

Evaluating Your Rotary Club Culture

How to Change Your Club Culture



Club Culture

Why evaluate your club culture?

The ideal Rotary club culture.

Unacceptable Rotary club culture.

How to affect a cultural change if needed.

Practical pointers to affect change.

“Fun” Rotary meetings.



Why Evaluate Club Culture

Most requested topic in your survey.

Clubs of the same size can be very different culturally.

Some clubs might need minor changes.

Some clubs might need a five year plan.

Changing club culture requires time, patience and planning.



Why Evaluate Club Culture

Organization culture is the key to much that happens (or does not happen) in a business or any other organization.

Culture pervades all the relationships which underpin the organization and influences all its decisions.



Ideal Rotary Club Culture

Demonstrates:

Mission clarity

Membership commitment

Strong trust relationships

Highly effective leadership



Ideal Rotary Club Culture

Demonstrates:

Performance-based programs

A high degree of adaptability

High accountability standards

Support for innovation



Ideal Rotary Club Culture

Is customer-focused to the local community

Utilizes many means of communication

Emphasizes recruiting and retaining membership



Ideal Rotary Club Culture



All regard each other as “Family.”

All understand what the club is all about.

All want the club to grow and succeed.

All use their skills and interests effectively.

All participate in activities.



Ideal Rotary Club Culture



All know what the club has planned.

All understand the many Rotary opportunities.

All feel that their ideas are considered.

All accept and involve new members.

All listen to seasoned members.

All accept the leadership.



Unacceptable Rotary Culture



Cliques or little fellowship.

Apathy towards participation in activities.

Club involvement not considered important.

Membership uninformed about club plans.

Skills and interests of members not used effectively.



Unacceptable Rotary Culture



New members ignored.

Seasoned members considered grumpy.

No club interest in Rotary opportunities.

No polling of membership ideas.

Members only tolerate the club leadership.



How To Affect Cultural Change



Affecting Change

Culture change:

Begins with CHANGING MINDSETS.

Requires effort and time to overcome RESISTANCE.

Needs to be constantly COMMUNICATED.

Demands CONSISTANCY in your approach to gain credibility for any program of change.

Keeps members VISION ALIGNED to the mission, strategies and goals of their club.



Affecting Change

CHANGING MINDSETS

Uncover improvement opportunities.

Reduce complacency.

Question assumptions about behavior and practices.

Eliminate habits that diminish the value of the club.

Encourage positive attitudes towards members and towards the club.



Affecting Change

RESISTANCE

An effective way to overcome resistance is to provide a strong, compelling and sound rationale for the culture change.

Stress how the club will grow in a way that makes each Rotarian proud.



Affecting Change

COMMUNICATION

To ensure club-wide acceptance of the new culture, utilize every channel of communication and every opportunity to promote and communicate your vision of change.



Affecting Change

CONSISTENCY

An important factor in gaining credibility with a change to a new culture.

Club leaders must demonstrate consistency in their strategy as they build a new culture.

Saying one thing and doing another thing is the surest way of losing credibility.



Affecting Change

VISION ALIGNED TO GOALS

This promotes an internal environment that encourages members to perform effectively.

This implies goals and strategies are carried out within a culture that gives all a sense of worth.



Affecting Change

The success of culture change requires
CLUB WIDE ACCEPTANCE.

To speed up culture change get buy-in from
“**OPINION LEADERS.**”

RECOGNIZE AND REINFORCE change success
early and frequently.



Affecting Change

CLUB WIDE ACCEPTANCE

Requires the commitment of leadership.

Requires continued support and follow through.



Affecting Change



OPINION LEADERS

Seek out "opinion leaders" to assist in promoting the new culture.

Opinion leaders can be formal or informal leaders whose opinion matters to others.



Affecting Change

RECOGNIZE AND REINFORCE

Too often leaders wait too long before they recognize, reward or reinforce the members in the process of implementing culture change.

Recognize and reinforce change successes early and frequently. A culture change is an ongoing process and it may take a long time to see tangible results.



Practical Pointers



In some way, involve all club members in the process.

Invite other club or district Rotarians to help with the process.

Know about the many Rotary opportunities to the club and let the membership know about these opportunities.



Practical Pointers



Offer more Rotary opportunities to new and seasoned Rotarians.

Invite people to speak about the needs of your community.

Have a multi-faceted communication system.

Celebrate early and often.



Practical Pointers



Have leadership demonstrate enthusiasm and commitment.

Let the world know what good you are doing.

Have quality multi-club meetings.



Practical Pointers



Share your successes with other clubs.

Look at the “Download Page” on the district website for project and activity suggestions.

Have serious quality committee meetings.

Have fun at club meetings.



Fun Rotary Meetings

“LET’S HAVE SOME FUN”



You don't have to be funny.

Having fun takes planning...and sharing.

Importance of program selection and turning dry material into good material.



Fun Rotary Meetings



Prepare yourself for your meetings.

Arm your Sgt. at Arms – or team.

Fun is an inclusive process not exclusive.



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References

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**Thank
You
Very Much**





