triune Brain



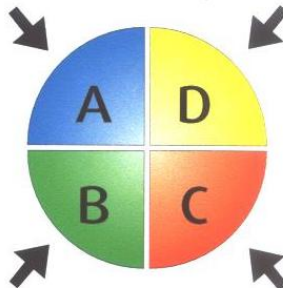
This is a pictograph of the three brains that exist inside every human head and a listing of their roles. Particularly interesting is the theory that ‘The Path of Empathy’ could connect them all. There is already horizontal linkage of the right and left brains, but this vertical connection is crucial for the wellbeing of the individual and the next evolutionary leap into higher consciousness.

The Triune Brain	Function	Particularly
1. Reptilian Brain	Biological/Physical	Connected with territory and possessions, physical space. Responsible for economic and other survival.
2. Mammalian Brain or Limbic System	Social/Emotional	Concerned with status, hierarchy. Responsible for policy-setting, decision-making, legislation.
3. Neo-cortex	Conceptual/Intellectual	Concerned with role models. Responsible for ideas, cultural and spiritual life.

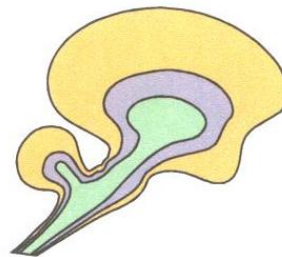
Right Brain/Right Brain



Physiologically Based Metaphor

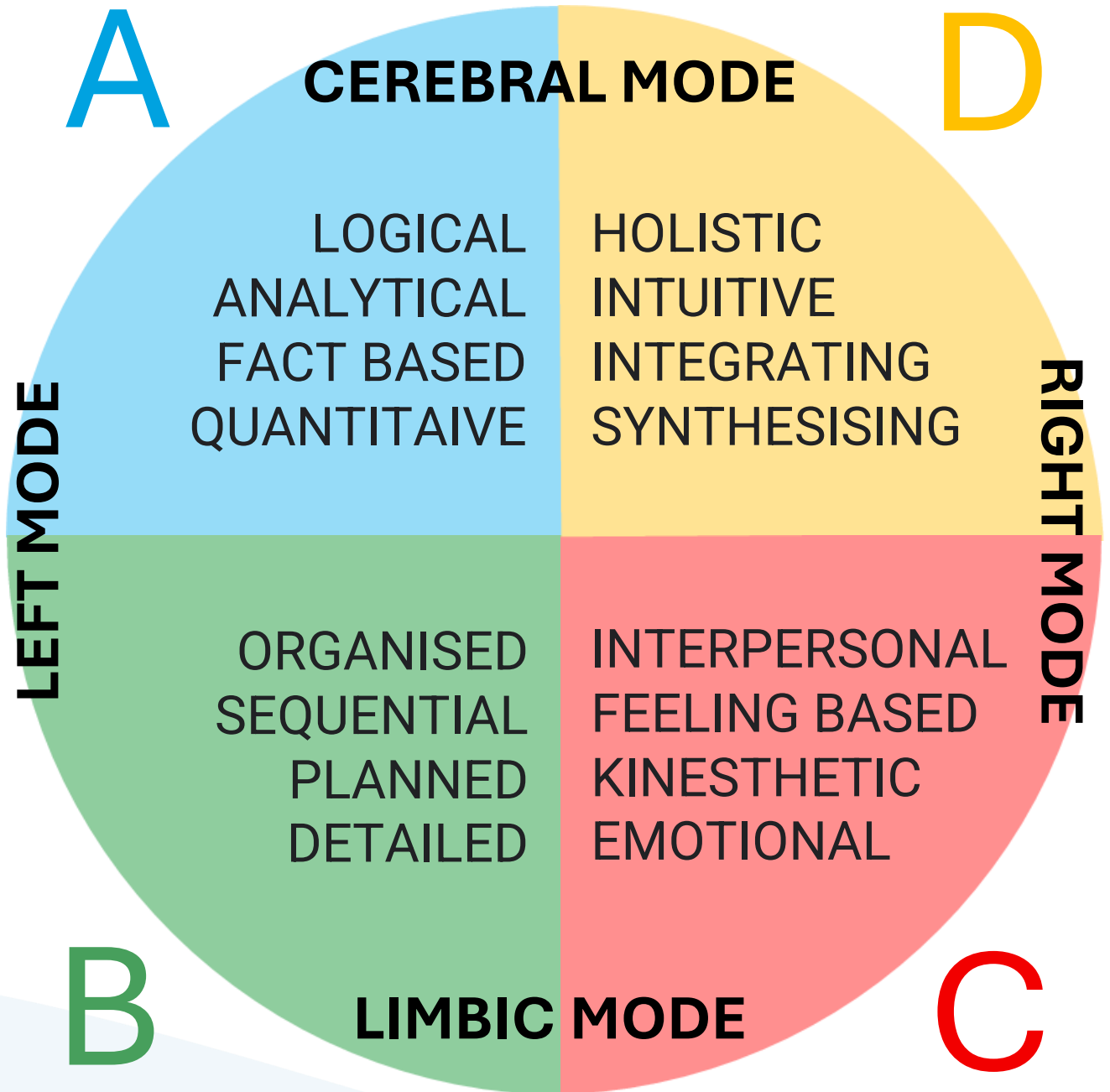


The Triune Brain

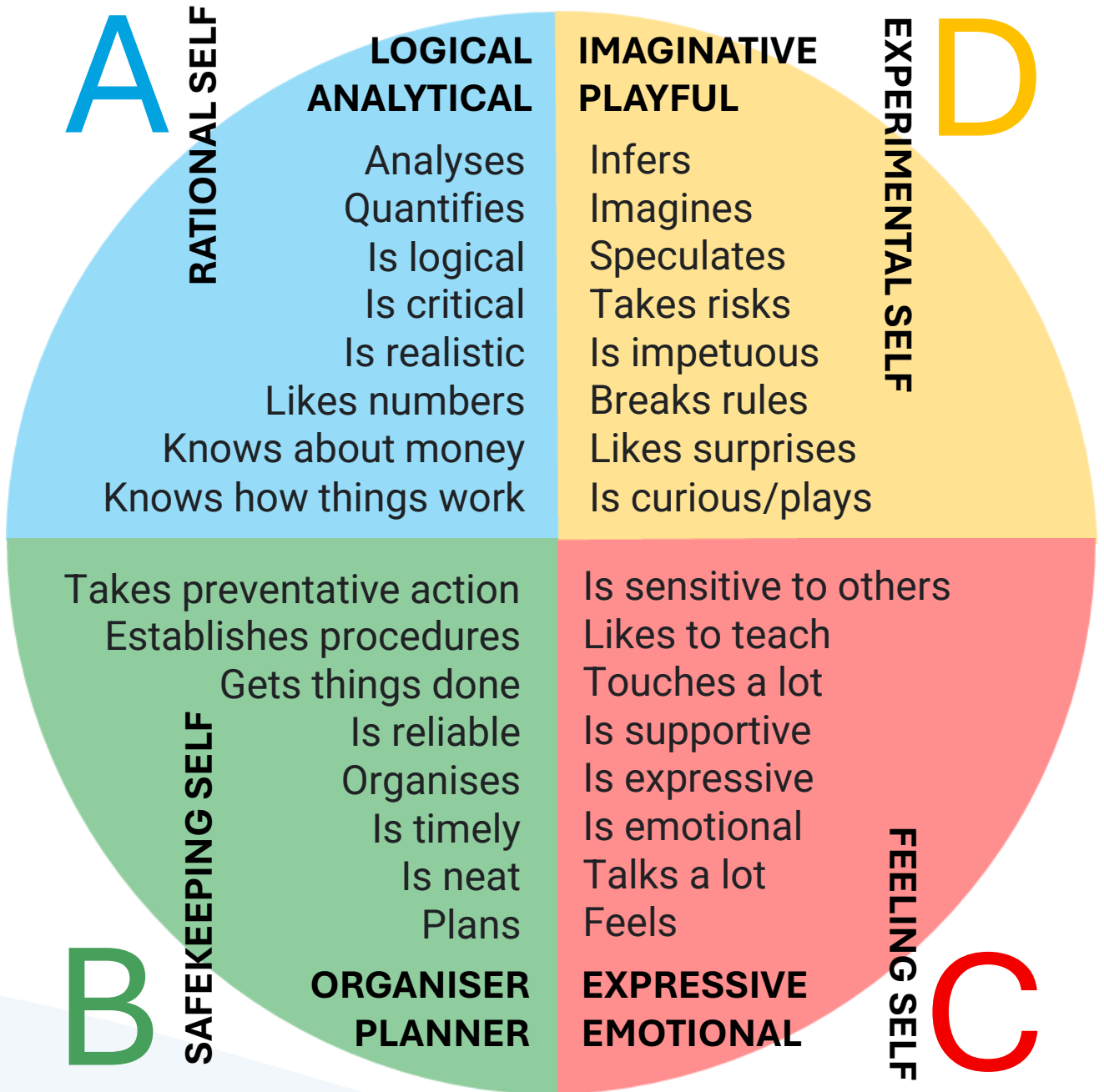


The Herrmann Four Quadrant Brain Dominance Model can be thought of as a blending of the left brain/right brain and Triune Brain concept into a physiologically based metaphor of how the brain works

