

A Complete Blueprint for Success and a Road Map to a New Horizon and a New Paradigm for Rotary District 3310

“Change is the law of life. And those who look only to the past or present are certain to miss the future.” John F. Kennedy

1. The Facts, the Rationale, and the Plan

- 1.1. The current district structure and organizational culture can be improved to find better solutions for our district’s needs, problems, and other challenges on a long-term and sustained basis.
- 1.2. By the time the District Governor takes office, the DG would be too busy performing the duties and obligations expected of a governor. The DG may not have sufficiently intimate knowledge of the various regions in our far-flung district except the one the DG belongs to, such as intimate knowledge of the diverse regional needs of membership, public image, service projects, Foundation giving, local community needs, and bonding among Rotarians and clubs. By the time the DG understands well all the complex issues and challenges, the governor’s term is ending.
- 1.3. For serious, quantum improvements to our district’s performance in all aspects of its operations and activities, we need a new, ambitious, bold, creative, and overarching strategy. We need a systems view of the district that requires the immediate past, current, and incoming governors to work closely together to spearhead the strategic development and growth of the district in all areas of its administration, operations, and activities.
- 1.4. Hence the District Strategic Planning Committee (DSPC) will be revised to include all incoming governors. The DSPC will be constituted by the IPDG, DG, DGE, DGN, and DGND. This unified and total systems approach to managing the district will ensure continuity and clarity in the district’s long-term strategic plan and its effective implementation.
- 1.5. We are installing a new, well-designed grid both to supplement and complement the current district structure. We need to remove hindrances and overcome old, entrenched ways of thinking and doing things, and open up new pathways for fresh, creative, and innovative ideas to take hold of our imaginations. Hence the *raison d’être* for the creation of the District Strategic Tactical Taskforce (DSTT), a strategic think tank. The DSTT will have no operational duties.

- 1.6. The DSPC-DSTT axis will not add a new layer to district management. It is a new angle to the idea of district management—the DSTT working closely with five generations of governors.
- 1.7. The DSPC-DSTT pivot will introduce a continuous cycle of improvement in the district, generating more value for Rotarians and clubs, and the recipients of our humanitarian mission. We must do whatever it takes to improve.
- 1.8. Finally, we are discovering what to do and how to do it the more effective way. It is no longer a question of “Can it be done?” It must be done! We are change agents—district leaders, club leaders ... indeed all Rotarians and clubs—and we can work together to bring about a paradigm shift in our thinking about district and club management, operation, and leadership.
- 1.9. This, in a nutshell, is the all-new, unprecedented Strategic District Initiative (SDI)—a bold and complete blueprint for success and a road map to a new horizon and a new paradigm for Rotary District 3310.

2. The Goal

- 2.1. To make a quantum leap in seven areas of focus:
 - 2.1.1. Mobilize, organize, and energize all Rotarians and clubs to a single universal goal: successfully to replicate ourselves in great numbers—Rotarians and clubs—to better serve our local communities and the greater world beyond us, and to ensure we can continue to serve humanity for a long time.
 - 2.1.2. Rejuvenate, revitalize, and renew district membership and clubs.
 - 2.1.3. Recharge and routinize Rotarians’ Annual Fund giving and other forms of Foundation giving, instilling in them a strong desire to create individual generosity plans that will tap into their time, treasure, and talent in the greater objective of raising Rotarians who truly believe in and embrace *Serve Above Self*.
 - 2.1.4. Rebrand the district and build a strong and prominent public image.
 - 2.1.5. Reinvigorate the idea of an iconic, region-wide service project.
 - 2.1.6. Restore fun and fellowship in our Family of Rotary, which is a building block not just for membership retention and development but also for the enjoyment of Rotary.
 - 2.1.7. Reinforce the active use of Rotary’s high technology platforms such as the Rotary Club Central, the Rotary Brand Center, the Rotary Showcase, and The Rotary Foundation online portal to help Rotarians, clubs, and the district to

STRATEGIC DISTRICT INITIATIVE (SDI)

take leadership, exchange ideas, take action, learn, and manage all areas of club and district operations.

- 2.2. The *2013 Manual of Procedure* recommends a district to have a minimum of 60 clubs or 2,100 Rotarians, which can grow to at least 75 clubs or 2,700 Rotarians (2014 Rotary Code of Policies 17.010.2.). Therefore, we aim to grow our district to at least 75 clubs and 2,700 Rotarians by June 2018 (from the current 62 clubs and 1,800 Rotarians). This ambitious target requires the formation of at least 13 new clubs (4.33 new clubs per year) and add approximately 900 new Rotarians to our district (300 new Rotarians per year) within four years, beginning from 2015-16.
- 2.3. We now know the ideal minimum size of a club as defined by the *2013 Manual of Procedure* and 2014 Rotary Code of Policies: 75 clubs and 2,700 Rotarians imply 36 members per club. All clubs with less than 36 members must now aim to attain at least this size. We must emphasize that although we want more business, professional, and community leaders to join us as Rotarians, we want only those who can usefully and generously contribute their vocational expertise, time, and treasure to their clubs' service projects and club development, donating their skills with alacrity in the form of pro bono work. We want only quality Rotarians to serve our clubs and district.
- 2.4. To create a vibrant district with vibrant clubs.

