



DISTRICT 3140

LEADERSHIP DEVELOPMENT



SPECIAL TRAINING FOR ACTION IN ROTARY

Make a "Member of Rotary" a "Rotarian"

By
Rtn. Dr. Raju R. Sahetya
PRESIDENT 2005-06
ROTARY CLUB OF BOMBAY AIRPORT

PREFACE

About the Author



Rtn. Dr. Raju R. Sahetya
PRESIDENT 2005-06
ROTARY CLUB OF BOMBAY AIRPORT

Practicing **Obstetrician and Gynecologist** since 23 years.
Specializes in Infertility management & Prenatal Diagnosis.

Invited to join **Rotary in 1988** as charter member of
Rotary Club of Bombay Airport
Held various important positions at the Club level.
Enjoys celebrating Rotary and is keenly interested in
Leadership and Youth Development

This booklet is Dedicated

*To my wife **Malti***

*Who has encouraged and supported me in all my
endeavors in Rotary*

&

*To all the **Leaders of Rotary Club of
Bombay Airport and District 3140** who have inspired me
to change from a “**Member of Rotary**” to a “**Rotarian**”*

About “STAR” Concept

The difference between a “member of Rotary” and a “Rotarian.” Over the years I had used that same comparison in conversations and what I believe it means “is the member who gets involved in Rotary Service and one that does not”.

While often leaders in their own right, new members when they join they do not know the routines and often do not know how to get connected to one of the avenues of service committees. It is usually because the club leadership fails to find out immediately where that new member might have an interest, or the new member fails to put in effort.

The annual turnover of club presidents and other club officers places great pressure on our clubs to maintain a high level of leadership every year," I am sure "Only through excellent education in Rotary and leadership skills can we develop the quality leadership we need to keep Rotary in the forefront of world service organizations."

STAR Member Meet is an assembly of Rotary’s Past, Present and future Leaders. Leader of Leaders, meet in pursuit of Edification and fellowship. It has proven to be a very effective tool in:

1. Creating a well informed membership.
2. Preparing members for Club and District Leadership.

Clubs of Dist 3140 and the Rotary World are encouraged to adopt the STAR program to promote a more involved and knowledgeable membership. And to groom leaders at the Club, District and Rotary International level.

FORWARDED BY

1. PDG Rtn. Ashok Mahajan

R. I. Director

2. CDG Rahul Timbadia

I convey my heartiest congratulations to Pres.Raju Sahetya for this small but very meaningful book on **Leadership Development** through STAR – **Special Training for Action** in Rotary.

The Rotary is based on the principle of **classification**. The leaders are to be invited as Members and we have to select a leader among leaders to head the institute.A headless Institute does not work. Every family, community, country needs a leader. We have been observing that many times worthy people do not come forward to offer them to take up the position of leadership. When it so happens, a void is created which the opportunists, mediocre, self-serving parasites fill up. That creates problems. Who are to be blamed for that?

If you are not part of the solution, then you are the problem.

In Rotary, principle is different. Though members are all leaders, the leadership is offered to one for specific period only. The leaders have to be followers after the term is over. Followers have responsibilities to expect high standard from their leaders. The leaders, including the governor are the servants of the members and not their masters.

A person who cannot lead and will not follow is invariably a troublemaker. **Lead, follow or get out of the way.**

Learn to lead through Rotary and enjoy Rotary.

➤ **STAR MEET**

STAR is an acronym for “Special Training for Action in Rotary”.

STAR Member Meet is an assembly of Rotary’s Past, Present and future Leaders. Leader of Leaders, meet in pursuit of Edification and fellowship.

The STAR program was originally developed by Rotary club of El Paso, Texas, U.S.A. in 1976. This program was then more so limited to the new members group.

We at the Rotary Club of Bombay Airport, District 3140, in 2005-06 extended this program to reach the Club members, the new, less active and potential future leaders at the Club and District level.

It has proven to be a very effective tool for:

1. Creating a well informed membership.
2. Preparing members for Club and District Leadership.

Clubs are encouraged to adopt the STAR program to promote a more involved and knowledgeable membership.

Because there is an expected annual turnover of new members, the Club president and other Club Officers, the program can be ongoing and repeated every year.

In addition to serving as a vehicle for Rotary Information, the STAR meet helps new members get acquainted with each other and at least a few of the Club’s more experienced Rotarians who are made to realize that they are being looked upon as future leaders.

The friendly and informal atmosphere created by small group meetings leads to more questions and good discussions.

In a large Club, this can be a very helpful tool for promoting fellowship.

