



IS YOUR ROTARY CLUB RELEVANT and POSITIONED FOR THE FUTURE?

KEY TAKEAWAYS

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Presenter**

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- Fellowship and business acquaintances
- Service

Two Primary Reasons Professionals Join Today

- Business relationships
- Service

Environmental/Social Challenges

- competition for time
- dual career families
- dramatic increase in organizations
- less civic-minded generation
- corporate mergers
- suburbanization
- mobile workforce
- technology - everything “faster”

Questions asked today

“What is your mission?”

“What is being achieved?”

“Is this a responsible organization worthy of my investment?”

“What difference is being made in the society, the community or the life of individuals?”

STRONG FOCUS ON RESULTS

Rotary “Customers” Have Changed

- Over committed – fast paced
- Two career families
- Want to make a significant difference
- Need to see value
- Need to get connected quickly
- Lose interest if time not productive
- Want “work/life balance”

Important to Young Professionals Today

- Family
- Church
- Career success
- Building relationships – business/social
- Broaden knowledge
- Give back to community

Key Research Messages

- Strong leadership
- Clear mission
- Strategic plan for continuity
- Significant projects
- Valuable professional relationships
- Gain knowledge
- Unique experiences
- Quick assimilation with people and projects
- Membership that “fits”
- Productive and progressive culture
- Openness to new ideas
- Less tradition - more contemporary
- Accommodations for diversity

Positioning for the Future

- Think of your Rotary Club as a business
- Listen to your target customers
- Determine your mission and definition of success
- Develop a plan – a roadmap for the future
- Select the best possible leadership based on commitment to the plan and ability to lead for success