The Whole Brain Model



The Four Selves



The Four Selves

A

At school: maths, science, computers

At work: financier, engineer, chemist, technician

Decision making: gathers facts, argues rationally

Problem solving: forms theories, solves logically, measures precisely

Hobbies: model making, home improvements, computer games

D

At school: science, maths, art and crafts

At work: self employed, artist, entrepreneur, designer, advertiser, marketing, sales person, financier

Decision making: is imaginative, forward looking, takes risks

Problem solving: is inventive, intuitive, sees the big picture

Hobbies: outdoors, experimental, artistic, photography, with a bit of risk

At school: geography, history, language (grammar)

At work: manager, administrator, project manager, travel agent

Decision making: stands firm, is conservative, procedural

Problem solving: approaches problems practically

Hobbies: travel, fishing, camping, spectator sports, golf, reading

At school: social science, literature, history, geography, drama

At work: social worker, teacher, trainer, HR professional, sales person

Decision making: involves others, is interpersonal, intuitive, emotional

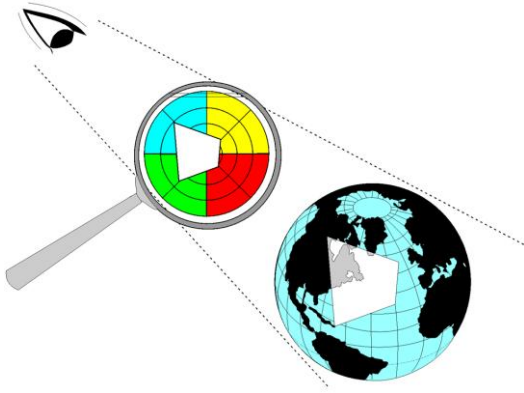
Problem solving: considers others, is intuitive, picks up on non-verbal and interpersonal clues

Hobbies: reading, listening to music, travel, walking, relaxing

B

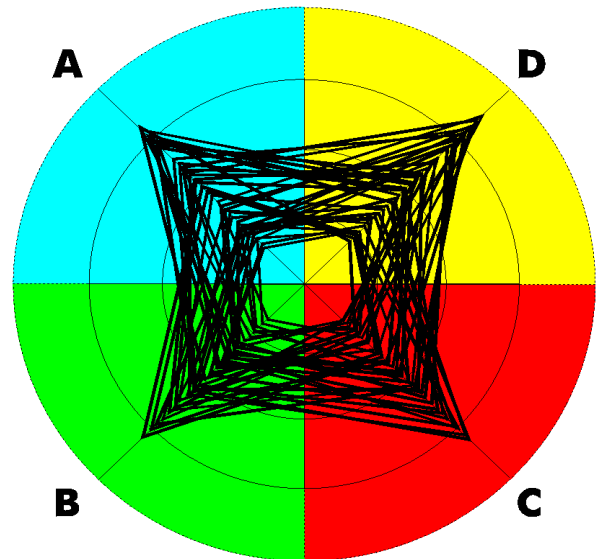
C

The impact of dominance on how we see the world within a Rotary context



Taken as a whole...

...the world is
a composite
whole brain



Value statement of Herrmann International



**EMBRACE
DIVERSITY.
PROMOTE
EQUITY. FOSTER
INCLUSION**



**INNOVATION
AND CREATIVITY**



**CONTINUOUS
LEARNING**



**COLLABORATION
AND
PARTNERSHIP**



**RESULTS-
ORIENTED
APPROACH**

Value statement of Rotary International Embrace diversity; promote equity; foster inclusion

By prioritising diversity, equity, and inclusion, we unlock Rotary's full potential, drive innovation, and build a stronger, more inclusive organisation



Reflection

Your team _____



TOGETHER EVERYONE ACHIEVES MORE
OR
TOGETHER EVERYONE ANNOYS ME



A desert island – some serious fun A hot potato process

- We've been shipwrecked on an island in the Pacific
- Everyone survived – phew!!

How will the different thinking styles of the group support us on the island while we await help?

A

D

B

C

Exploring communication



What will be your approach?

Connecting with all - reflection

See the ‘whole brain communication likes’, ‘expectations of a listener’, ‘frustrations’ and ‘body language’ on the following pages

