



District Conference

14-16 apr 2023

Peter Moberg

District Governor 2022 2023

d 2350



We are completely unique

- The world's largest professional network
- We are doing several splendid projects for the good cause
- Friendship and Fellowship in Adulthood





d2350

- Part of Stockholm (north), Uppsala, ie. landscape of Upland.
- 57 clubs
- 2 800 members
- Redistricting; 1 July 2024: 61 clubs, 3 000 members (adding Sthlm city south clubs)



Rotary experiences

- Vimmerby
- Copenhagen
- The Netherlands



Jennifers targets – important for successful Clubs

“I believe we are all committed and determined to **advancing DEI** across Rotary. This is rooted in the deepest traditions of our organization, and it **will ensure that we remain vibrant and relevant** for decades to come.

“A few years ago, our Rotary Board set the ambitious goal of increasing the share of **female members to 30 percent by 2023**. We have **less than a year to go**, but I believe we can meet and exceed this target.”

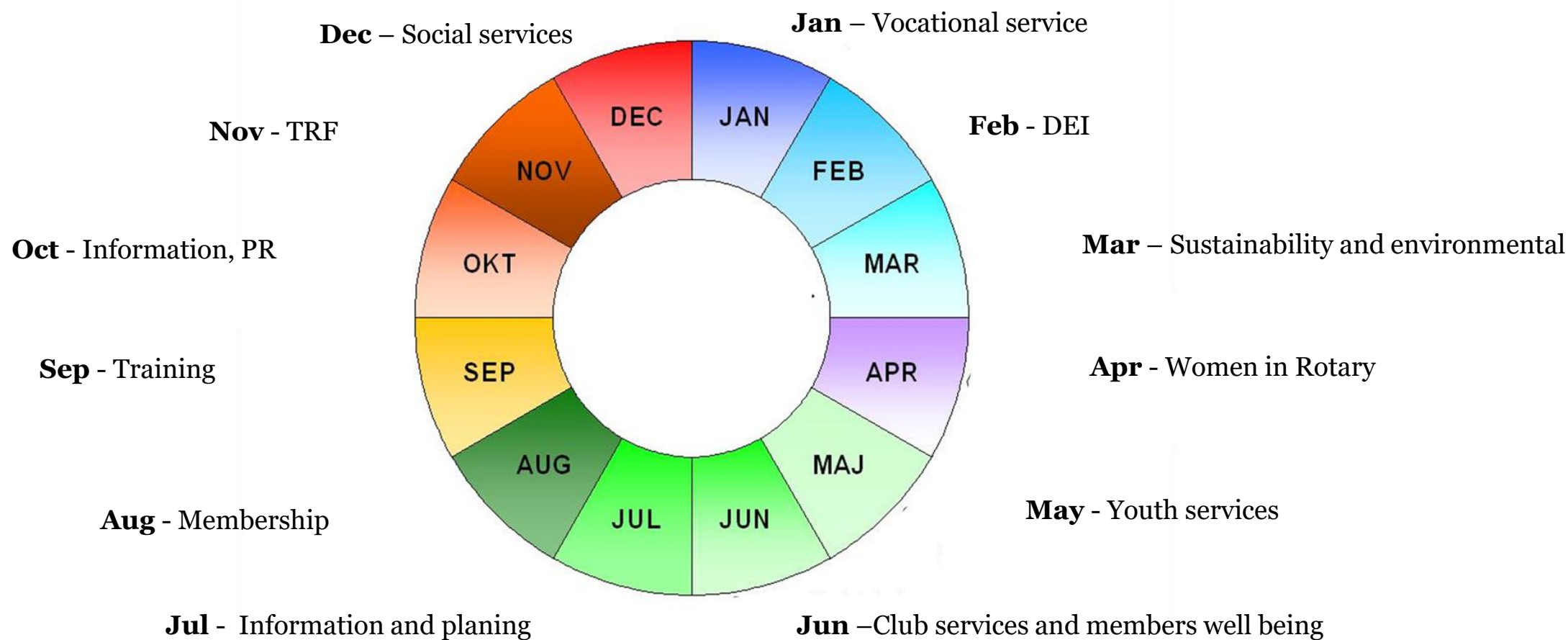


My background

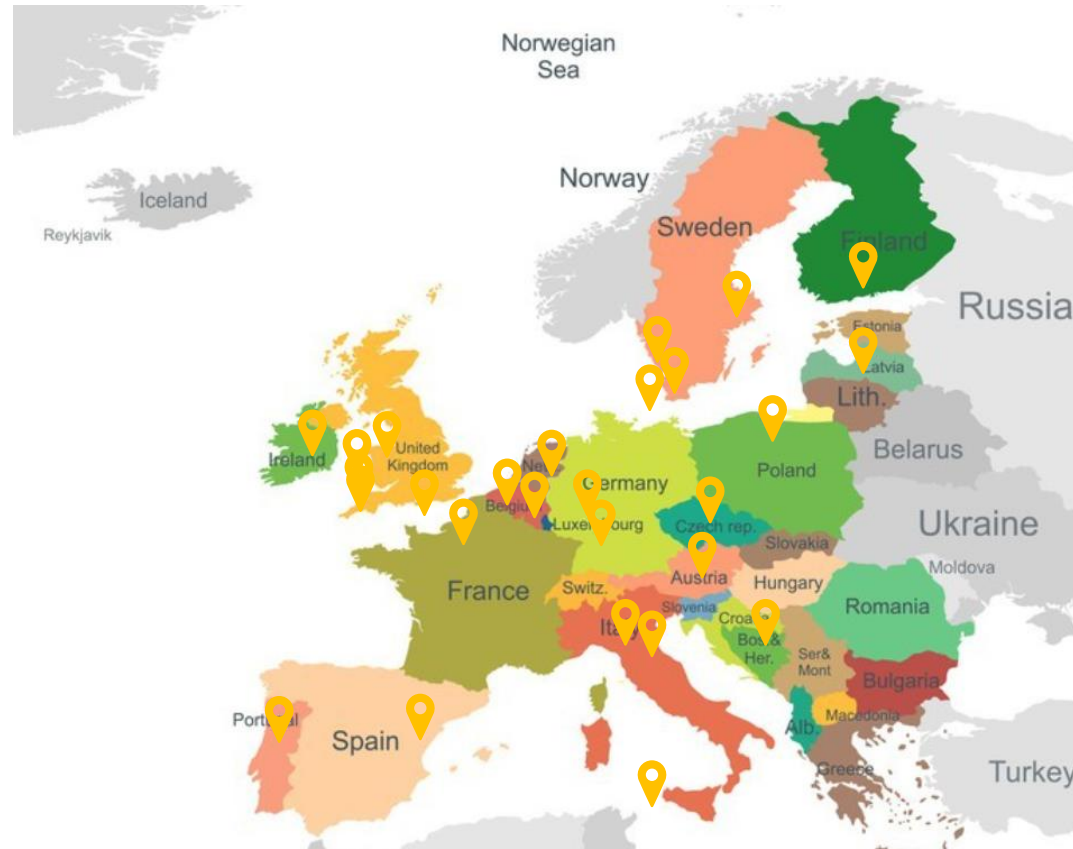


The overall activity plan for Clubs in d2350

Successful Clubs are up to date - each month, each year



What are the Successful Clubs doing?



The Professional network



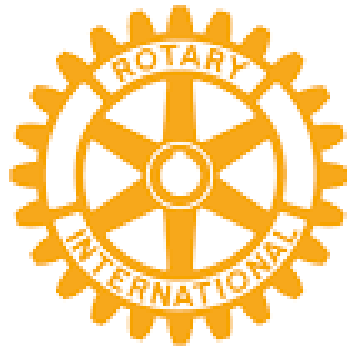
- Be a professional network
- Take an interest in each other's professions
- Always ask guests to present their profession/competencies
- Make study visits at companies
- ... even Senior members still have their professional skills and are up to date in their line of work
-

