

Rotary Leadership Institute



Curriculum Outline: Parts I, II and III

Part I – The Rotarian

- **Insights Into Leadership**
 - As a Rotarian, I am, by definition, a leader. Explore the characteristics of leadership, motivational techniques, and leadership styles. Learn how you lead best.
- **My Rotary World**
 - As Rotarians, we are part of a worldwide organization of like-minded people. Truly understand the purpose and structure of Rotary.
- **Ethics – Vocational Service**
 - I am ethical and recognize and promote ethics in others, and seek opportunities to serve through my vocation. Learn more about how ethical behavior impacts us in our vocations.
- **Engaging Members**
 - I make my club and Rotary stronger by my active participation. Engaged club members have fun, make friends, and effectively serve. Explore why you joined Rotary and continue in Rotary.
- **Creating Service Projects**
 - I am a vital part of a worldwide service organization of business, professional and community leaders meeting needs in communities. I can build, run and promote service projects.
- **Foundation I: Our Foundation**
 - I am “doing good” in my local community and around the world. Learn about the basic goals and programs of our Foundation.

Part II – The Club

- **Strategic Planning & Analysis**
- I can strengthen my club by promoting and leading insightful planning and analysis. Looking at my Rotary club, how can I help make improvements that will matter?

- **Attracting Members**
 - I can lead and promote my club's re-examination of its distinctive position in my community and the quality of members we attract. Learn how to work with the best people.
- **Club Communication**
 - I can serve by leading and promoting effective communications to my club's internal and external audiences. Refine and practice your communications skills.
- **Team Building**
 - I can lead and promote my club's collaboration in effective and motivated groups to accomplish our goals of service. Learn to harness the real power of Rotary clubs and Rotarians.
- **Foundation II: Targeted Service**
 - I can lead and promote my club's participation in unique, significant and targeted service opportunities through our Foundation. Understand the key concepts of Rotary programs.

Part III – My Rotary Journey

- **Rotary Opportunities**
 - As I further my Rotary journey, I can explore the many opportunities available within Rotary for personal, community and professional growth and development.
- **Effective Leadership Strategies**
 - As I further my Rotary journey, I will engage in more complex and skillful use of my leadership skills and seize opportunities to lead.
- **Foundation III: International Service**
 - As I further my Rotary journey, I can build connections around the world, helping meet needs, solve problems, and build peace.
- **Public Image & Public Relations**
 - As I further my Rotary journey, I will identify opportunities to promote the image of my club and Rotary to the benefit of my community and world.
- **Building a Stronger Club**
 - As I further my Rotary journey, discuss how clubs can offer real value to their members through networking and other vocational service areas. Discuss what Rotary clubs represent to their target audience in business-related activities.
- **Making a Difference**
 - As I further my Rotary journey, I will help assess my own experience and growth through RLI and help improve the path for others to follow.