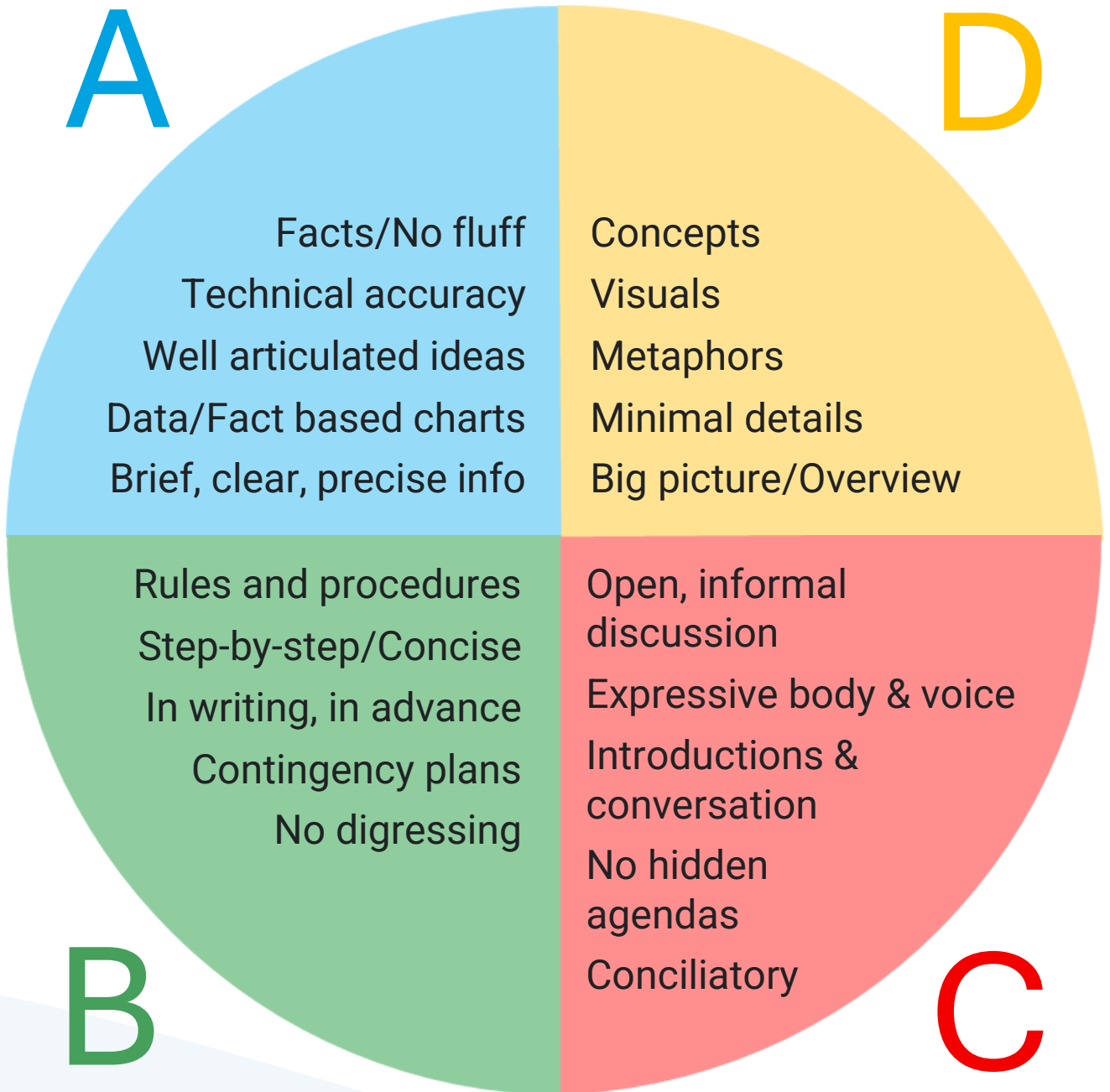


Think of a Club leader/ member, who you find challenging to communicate with

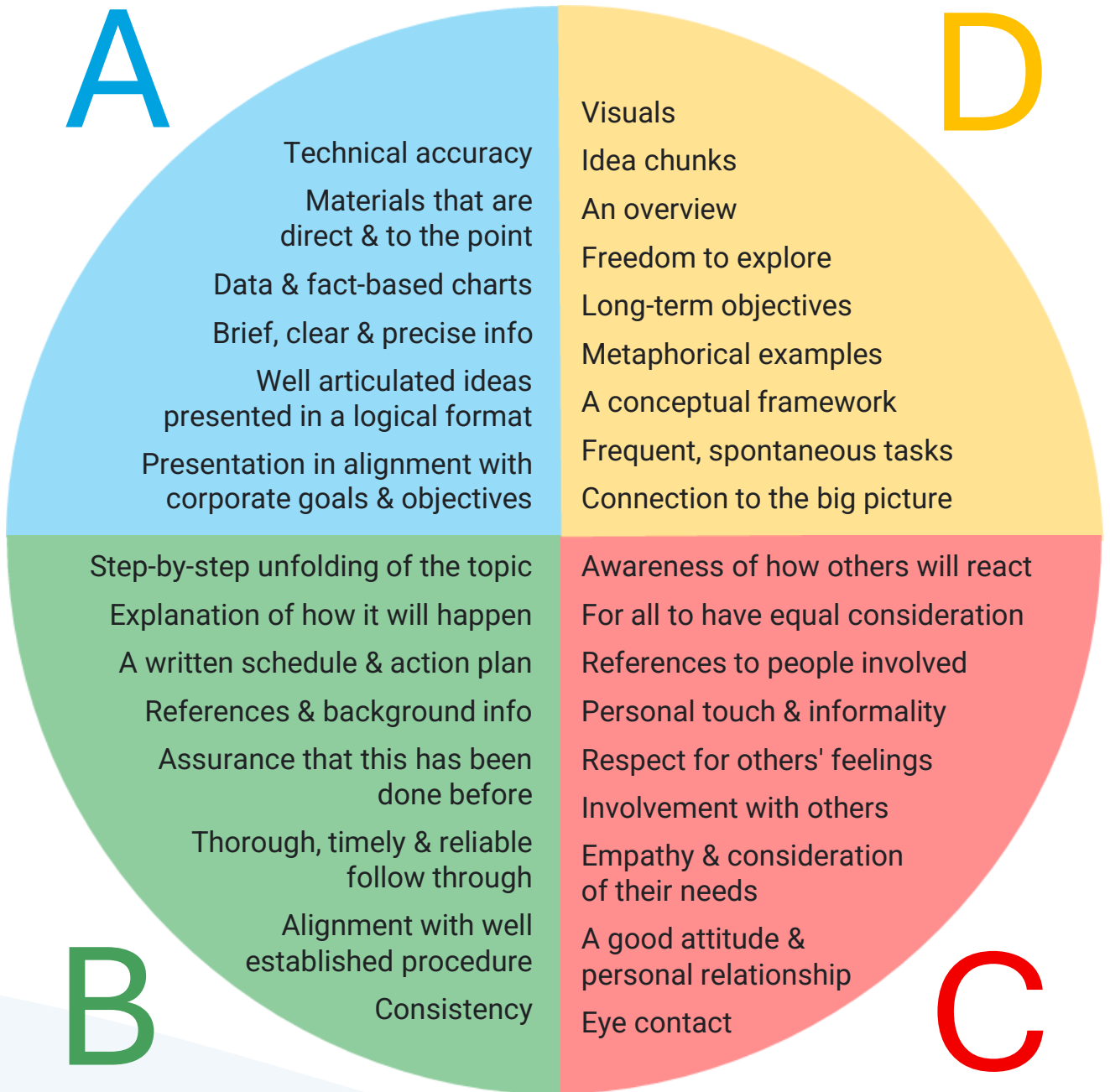
- What do you think their thinking preferences are?

- How could you improve communication and avoid possible conflict?

