

# Capturing the Value of Our Impact



## 2024-2025 RLI Graduate Course Annual Meeting Overview

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# Session Objectives

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To provide participants with the knowledge, tools, resources, skills, ideas, and connections to effectively:

- Focus on increasing our positive impact
- Explore the measurement of impact both quantitatively and qualitatively
- Discuss the effect of change and conflict on the process of increasing positive impact on the world around us.



# Rotary's Guiding Documents



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# Rotary Action Plan

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## ROTARY'S VISION STATEMENT

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



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# Strategic Priorities and Objectives

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## INCREASE OUR IMPACT

- Eradicate polio and leverage the legacy
- Focus our programs and offerings
- Improve our ability to achieve and measure impact

## EXPAND OUR REACH

- Grow and diversify our membership and participation
- Create new channels into Rotary
- Increase Rotary's openness and appeal
- Build awareness of our impact and brand

## ENHANCE PARTICIPANT ENGAGEMENT

- Support clubs to better engage their members
- Develop a participant-centered approach to deliver value
- Offer new opportunities for personal and professional connection
- Provide leadership development and skills training

## INCREASE OUR ABILITY TO ADAPT

- Build a culture of research, innovation, and willingness to take risks
- Streamline governance, structure, and processes
- Review governance to foster more diverse perspectives in decision-making



# Definition of Impact to Rotary



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# Definition of Impact to Rotary

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Impact is the positive, sustainable change that results from Rotarians' actions to improve the quality of life in communities.

Rotarians join to grow their experiences and service, and part of that growth involves measuring and learning from the creation of positive change.



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# Impact Concepts



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# Impact Thinking

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Positive Impact isn't about "Probability", it's about "Possibility"



Encourages collaboration  
Develops new approaches



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# Impact Thinking

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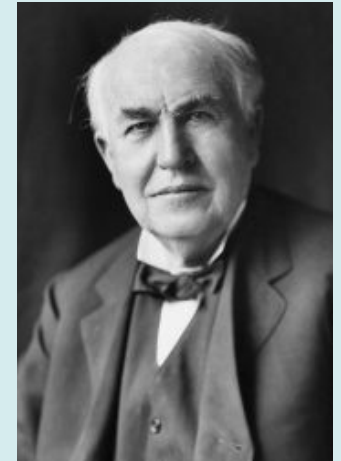
Thomas Edison

*“Patriarch of Possibility Thinking”*

He learned by taking risks:

3,000 Theories 1,200 Experiments

10,000 Ways that won't work



Ray Pelletier

*“America's Attitude Coach”*

All things are possible when YOU  
give YOURSELF “Permission to Win”.



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# Measuring Impact



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# Why Measure Impact?

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- Helps clubs and districts identify areas of progress and the need for improvement.
- Promotes member engagement when they “see” the measured impact data.
- Helps Rotarians communicate the “impact value” of their work to the public.
- Demonstrates Rotary “Value Impact” to donors, benefactors, and stakeholders.
- Fosters collaboration with others.



# Essential Measurement of a Project

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## Project Design

- Identify the community need
  - Understand the cause of the issue
  - Set project goals
- 

## Project Planning

- Create a measurement plan
  - Collect baseline data
- 

## Project Implementation

- Implement and monitor the project
  - Conduct a project evaluation
- 

## Learning and Adapting

- Complete the project report
- Share what you learned



# Tracking Impact via Measurement

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- Measuring impact is critical to the success of Rotary.
- Measurement can be a complex process and requires appropriate metrics.
- Metrics relevant to the specifics of the work activity are necessary to effectively track impact and success.



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# Tracking Impact – 25 Key Metrics

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## 25 Key Metrics to Track Impact

- Project Attainment (Progress against Plan)
- Finances (Actual against Budget) **PARTIAL**
- Social media engagement **LIST**
- Number of communities and people served
- Number of volunteers / Volunteer hours
- Return on investment / Return on Engagement

*The key metrics can provide Rotary teams with insight into their operations and allow data-driven decisions to improve their programs and services.*



# Data Sources: Tips for Measuring

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- Start with your mission and goals.
  - What outcomes do you want to achieve?
  - What data do you need to collect to measure progress?
- Think about who your stakeholders are.
  - What data do they need to understand the impact of your work?





# Data Sources: Tips for Measuring

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- Review Rotary standards and best practices to see what metrics are commonly used.
  - What metrics will help benchmark your performance and compare results to other projects.
- Customize your metrics to fit your project's specific needs.
  - What metrics are unique to your project?



# Analyzing Impact Requires Data Analysis



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# Types of Information Analysis

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Quantitative analysis: Uses numbers and quantitative techniques to reach a conclusion.

*It is information typically represented numerically, such as ... counts, measurements, or values.*

Qualitative analysis: Focuses on characteristics.

*It is information and concepts not represented by numbers such as ... interviews, personal diaries, notebooks, maps, photographs, and other printed materials or observations.*



# Methods of Information Analysis

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Descriptive analysis: Generalizes the results of a study using one or more variables independently.

Predictive analysis: Uses analytic tools to predict trends, identify patterns and determine causes.

Exploratory data analysis: Looks for patterns in the data to guide specific hypothesis testing and can also identify outliers.

Content analysis: Analyzes documented information from text, images, or physical items.