Run projects – Start projects

- Current
- Pride
- Rejuvenating
- Attractive
- Cohesive



Rotary



PEOPLE OF ACTION



Have parties – invest in Fellowship



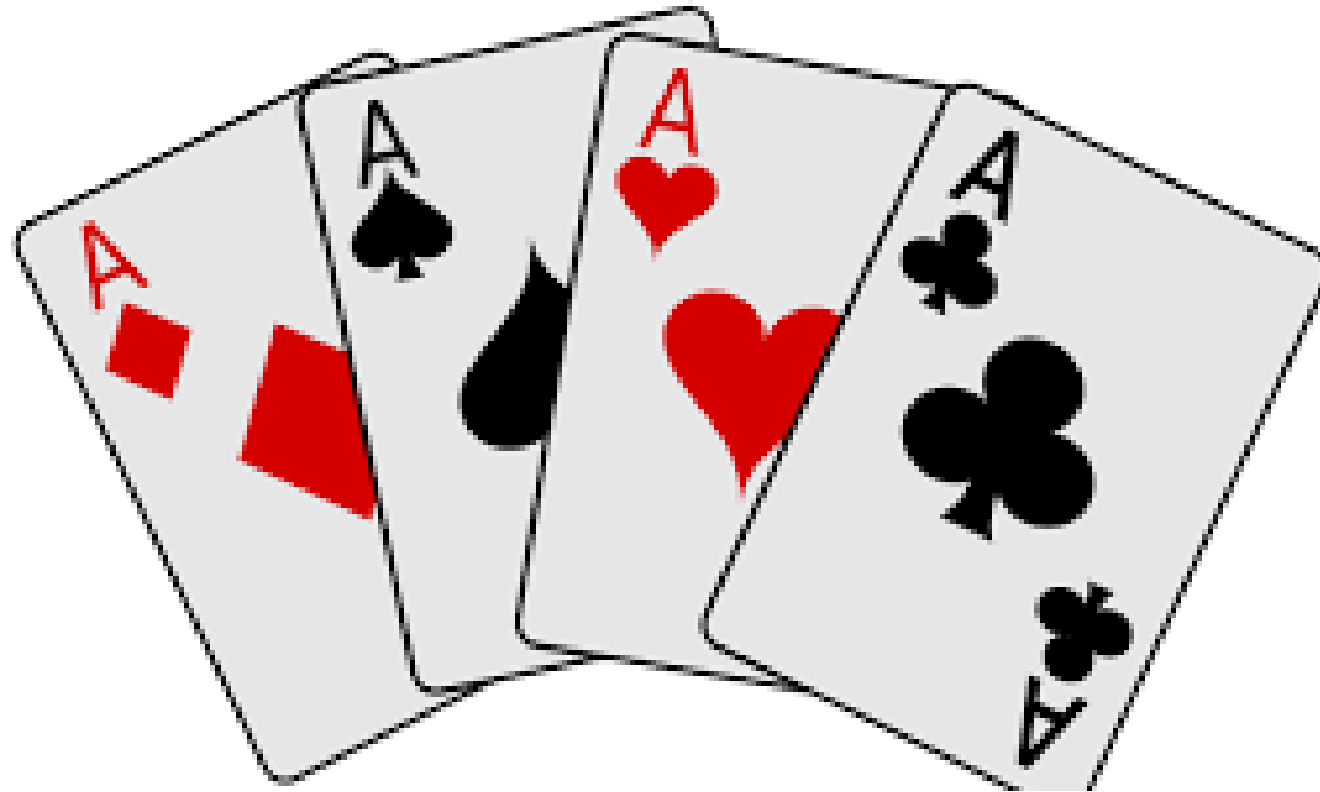
- Parties with club members, their partners, members' friends
- Cohesion
- Friendship
- Attractiveness
- Travel together
- Have fun together

Plan and set goals

- Be strategic, set the 3/5 year term goals
- Do a strategic workshop with your AG
 - Easier to work in the club
 - More fun for members
 - Easier to understand for new members



We have an ace up our sleeve....



The Rotary Four-Way Test



Herbert J. Taylor, later president of Rotary International in 1954-55, created the 1932 4-way test.

Taylor, in a business he had acquired, had found that the employee code of ethics was too long and precise, which made it difficult to remember, therefore impractical and unapplicable.

Taylor's idea was that as a leader, you shouldn't tell people what to do, but instead make them ask themselves different questions. The questions then help to be able to determine whether what the employees were in the process of deciding was right or wrong.

We can use the Four-Way Test in Rotary, as well as in our own personal lives

The 4-way test

1. Is it the **TRUTH**?
2. Is it **FAIR** to all concerned?
3. Will it build **GOODWILL** and **BETTER FRIENDSHIPS**?
4. Will it be **BENEFICIAL** to all concerned?"



My personal interpretation

The 4-way test – modern beta



1. Can you stand for this?
 - Can this be reviewed?
 - Is it transparent to everyone involved?
2. Is it ethical/fair for everyone involved?
3. Does this create a good reputation and long-term relationships?
4. Does everyone involved benefit from this?
 - Can we recommend each other to others after this?



**Thanks, be good and
successful!**

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