

# LEADERSHIP IN ACTION



## Plan your event series

You can present Leadership in Action, a series of training events, in many ways during your regular program. Talk to club members and community leaders about their preferences, and do what works best for your club.

## Benefits

Adding this training series to your regular program can:

- Enhance membership by supporting personal growth and career advancement
- Equip members with new skills and new chances for community interaction
- Establish your club as a center for professional development
- Attract new members who seek professional growth and networking
- Develop leaders who can shape the future of your club and community

Rotary's core values include exchanging ideas and seeking diverse perspectives. Leadership in Action offers clubs a way to act on these values, so encourage both club members and the community to get involved. The more people you have contributing expertise and ideas, the better your training series will be.

## Participants

Your club should extend this training to all members, but you could also invite nonmembers, potentially for a small fee. It's a good way to promote Rotary's relevance to professionals. Consider inviting:

- Prospective members
- Younger professionals
- Member spouses, family, and friends
- Professional colleagues and contacts
- Rotaractors
- RYLA participants
- Rotary program alumni

Once your club has decided on the goals of the training sessions, you can pick participants more easily.

## Format

Next, decide how you want to present the training. You could use several formats, such as:

- A session once a month during a club meeting
- One-day workshops outside the club program
- A multiday conference or seminar
- A webinar series that you can record and reuse

If you feel your club is too small to offer this training series, consider working with other local clubs. You could even work with district leaders to present it districtwide.

## Topics

Ask potential participants about their interests, then choose topics that reflect their responses. Leadership in Action has sessions about:

- Communication
- Leadership Styles
- Mentoring
- Time Management
- Goal Setting
- Living Our Values
- Building Consensus
- Teamwork
- Your Professional Image
- Innovation

You can cover all of these topics, combine topics, or choose other topics that interest members more. These 10 sessions consist of documents that you can customize.

## Tips on using session guides

The sessions are flexible for organizers, trainers, and participants. You should review the sessions in advance to allow time for planning and rehearsal. They are written for you to adjust to your participants' needs. Most sessions include all of these sections:

- **Relevance statement** to clarify why the session is important for your audience
- **Learning objectives** the intended outcomes of the session
- **Before the session** offers suggestions on preparation; you should review all content and make a schedule for speaking points, discussion questions, and activities that you find relevant for your audience
- **During the session** describes recommended information to include; the facilitator will decide the flow of the session
- **Activities** either separate or integrated into the discussion; adjust the activities to meet participant needs.

## Expert facilitators

For each session topic you cover, find a knowledgeable facilitator who can give insights from work experience. Involve your members, using the expertise that they already have. Look within your club and district leadership. Consider inviting experts and leadership speakers from your community.

Have facilitators design their sessions well beforehand to allow for rehearsing and revising. These sessions are intentionally unstructured so you can make them fun, interactive learning experiences. Try to add segments that encourage active participation — let your audience have fun.

If some of your facilitators are new to training, advise them to explore the Trainer’s Toolkit course in the [Learning Center](#) for an overview of techniques. Schedule time with them to coordinate their sessions and tell facilitators about such details as room arrangement and prepared materials.

## Promote your training event

Use Rotary’s template to customize a brochure to promote your sessions. Go to Rotary’s [Brand Center](#) and select the **Materials** tab, then select **Create Your Own**. Then, choose the **Professional Skills Development Program** brochure, and edit it for your club by adding:

- Your club’s information
- Registration for the event
- Planned sessions

- Date and time details
- Images that best represent your club

Give this brochure to your target audience, encouraging people to take advantage of this professional growth opportunity.

Talk to your club and district public relations committees and form a strategy to promote your training. Make sure your message reaches not only your members, but also your community. Whether or not you offer the training event to nonmembers, the sessions are good publicity for your club and Rotary.

If nonmembers can attend the training event, ask your club members to invite colleagues and business contacts from professional associations and other groups. You also can ask club members to post promotional posters at their business or office — and on social networks like Facebook and LinkedIn.

Add event details to your club's website. This club benefit could attract prospective members if they can easily learn about it.

Put your professional skills event in your club's membership brochure as an added value. The club brochure template is in the **Create Your Own** section of the [Brand Center](#).

Ask a participant who has finished the training to write an opinion article for a local newspaper or even LinkedIn. Such participants can discuss their experience with the training event and how their Rotary involvement has helped them grow personally and professionally.

## After training

Once the training event ends, recognize members who participated. Give them opportunities to use their new skills. Send evaluations to get their comments on your event and learn how they apply these skills in their professions. Use that information to evolve and improve the training.

## Questions?

If you have questions or comments about this guide, contact Rotary's Learning and Development staff at [learn@rotary.org](mailto:learn@rotary.org) or +1-847-866-3000.