STAR Meet is not a “GRIEVANCE CELL” or a “JAAN PEHCHAN”, member groups are not allowed to run down the spirit of Rotary and the Club. Only positive attitude is allowed and maintained.

The following **Guidelines** can be adopted for use of STAR Meet by your Club:

The STAR committee is made up:

CHAIRMAN – Appointed by rotation, the past district governor or the past president of the club.

CO-CHAIRMAN - The immediate past president of the club.

MEMBERS - The president, two or three other past presidents. Along with spouse and not more than five couples.

STAR MEMBERS - In small numbers and group wise. Along with spouse and not more than five couples.

MEETINGS - An hour-long, once a month, Saturday late evening or Sunday morning meetings followed by fellowship and dinner / brunch.

First meeting is hosted by one of the senior Past Governor or Past President in the Club and Chaired by another senior past Governor or past President.

The current host is appointed as Chairman for the next STAR Meet.

Equal attention is given to the spouse of STAR member.

Follow up of each STAR member and spouse by the committee is essential.

The Club members are grouped as New, Less active and Potential Leaders.

Each new, less active and potential Leader member is placed in respective STAR Committee.

The Club leaders should decide which elements of the program are especially important or relevant and they might change the program format to meet their needs.

The STAR Committee chairman publishes monthly report along with photographs in the Club Bulletin.

The STAR Meeting ensures to cover up responsible topics depending on the group.

The STAR Meeting ends with feedback of the attending STAR members.

The STAR meet is followed by fellowship and Dinner.

THE GROUPS

1. The new member.
2. The less active members.
3. The potential Leader Member.

1. The New Member

"No one ever finds life worth living—he has to make it worth living."

Nice People:

Rotarians above all are nice people - the nicest people on the face of the earth. They are important people who follow the policy of "it is nice to be important but it is important to be nice".

The Opportunity to Serve:

"Opportunity only knocks only once"

Rotary is a service club. Its business is mankind. Its product is service. Rotarians provide community service to both local and international communities. This is perhaps the best reason for becoming a Rotarian, the chance to do something, for somebody else and to sense the self-fulfillment that comes in the process and return of that satisfaction to one's own life. It is richly rewarding.

It's not a secret that many individuals join Rotary because they know they are getting next to the decision makers of organizations. This new "member of Rotary" knows that the local Rotary club is a terrific network of community leaders and should be a great opportunity to get connected. Sure, they have heard that Rotary is a "**service club**" but often times they hear it as "**service CLUB**" and not "**SERVICE club**".

Frequently, those who join for the networking get discouraged when they discover that they can't spend the meeting selling their wares. If this member does not get connected and involved early, we often hear that "circumstances have changed" and "it is too difficult to make meetings" on a regular basis. Soon, they are gone.

By contrast, there are new members who joined because they want to give back something to their community or help others around the world. They know that Rotary will help them be part of that group of individuals who definitely understand "**SERVICE**". While often leaders in their own right, when they join they don't know the routines and often don't know how to get connected to one of the avenues of service committees. It's usually because the club leadership fails to find out immediately where that new member might have an interest.

Sadly, when these individuals, who have the spirit of Rotary in their heart, do not get connected into the club "**service**" network, they can get discouraged, do not feel like they are accomplishing anything and they too will get too busy for regular attendance.

What potential members need to know...

- How often and where do you meet?
- How much does it cost to be a member?
- If I become a member, what is expected of me?
- What is & What isn't Rotary?
- What are the meetings like?
- How can I join?

Your members will be more likely to stay in your club if they are fully educated about Rotary and Rotary club's specific programs and projects. A structured new member STAR member program facilitates this Rotary education and helps the new member become acclimated to your club. A multi session approach is more effective. Divide the core topic areas into several sessions to be conducted over several months. This approach helps the new member to retain better the information since it's organized into areas and covered gradually.

What New Members need to know...

Here is one structured STAR program for New Members:

Session 1: Introduction of the invited Rotarians and Anns.

- Purpose and desire in life.
- Humanity.
- Reason to join Rotary on being invited.
- Concept of Rotary.
- Advantages of being a Rotarian
- Attendance – What it really means to us?

Session 11: Club Policy and Procedures:

- Club history / origin / achievements
- Club structure / committees
- Club meetings
- Finances
- How to propose new member
- Objects of Rotary

Session 111: Opportunities for Service and Fellowship

- Current programs
- Current projects

Session 1V: History and Programs of Rotary International

- R I programs (RYLA, RYPEN, Rotaract, Interact etc.
- Foundation programs (GSE, Polio Plus, etc.)

