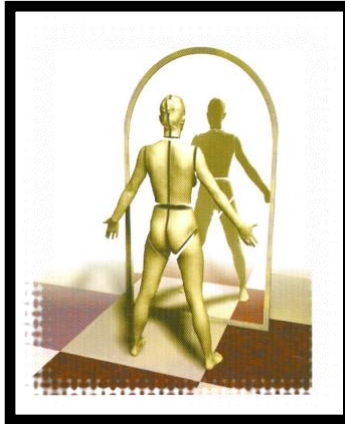


Lake Oswego Rotary Strategic Planning

Our current strategic planning efforts are focused on our club's culture, capacity and readiness to provide service to others. Essentially, we are asking how we can become a better version of ourselves, both individually and collectively, to accomplish two givens that are essential to a thriving organizational culture:

1. Economic viability, including clarity and effectiveness of fundraising efforts in relation to club purpose and aspirations; and
2. Motivational vitality, shared commitment, and cultural wellbeing in relation to accomplishing the club's humanitarian and community service purpose.



Our systemic planning is about culture and social systems, including attitudes, beliefs, values, perceptions and biases. Social systems are dynamic, interactive, and paradoxical.

Proposed Lake Oswego Rotary Service Above Self Core Beliefs

Every Rotary Club is committed to service above self, which for Lake Oswego Rotary includes humanitarian service to those in significant need locally and throughout the world as well as community service to benefit others locally. The following Service Above Self core beliefs are proposed relative to Rotary's mission service.

As Lake Oswego Rotarians,

1. we believe living a meaningful, responsible, contributing life includes making a difference to others through Rotary service in fulfillment of self.
2. we are a diverse group of caring people with a range of interests, values, talents, and beliefs who strive to come together in a respectful, mutually supportive presence to serve a common purpose.
3. we work to create and to maintain a cohesive club culture, including the interpersonal power of shared purpose, the bonds of fellowship and a sense of belonging as well as a feeling of acceptance.
4. we challenge all club members to add value in support of Rotary's Service Above Self purpose, realizing that club members have differing service abilities, interests, capabilities, and capacities.
5. our club's purposeful service is accomplished through our actions, which include sharing our time, treasure, and talents for the betterment of others in ways we find personally fulfilling.

The Ongoing Evolution of Our Lake Oswego Rotary Club's Culture

For many years one of our club's aspirations has been to increase our membership with individuals who will add value and bring new energy, insights, and diversity. Because our Rotary club is already a successful one, our strategic improvement process must be more evolutionary than revolutionary. Having first asked ourselves through a survey process what areas we can address to become a better and stronger club, we are now in a process that calls for us to be thoughtful as we seek to improve through evolving in small, insightful, incremental actions which can add up to make significant differences.

Our current strategic planning efforts are not a "one and done" process. We need to stay the course and continue investing time and effort while focusing on what we know about the research relative to the important elements of maintaining and strengthening the culture of a purposeful group of motivated volunteer individuals. As previously presented to the club, the attractiveness and cohesiveness of a volunteer group have a significant impact on the group's success and well-being. Thus the following research-based cultural indicators should be considered for Rotary leadership to focus on, attempt to assess, and try to influence:

1. **Club Attractiveness**. Attractiveness in this context is defined as club qualities, characteristics, and actions people positively identify with, connect with emotionally, believe in, value, and want to see perpetuated.
2. **Club Coherence**. In this context, coherence is about the relationship congruence of who we profess to be, who we actually are, and what we commit to be accountable for. The coherence question we should always be asking of ourselves is whether our intentions and actions match our Rotary beliefs and values.
3. **Club Purpose**. In this context, purpose is about how we act in relation to what our Lake Oswego Rotary Club believes to be most important. Our club's integrity depends on the degree to which our purposeful actions directly reflect our club's service aspirations and core values.
4. **Club Belonging**. In this context, belonging is the degree to which individual Rotary members believe they feel accepted and fit interpersonally within the club's culture as well as being appreciated and valued as contributing members in our Rotary activities.
5. **Club Relationships**. In this context, meaningful relationships among Rotary club members require a high degree of interpersonal connection and understanding. Without uplifting, positive, reciprocal relationship bonds our club's well-being will be at risk.