3. District Strategic Tactical Taskforce

- 3.1. The District Strategic Tactical Taskforce (DSTT), an important staff function helmed by the District Governor as CEO, has been set up. All other line and staff functions of the district will not be affected by this new set-up.
- 3.2. Members of the DSTT are:
Chair: PP Alex Eow
Regional Chair (West Sabah): PP K P Lu
Regional Chair (East Sabah): PP Peter S K Wong
Regional Chair (Brunei Darussalam and North Sarawak): PP Jeff Yong
Regional Chair (South Sarawak): PP Dr John Chan
Regional Chair (Melaka and North Johor): PP Dr Senthil Doraisamy
Regional Chair (South Johor): PP V Venkatachalam
Regional Chair, Alternate (South Johor): PP Simon Sim
Regional Chair (Singapore): PP Henry Tan
Mandarin Club Development Chair: CP Albert Wong
Muslim Membership and Bahasa Melayu Club Development Chair: PP Abdul Halim Egoh

STRATEGIC DISTRICT INITIATIVE (SDI)

Women Membership Development Chair: PP Sylvia Lee

Youth Membership Development Chair: PP Dr Senthil Doraisamy

- 3.3. For maximum effectiveness, continuity, and sustainability, all DSTT members are appointed on three-year terms, renewable on an annual basis subject to performance. Their appointments take effect from 1 July 2015.
- 3.4. The DSTT members are proven, experienced, and outstanding club and district leaders. They are the team on the ground and are experts in the territories assigned to them. They will help provide the DG with real-time information and continuity in specific regional knowledge, valuable connections, and effective follow-through despite the annual changes of DGs and club presidents. This will help us build a bigger, better, and bolder district of strong, vibrant clubs.
- 3.5. The DSTT will work closely with club and district leaders and assistant governors—the line management—to achieve the district's core objectives. The DSTT therefore will not be in direct competition with club and district leaders and AGs but instead will work together as staff and line managers to help propel the district forward to achieve all its goals.
- 3.6. The DSTT will work with the Executive Director, an important support staff position, on various aspects of district operation.
- 3.7. The line and staff functions of the district now are clearly defined: line functions are those that give definition to the district's organizational structure and help bring about its core work and objectives while staff functions help the line managers accomplish their goals by providing counsel, service, and advice.
- 3.8. The DG can occasionally direct the DSTT to carry out specific or special tasks deemed important and beneficial to the district.
- 3.9. The DSTT will report directly to the DG. They will work closely with the DSPC to devise strategy and metrics to measure progress, formulate district goals and targets, and implement vital projects and policies that will move the district inexorably forward to a new horizon and a new paradigm of development, prosperity, and growth.

4. Duties of the DSTT

- 4.1. Be coaches and mentors to Rotarians and clubs.
- 4.2. To plan, organize, and marshal resources, and identify timely opportunities to create new Rotary clubs, including e-clubs, clubs serving Rotarians with special language requirements, and satellite clubs.
- 4.3. To encourage clubs to practice club extension more regularly than it has ever been.

STRATEGIC DISTRICT INITIATIVE (SDI)

- 4.4. To survey, on a quarterly basis, the needs of the various regions in membership, public image, service projects, Foundation giving, and fellowship.
- 4.5. To give well-considered, constructive suggestions to the DG for action, implementation, and resolution.
- 4.6. To work closely with assistant governors, district chairs, club presidents, and club committee chairs in their territories to implement district and club goals, and occasionally to implement special action plans or complete specific tasks on the DG's behalf.
- 4.7. On a quarterly basis, the regional chairs to report activities and progress made to the DSTT chair, who in turn will compile the individual reports and advise the DG accordingly.
- 4.8. To meet with other regional chairs, the DSTT chair, and the DSPC at least once per quarter or whenever opportunities arise such as before or after district meetings, district seminars, and other district functions.
- 4.9. A hundred percent commitment to the cause.

5. The Way Forward

- 5.1. The DSPC-DSTT idea and methodology is formed from new, bold, and innovative design thinking. It also is out-of-the-box thinking. More accurately, this is thinking in new boxes, in a new paradigm, which utilizes a customer and userexperience strategy, conscious management, and cognitive, creative design approach to lift Rotary District 3310 to the next level.
- 5.2. Specific goals and targets—with appropriate metrics to measure progress, wherever possible—must be set every year in the seven areas of focus and published in the annual District Directory, district website, and Governor's newsletters.
- 5.3. We are bringing forth a brave, new world and the dawn of a new horizon where, for the first time in the district's history, the DSPC-DSTT pivot will work together with club and district leaders, assistant governors, and the Executive Director as a cohesive team constantly to improve the district in the seven areas of focus, to build a bigger, better, and bolder district, and to make Rotary District 3310 the envy, pride, and inspiration of the entire Rotary world.

STRATEGIC DISTRICT INITIATIVE (SDI)

Pg	Name	Rotary Club	Telephone	Email
District Strategic Tactical Taskforce (DSTT)				
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	Regional Chairs:			
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STRATEGIC DISTRICT INITIATIVE (SDI)

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