Whole Brain Communication Likes



Expectations of a Listener



Frustrations

<ul style="list-style-type: none"> Inarticulate, off the track Communication Excessive 'chatter' Vague, ambiguous approaches or instructions Illogical comments Inefficient use of time Lack of facts or data Inappropriate informality Overt sharing of personal feelings Impression of not knowing the right answer Fear of challenge or debate 	<ul style="list-style-type: none"> Repetition Being too slow paced Playing it safe or by the book Overt structure, predictability Absence of humour and fun Lack of flexibility, too much rigidity Inability to get concepts or metaphors Being drowned in detail Too many numbers Dry boring topic or style
<ul style="list-style-type: none"> Unknown or absence of a clear agenda Lack of organisation Hopping around from subject to subject Too many ideas at once Unpredictability Being too fast paced Unclear instructions or language Too much beating around the bush Incomplete sentences Lack of closure 	<ul style="list-style-type: none"> Lack of interaction Lack of eye contact Impersonal approach or examples Dry or cold, unenthusiastic interaction Insensitive comments Lack of time for personal sharing All data, no nonsense Lack of respect for feelings Overly direct or brusque dialogue Critical attitude

Body Language

<ul style="list-style-type: none"> Little head or body movement Down to business attitude Looks may imply directness or challenge Upright, straight, formal 	<ul style="list-style-type: none"> Could look distracted May look elsewhere, close eyes Sketches, doodles Impatient fidgety
<ul style="list-style-type: none"> No extreme facial expressions Stidious Arms to sides or folded Serious, reserved 	<ul style="list-style-type: none"> Nods head a lot to acknowledge Lots of eye contact Speaking with eyes Frequent questions

ThinkAbout™ Buying a Car

Wants to see data and statistics on performance
Looks at energy efficiency
Looks at cost of vehicle, trade-in value
Compares with other vehicles
Is interested in ease of maintenance
Wants to know how it works
Likes power and precision handling

Looks at the aesthetic qualities: sportiness, colour, form, cutting edge qualities
Wants it to fit the dream, personal image, long-range plans
Is more willing to experiment and take some risks
Is 1st model buyer, early innovator

Is interested in safety features and durability
Cares about the practicality of size, number of doors, storage space, stain resistant materials, features such as interior trunk/fuel unlock
Looks at maintenance requirements
Has done research and knows what they want

Cares about the feel and comfort of the vehicle, user friendliness of controls
Wants to love the car
Is impacted by friendliness of sales and service organisation
Knows it's the right choice
Will buy based on a friend's recommendations

ThinkAbout™ Golf

Technical aspects of play-stance, grip, swing
Selection and analysis of equipment
Analysis of shot
Selection of club for each shot
Cost of gear, clothes, etc
Dues
Competition
Analysis of performance against norms

Style of golf wear
Use of non-traditional approach to game
Visualising flight of ball
Pleasure
Total experience
Strategy of play
Risk of certain shots
Judging distance to the hole
Experimenting
Holistic view of the course

Keeping score
Evaluation of performance
Preparation-tee up, swing, practice
Rules of golf/golf club
Sequence of holes
Schedule, tee time
Appropriate choice of gear
Repair divots/rake traps
Obtaining handicap
Safekeeping of certain shots

Between-hole discussions
Emotional response to shots, frustration, anger, elation
Interpersonal relations with other golfers, war stories, 19th hole socialising
Coaching and tips for other players
Club membership/association
Reminiscing about good games
Social aspects of doubles/tournaments
Nature experience, out of doors, walking

If you are going to step into someone else's shoes...



...You must first remove your own

Notes

Planning – the 4 Fs

FACTS

What information do you have you want to get across?

FORM

How are you going to achieve the goal
What **timeframe**?
Agenda?



FUTURE

What is the purpose of your plan? Eg to create and inclusive club culture

FEELINGS

Who will this affect?
Who will you involve?
Do you have any stories?

Notes

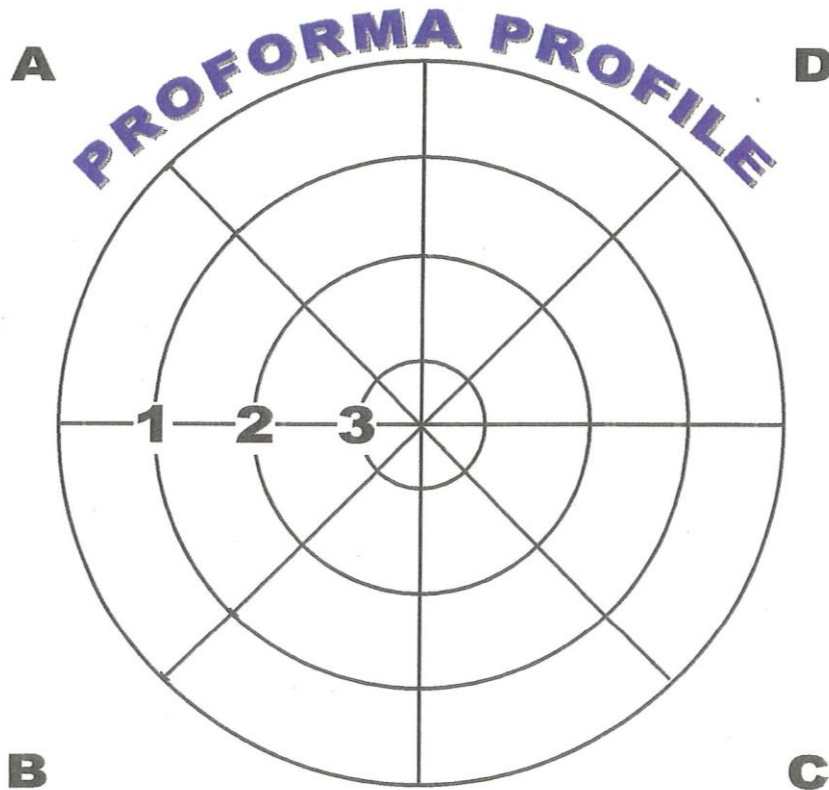
Your leadership style

To do later: use this list to identify the 20 adjectives that best describes your leadership style.