# Reporting Data

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## Beginning

- What, Why, Who, How, Sustainability
- Identification and buy-in of beneficiaries

## In Process

- Evaluate progress against goals
- Decide to continue or not

## Conclusion

- Results relative to goals
- Reaction of beneficiaries
- Post-project sustainability analysis



# The Human Element of Impact



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**It's not just “What” you do.  
It's also “How” you do it.**



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# The Human Element of ImPACT

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- Impressions
- Personality
- Attitude
- Communication
- Teamwork



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# The Human Element of ImPACT

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## Impressions

How might “Impressions”  
be related to *Impact Success*?



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# ImPACT - First / Last Impressions

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## First Impressions

- The Facial Expression and Tone of your voice
- The Clothing
- The Walk/Posture (Confidence)
- Greeting Rotarians/guests at meetings/projects

## Lasting Impressions

- “Thank you for joining us. Please come again.”
- Providing brochure for guests
- Providing a list of upcoming projects and meeting topics



# The Human Element of ImPACT

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## Personality

How might “Personality”  
be related to *Impact Success*?



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# ImPACT - Personality

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- Your personality is your business card
- Making eye contact
- Be friendly, smile and saying “Hello”
- Using their name in your conversation
- Being genuinely interested in them
- Treat everyone as a VIP (You never know who they are)
- Be careful not to be too personal



# The Human Element of ImPACT

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## Attitude

How might “Attitude”  
be related to *Impact Success*?



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# ImPACT – Attitude

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- It's more important than position, education & job.
- What's happening behind the scenes must not impact your club member performance
- Arrive to events on time & ready to work
- Be present (no cell phone activity, side-talk, etc.)
- Be attentive when approached by others
- Don't criticize or complain about the club, your responsibility, meeting location, leaders, etc.
- Your attitude at meetings or activities may decide if the other members continue or leave.



# The Human Element of ImPACT

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## Communication

How might “Communication”  
be related to *Impact Success*?



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# ImPACT – Communication

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## Verbal

- It's often not what is said. It's how you say it.
- Be a good listener and keep a smile on your face.
- Be concise, positive & avoid confrontational topics.
- If you don't know an answer, get the information.

## Non-Verbal

- ~85% of the total “1<sup>st</sup> Impression Experience”
- Body language 101 – Be open, not closed
- Read between the lines – Eyes, mouth, gestures, body position ...





# The Human Element of ImPACT

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## Teamwork

How might “Teamwork”  
be related to *Impact Success*?



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# ImPACT - Teamwork

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- “Working together” to provides a cohesive Rotary experience
- Sharing tasks reduces workload on others
- Increased member engagement produces stronger clubs
- Let’s look at Mother Nature and see how she does it.



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# ImPACT - Teamwork

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## Lessons from Geese



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# Teamwork – Geese Fact #1

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As each goose flaps its wings, it creates an “uplift” for the birds that follow. By flying in a “V” formation, the whole flock has 71% greater flying range than if each bird flew alone.

## Lesson

People who share a common direction and sense of community get where they are going quicker and easier, because they are traveling on the thrust of each other.



# Teamwork – Geese Fact #2

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When a goose falls out of formation, it suddenly feels the drag and resistance of flying alone. It quickly moves back into formation to take advantage of the lifting power of the bird immediately in front of it.

## Lesson

Stay in formation with those headed where you want to go. Be willing to accept their help and give your help to others.



# Teamwork – Geese Fact #3

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When the lead bird tires, it rotates back into the formation to take advantage of the lifting power of the bird immediately in front of it.

## Lesson

It pays to take turns doing the hard tasks and sharing leadership. As with geese, people are interdependent on each others' skills, capabilities, and unique gifts, talents, or resources.



# Teamwork – Geese Fact #4

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The geese flying in formation honk to encourage those up front to keep up their speed.

## Lesson

Make certain that what you say to team members is positive, sincere & encouraging.

In groups where there is encouragement, the production is greater, relationships are stronger and teams are more effective.



# Teamwork – Geese Fact #5

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When a goose gets sick or wounded, two geese drop out of formation and follow it down to help it. They stay until it dies or can fly again. Then, they launch out with another formation to catch up with the original flock.

## **Lesson**

It's important for team members to stand by each other in difficult times as well as when everything is in good order.





# The Human Element of ImPACT

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- Impressions
- Personality
- Attitude
- Communication
- Teamwork

These Human Elements are critical to Rotarians achieving successful Positive Impact



