

Allow time for fine tuning drafts because this will help members reach **consensus about content** and build **whole of club interest and support**.

Once your Club Strategic Plan has been ratified **publish and distribute** it widely and ensure all sponsors, Friends of Rotary and **key players** in your community and the District, **have copies**.

Implementing your Club Strategic Plan

The success of any Club Strategic Plan lies in the hands of those who created it and their willingness to work as individuals and in teams to make it happen. It will be realised if members ...

- **live the dream** and make it central to all that they do
- **embrace and enjoy** the work plan that they have set for themselves
- **think and talk** in terms of your Plan's **priorities and goals**.
- **consult** it often for **planning** and **resourcing** purposes and use it as a **checklist**
- make it a **working document** by jotting down observations, outcomes and suggestions that can be used for **reporting progress**
- **review** it regularly and make **adjustments** and **additions**, when necessary.
- remember to **gather relevant data and evidence** throughout the implementation phase so they are ready to **meet review and evaluation** requirements.

- use its content to **concentrate their efforts**, to **grow and strengthen their club**, to **focus and increase their humanitarian service** and to **enhance their club's public image and awareness of Rotary**.

DG Murray Verso, DGE Julie Mason and DGN Neville John and the District Leadership Team thank and congratulate those District 9800 clubs which have already embarked upon a forward thinking and strategic planning pathway and urge them to encourage others within and beyond their Clusters, to do the same. They also recommend that these clubs review their plans to ensure alignment with the content and spirit of the Rotary International and District Plans and develop a new plan when the time is right for them.

And remember we all joined Rotary because we wanted to make a difference!



And a shared vision and a Strategic Plan will ensure we are even better at doing this!

Resources:

The Rotary International Strategic Plan and Progress Reports
The Rotary Foundation Strategic Plan
Rotary International Strategic Planning Power Point
The District 9800 Strategic Plan
The Club Vision and RLI Facilitation Teams
The District 9800 Website
The District 9800 Board and Leadership Team
The District 9800 Club Service Chair and the Learning and Continuing Education



STRATEGIC PLANNING

at club level

Part 2 2015



Once the benefits of forward thinking and strategic planning have been recognised at your club ...

- **appoint** a Leader and Committee to *champion* the cause
- **advocate** a team approach
- **encourage** innovation and
- **support** your members as they work together to convert their shared vision into your club's Strategic Plan.

Preparing for Strategic Planning

Begin by making the development of your Strategic Plan an official Club Service Project.

Then...

- with member input, prepare and submit a detailed proposal for Board approval including a work plan, timeline, a list of roles and responsibilities and a Strategic Planning budget.
- encourage members to participate in learning and development opportunities including the updated Rotary Leadership Institute 4 Part Course and District and other Seminars, Rotary Webinars etc. so they have the Rotary understandings they may need eg. Rotary Central.



- use the wise words of others to inspire and consolidate commitment **“this is a changing world and we must be prepared to change with it.”** Paul Harris
- use the wise words of others to promote innovation and creativity **“... knowledge defines all we currently know and understand, imagination points to all we might yet discover and create.”** Einstein

- involve your Assistant Governor and other District personnel in discussions about strategic planning and with club approval, invite a trusted and respected other to act as a support and/or mentor
- identify relevant skills of members and friends and supporters and match them with different aspects of the project eg. drafting, facilitation, composition, editing, word processing, graphic design, promotion etc.

Suggestions

The **creation of a shared vision** for your club is an essential starting point for the development of your Plan and one which can be achieved in many ways, including the involvement of your members in a **Club Vision Facilitation** event. This will ensure your club Strategic Plan reflects what you see as your club's future.



For information see Club Service, D9800 Directory or contact a District Club Vision Co-ordinator who will visit your club to discuss the visioning process and the benefits of a shared vision.

Consider **aligning your Plan** with the spirit and content of the Rotary International and District 9800 Plans by allocating some time for members to become familiar with these documents.

The **core values** of service, fellowship, diversity, integrity, and leadership should underpin the philosophies, content and strategies of your Plan.

Engage members in the process because **active participation** will enhance your Plan and ensure **ownership and commitment** to its priorities, goals, implementation and success.

Promote the importance of **respecting the ideas and opinions of others** and a **listen, consider, respond** and **compromise** (if necessary) approach during forums and feedback sessions.

Composing and Documenting your Plan

Create a **simple format** or use **the District 9800 Strategic Planning template** and remember the **content of your plan** is the most important aspect.

Be **succinct** and remember the benefits of **graphics** which can be added during the design stage.

Throughout the composition phase **circulate drafts** and **invite, consider and use agreed feedback**.

Employ a **draft, edit, rework and reread** approach to ensure your plan says what you all want to achieve.

Invite at **least two outside colleagues to act as critical friends and readers** of your drafts to ensure clarity of its content.

Share progress and **discuss the strategic planning process you have adopted with other clubs**.