



International Vision Facilitation Committee

# A View On Visioning

## We Want To Hear From More Of You

### By the Numbers:

- Nearly 1,000 District Vision Facilitators have been trained in 52 Workshops.
- 82 Districts have one or more trained facilitators.
- 13 more workshops for 2010 are already scheduled or in discussion right now.

We know a few of you are reading **A View of Visioning** as noted below. And we want to hear from more of you. And your Editor promises that beginning with the next issue we will follow directly on some of Dick Earne's suggestions below.

This is what Dick had to say, "The topics are good but could use a little more meat - for example follow up with clubs. And more detail on the mentoring teams - who makes them up, what and when do they do it? On use of AGs how are districts

training and working with AGs?

"The elevator speech is more of a one liner, which is fine but it should not then be called a speech. Possibly a focus? (Editor's Note: A Vision Statement!)

"Lastly, could you have an article in the next issue on the follow up club assembly after the vision session. How to set up, and how to sell to the club. (Not this time, but watch for this in October.)

"Again a good idea but a

little more hands on meat and potatoes would be appreciated. Less graphics and more substance." - Dick Earne Co-chair Vision Committee D7090.

So please give us your Best Practices – what is working in the Vision Session, and how do you make it work? Or more requests for what the IVFC Board members can provide in terms of How To. – IVFC Newsletter Editor Tom Yuzer, [tomyuzer@yahoo.com](mailto:tomyuzer@yahoo.com)

## Driving Mr. President (Ray Klinginsmith)

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At our Spring 2010 Multi-District PETS I was offered the privilege of being the host to Rotary International President-elect Ray Klinginsmith. This personal time with our leader provided me the opportunity to better understand his vision.

I found this disciplined man of high integrity to be extremely focused on strengthening our individual clubs through the support and guidance provided by the Rotary International Strategic plan with particular focus

on the planning process.

Music to my ears... I said, "Mr. President, we share a lot in common it seems when it comes to the planning process...have you heard of Club Visioning?" His reply was yes, but can you tell me more? "Well, I would be happy to!" I replied.

Although our time was limited for focused conversation we were able to dialogue on the topic during our travels, coming to a

consensus that Club Visioning did indeed support his vision, particularly under Club Service in his Presidential Citation.

This year President Ray has offered his presidents 36 opportunities under the 4 Avenue's of Service to measure success. Only 4 of these are singled out with 10 point values and the one under Club Service reads...

*Has your club established a written 3-year plan for the club, which has actively involved (continued on page 2)*

## Visioning Update From Down Under

Since Club Visioning was introduced to Australia and New Zealand in Nov-Dec 2008, a majority of Australian and New Zealand Districts have adopted the program as a valuable way to introduce individual clubs to strategic planning.

*To the D5050 Visioning Team - Thank you for visiting our club and giving the Vision presentation. The easy, professional manner in which you presented it, made the 4 hours of very thought provoking information one of the most beneficial evenings of Rotary I can remember. It caused us all to look inward and forward. It gave many members a new meaning to the aims and objects of our club and Rotary International. Clubs which receive the presentation and follow through with some of the goals they set will become even stronger. - Dick Drew PDG, D5050*

Immediate Past President John Kenny and President Ray Klinginsmith have both placed the need for Rotary clubs to develop their own long range plans as a high priority.

Club Visioning assists a club to develop its own Vision, one that can be consistent with the plan of Rotary International, but based on the wishes of the club's members and the needs of their local community.

Each club that wishes to participate can invite a team of three or four trained facilitators to assist the members through a structured process that develops the clubs vision and future direction, with consensus of the club members.

The immediate benefit is usually an uplift of morale and enthusiasm in the club, as members feel they are improving communication and moving in the same direction. The long term benefit tends to be an improvement in the effectiveness of the club's administrative operations and service projects, which often leads to improvements in membership retention and the attractiveness of the club to new quality potential members.

Districts which would like to increase their service to clubs by starting or expanding their District Club Visioning Teams will have this opportunity over the coming year, as more train-the-facilitator workshops are planned.- Rob Wylie, IVFC Board Member, robwy43@bigpond.net.au

Fundraising	
Largest Rotary Rumble raised \$50,000	Mr. Tom Mrs. John Charles Edmondson
OKtoberfest a PREMIER community event raising \$100,000	Carl Johnson Jack Ferguson
Throw your boss in the lake raised \$40,000	

**A D5330 Vision Trainer and P-E of her club, Vicky Wallace wanted buy-in when they brought the Vision results to her club, so she asked all members to 'sign-up' for the activities they would work on—thus committees for the new Rotary year.**

### Driving Mr. President (continued from page one)

*the current club president, club president-elect, and club president-nominee, and any other club members selected by them, with the development and statement of 3 year goals for each Avenue of Service and targets for club mem-*

*bership to support the new goals? (10 points)*

"A big smile came to my face as I read point 4 under Club Service. 'What are you smiling about', he asked....my reply, "you just enumerated what the Club Visioning program is all about including what we deliver at the end of an event...bringing consensus direction to the leader-

ship of a Rotary club for the years to come."

" We share more than you might have imagined President Ray, through Club Visioning we ARE building **bigger, better, bolder** Rotary Clubs that **Build Communities – Bridge Continents.**"

Steve Wilcox, IVFC Chair, steve@theresultants.com

#### KIND WORDS:

Joe Kovarik's and Cathy Smith's program is one of the best sessions on facilitation I have ever experienced. Their lesson will benefit Rotarians for years to come. Thanks for teaching us to fish, J & C! - Michael Angelo Caruso, D6380

## Book Offers Insights Into Facilitation

WOW... I recently finished reading the book Chief Culture Officer (CCO) by Grant McCracken. The book is subtitled "How to Create a Living, Breathing Corporation", but I would encourage you as you read it substitute the word organization for corporation or company.