**Does  
“Making an Impact”  
Necessitate  
“Making a Change”?**

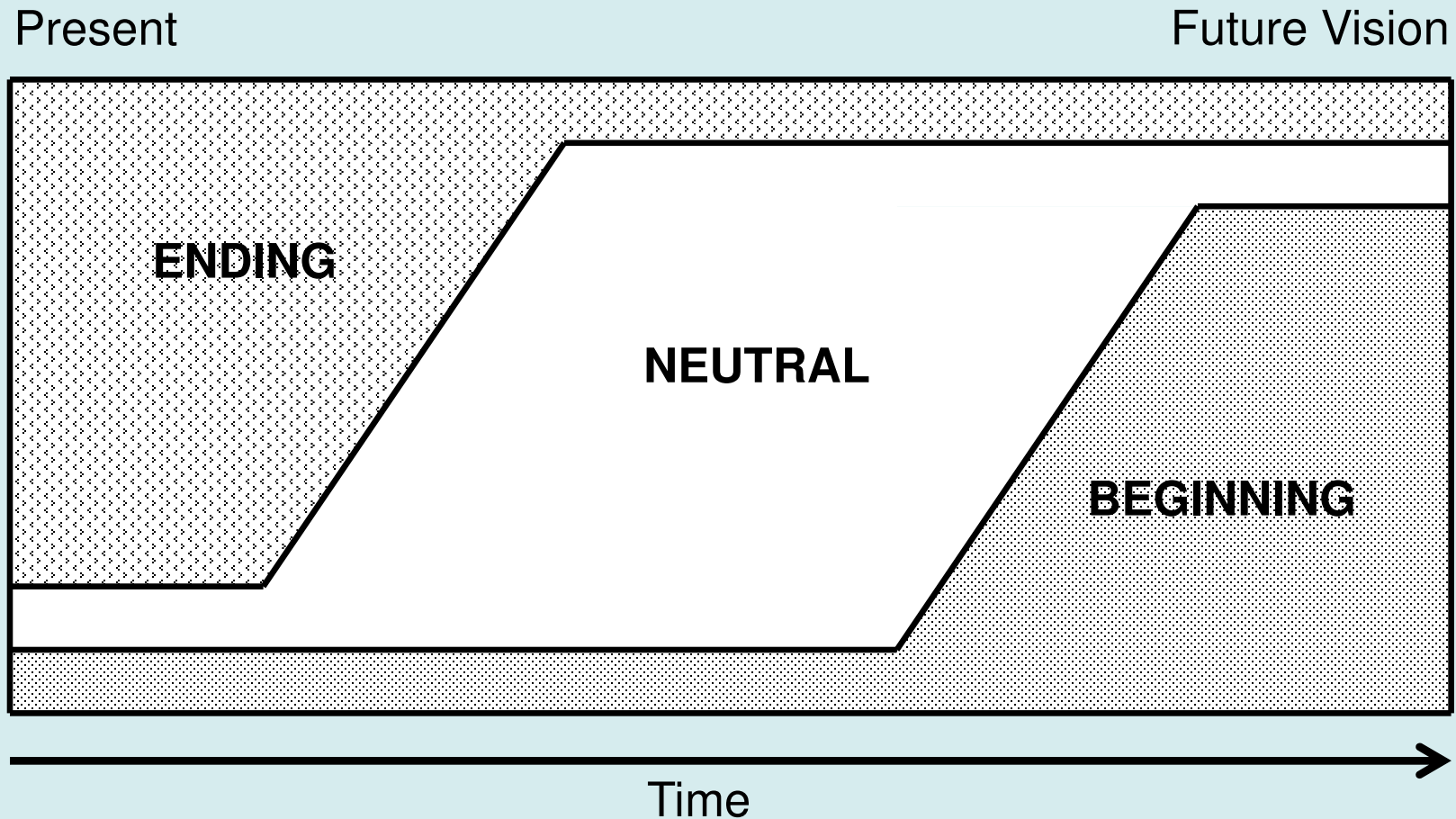


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# The Process of Change

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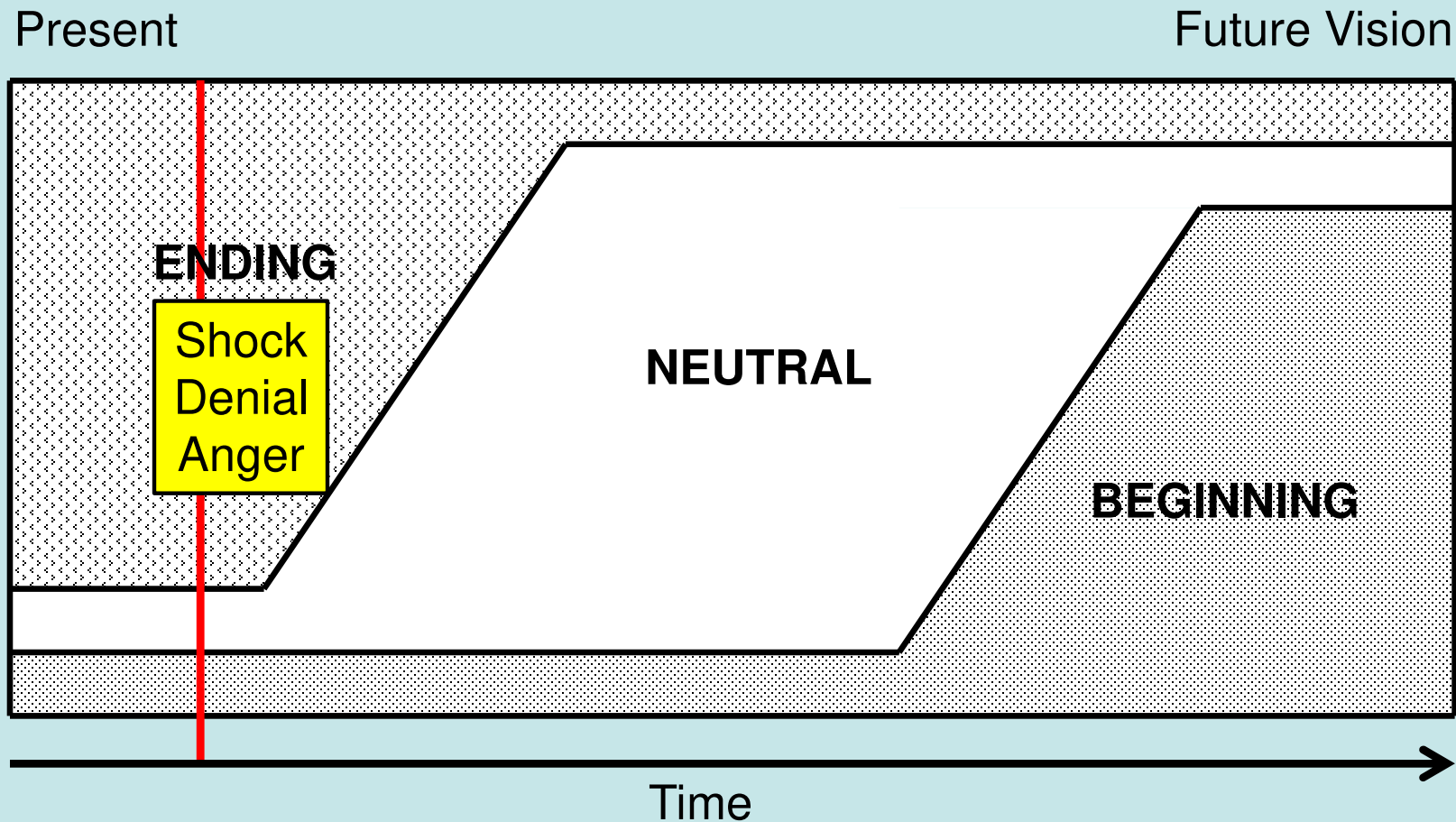
## The Normal Movement From Present to Future



