



# AG MAPETS Session (S1)

Effective Assistant Governors: Job description, leadership role, responsibilities, and expectations

MAPETS 2025

**Course Outline:** By understanding your leadership role, strengths, resources, and opportunities, AGs can help clubs set short- and long-term goals and strategies that align with Rotary's Action Plan and District goals.



# AG PETS Session 1

## Effective Assistant Governors

### Learning Objectives

- Understand the leadership function of AGs/ERs in their respective clubs and districts
- Acknowledge the opportunities and duties of AGs/ERs
- Identify the expectations, tools, and resources available to enhance their effectiveness as AGs/ERs



# AG as an Organizational Leader

## Fundamentals of Leadership

### Integrity

### Communication

### Influence

A leader must have an undisputable character, bring a compelling vision and demonstrate straightforward communication competence.

- Character
- Vision
- Communication Competence
- Influential ability



# Leadership Moments

- “Without influence, leadership does not exist”

Northouse 2013, p.5

- Effective leaders comes from the ability to lead, communicate and influence others

**LEADERSHIP  
CANNOT  
BE GIVEN  
IT MUST BE  
EARNED  
IT CANNOT BE  
TAKEN AWAY  
YOU LOSE IT  
BY LACK  
OF PERFORMANCE**



# Leadership Moments



The function of leadership is to produce more leaders, not more followers.”

Ralph Nader

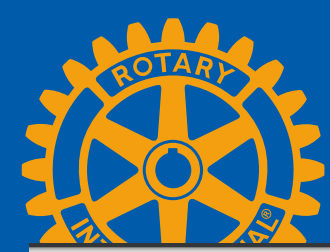
“Leaders are not above or better than followers.”

Edwin Hollander



# AG Attributes

- Collaborator
- Communicator
- Connector
- Listener
- Knowledgeable
- Resourceful
- Influential
- Visibility



# Expectations for Serving as an Assistant Governor

## PREPARING TO BE AN ASSISTANT GOVERNOR

This learning path will help you develop your leadership skills and understand what to expect as an assistant governor. You'll use this, your prior knowledge and experience, and other district resources to prepare yourself for a successful year.



### LEARN ONLINE

- Access the Learning Center and complete:
  - [Assistant Governor Basics learning plan](#)
- Other courses and learning plans based on your needs



### LEARN TOGETHER

- Attend the presidents-elect training seminar
- Attend the district training assembly
- Participate in the district vibrant club workshop



### WORK TOGETHER

- Accompany the current assistant governor as they conduct district business
- Meet with your governor
- Meet with other assistant governors in your area



### PLAN

- Review the goals your clubs have set in Rotary Club Central
- Set goals for your role
- Visit your clubs and develop a plan for how to work with each one

Throughout this process, make sure to periodically reflect on what you've learned and evaluate how you're doing. Ask others for feedback so you can keep improving during your year in office.





# AG Job Description

- Visit clubs regularly (Periodically)
- Assess club ability to thrive
- Support Clubs in setting and achieving goals
- Keep DG informed
- Promote involvement within the club, other clubs and the district
- Identify future leaders: club or district
- Stay up to date on Rotary initiatives
- Succession planning





**What other responsibilities  
should an AG consider?**



# What are some additional responsibilities of an AG?

- Advisor to club and district leaders
- Assess clubs and report feedback via Rotary Club Central
- Assist PEs to develop club goals
- Help club leaders prepare for the governor's official visit
- Update the governor on each club's growth
- Monitor the progress of your clubs – head off trouble early

# The **ROTARY ACTION PLAN**



**IMPACT**

**REACH**

**ENGAGE**

**ADAPT**



# Supporting the Action Plan

## Discussion Questions

- Ways to improve member engagement?
- How to coach clubs to improve their impact?
- How to support clubs to make irresistible?
- Ways to transform Rotary clubs to make them adaptive?



# Club and District support UPDATES

## 2025 RI Board decision to strengthen and grow Rotary and Rotaract membership.

- Goal: 1.25 million Rotarians and 125,000 Rotaractors by Rotary's 125th anniversary in 2030.
- Assistant Governors will now help “**promote, organize, establish, and support new and different types of clubs**” in collaboration with the district membership committee and the district Rotaract representative.



# AG Challenges and Opportunities

**What are the challenges you see  
as AGs?**

**What are the opportunities you  
see as AGs?**



# AG Challenges and Opportunities

- Identify your club leaders
- Know your team (Inside and outside)
- Set overall expectations
- Plan your year (Meetings/Visits/Reports)
- Build your value proposition (Why, What, and How)





# AG Challenges and Opportunities

- Increase Rotary awareness
- Advise clubs to develop Club Leadership Plans
- Identify leadership tools to grow
- Support clubs to become a Vibrant/Welcoming Club
- Collaborate with District leaders



