

## WORKSHOP

### *"Leadership for Growth – How Rotary Leaders Ensure their Club Thrives"*

#### DISCUSSION LEADER GUIDELINES

*This session is designed to consider the attributes of successful Rotary clubs where there is a culture of member engagement and vibrancy. We will explore and evaluate the attributes of clubs that have achieved and sustained a growth culture and consider strategies for using these attributes to lead clubs to achieve their membership growth goals.*

Suggested Discussion Format:

- Each table will discuss one attribute and PE's will develop 1 or 2 "action items" related to what they are trying to achieve in their club. A spokesperson from each table will then report to the larger group a sampling of their "action items" for each attribute.

#### **First attribute for table discussion: STRONG LEADERSHIP**

Discuss at your table -- What are some of the key points from the presentation re: outstanding club leadership and governance?

- Does your club designate a PE at least 1 year in advance? Is there a President Nominee in the line?
- Does your club have a Membership Chair?

What does it mean to have a solid plan for leadership/succession and what are some strategies for filling key roles? Talk about leadership continuity

Ask PE's for specific action items they will take to ensure strong club leadership and governance.

#### **Second attribute for table discussion: CLEAR GOALS AND GROWTH PLAN**

- What does it mean to have a planning process for growth?
- Does your club establish annual membership goals?
- Does your club update its plans during the year based on results and shifting priorities?
- Is Membership "top of mind"
- Is every member of your club "on the membership committee?"

Ask PE's what specific action items they will take to create a solid growth plan for their club.

### **Third attribute for table discussion: ACTIVE, INTENTIONAL MEMBER ENGAGEMENT**

Initiate a discussion at your table about what active, intentional member engagement means:

- For example – it can mean having “GREAT” meetings? Multiple meeting formats (including hybrid), positive/welcoming/fun/organized
- It can mean formally recognizing and thanking members for their time and talent contributions
- It can mean having a defined new member orientation process
- It can mean letting members know about the club’s accomplishments
- Is there an intentional focus on DEI in your club? Does your club represent your community?
- Can your club create a satellite club as an alternate Rotary experience (for example, an early evening meeting for young professionals)

Ask PE’s for their specific action items to ensure member engagement

### **Fourth attribute for table discussion: VISIBLE IN THE COMMUNITY**

Ask for ideas/success stories on increasing community awareness of your club through effective use of:

- Social media/ Rotary branding/ Do your members have the tools to become active ambassadors in the community about your club’s impact?
  - For example – is there a current brochure, engaging and vibrant website, an e-newsletter to keep in contact with speakers, visitors and community partners

Ask PE’s for their action items to increase community awareness.

### **Fifth attribute for table discussion: MANY EVENTS AND PROJECTS**

Initiate a discussion on helping clubs focus on SERVICE

- WHY do SERVICE projects lead to more engagement, more vibrancy and new members? (**Service** is the cure to all that ails a Rotary club)
- Does your club have a signature service project – what’s your club’s collective passion? What need can your club respond to in your community?
- Talk about examples your club can consider for including community members in service projects

Ask PE’s for their action items for emphasizing ongoing and active service projects for their club.