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# The Process of Change

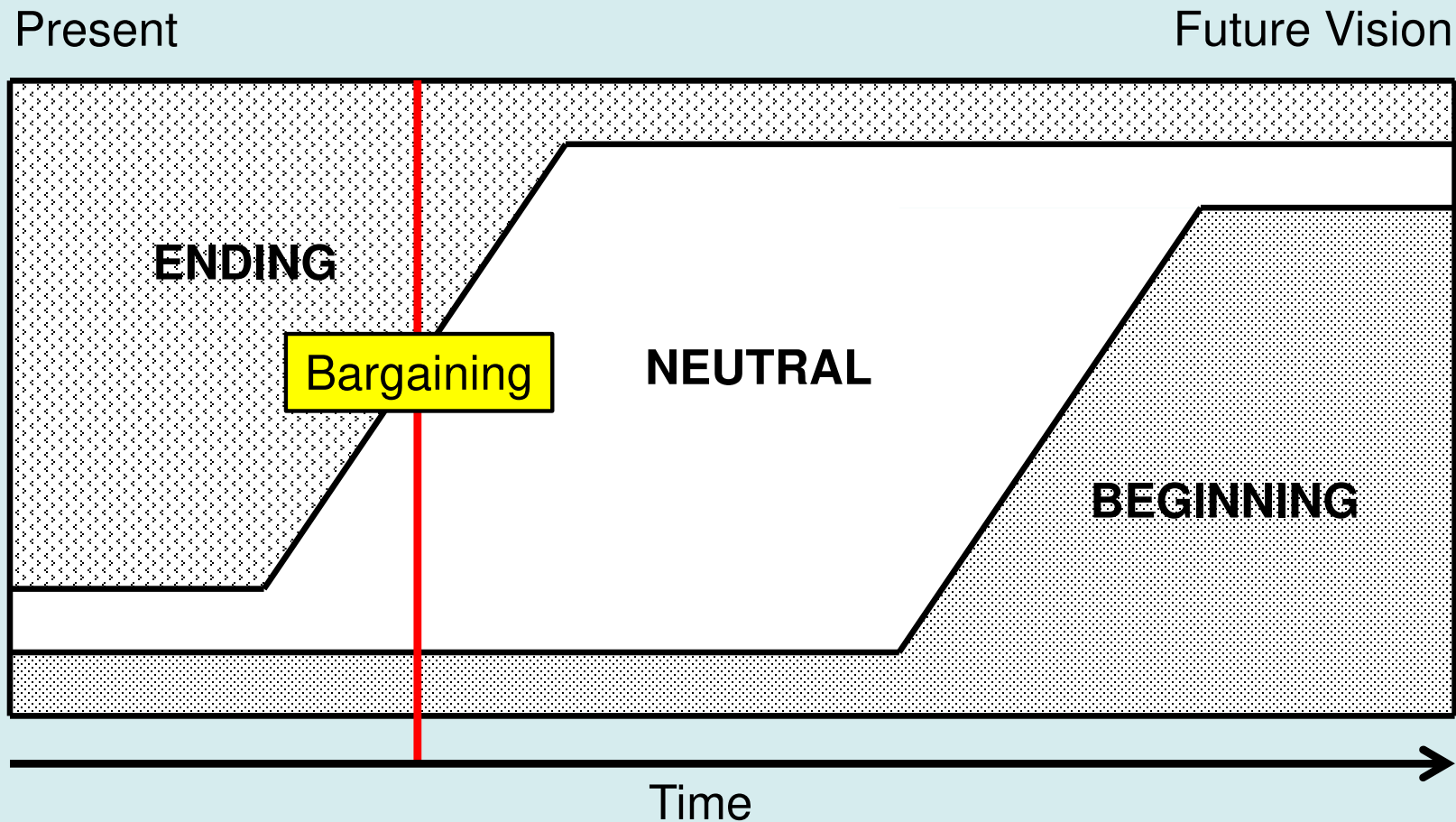
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# The Process of Change

