



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

PRIORITY

4

**INCREASE
OUR ABILITY
TO ADAPT**

People of action are inventive, entrepreneurial, and resilient. We know what we stand for and why it matters. We're driven by a sense of optimism — a belief that we are and will continue to be essential to our communities, to the world, and to humanity.

What does “Increase Our Ability to Adapt” mean?

We've shown throughout our history that we excel at finding new ways to lead the world to lasting change. And Rotarians like you have proven in your own careers that you know how to help organizations of every kind move forward.

This priority builds on those strengths. We need to look at how we can adapt more quickly to a changing world, how new perspectives can strengthen Rotary, and what new ideas could create lasting change. We're ready to seek out fresh opportunities, create more paths to leadership, open up our conversations to diverse voices, and simplify how we operate.

By using our collective global imaginations to bring new ideas to the fore, we'll create a strong foundation for innovation, sustainability, and growth.

Why are we doing this?

Because we listened to you. In talking to more than 1 million members, leaders, and Rotary participants across the world — the people who know us best — we heard that Rotary needs to become nimbler, more open to new faces, and better about understanding opportunities through changing demographics, technologies, and trends. There is a big gap between who we are as an organization now, and who we need and want to be.

**Priority 4:
Increase Our
Ability to Adapt**
continued

What does this mean for Rotary International?

We know there are disconnects between the goals and needs of clubs, districts, zones, and headquarters. We're already tackling some of these big operational and infrastructure issues. We're looking at governance models, committee structures, business processes, and more. Everything is on the table.

What does this mean for me? How can I take action?

You can work to create a culture of research, innovation, and willingness to take risks in your club to better serve your community. But you don't need to do everything at once. Set a series of smaller goals so you can monitor progress, and iterate as you go. Some of these goals could be:

Create your club's version of a venture capital fund. Use it to try out activities or ideas that are different from what you've done before and open up your club to new audiences.

Host club meetings in a new location and at a new time — even if it's just once a month. Or occasionally replace your meetings with a social event or service project.

Evaluate all the positions in your club's governance: Can you reduce or combine roles? Does your leadership represent the many perspectives in your community?

Involve nonmember advisers in club board meetings to gain new and different perspectives.

We all want a stronger, more effective Rotary — a Rotary that's more inclusive and open to fresh faces and fresh ideas. New approaches to our organizing principles won't threaten our sense of who we are. Let's stay true to ourselves and stay ahead of change in our next 115 years.