	A		B		C		D	
Description	Analytical		Organised		Holistic		Friendly	
	Factual		Planned		Imaginative		Receptive	
	Directive		Controlled		Intuitive		Enthusiastic	
	Rigorous		Detailed		Synthesising		Understanding	
	Realistic		Conservative		Curious		Expressive	
	Intellectual		Disciplined		Spontaneous		Empathetic	
	Objective		Practical		Flexible		Trusting	
	Knowledgeable		Industrious		Open-minded		Sensitive	
	Bright		Persistent		Conceptual		Passionate	
	Clear		Evaluative		Adventurous		Humanistic	
		A		B		C		D
Score								

- Tick the 20 adjectives which best suit your leadership style
- Tally your responses from each quadrant and capture those in the box at the bottom of each column
- Create your **leadership style profile**. If your tally is 7-10, that is a 1 (prefer); if it is 4-6, that is a 2 (use); if it is 0-3, that is a 3 (avoid). Plot this data onto the profile grid.

Your leadership style profile



Points to ponder

- What do your results tell you about your leadership style?
- Will this style satisfy all the people you lead?
- What might you need to do to take into account different styles of thinking?

Whole Brain Strengths

Your strengths are often correlated to your thinking preferences. Sometimes you also have strengths in areas that are not your preference. Tick your personal strengths from the list below:

A

Gathering facts	
Analysing issues	
Arguing rationally	
Forming theories	
Measuring precisely	
Problem solving logically	
Financial analysis and decision making	
Understanding technical elements	
Performing critical analysis	
Working with numbers, statistics and data	

B

Finding overlooked flaws	
Approaching problems practically	
Standing firm on issues	
Maintaining a standard of consistency	
Providing stable leadership and supervision	
Reading fine print in documents and contracts	
Developing detailed plans and procedures	
Articulating plans in an orderly way	
Keeping financial records straight	

C

Reading the coming signs of change	
Seeing the big picture	
Recognising new possibilities	
Tolerating ambiguity	
Integrating ideas and concepts	
Challenging established policies and procedures	
Synthesising unlike elements into a new whole	
Inventing innovative solutions to problems	
Intuitive problem solving	
Simultaneous processing of different inputs	

D

Recognising interpersonal difficulties	
Anticipating how others will feel	
Intuitively understanding how others will feel	
Picking up non-verbal cues on people-related issues	
Engendering enthusiasm	
Persuading or conciliating	
Teaching	
Sharing	
Understanding emotional elements	
Considering values	

ThinkAbout™ 21st Century Leaders

Rapid problem solving
 Managing an endless stream of data, facts & information
 Effective financial know-how and global business acumen
 Decisive, in less time, under pressure
 Leveraging new technologies & technical approaches
 Analysing new types of global business issues
 Solving complex business & competitive challenges

Embracing constant rapid change
 Being future focused
 Thinking as a global, holistic 'citizen of the world'
 Decision making in a world of greater ambiguity
 Intelligent risk taking
 Building a culture where innovation and creative thinking thrive

Managing complex operational issues
 Just-in-time planning and deadlines
 Staying on task and focused in a changing world
 Delivering results, implementation and taking action
 Driving flawless execution and zero defect quality initiatives and evaluations
 Managing conflicting priorities requiring simultaneous processing

Sensitive to diverse people and generations in virtual and co-located environments
 Good emotional intelligence (EQ)
 Sensitive to community and environmental issues
 Responsive to increasing interaction with associates, customers and stakeholders
 Culturally and globally savvy
 Driving a customer and service focus
 Collaboration and teamwork

Your key takeaways on being the best volunteer leader you can be

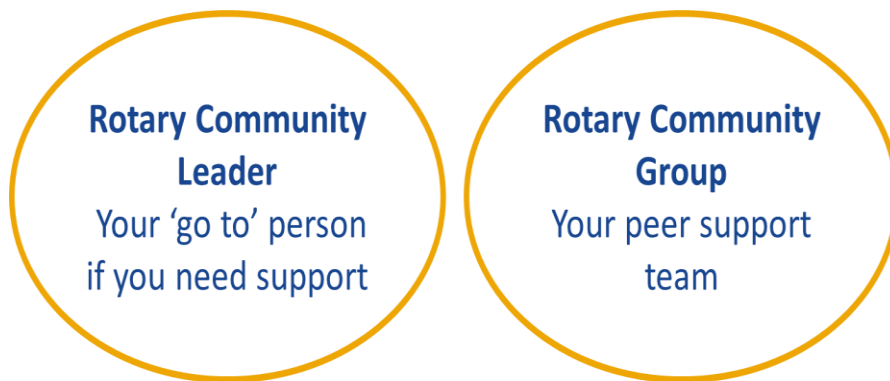


ROTARY COMMUNITY GROUPS AND ROTARY COMMUNITY LEADERS – THE CLUB LEADER’S ROLE

Recap: Your Rotary Community Leader (RCL)
is your facilitator and partner for growth!