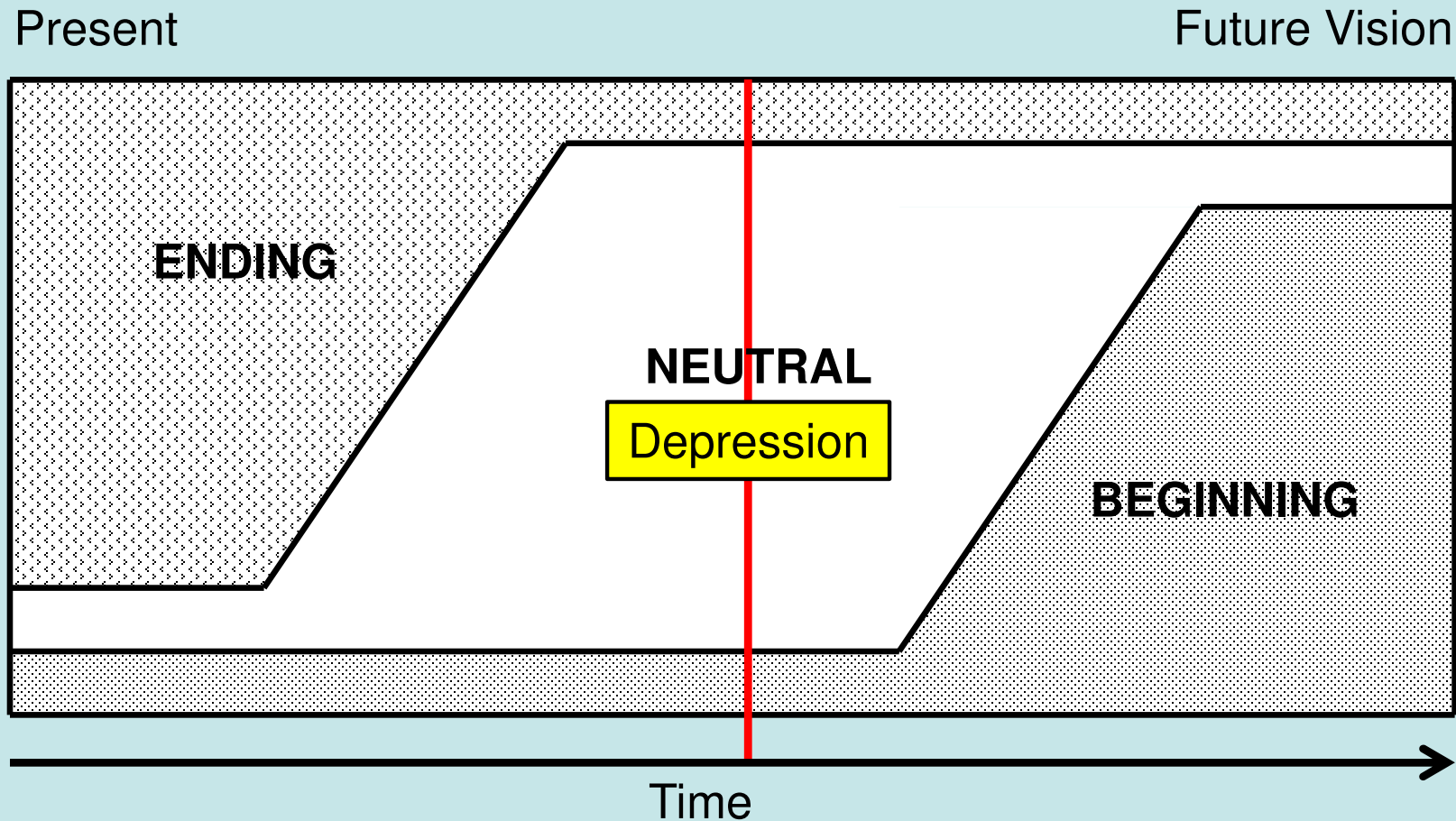
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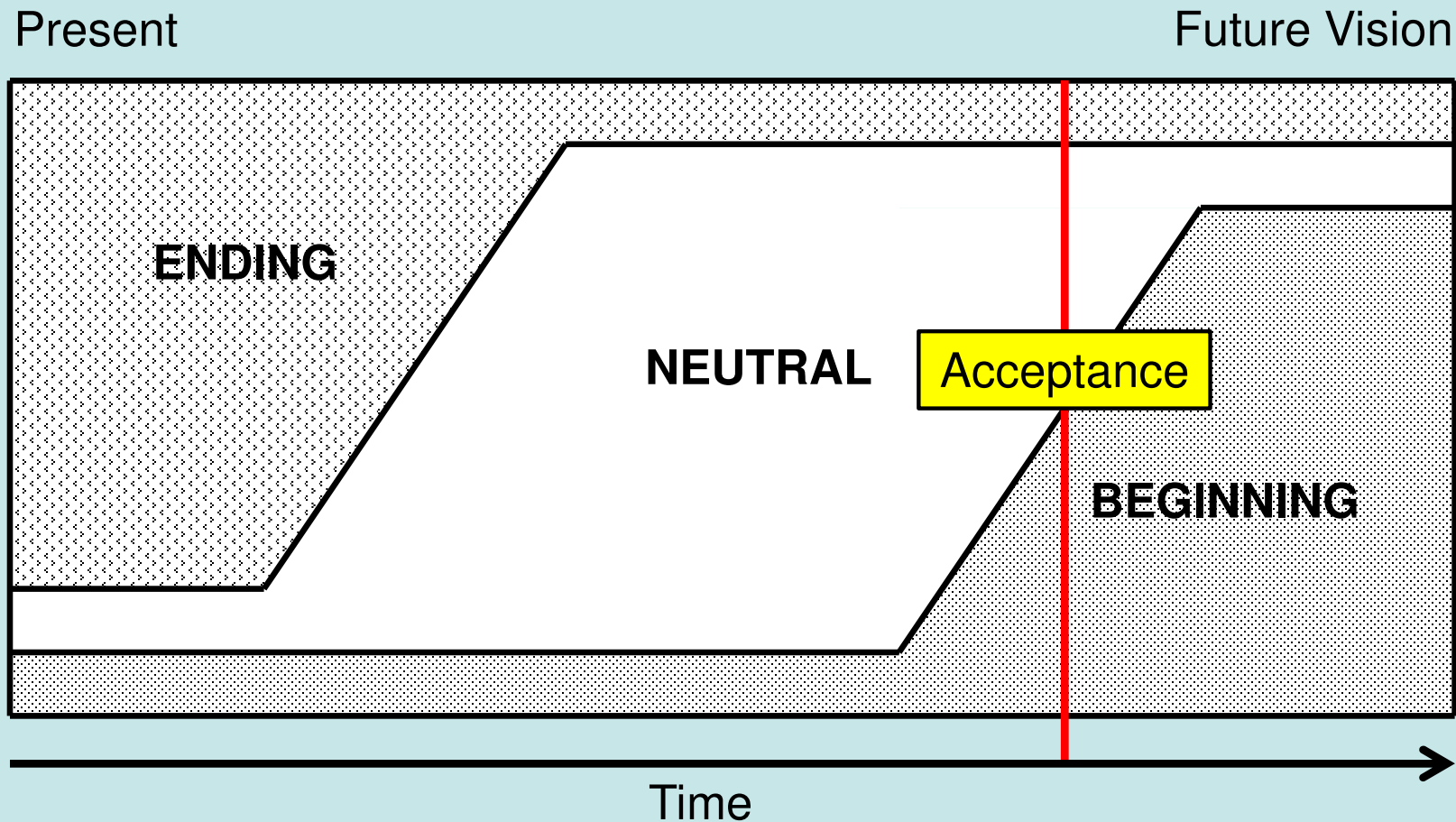