It's also very important to give your new members materials about Rotary. In addition to any club brochures you have developed, some helpful publications include:

- The ABC of Rotary (363-EN)
- Welcome to Rotary (265-EN)
- Rotary Basics (595-EN)
- Rotary Foundation facts (159-EN)

When the Club takes the time to conduct an effective STAR program, new members become knowledgeable about Rotary and feel confident about their role in their club. This increased level of awareness can lead to greater commitment and involvement in Rotary – and greater retention in the Club.

"All men dream: but not equally. Those who dream by night in the dusty recesses of their minds wake in the day to find that it was vanity: but the dreamers of the day are dangerous men, for they may act their dream with open eyes to make it possible."

2. The less Active Member - Get Involved

"Cultivate optimism by committing yourself to a cause, a plan or a value system. You'll feel that you are growing in a meaningful direction which will help you rise above day-to-day setbacks."

What ROTARY means:

R - Responsibility

O – Organizational ability

T - Time management

A – Attitude in life

R - Resourcefulness

Y - Youth development programs

Welcome! Become more than a member of your Rotary club, become a Rotarian. Get involved in your club, your community and your world through the opportunities offered by your Rotary club and Rotary International.

Long-time Rotarians agree that involvement is the key. Volunteer to serve on a committee that meets your interests, as a greeter for weekly meetings, and as part of a service project team. These activities will help you get to know your fellow club members and understand what Rotary does.

Your district also offers opportunities for you to get involved. Attend your district's conference to learn more about Rotary and celebrate the good works of your district. Host the visiting Group Study Exchange team or help organize your district's Rotary Youth Leadership Awards program to see what clubs working together can do. These activities will help you meet Rotarians outside of your club, widening your circle of friends and expanding your service potential.

Rotary International can help you get involved on a global level. Attend RI's annual convention to meet with Rotarians from around the world and get ideas for club activities and service projects. Join a Rotary Fellowship to network with Rotarians who share your vocation or interest. Rotary transcends national borders. By participating in international activities, you are part of a global network of professionals seeking world peace and understanding. RI offers the various opportunities for you to get involved.

Continuing Education:

“Do not ask what your country has done for you, tell us what you can do for your country”

Each week at Rotary there is a program designed to keep one informed about what is going on in the community, nation, and world. Each meeting provides an opportunity to listen to different speakers and a variety of timely topics.

Also attending each weekly meeting enables you to meet fellow Rotarians who may be attending meetings to meet you there.

The difference between a “member of Rotary” and a “Rotarian.” Over the years I had used that same comparison in conversations and what I believe it means “is the member who gets involved in Rotary Service and one that does not”. So how does this have anything to do with Club Growth? I believe we can agree that, typically, our best members and those that stay the longest are usually someone that our members know very well and asked to join.

If one of your members is not actively engaged in SERVICE is it likely that s/he will ask someone else to join? On the other hand, if your club is very active with service projects, and a member is involved in something that provides them warm and fuzzy feelings on a regular basis, isn't it more likely that they want to share that with friends?

Fact is, when someone is proud of their club and what it does in the way of service to others, at least two things result...they remain a member and they are more likely to ask someone else to join. Not only is retention improved, but when new people join it results in real growth. How many clubs meet their new member goal each year, but the loss of other members result in a net loss? How many of those lost members gave as their reason, “it is too difficult to make meetings” when they really meant, “I'm not really needed here.”

Here are some ideas on helping turn that **new “member of Rotary” into a Rotarian** that will be anxious to invite another into your club:

- Don't just assign a new member to a committee! Have someone assigned to interview that new member, explain the various avenues of service and what they do, and then ask the member where they might have a passion of their own. Then ASK them to be of SERVICE to a committee or group that will make that new member feel needed.
- New members should be actively engaged within a few weeks of joining. This immediate involvement in a committee meeting helps to build some personal relationships.
- Explain to a new member how to bring a project idea to a committee or board. Explain how the budget works related to projects and how the money that s/he helps raise is spent.

- When funds are spent for a project or something the club supports, be sure to recognize the avenue of service involved and acknowledge each member of that committee or group that provided SERVICE to make it happen. Spread the “warm fuzzes” frequently!
- For those in the club who are “check writers” (which each club needs, in addition to those who prefer to be “hands-on”), make sure that they are also acknowledged as important in making a SERVICE project possible. Without their checks, there might not be any projects to complete!
- Use every possible opportunity to remind the membership how important it is to be directly involved in an avenue of service and ensure that the message is one that helps build the individual pride in what they do. A member that is proud of their own efforts and that of their Rotary club will ask others to join!