- Review page 4

Key parts of your network



Notes

How the RCGs were designed

Three core propositions

1

Only clubs and members can make a difference to the outcomes Rotary cares about

2

The current system no longer provides an effective support structure for clubs to thrive and grow

3

Regionalisation
100% backs clubs to work together to create and live into their vision for the difference they want to make

What does this mean?



- Clubs and members are not the problem
- They are the solution
- The problem is the system
- Clubs and members are capable of transformation in a different system

How the RCGs were designed

RCLs are not trying to tell clubs what to do or make them change!



**Please change
now!!**

Clubs and members will
choose their own priorities
for development

Three common misunderstandings

- X** 1. The RCGs are to help clubs volunteer on each others' projects
- X** 2. The focus is on failing clubs
- X** 3. RCGs are like clusters and RCLs are like AGs

VS

- ✓** 1. Helping each other is great! But it's not the main purpose
- ✓** 2. We don't label clubs. We are standing for all clubs to succeed
- ✓** 3. RCGs are following a new methodology that RCLs are trained in (work in progress)

How the RCGs were designed

Growth mindset

- The pilot is based on a ‘growth mindset’
- We are “building on what’s strong, not what’s wrong”*
- RCGs provide an instant boost in numbers and energy before they add a single new member



* Cormac Russell <https://www.youtube.com/watch?v=a5xR4QB1ADw>

RCGs are the ‘Growth Engine’

- Best practice growth plan methodology
- Structure based on Rotary International’s vision and action plan...(see over)
- Initial focus on external project/s – expanding **impact** and **reach**
- Then internal development – **engagement** and **adaptability**
- Clubs decide how they need to develop to contribute to the Growth Plan and benefit from it, in terms of their **own club’s growth**
- **Engaging your members** on this is one of your key leadership roles
- Then pull in the **expertise, strategies, tools and resources** your club needs



How the RCGs were designed

Where do the strategies, tools and resources come from?



A key place to find them:

<https://creatingtomorrowrotary.org/club-transformation-resources>

Rotary International – Vision Statement



TOGETHER WE SEE A WORLD
WHERE **PEOPLE** UNITE AND TAKE ACTION
TO **CREATE** LASTING
CHANGE ACROSS THE GLOBE
IN OUR COMMUNITIES AND IN OURSELVES

Vision Statement www.rotary.org/en/about-rotary

Rotary International – Action Plan



<https://my.rotary.org/en/who-we-are/about-rotary/action-plan>

What space are you in?

	1 My club wants to participate	2 My club doesn't want to participate	3 I'm not aware of my club being asked
a RCG working well	1a	2a	3a
b RCG not working well	1b	2b	3b
c Unsure how RCG is going	1c	2c	3c

Notes

What difference will you make with your leadership in the RCG?

- For the growth of Rotary in your RCG area?
- Specifically for the growth of your club?

See handout

Notes

SCENARIOS

1. Members of your club are in major conflict over a significant fundraising opportunity.

Heated debates have occurred in club meetings. Some members are talking about leaving. Now some members have started posting disparaging messages about and to each other via social media. Local journalists have started taking an interest in the conflict. There is a risk that negative stories about the club and potential fundraising project could appear in the media.

What do you do as Club President?

1. *What is your ideal outcome?*
2. *What is your plan of action?*
3. *What expertise will you need for this (internal and external to your club)?*
4. *Who will you need to involve/consult to resolve this-in club, district, country, zone, RI/RISPPO*
5. *What if the matter gets worse?*

2. A member of your Board is very dominating.

They often refer back to how things used to be and have strong views on how things should be done.

They are very critical of other members when they perceive any transgression.

More than one member has left because of this person and several more are close to resigning.

What do you do as Club President?

1. *What is your ideal outcome?*
2. *What is your plan of action?*
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5. *What if the matter gets worse?*

3. A potential member has visited the club and wishes to join.

You take this back to the club, and get a negative reaction from some members because the person is non-binary and they feel this “might cause a stir” and “other members might leave”.

What do you do as Club President?

1. *What is your ideal outcome?*
2. *What is your plan of action?*
3. *What expertise will you need for this (internal and external to your club)?*
4. *Who will you need to involve/consult to resolve this-in club, district, country, zone, RI/RISPPO*
5. *What if the matter gets worse?*

Your GO TO Guide (February 2025)

For information, support, expertise if you are a Rotarian or Rotaractor, club leader, or a Rotary Community Leader (RCL)

This document is a 'guide' to the generic sources of information, support and expertise available within Rotary International and our Rotary South Pacific Regionalisation Pilot.

It is not an exhaustive list of all possible sources and is maintained by the *Regional Council Corporate & Admin Volunteer Co-ordinator*

People and Teams	
Your Rotary Community Group (RCG)	The RCG is a peer support mechanism where club leaders can seek advice on questions/issues. There will often be someone in the group with the right knowledge or expertise.
Your Rotary Community Leader (RCL)	The RCL is available to support club leaders and members directly, or point them in the right direction.
Your existing networks	Many club leaders, members and RCLs have strong existing networks, including District leaders, with knowledgeable experts that may be able to provide advice and support.
RISPPO Club and District Support, and Regionalisation Pilot Support	The Rotary International South Pacific & Phillippines Office (RISPPO) is a valuable source of support and advice. Link to contacts In the event of <u>media crisis management</u> , contact the Communication & Public Relations team.