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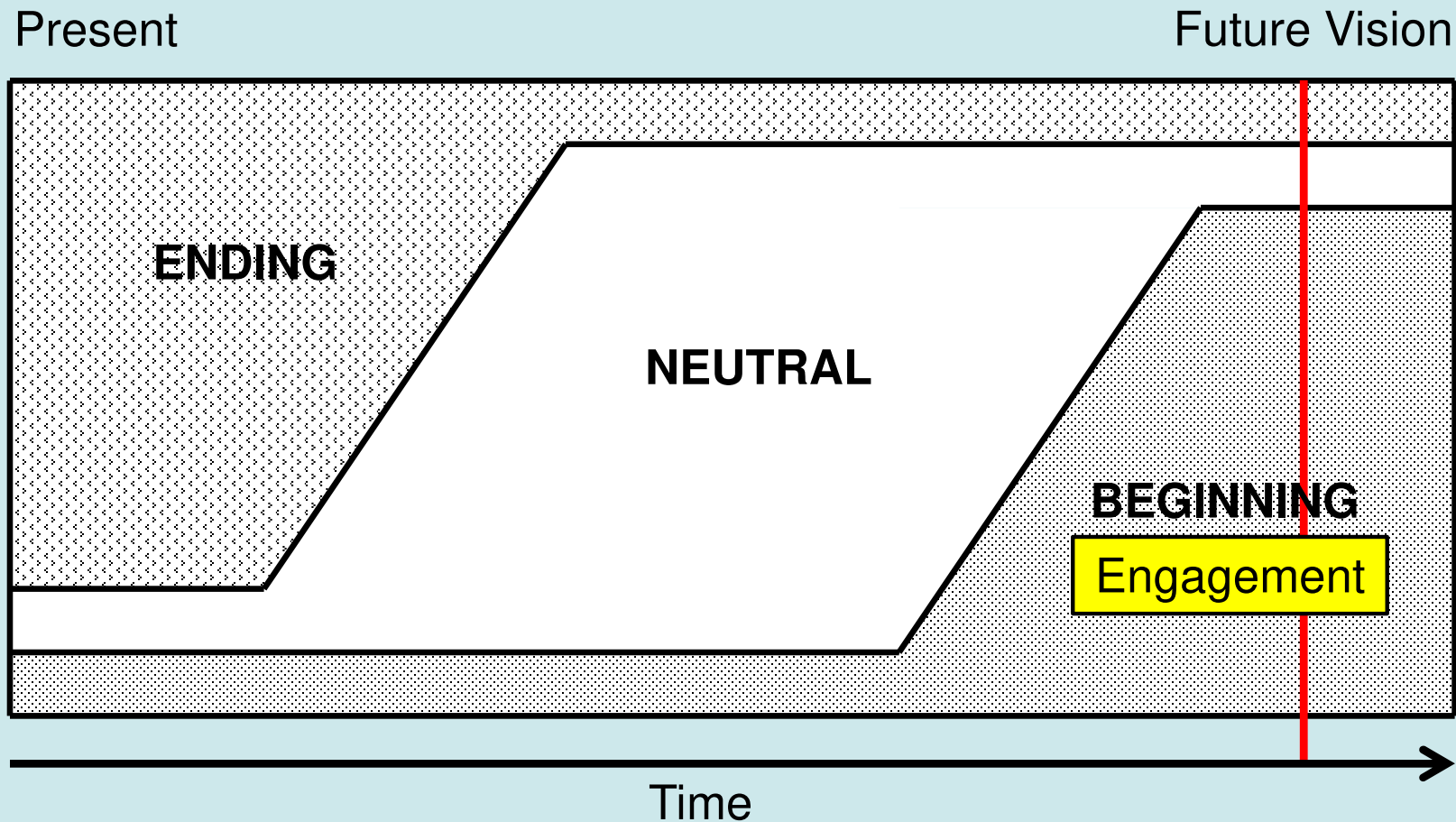
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# The Process of Change

