

Effective Leadership



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Rotary
Carolinas' PETS



SERVE TO CHANGE LIVES

"This book captures the essence of life
and leadership. I recommend it!"
—JOHN C. MAXWELL, *New York Times* bestselling author,
The 21 Irrefutable Laws of Leadership

IT'S NOT ABOUT YOU



A LITTLE STORY ABOUT
WHAT MATTERS MOST IN BUSINESS

Bob Burg *and* John David Mann
BESTSELLING AUTHORS OF *The Go-Giver*

5 Things to Remember

Hold the Vision
Build Your People
Do the Work
Stand for Something
Pass the Mantle

Hold the Vision

- **Rotary Club President** is the most important position in Rotary!
- What does an **ideal Rotary club** look like? How does it operate?
- Is our **club meeting agenda** engaging and **club programs** entertaining?
- How do we get all our **members more engaged**?
- Are we meeting at the **best place, on the best day and time**?
- **What's the best we can do** for our club and community going forward?

Build Your People

- IDENTIFY members to help plan and carry out the club vision.
- DELEGATE responsibilities to those you trust.
- CREATE active committees with clear direction and ownership.
- ASSIGN every member at least one committee assignment.

Do the Work

- LEAD BY EXAMPLE – club leaders must be active and pro-active!
- SET CLEAR EXPECTATIONS – members need to understand their role.
- SIGN UP – a show of hands is simply not enough.
- SHOW UP – make sure everyone is prepared and ready on work-day.
- FOLLOW UP – celebrate success with acknowledgements of the work.

Stand for Something

- STAND FOR ROTARY! Believe in the Rotary Mission and Let it Show!
- LEARN ROTARY in a way that inspires you and those who follow you.
- EDUCATE YOUR MEMBERS so they will also be proud Rotarians.
- ENCOURAGE YOUR MEMBERS to learn Rotary history on their own.
- SHARE ROTARY in a way that shows your honor to serve others.

Pass the Mantle

- LEADERSHIP TRANSITION is the key to every club's long-term success.
- EXECUTIVE COMMITTEES in larger clubs make better long-term decisions.
- NEW LEADERS have time to develop into high level leadership.
- RAISE THE BAR of club excellence every year through teamwork!

Weekly Meeting Agenda Rotary Club

(Raffle ticket sales)

Call to Order **Date:** ____/____/____ **Week No.** ____

Prayer: _____

Pledge of Allegiance (led by new est member present)

Welcome Visitors: _____

Happy Dollars – C.A.R.T. Fund: _____

Rotarian of the week: _____

Announcements & Rotary Information: _____

Old Business – Committee Reports: _____

New Business – Committee Reports: _____

Introduction of Program: _____

Gift for Program Presenter

Next Week's Program: _____

Raffle Drawing Winner: _____ \$ _____

Thank Visitors & Invite Them Back

4-Way Test

Adjourn with the Bell

Rotary Membership Plan

Commit: At least 3 dedicated Rotarians must commit to making membership a priority. Are you ready to re-dedicate to the work of Rotary? If you don't believe in Rotary, potential members won't believe in you.

Re-evaluate / Change: Is the club attractive as is or is there a need for change. What do you want your club to become.

Have a membership drive with specific, attainable goals.

Hand-out materials and an updated website are important for reference. Be ready to answer the questions: What is Rotary? What does Rotary do?

Target specific people using a classification list, Chamber Directory, Yellow Pages, email lists, Facebook friends.

Recruit Constantly when you meet any potential Rotarian. Invite them to have a meal with you and meet your Rotary friends.

Be ready when they visit to welcome them and make them feel important.

Let them speak about themselves. All members can say "Welcome Bob!"

Don't delay in inviting them to join and approving them for membership.

Meetings & Programs must be upbeat and entertaining when they visit and after they join to add value for their time.

Involve new members with simple tasks like leading the Pledge or blessing the meals. Find out what their interests are and assign them to a committee.

Family of Rotary events are important to create friendships as often as possible.

Leadership is important now and for years to come. Who's going to step up to grow club membership? Who's going to keep it going?



Thank you for your time - enjoy your year as Rotary Club President!