

AG Training **Excelling in Your Assistant Governor Role**

AG Training

Training Leader John Bushnell

Session Support AG Beth Sheehan

Friday, February 24, 2017

Discussion of how AGs can assist clubs:

Show the importance of telling Rotary's Story:

- Public Image should engage current members, inspire new members and keep members satisfied.
- Foundation and Membership: Siegel+Gale finds that local impact is really important. Tell the story of Foundation funded projects.

How to Help Clubs Improve:

- A Goal with out a plan is a wish.
- Connect clubs with visioning committee
- Help clubs with inner conflict build consensus
- Help clubs set SMART goals: goals that are realistic and achievable
- Vision. Help clubs identify the importance of vision.

Grow Vibrant Clubs:

- Based on the results of Siegel+Gale, encourage clubs to have club projects for "local impact". Make sure that project has a club cheerleader.
- Encourage clubs to work on member diversity including younger members, baby boomers and women.
- Encourage clubs to have projects which include and engage members.
- Conduct a membership satisfaction survey.

Assist with Public Image:

- Help club identify what they do well (eg scholarships, projects) and encourage them to make sure they tell that story
- Clubs may need to change their ways if the PI wouldn't be favorable
- Direct clubs to resources for PI: membership team, PI team, zone 25/26 and Rotary brand center

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- Encourage clubs to engage in a visioning session.

Dynamic Leadership:

- Help club President structure good meetings
- Delegate portions of meeting to dynamic members (meaning club President doesn't do everything in the meeting/Rotary minute, etc)
- Encourage club Presidents to observe the 5th of the 4 ways Test: will it be fun?
- Encourage clubs to have a leadership succession plan for continuity

Member Engagement:

- Service Projects. Siegel+Gale identified this as key
- Member attendance is generally an indicator of engagement
- Club statistics (growth/decline) is an indicator of engagement
- Structure club activities around Siegel+Gale findings: 30/40% Community initiatives, 30/40% fellowship and friendship and 15% International

The Rotary Foundation TRF:

- AG can be a cheerleader of TRF to club leadership
- Educate and help simplify the message. Folks get bogged down in the matches and the buckets and the “this” and the “that”
- Meaningful Paul Harris presentations. Drop Acronyms TRF, PHF E-I-E-I-O.
- Shift focus from “giving” to projects and outcomes to drive greater giving

—Comment from AGs upon completion is that they could have continued for another hour and session was really thought provoking

Training Leader – John Bushnell (IPDG 2015-16/District 5110)
Session Support AG – Preet Pall (Coquitlam Sunrise/District 5050)
Saturday, February 25, 2017
9:30am – 11:00am

How to engage with Clubs, Club Leaders and Club Membership
How to serve as a District leadership resource to Clubs and Club Leaders
How to engage Clubs in the value of supporting the Rotary Foundation
How to best support Clubs

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What is ENGAGEMENT? (“...an emotional involvement or commitment...”

How is engagement demonstrated?

Volunteer hours	Engage inside meeting
Meetings start on time	Cooperative arrangements with other clubs on projects/reaching outside of the club
Committees	District Conference/RLI attendance – engaged in world of Rotary
Collaborative	

Why do People join Rotary? (Siegel+Gale)

Make impact on local community (36%)	Friendship (30%)
Networking (19%)	Global Impact (8%)
Training (3%)	Recognition (4%)

Why do people stay in Rotary? (Siegel+Gale)

Positively impact community (36%)	Friendship (38%)
Networking (5%)	Recognition (2%)
Training (3%)	Global Impact (8%)

Understanding Human Motivation

Physiological Needs (food, water, warmth, rest)	Safety Needs (security, safety)
Belongingness and love needs (intimate relationships, friends)	Esteem needs (prestige & feeling of accomplishment)
Self-Actualization (achieving one’s full potential, including creative activities)	

The Rotary Rollercoaster

High achievers (2.5%) (the original thinkers, innovators)	Early Adopters (13.5%) (immediately follow the high achievers)
Early Majority (34%) Need a little more safety than the first two groups	Majority (34%) “sounds like a good idea, will make it if I can”
Laggerts (16%)	
Get the early achievers on new ideas	

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Your Clubs: What “Floats their Boat” (Siegel+Gale)

30-40% will be engaged in community initiatives	30-40% will be interested in friendship
15% will be interested in international opportunities	
Give everyone a chance to engage with their interests	

Connecting with Other Clubs and the District

Identify trends and shared interests	Make the introduction
...and FOLLOW UP	Provide District support
You are a key link between clubs and District	

Help Clubs Engage with Their Community (Siegel+Gale) (Simon Sinek -- @simonsinek)

Remember what’s important	Keep a list of “cool” projects
Help create a positive impact on their community	

“When people realize that you’re more interested in their success than your own, they’ll follow you anywhere” – John Matthews

Leadership

Your time to coach, mentor and support...

Observe without judgement	Ask open-ended questions
Asses their needs	Help on their terms
Share ideas that fit their club	Be mindful of club and district priorities
Every club has their own culture	Ever club has their own priorities
Help them assess what their needs are	What is the Vision/Goals of the club?