## The Normal Movement From Present to Future



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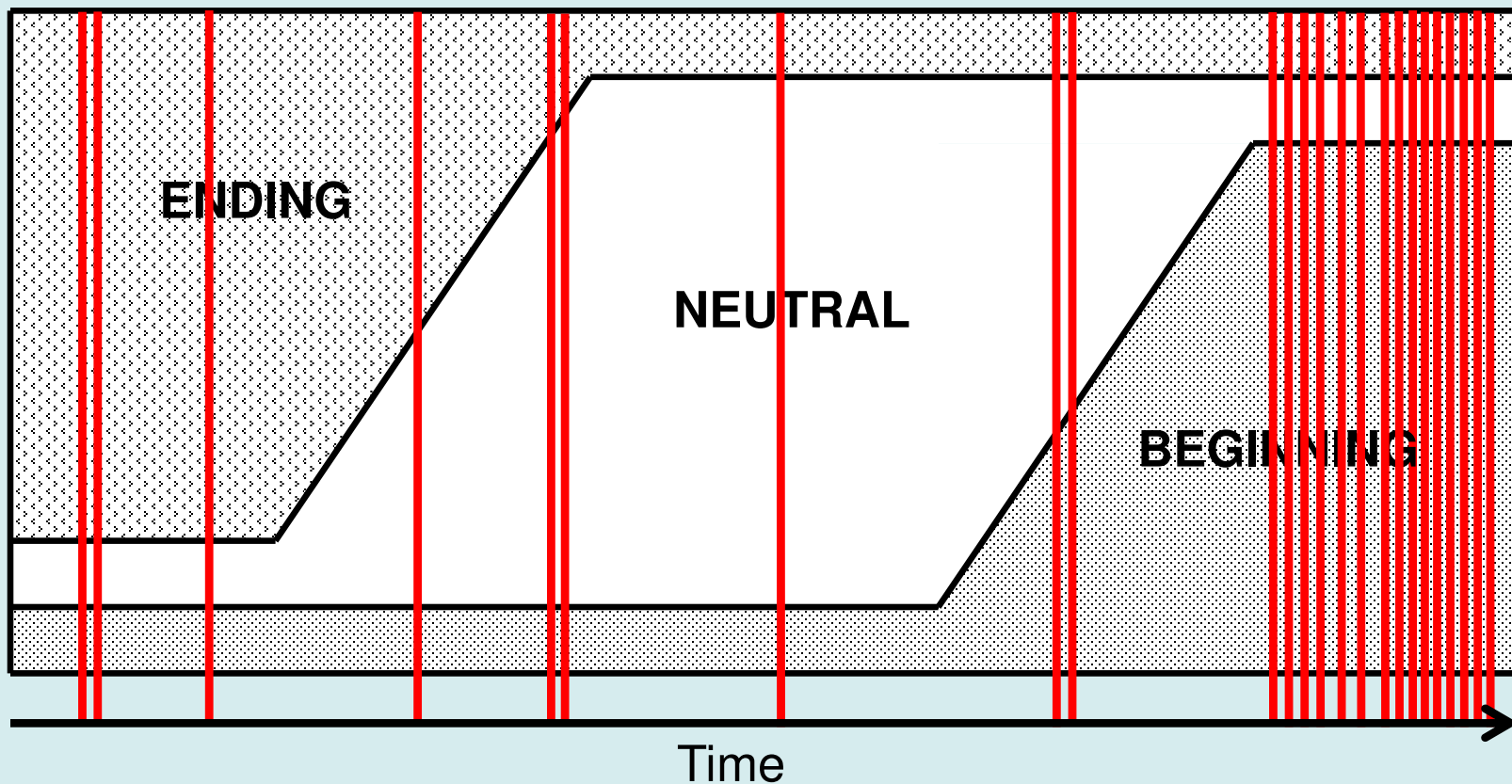


# The Process of Change

A typical club member distribution during change

Present

Future Vision



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# The Process of Change (Two Parts)

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- 1) Physical Shift - External  
(New job, Relocation, Birth of 1st child)
  - 2) Psychological Transition - Internal  
(What's necessary to come to terms with the new situation)
- Moving from Present to Future requires a Physical Shift AND Psychological Transition
  - If Psychological Transition doesn't happen, movement of Present to Future won't occur



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# Now What?

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- Impact is being achieved through change.
- What could be occurring as a byproduct during change that may derail the process?

## CONFLICT



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# Rotarians Engaged in Understanding Conflict



**2024-2025 RLI Graduate Course**

Draft

**Facilitator:**

# Conflict Concepts



Conflict Recognition and Management

# Conflict – A Consequence of Actions

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Actions May  
Result In

Positive Impact

Destructive Conflict



# Conflict – What is it?

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Conflict can range from minor disagreements to physical violence.

- There are three types of conflict.
  - Intrapersonal – Internal within yourself
  - Interpersonal – Between individuals
  - Intergroup – Between different groups
- Three stages of Conflict Management
  - Awareness of the potential
  - Avoidance of negative engagement
  - Resolution by understanding root cause



# Conflict – Is it always bad?

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Conflict in and of itself isn't bad when managed effectively with intentionality (synergy is “good conflict”).)

## Managing Differences as “Good Conflict”

- Focus on the problem at hand rather than the people involved.
- Use reflective listening to clearly understand the basis of the differences.
- Deal with others in a positive manner without emotion, using facts rather than opinion.





