

The R.O.C.K.

Rotary's Own College of Knowledge

R.O.C.K. Programs

1. Personal Branding- How to improve your Personal and Professional Brand. How you appear to others and why you need a Personal Brand.
2. Personal Vision- A person's hopes and dreams for the future. A bridge between the present and the future. How to choose your future, RIGHT NOW!
3. Personal Style- Style is understanding how you appear to others and what it means to have presence. It is the way you act to get results and also, the way you react to those results. Style is the way you Market Yourself!

4. Introductions and Why They Are Important- Being proficient in introductions is the pathway to building networking and relationship opportunities. How to introduce yourself to people and get people to introduce you.

5. Building an Acquaintance and How It Is Different Than Networking-Building an acquaintance turns the networking process from a taking situation, to a giving or sharing situation. How to give, share, ask, and thank.

6. Connections-How to make connections and connect with others. The strategy on how to make your connections personal, recommendable, and memorable. How to find common ground with other people.

7. Interactions-How to interact with people. The different techniques of interaction and how and when to use each.

8. Relationship Building-The steps in building relationships. The components of GREAT

relationships and how to make them long lasting.

9. Persuasion-How to win the heart and mind of someone, ethically. How to persuade without manipulation of any kind.

10. Influence-How to achieve the capability that produces change of actions, change of opinions, and change of behaviors of others. How to have influence over others.

11. Integrity-The characteristics of integrity. How to do the right thing even when nobody is watching. How to stand up for what you believe, and do what you say you are going to do.

12. Trust and Being Trustworthy-How to develop trust and demonstrate trustworthiness.

13. Communication-How your interpersonal skills in verbal communication will determine the amount of success that you will have in all the things you do.

"Don't Have a Failure to Communication!"

14. Public Speaking-The "do's and don't" of public

speaking. Remember, it is NOT what you say, but HOW you say it.

15. Communication-How to "reach out and touch somebody" when you can't do it in person. The element of effective telephone, email, texting, and written communication

16. Attitude-Why similar people with the same abilities and talent, succeed or fail. Why your "Attitude Determines Your Altitude".

17. Preparing for Problems and Controversy-It is not IF a problem or controversy will occur, BUT WHEN. How you solve the problem or controversy will determine your success.

18. Preparation and Planning-Planning and preparation are very different things, but equally important. How they work together in your efforts will determine your success.

19. Winning and Confidence-How to be a WINNER and have the mindset of a CHAMPION. How confidence plays a key role in Winning and being

Successful.

20. Success-The qualities of successful people and the actions that they take to be successful. How to develop successful habits.

21. Mentoring-Mentoring and how it is different than Coaching. Tips for Mentors and the Benefits of being a Mentor. Tips on Where and How to find Mentors.

22. Coaching-Coaching is about Training and is very different than Mentoring. The objectives of Coaching and the tools and steps for successful Coaching.

23. Leadership-What is difference between Leadership and Management? What are the qualities and skills to do both? What are the characteristics that cause people to follow you, when you are in a position of Leadership?