Assessing a Club’s Vision and Strategic Plan

Is there a vision?	Are there clear goals?
Is there a strategic plan to get there?	Are they taking action?
<i>A goal without a plan is just a wish</i>	<i>“Without clear goals you have no light at the end of the tunnel.”</i>

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Building Consensus

Using the Four Way Test as a meeting/decision making tool

It's the golden rule/gives us a conscience	Common denominator for all Rotarians
Way for both sides to win and still be friends in the end	A reminder of Rotary's values
Focused on the outcome (fair/beneficial)	Removes emotional ties

SMART GOALS

- Specific
- Measureable
- Actionable
- Realistic
- Timed

Helping Leaders Achieve Results

The Art of Delegation – 6 Steps to Success

1. Seek the right person (I know that you're the right person for the job)	2. Seek to motivate
3. Allow for mistakes (make sure of awareness of what task is)	4. Encourage initiative (I trust you to take care of.....)
5. Measure and track progress (find a way to measure and track/expect positive results)	6. Expect positive results
What gets measured, GETS DONE.	
What gets rewarded GETS REPEATED.	
<i>Effective Follow-up</i>	
Is NOT nagging!	Regular and Timely
Is known and expected	Club Reports/Status Updates
<i>You don't have to do everything – even Batman had Robin!</i>	

Helping Leaders Achieve Results, continued

Mentor people coming up behind you/pay it forward	Ask for help.
Physically ask and don't expect that people will volunteer	Be "shameless"
You don't need to be an expert on everything.	You just need to know where to go to get them help
Connect them with the appropriate entity than can help them.	

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Understanding Your Role in Promoting TRF
(Celebrating 100 years of doing good in the world)
In your Role as AG, you should:

Encouraging Utilizing the Foundation

Past Projects and Use of Foundation Fund

Do your homework on your clubs/assess the club(s)
 Open discussion with Clubs about past use of Foundation Funds
 Remembering, celebrating and sharing of those projects

Benefits:

Engagement	They “Why” of giving
Contributions to Foundation increase	

New Projects/Opportunities

What project is the Club planning?	How can they leverage Foundation Funds? <ul style="list-style-type: none"> • Grant types – what’s suitable • Grant processes and assistance • Partnerships with other Clubs/District
Connecting them with the people that know	

You can Engage Your Clubs’ Foundation Chairs

Who are they?

Assess how well they understand the role and goals
 Understand the support their need and provide it
 Bring Club Foundation Chairs to a quarterly meeting to: share ideas

You Can Educate Clubs and Members

You can Make Giving Easy

Engage their hearts, passion and optimism	Rotary Direct – EREY
Benefactor	

Building a Better Public Image for Clubs

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A Club's image is a reflection of it's membership	Public image is often rooted in the Club's history
Create a new image so they have a story to tell	
<p>What questions should be asked of your PE's to help Clubs tell their story?</p> <ul style="list-style-type: none"> • What do you do in the community? • Discover what their story really is • What's important to them/their culture/their values • Maybe you need a vision/goals/plan to get where you want to be • Take out bias from the club story conversation • Add context 	
<p>Rotary Stories</p> <ul style="list-style-type: none"> • Are you received differently by current Rotarians vs non-Rotarians • Personal Rotary Stories vs Club Rotary stories • What's your Club's Rotary Story? • A Club's Story and their Vision need to align • "You must be the change you wish to see in the world" --Ghandi 	
Do NOT use acronymns	

A Vision to Creating a New Image....

Where do they want to go/be/do?	What do they want to hold onto?
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Everything we do in Rotary circles around to membership retention!

Homework – For each of our clubs, come up with one thing that they need and share it with them. How can I go back and how can I help my clubs?

Notes from AG Training

Saturday, 2/25/17, 1:45 pm

John Bushnell, Instructor

David Noyes, Session Support.

John opened the meeting with a discussion around points about clubs that are engaged.

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These are:

Strong attendance

Those that are growing

Those that have multiple projects.

Why do people stay in Rotary? Friendship!

With respect to Mazlow's hierarchy of needs, one question to ask as an AG is " Does the club offer its members to meet their self-actualization needs"?

Club members need a chance to engage their passions.

AG's can sell new ideas through the Rotary rollercoaster!

When talking about Rotary Direct, only 10% of members give on-line. Promote this program.

When it comes to public image, an AG can ask the club " How do you want to be perceived"?

Share public image successes.

Always ask " Is the project the club is doing and is this club fun"?

AG's should always know good projects to share with other clubs. They should do an assessment of the club's needs and help them on their terms.

Always use principals of the 4 way test when resolving conflicts and building consensus with clubs.

Use the 4 way test as an evaluation tool.

Use the SMART goal concept when setting club goals.

When it comes to delegation, AG's should encourage Presidents not to over delegate but a reflection of a President that struggles is of a President that does not delegate enough.

Respectfully Submitted,

David Noyes

AG Western Region District 5100

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PETS AG training – John Bushnell February 25th 3:45pm

AG's are meant to help with the uncommon things not the tasks

Focus on engagement not retention. Engagement connects with the why of Rotary.

Seen through attendance, people are awake, participate in committees, take a lead, participate in projects, PE attends PETS – actually shows up

Conflict – consensus = 4 Way Test

A good tool

Allows one to pause for reflection

Lacks a personal bias

Provides a commonality

Outcome based

Gets rid of emotions

Air BB video

Shows the benefits of everyone succeeding

Feel good – pay it forward

Good leaders = more good leaders

You don't have to know everything – there are other resources out there

“Attitudes are contagious...what are you sharing”

The Fund

There is a lack of 'why' – lack of stories

It is confusing

Always asking for \$

Full of statistics

Stories

tap into emotions, create buy in – generates more \$ - allows for self actualization

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Idea

Bring fund chairs together in regions to discuss and brainstorm

Dynamic leadership leads to engaged membership

In motion

Adaptability

Change

Growing vibrant clubs leads to engaged membership

Create an atmosphere of engagement

Articles on guest speakers in the paper

Telling the Rotary story

Foundation and community impact leads to engaged membership

PH bracelet

Passion points

Stories

Life changing

Telling the Rotary story leads to engaged membership

Answers what is Rotary

Dispels the myth of elitism

Shows what is being done in our town