# Conflict Management and Resolution



Conflict Recognition and Management

# Conflict – Self Assess Before Acting

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Ten questions to ask yourself could include:

1. Will my action inconvenience others?
2. Could my action be perceived as disrespectful or inconsiderate?
3. Am I crossing a boundary?
4. Does my short-term action have long-term effects?
5. Am I misinterpreting the truth of the situation?



# Conflict – Self Assess Before Acting

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6. Am I taking an opportunity away from someone else?
7. Is this the only possible way?
8. Am I acting from a place of impulsively or being triggered?
9. Is someone else's ability to choose impacted?
10. Might I be putting others at risk?



# Conflict – “Turning Down the Heat”

I DON'T DEAL WITH CONFLICT WELL. WHERE DO I EVEN START?



# Conflict – Turning Down the Heat

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**TAKE A  
BREATH**



# Conflict – Turning Down the Heat

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# Conflict – Turning Down the Heat

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**HAVE A  
CONVERSATION**



# Conflict – Turning Down the Heat

**USE AN  
“I STATEMENT”  
TO AVOID  
ATTACKING**

“When you say that, I feel like . . .”

“Oh my, I wish I would have said that differently.”





# Conflict – Turning Down the Heat

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**“I WONDER?”**

**“WHAT IF?”**

**“LET’S TRY”**



# Conflict – Turning Down the Heat

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## **FOLLOW UP !!!!!!!!!!!!!**

- ONE CONVERSATION WILL NOT MANAGE THE SITUATION.
- MEET TO DISCUSS HOW THINGS ARE GOING. USE THE SAME PROCESS.
- IF IT'S A CHANGE TO THE WHOLE CLUB – CONSIDER USING A SURVEY. USE A CLUB ASSEMBLY ALLOWING ALL TO TALK.
- CONTROL THE SITUATION TO BE PRODUCTIVE. STAY FOCUSED AND AVOID GOING OFF TOPIC.



# Learning Center Courses



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# Rotary Learning Center Courses

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- Go to <http://learn.rotary.org>

or

- Log into <http://my.rotary.org>

- Select “*Knowledge & Resources*”

- From the drop-down list select “*Learning Center*”

then

- In the “*Search content in the platform*” box, type in the name of the course to watch



# Learning Center Courses

## Increasing our Rotary Impact



Increase Our Impact

# Rotary Learning Center Courses

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- **Measuring and Reporting Our Impact**
  - ID: E-E1L6YV
  - Help members define impact
  - Identify and implement the building blocks needed to create that lasting impact
  - Provides examples to measure impact and the criteria needed to report progress
  - Explore conflict management styles and their applications
  - Review steps to solve conflict



Increase Our Impact

# Rotary Learning Center Courses

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- **Increase Your Impact** (3 E-Learning Courses)
  - Scaling Impact for Transformative Change
    - Presented by Larry Cooley, an experienced international development consultant and expert in strategy and scaling.
  - What is a Theory of Change?
    - Presented by Drew Koleros, an expert in program evaluation and using theories of change.
  - Using a Theory of Change
    - Learn how to use a Theory of Change to strengthen program design and delivery.
    - Also presented by Drew Koleros



# **Learning Center Courses**

**Define, Understand,  
Manage and  
Resolve Conflict**





# Rotary Learning Center Courses

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- **Essentials of Understanding Conflict**
  - ID: E-0EOK8V
  - Learn the essentials of how to define, understand, manage and resolve conflict
  - Discover the main types of conflict.
  - Explore conflict management styles, their applications, and how to assess your style.
  - Review steps to solve conflict and think about how you can apply that to all kinds of conflicts you encounter yourself.



# Rotary Learning Center Courses

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- **Building Consensus**
  - ID: E-0WE0Y0
  - Practice positive interaction techniques
  - Place value on other points of view
  - Apply listening skills to increase comprehension and connection.
  - Demonstrate a commitment to the process of incorporating feedback and ideas from all stakeholders.
  - Create an environment where all ideas are heard.



# Rotary Learning Center Courses

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- **Collaboration**

- ID: E-07YZLV
- Understand collaboration skills
- Recognize the strengths of other group members
- Build an environment of trust within the group
- Allow all members to have a voice
- Discover techniques for increasing empathy
- Learn the primary elements of emotional intelligence



# Achieving Impact

## Work Exercise



Conflict Recognition and Management

# Impact Work Exercise

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1. Break into work groups (4 to 5 people ideally)
2. Choose an impactful improvement needed within one of their clubs.
  - What is the need, its benefit and the desired outcome?
3. Define steps required for positive impact?
4. What measurement metric(s) will be used to track progress toward goal?
5. Evaluate the possible effect of change on the members and how to help them embrace its impact value.



# Impact Work Exercise

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6. What change related conflicts may occur and how can possible “Destructive Conflict” be molded into “Positive Impact”?
7. How will the club know when the successful outcome has occurred and how will it be shared with the public?
8. How will Rotarians/Beneficiaries celebrate?



# Action(s) To Begin Next Week . . .

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Share your creative ideas that may encourage other Rotarians to initiate or engage in creating “Impact Clubs” in your district.



# This is Your Chance to Turn This...

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Conflict Recognition and Management



# Into THIS!

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Conflict Recognition and Management

# The Value of Increasing Our Impact

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An effective Rotary “Impact Club” inspires ...



Conflict Recognition and Management

# The Value of Increasing Our Impact

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Conflict Recognition and Management

**Time permitting ...**



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