- Networking and collaboration are key
- Go To Guide
- Ask your Rotary Community Leader (RCL)

Your GO TO Guide (cont'd)

Online sources	
Rotary International/ My Rotary	Includes access to the Learning Centre, Brand Centre, and Service Projects Centre
Rotary South Pacific	Zone 8 website
Specialist Hub	Find experts you need (eg marketing, governance etc)
Creating Tomorrow Rotary	Club Transformation Resources
Rotary Down Under	RDU Regional Magazine Subscriptions and Supplies/ Merchandise
Rotary Oceania	Support to Rotary Clubs in New Zealand and the South Pacific covering: New Zealand, American Samoa, Cook Islands, Fiji, French Polynesia, Kiribati, New Caledonia, Norfolk Island, Samoa, Tonga and Vanuatu.
Rotary New Zealand World Community Service (RNZWCS)	RNZWCS was established to facilitate the international aid and development work undertaken by New Zealand Rotarians and their partners.
Rotary Australia World Community Service Ltd (RAWCS)	RAWCS was formed to enable Australian Rotarians, Districts and Clubs to assist disadvantaged communities and individuals through humanitarian aid projects.
Rotaract Australia	Connecting Rotaractors across Australia and the zone.
Australian Rotary Health	Research (mental health, general health); Scholarships (Indigenous health, rural medical & nursing)
Rotary Magazine	Subscription, back issues

Regional Council	
Chair	chair@rotarysouthpacific.org
Chair Elect	chairelect@rotarysouthpacific.org
Rotary Communities Nominee	communities@rotarysouthpacific.org
Service Projects and Programs Committee	projects@rotarysouthpacific.org
Learning and Development Committee	learning@rotarysouthpacific.org
Membership Committee	membership@rotarysouthpacific.org
Diversity, Equity and Inclusion Committee	dei@rotarysouthpacific.org
Fundraising and Grants Committee	fundraising@rotarysouthpacific.org
Partnerships and Public Image Committee	publicimage@rotarysouthpacific.org
Corp and Admin	corpadmin@rotarysouthpacific.org
Rotaract Nominee	rotaract@rotarysouthpacific.org

DO WE HAVE AN ATTRACTIVE PRODUCT?

Product and Promotion

- No matter what line of business you're in, your success or failure can be boiled down to these two areas
- Rotary is no different – like any other business, we are selling a product to the marketplace
- If your club is struggling to attract, engage and retain quality members, your problem is either
 - The **product** you're offering
 - The way you **promote** it
 - Or **both**

Cultural transformation

A process of changing the values, norms, and beliefs that shape an organisation's behaviour and decision-making



Transformation in Rotary isn't new



8 Key Elements of Cultural Transformation

From	To
Male only organisation	Unisex organisation
Exclusive organisation	Inclusive organisation
Covert organisation	Overt organisation
Rigid organisation	Flexible organisation
Culture of member attendance	Culture of member engagement
Culture of business leaders	Culture of business and community leaders
Formal culture	Informal culture
Meeting centric culture	Service centric culture

Cultural transformation exercise

Rate your club's journey...

Element	1	2	3	4	5	6	7	8	9	10
<p>Male culture to a unisex culture <i>How well does your club accept, welcome, engage, promote and show appreciation for female members?</i></p>										
<p>Exclusive culture to inclusive culture <i>How inclusive is your club along the lines of socio-economic status, ability, gender and gender identity, race, religion & ideology?</i></p>										
<p>Covert culture to overt culture <i>How transparent is your club and how well do you tell your story to the wider community?</i></p>										
<p>Rigid culture to flexible culture <i>How flexible is your club in relation to rules and expectations on members?</i></p>										
<p>Culture of member attendance to culture of member engagement <i>How strict is your club regarding meeting attendance and how well does your club engage its members beyond meetings?</i></p>										
<p>Culture of business leaders to culture of business and community leaders <i>How well does your club value and attract members from nonbusiness/corporate backgrounds?</i></p>										
<p>Formal culture to informal culture <i>How relaxed are your meetings and club environment?</i></p>										
<p>Meeting centric culture to service centric culture <i>How well does your club balance service related activities with meeting related activities?</i></p>										

Rotarian needs assessment

Importance: 1 is 'not remotely interested' and 5 is 'critical' Satisfaction: 1 is 'not even close' and 5 is 'exceeds all expectations'	Exceeds all expectations of Importance					Satisfaction				
	1	2	3	4	5	1	2	3	4	5
Responsibility										
Recognition										
Leadership pathways										
Personal growth/broadening of horizons										
Sense of belonging										
Project ownership/empowerment										
Networking opportunities										
Fellowship/social interaction										
Skill development										
Challenge										
Inter-personal relationships										
Becoming part of a new community										
Sense of purpose/direction										
Mentoring										
Support for your cause										
Fun/entertainment/enjoyment										
Education										
Keeping active										
International understanding										
Humanitarian service										
Community involvement										
Fulfilment/achievement										
Being part of a team										
Satisfaction/value for membership										

Key Findings

- Respect our most valuable resource: the time our volunteers are prepared to give
- Align with a cause that is relevant to your community
- Invest in your promotional efforts
- Create a culture of belonging
- Conduct a Rotarian Needs Analysis
- Investigate AI innovation and streamlining potential
- Be aware of the flexible club options already available: visit www.rotary.org/flexibility

Visit

<https://creatingtomorrowrotary.org/club-transformation-resources>

www.rotary.org/membership

Your own reflection

- **What** have you learnt today
- **How** will you implement what you have learnt?
- **How** are you feeling about all of this learning today?

Please fill out the evaluation survey to help us learn!

<https://forms.gle/ius13yLYEbtTZtg17>

