



Rotary Training Talk

January 2009

Rotary Training Talk wishes you happiness and prosperity in the new year. We look forward to supporting your Rotary training efforts throughout 2009.

Strategic Planning



If your club hasn't already done so, it should consider starting the process of strategic planning 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, think about what your club does well. As a group, brainstorm the club's key characteristics and talk about where you want it to be in five years. Use the new [Strategic Planning Guide](#), found on www.rotary.org, to help your club through the process.

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

Your Voice, Your Solution



Respond to this month's problem: **You've just come up with a great community project, but find out there is no money in the club's budget to fund it. How do you get the money the project requires?**

Add [Your Voice, Your Solution](#) to this real problem that many clubs face. This online case study will help Rotarians exchange solutions and ideas. At the end of the month, you and your fellow Rotarians will have generated a collection of best practices that can be used by club presidents for years to come.

Last month, many of you contributed your solution to the problem

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of how encourage fellowship among new members. [Read](#) your colleagues' solutions to this common problem.

Do you have a question you would like fellow Rotarians to respond to? [E-mail](#) us your ideas.

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 or a Rotary Youth Exchange student to speak to your club. Consider discussing international issues or presenting entertainment with a cultural theme.

Happy Birthday, Rotary!



On 23 February, Rotary celebrates its 104th anniversary. This day also marks the anniversary of the first mass polio vaccination of children, which started in Pittsburgh, Pennsylvania, USA, in 1954 and expanded across the United States. Begin planning now to commemorate this day with Rotarians by discussing the history and accomplishments of Rotary.

Training Tip



For your next training seminar, consider using case studies. They are highly interactive and will motivate participants. For example, if your session is about membership, create Rotary-related scenarios and ask small groups to discuss strategies with one another. When developing a case study, be sure to

- Identify a situation, problem, or issue
- Create one that represents a real-life situation
- Provide questions to focus discussion on the topic
- Highlight key points on a flip chart

