



Building a Membership Team

District Membership Chairs Education Session

Zones 25B & 29 Institute – Houston, Texas
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YOUR SESSION FACILITATOR

JEFF REED



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- Past District Governor
- Professor Emeritus – Management
- Former Corporate Trainer
- Supporting Districts 6220, 6250, 6270

BUILDING A MEMBERSHIP TEAM



THIS SESSION

OUTLINE

- Goals of session
- Importance of Team
- Key team elements
- Exploring team elements
- Developing the team

GOALS

- Awareness of factors influencing team success.
- Understanding of things needed for effective teams

COMMITTEE RESPONSIBILITIES

- 1. Assist club membership chairs in carrying out their responsibilities.**
 - **Attracting new members**
 - **Orienting new members**
 - **Engaging new members**
 - **Retaining new members**
- 2. Manage prospective member leads.**
- 3. Assist in organizing, establishing, and supporting new clubs.**
 - **Collaborate with District New Club Development Chair (Champion)**
- 4. Discuss progress, challenges, and opportunities with RC/ARC and DG.**
- 5. Monitor district membership.**

COMMITTEE TASKS

May include

- **Sharing Information with clubs.**
- **Delivering workshops (collaborating with District Trainer).**
- **Screen & forward member leads to clubs (follow-up).**
- **Assist District New Club Development Chair (Champion) in engaging new clubs.**
- **Monitor district membership data.**
- **Collaborate with DEI team.**
- **Assess district and club membership challenges/opportunities.**

DISTRICT MEMBERSHIP CHALLENGE

Scope of Work

- **Many tasks**
- **Diverse requirements**
- **Challenging expectations**

Skills

- **Multiple skills**
- **Diverse skill set**

➔ More than 1 person can do effectively to achieve success

DEFINITION OF A TEAM

A **group of people** who work together toward a **common goal**. Teams have defined membership and a set of **activities** to take part in. People on a team **collaborate** on sets of **related tasks** that are required to achieve an objective. Each member is responsible for contributing to the team, but the group as a **whole** is responsible for the **team's success**.

Lumen Learning

<https://courses.lumenlearning.com/boundless-management/chapter>

EXERCISE # 1

What elements are essential for an effective Team?

- 6-minute exercise
- Break into groups of 4 or 5
- Select a Facilitator
- Select a Reporter
- Brainstorm the 5 most important elements for a highly effective team.
- Decide which 2 are most important
- Report the 2 most important

HANDOUT **for the exercise**

EXERCISE # 1

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- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

REPORT OUT: EXERCISE # 1

What elements are essential for a highly effective Team?

- 1-min/group
- 2 items/group

- Skills
- Vision
- Goals
- Effective Communication
- Experience
- _____
- _____
- _____
- _____

EXERCISE # 1 - RECAP

What elements are
essential for a highly
effective Team?

➔ Adds?

HIGH PERFORMING TEAM CHARACTERISTICS

- Have clear goals tied closely to team and organizational priorities
- Understand how their work fits into the organizational mission
- Have defined roles and responsibilities
- Communicate clearly and respectfully
- Manage work and deadlines based on priorities
- Trust and respect each other
- Celebrate success together and recognize contributions
- Practice continuous learning

Quantum Workplace

<https://www.quantumworkplace.com>

PROCESS: TEAM DEVELOPMENT STAGES

Stage	Forming	Storming	Norming	Performing	Adjourning / Evolving
Activities / Tasks	Getting acquainted Define processes Assessment	Sharing information Exploring goals	Goals developed Rules developed Leadership accepted Roles defined	Resources allocated Processes in place Mileposts met Trust & support	New Goals Disbanding
Challenges / concerns / Changes	Confusion Uncertainty Lack of direction Role uncertainty Eagerness	Disagreements Competition Leadership struggle Resistance	Exchange of ideas Engagement	Talk it out Challenges addressed	Changes Anxiety Lack v. New Need
Results	Beginning to define task	Identifying opportunities	Starting cooperation Group learning	Openness Collaboration Goals achieved	Sadness Disengagement Self-evaluation

EXERCISE # 2

Assessing Your Membership Team

Q #1. At what stage is your team operating?

Q #2. What barriers do you face?

- - - - -

- Break into groups of 4 or 5
- 5 minute exercise
- Select a Facilitator & Reporter
- ➔ Assess: At what stage is your Membership Team Operating?
- ➔ Assess: What Barrier(s) do you face?
- Report the 2 stages; 2 barriers

HANDOUT

for the exercise

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- 5 minute exercise
- Select a Facilitator & Reporter
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- ➔ Assess: What Barrier(s) do you face?
- Report the 2 stages; 2 barriers

Group A. _____

Group B. _____

Group C. _____

Group D. _____

REPORT OUT: EXERCISE # 2

Q #1. At what stage is your team operating?

Q #2. What barriers do you face?

→ *Report 1 from each group*

Stage Mitigation (pick one report):

Stage. _____

Brainstorm Next Steps

Barrier Mitigation (pick one report):

Barrier. _____

Brainstorm Next Steps

EXERCISE # 2

MITIGATION RESPONSE BRAINSTORM

Q #1. At what stage is your team operating?

Q #2. What barriers do you face?

SUMMARY

Learning Today

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Take Away

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QUESTIONS?

Thank You !

EXERCISE # 2

Digging deeper - Exploring
team essential elements

Group # A. Skills

Group # B. Experience

Group # C. Communication

Group # D. Vision & Goals

- - - - -

- 10 minute exercise
- Break into groups of 4 or 5
- Select a Facilitator & Reporter
- Brainstorm the 4 to 6 most important elements for your topic.
- Decide which 3 are most important
- Report the 3 most important

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

REPORT OUT: EXERCISE # 2

Group # A. Skills

Group # B. Experience

Group # C. Communication

Group # D. Vision & Goals



TOGETHER WE SEE A WORLD
WHERE **PEOPLE** UNITE AND TAKE ACTION
TO **CREATE** LASTING
CHANGE ACROSS THE GLOBE
IN OUR COMMUNITIES AND IN OURSELVES

<https://my.rotary.org/membership>

<https://rotaryregion36.org>

