



January 2008

## Strategic planning



Has your club begun the process of strategic planning? Think about starting it in the new year! Strategic planning is a tool to help Rotarians provide long-term direction for their clubs and create a framework to establish goals and objectives. Strategic goals should be reviewed annually and revised every three to

five years.

To get started, begin thinking about what your club does well. As a group, brainstorm the key characteristics of your club. Where do you want your club to be in five years? According to a district governor from Canada who's been helping clubs begin strategic planning, clubs that don't participate in formal strategic planning are unsuccessful when using or implementing the [Club Leadership Plan](#).

Learn more about [RI's strategic plan](#).

## Communication using technology



Is your club using Web conferencing to communicate with Rotarians who live far away, sharing service project photos online, or creating blogs to chat with club members? If so, we'd like to hear what technology you're using and how you're using it. E- mail [elizabeth.lapp@rotary.org](mailto:elizabeth.lapp@rotary.org) to share your innovative approach.

## World Understanding Month



Understanding and goodwill are essential for world peace. To observe World Understanding Month in February, consider helping club members learn more about Rotary. Invite an international scholar, a Rotary Youth Exchange student, or a speaker from abroad to your club meeting. Consider discussing international issues or presenting entertainment with a cultural theme.

## Happy birthday, Rotary!



On 23 February, Rotary celebrates its 103rd anniversary. This day also marks the anniversary of the first mass polio vaccination effort for children, which started in Pittsburgh, Pennsylvania, USA, in 1954 and expanded across the United States. Commemorate this day with Rotarians by discussing the history of Rotary and all that has been accomplished by Rotarians.

## Training Tip

On occasion you may be asked to cofacilitate or work with another trainer. Here are some tips to consider when training alongside a fellow Rotarian.

- **Meet before the session.** Reviewing the schedule and content of session together is essential. Discuss logistics of the session, such as room set-up and number of participants attending. Rehearse the content to be clear who is responsible for each aspect of the training.
- **Make each other look good during the session.** It's important to be supportive and encouraging. Assist each other during small group activities or charting while the other is leading a discussion.
- **Give each other feedback after the session.** Provide constructive critiques that include positive comments and areas for improvement.

Looking for more training tips? Find a [collection](#) on the Training page.

## Training Tools

This icebreaker can be done with any number of participants.

Have participants (working individually) write on a piece of paper two things that are true about themselves and one thing that is false. Once everyone has finished writing, ask each person to stand up and read his or her three items. The rest of the group must try to guess which item is false. This activity is helpful when participants are getting to know one another.

Tell us about icebreakers that have worked during your training sessions.

## Ask the editor



**E-mail** your questions about Rotary training or training materials, and they may be answered in next month's edition of *Rotary Training Talk*.

## Questions or Comments?



Your questions and comments about *Rotary Training Talk* are always welcome. Send them to [training.talk@rotary.org](mailto:training.talk@rotary.org). Use the "Forward e-mail" link below to send this message to a fellow Rotarian.

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