This book is written by an anthropologist about how the "CCO that would keep a finger on the pulse of contemporary cultural trends...while developing a systematic understanding of the deep waves of culture in America and the world".

He says that "culture is the place to discover advantage, opportunity, and in-

novation". The book shares lots of examples that each of you will recognize.

As I was reading the book, I kept asking myself if we are doing this in Rotary... in our communities and regions, to get ahead of how to stay relevant and how to engage others to participate in our ideals and organization.

While the entire book was intriguing, the whole of Chapter 7..."How to" reflects what we are doing as facilitators.

This chapter gives instruction and insight into how to "notice", how to use empathy (the ability to feel how another person feels), and

how to exercise intellectual improv (COOL!). I believe that we are on the front lines of recognizing cultural trends by interacting with our Rotary clubs for several hours of visioning. I also believe that each of you is or will start picking up some of the nuances of what it takes to be a CCO when operating as a Vision Facilitator.

I hope that you read the book, gain some value for your professional life and your Rotary life, and that you continue to cultivate those new skill sets and utilize them.

Love to hear some feedback! Happy reading. - Catherine Smith, IVFC Board Member, csmith@centralroofing.com



**Sometimes the facility is not 'perfect' but our trainers still make it work!**

## From the desk of Steve Wilcox

We are hovering around the 1000 Club Vision Facilitators trained. A session in Auckland, New Zealand in early July was #52, and we will certainly surpass that mark with the 53<sup>rd</sup> Workshop in New Hampshire in a few weeks.

With 80+ districts, 1000 facilitators, 52 workshops completed, 5 more scheduled and 8 in queue we continue to be relevant and "wanted".

The good news is that there is strong interest in mid-America with Missouri

(3 district+ event for 60 trainees) and Kansas along with interest in Texas for the first time.

Sandy Mortenson notes that District 5450 will have 26 out of 65 Clubs Vi-sioned by end of July. The first was October 2009; 6 are in the queue for August through October and 3 more have requested information. *(Editor's Note: See Sidebar at far right.)*

Sandy also shares this. 'Did a Visioning tonight for a Club of 9 members and on the verge of folding.

Very dynamic Visioning session. One member came up afterward and said he was looking around at what club to move to, but after tonight he will stay and was very enthused at where they could possibly go and/or be in 5 years.'

Years ago Cathy Smith and I facilitated exactly the same set of circumstances in Rice Lake, WI. I remember vividly the round table in the back of a real estate office with the entire club around that table. Today they are around 20 members and going strong."

**Visioning and D5450** — We are doing very well with Membership growth this year (2009-10) at +82 and I attribute a lot of this to the Visioning effort. PDG Bob Walsh  
Your Visioning program is invaluable to our clubs and an absolute delight to be a part of and promote. Mike Oldham D5450 Governor 2009-10

### CLUB VISION IMPLEMENTATION CONTEST

**IS THERE ANY DISTRICT OUT THERE THAT HAS A BETTER TRACK RECORD? IF YOU HAVE TRAINED MORE CLUBS IN A SHORTER PERIOD OF TIME WE WANT TO HEAR FROM YOU.**



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***The International Vision Facilitation Committee's mission: Organized, dedicated and trained Rotarians guiding a Rotary club to better envision its future.***

***For further information, contact D-5960 PDG Steve Wilcox, Club Visioning Founder at [steve@theresultants.com](mailto:steve@theresultants.com).***



**From the Train-the-Trainer Evaluations:**

- Most impactful? The synthesizing exercise!
- Very exciting concept; anxious to implement it.
- This is a very professional program.
- I have always felt that our clubs could benefit from a five-year plan and this confirms that.
- Very important that it is Rotary specific.
- Impressed that the process brought us into focus on what we could be!

## Another Expression of Interest on Visioning

DGN of 5960 Joe Kovark, a member of the IVFC Board, attended the Rotary Multi-District PETS Alliance recently and shares some wonderful Club Visioning connections.

"Visioning was frequently mentioned by speakers and participants--and that's before I said a word," Joe says.

In fact, RI P-E Kalyan Banerjee was present and addressed the 100 planners. After his short presentation, he needed to leave. However, I was able to catch him at the elevator where I shook his hand saying, "Mr. future president, the last time we shook hands like this was February 1977 in Vapi in the State of Gujurat." With

that GSE reference and his acknowledgement that he knows my GSE Team Leader PDG Tom Yuzer, he was open to a few minutes of discussion about Visioning. His response, "I want to know more about the process." Guess who is going to follow up with P-E Banerjee – Tom!

During Friday evening's group dinners, I simply took the last chair remaining at a table. During the conversation, I shared info on Visioning with my tablemate on the left. I made a reference that our IVFC group was heading for St. Louis in a couple of months. Eric Park interrupted,

'I know you are, 'cause I'm the one who will be picking up your team in St. Louis and driving to Jefferson City.'

On the second-day I sat in on a breakout session on Strategic Planning. Entering the discussion a couple of minutes late, I heard Mike Yesner of Des Plaines, IL celebrating the unique advantages of Club Visioning. When another participant asked, 'Do you mean that Wilcox Program?'

*(And the Editor asks, "Are we going to have to change our name, Steve?")*