

CASE STUDY: ANYTOWN ROTARY CLUB

As the President of the Anytown Rotary Club, a community pillar for over 50 years, you find the club at a crossroads. Membership has been steadily declining, and a recent survey revealed a critical insight: the traditional weekly lunch meetings are not convenient for most members. Many cited work commitments, family responsibilities, and modern lifestyles as barriers to attending the midday gatherings. The survey results highlighted the need for the club to adapt to survive and thrive in a changing world.

Faced with this reality, you recognize that change is imperative. However, some members are unhappy with the potential changes, feeling a strong attachment to the traditional format. This division has sparked lively discussions and highlighted the challenge of balancing tradition with the need for adaptation. The club now faces the task of navigating these differing perspectives to find a way forward that satisfies both long-standing and newer members.

Using the five components of Rotary's Change Model, discuss how to communicate and coach to gain commitment to the necessary changes.

ASSESS:

DESIGN:

BUILD:

IMPLEMENT:

SUSTAIN: