



# Making Rotary Relevant Through Values

**“Society needs to return to spiritual values  
– not to offset the natural but to make it  
fully productive”**

**Peter Drucker (The Daily Drucker)**

# Definition of values

1. The Oxford Advance Learner's Dictionary defines values as beliefs about what is right and wrong and what is important in life.

# Definition of values

2. In the Colin's English Dictionary, values are defined as the moral principle and **beliefs or accepted standard of a person or social group.**

# Definition of values

3. Ken Blanchard et al in his book  
“The Leader Within”  
defines value as:

“an enduring belief that a particular end or mean is more socially or individually preferable than another end of mean.”

## 2 Types of Values

1. **End Value** – focused on future end.
2. **Mean Value** – focused towards accomplishing that particular end.

It is interesting to note that a Mean and End value can be interchanged

**Common Word found in these 3  
definitions  
“ Belief ”**

**Beliefs are the basis of values**

# The Value criteria

1. A value is a belief that is chosen  
Coerced behaviour is not considered values based
2. A value is chosen from alternatives  
This requires thoughtful reflection
3. A value is chosen with an understanding for the  
consequences

**Developed values are to be preferred to  
Programme values**

# The Value criteria

4. A value is acted on over time  
All values include a behavioural component. You are expected to act on what you believe in.
5. A value is prized  
Subscribed values must stand the test of time
6. A value must be clearly stated, concise and precise

**1932**

Herbert J. Taylor gave Rotary the **Four-Way Test**. This was formally adopted by RI in 1943.

**1989**

The Council of Legislation adopted the **“Declaration of Rotarians in Business and Professions”**

2007

In June, Rotary for the first time approved the following values as Rotary's guiding principles namely – **Service, Friendship, Diversity, Integrity and Leadership**

# Common Values

Must represent the simplest, most common  
place forms of mutual support, respect, and  
forbearance necessary for survival

“Identifying the core values that define the organisation is one of the most important functions of leadership. The success or failure of this process can literally make or break any organisation”

Ken Blanchard (The Heart of a Leadership)

**“Identifying your organisations core values is a worthless exercise unless those values are constantly communicated” .**

**Ken Blanchard**

# Rotary needs

## 2 sets of Fundamental value systems

- The First:  
As guiding principles relating to business and professions
- The Second:  
As guiding principles relating to do “Service above Self” in a holistic manner

# The Four-Way Test

Of the Things we say or do,

1. Is it the truth ?
2. Is it fair to all concerned ?
3. Will it build goodwill and better friendship ?
4. Will it be beneficial to all concerned ?

# The Objectives to The Guide to Daily Living

1. To provide a holistic approach to service
2. To prioritise service
3. To promote and implement Rotary's 5 core values

# **From The Guide to Daily Living, the Values assigned are:**

- **Leadership**
- **Friendship**
- **Integrity**
- **Service**
- **Diversity**

# The Guide To Daily Living

Before doing the things we intend to do, ask ourselves these 4 questions and act upon them:

- **First:** Have I spent some time in self examination?  
**Leadership**
- **Second:** Have I spent meaningful time with my family?  
**Friendship**
- **Third:** Have I given my best to my work?  
**Integrity**
- **Fourth:** Have I given sometime to others, near and far?  
**Service / Diversity**

# Value – based Leader

For RI to remain relevant, it must be a  
value-based organisation and the  
individual Rotarian, a value-based  
leader – believing, living and  
communicating Rotary's core values

**“This is a changing world and we must be  
prepared to change with it”**

**Paul Harris**

**In the words of 2 of our Past Presidents**

**“Look beyond yourself”**

**“Create awareness and take action”**

*Thank you*