The Four Avenues of Service (Community Service, Club Service, International Service and Vocational Service) are a roadmap to involved members! Involved members are happy members. Happy members share their pride with others. Membership growth is a direct result! It's a simple formula...MEMBER SERVICE

Sharing Rotary with New Members

Are you aware of the responsibility or obligation most Rotarians fail to perform? Paying their dues? Attending meetings? Contributing to the club's service fund? Participating in club events and projects? No — none of these!

Of all the obligations a person accepts when joining a Rotary club, the one in which most Rotarians fail is “sharing Rotary”

The policies of Rotary International clearly affirm that every individual Rotarian has an “obligation to share Rotary with others and to help extend Rotary through proposing qualified persons for Rotary club membership.” It is estimated that less than 30 percent of the members of most Rotary clubs have ever made the effort to propose a new member.

Thus, in every club, there are many Rotarians who readily accept the pleasures of being a Rotarian without ever sharing that privilege with another qualified individual. The day a Rotary member starts sharing Rotary with others, s/he becomes a true Rotarian.

“Retaining good members is as critical to Rotary’s long term viability as is inducting new members. A key element of retention is STAR meet”.

3. The Potential Leader Member

“All of the great leaders have had one characteristic in common: it was the willingness to confront unequivocally the major anxiety of their people in their time. This, and not much else, is the essence of leadership.”

Rotary is an organization of leaders and successful people. Serving in Rotary positions is like a college education.

Leadership: - learning how to motivate, influence, and lead leaders.

To assist in improving the Rotary knowledge and leadership skills of the future leaders of clubs and districts

Leadership development programs are critical for the continued success of Rotary clubs and the achievement of the Global Quest goals. I know "Rotary is blessed with members of high quality, but all Rotary clubs depend on outstanding leadership to harness the talents and skills of our membership to high levels of accomplishment.

The annual turnover of club presidents and other club officers places great pressure on our clubs to maintain a high level of leadership every year," I am sure "Only through excellent education in Rotary and leadership skills can we develop the quality leadership we need to keep Rotary in the forefront of world service organizations."

Membership growth is dependent in large part on the quality of Rotary clubs, as clubs with good leadership are more likely to involve their members in exciting service activities and programs and, consequently, to retain their members and attract new ones.

Quality education can best be presented on a multi-district basis," I believe "Through the dedicated efforts of our officers, executive committee and faculty, the Rotarians of our member districts have a unique opportunity for quality Rotary education. We invite all clubs of our member districts to join with us."

The Leader In You

What does it mean to be a Leader?

- Ability to take Decisions and stick to it.
- Has Vision and Loyalty
- Has Moral and Physical Courage
- Justice and Impartiality in dealing with people
- Is interesting in Learning
- Has Expertise and Credibility / Professional competence
- Is Action oriented
- Has Discipline and Character
- Encourages Others
- Has Human Touch

Leader and Leadership are not same. Leadership represents something more than a leader – it encompasses the Leader and the Follower together. Therefore, building solid work relationship with followers is an ongoing activity for the Leader.

“A good Leader is one who inspires other men with confidence in him; but a great Leader is one who inspires them with Confidence in themselves”.

Developing Leadership

Good leaders are made not born. If you have the desire and willpower, you can become an effective leader. Good leaders develop through a never ending process of self-study, education, training, and experience. This guide will help you through that process.

To inspire your workers into higher levels of teamwork, there are certain things you must be, know, and, do. These do not come naturally, but are acquired through continual work and study. Good leaders are continually working and studying to improve their leadership skills; they are NOT resting on their laurels.

A practical way of developing Leadership is practiced by Rotary International Organization. Working in co-operation with sponsoring Rotary Clubs as partners-in-service, Rotaractors and Interactors are an important part of a Rotary’s Global effort to build Leadership qualities in the minds of the Youth. Today’s young people are the World’s Leaders tomorrow. A proper training is necessary to help the young and the potential Rotary members to develop into achievers who will grow to be responsible and productive members of the Club and the society.

Leadership Developing Activities:

- Improving Public Speaking skills
- Techniques for marketing the programs to potential members.
- Building Consensus among members.
- Delegating project responsibilities and ensuring the necessary follow up.
- Identifying channels for project publicity and promotion.
- Finding financial resources.
- Assessing project Success.
- Ensure support
- Goal setting
- Team Building
- Time management

“The necessity of listening is the first step toward greater precision in meaning and hence in developing leadership. The second step, is the will to understand not only the referent but also the feelings. The third step, is hearing the other fellow out, though it may be time consuming, is critical whenever emotional factors delay genuine and honest expression of Ideas”.

A good leader can never make every one happy. If s/he does so, s/he surely is not a great leader.