



# Are We Who We Say We Are?

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# Are We Who We Say We Are?

- Levels of Rotary –
  - RI Board
  - TRF Trustees
  - Zone
  - District
  - Club
  - Rotarian

# Are We Who We Say We Are?

- Strategic Plan Goals
  - Support and Strengthen Clubs
  - Focus and Increase Humanitarian Service
  - Enhance Public Image and Awareness
- Core Values
  - Fellowship
  - Integrity
  - Diversity
  - Service
  - Leadership

# Are We Who We Say We Are?

- Strong Clubs?
  - Club innovation and flexibility
  - Diversity of service
  - Membership Diversity
  - Recruitment and Retention (Attraction and engagement)
  - Develop leaders
  - New clubs
  - Strategic Planning at all levels

# Are We Who We Say We Are?

- Humanitarian Service?
  - Eradication of Polio
  - Increase sustainable service
  - Increase collaboration
  - Create significant projects

# Are We Who We Say We Are?

- Public Image?
  - Unify image and brand awareness
  - Publicize action-oriented service
  - Promote core values
  - Emphasize vocational service
  - Encourage clubs to promote their networking opportunities and signature activities

# Are We Who We Say We Are?

- Core Values?
  - How is our Fellowship?
  - Is our Integrity strong?
  - How is our Diversity?
  - Service?
  - Leadership?

# Are We Who We Say We Are?

- Transform??
  - Regionalize?
  - Reach every Rotary Club.
  - One Rotary
  - Passion, emotion, identity and values



# Are We Who We Say We Are?

- Transform??
  - Become Exceptional
    - (Cirque du Soleil)
    - We need to not be the best but be the only one
    - No individual stars No animals
    - Think innovation (What we know limits what we can imagine)

# Are We Who We Say We Are

Join Leaders-Exchange Ideas-Take Action

Thank you