# AG Club Challenges and Opportunities Discussion

## Setting Goals

- Identify one or two action steps that you will fulfill in your area



**What is the role an AG has as a member of the district leadership team?**

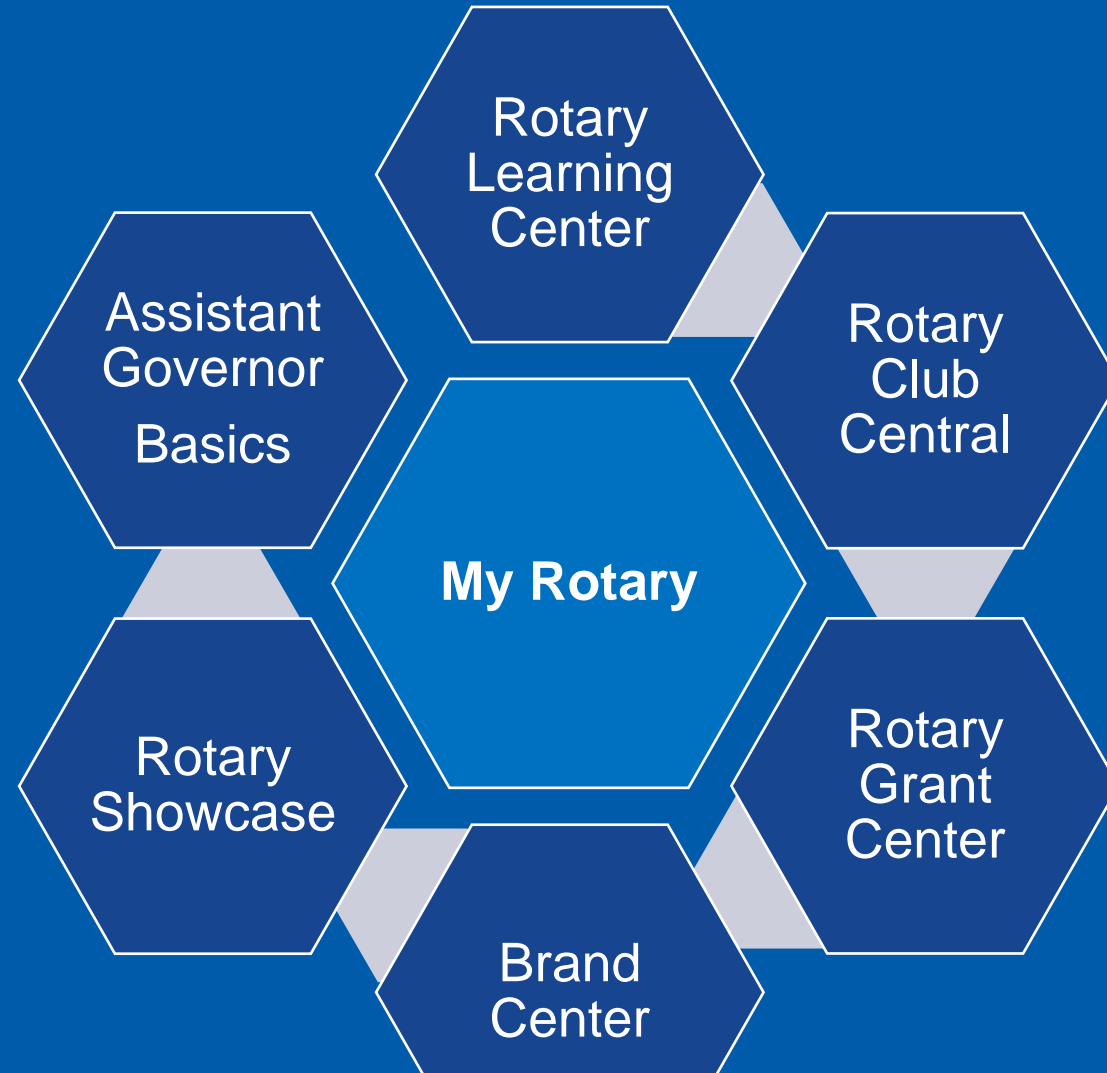


# How Do Your Districts and Clubs Develop the Team

- Membership
- Public Image
- The Rotary Foundation
- AG Network



# Assistant Governor Online Resources





# Assistant Governor Online Resources



<https://learn.rotary.org/members/learn/lp/121/Assistant%20Governor%20Basics>





# RESOURCES AND LEARNING OPPORTUNITIES

## Learning Center courses

- [Rotary's Action Plan and You](#)
- [Rotary Club Central Resources](#)
- [Action Plan](#) page on My Rotary
- [Club Excellence Award](#) page on My Rotary
- [Club Health Check](#) PDF







# RESOURCES AND LEARNING OPPORTUNITIES

- **Membership Leads Management System**

[learn.rotary.org/members/learn/course/104/online-membership-leads;lp=121](https://learn.rotary.org/members/learn/course/104/online-membership-leads;lp=121)



- **Get Ready Assistant Governor**

[learn.rotary.org/members/learn/course/680/get-ready-assistant-governor;lp=121](https://learn.rotary.org/members/learn/course/680/get-ready-assistant-governor;lp=121)



- **Supporting Your Clubs**

[learn.rotary.org/members/learn/course/779/supporting-your-clubs;lp=121](https://learn.rotary.org/members/learn/course/779/supporting-your-clubs;lp=121)



- **Rotary Club Central**

[learn.rotary.org/members/learn/course/8/rotary-club-central-resources;lp=121](https://learn.rotary.org/members/learn/course/8/rotary-club-central-resources;lp=121)





# RESOURCES AND LEARNING OPPORTUNITIES

- **Club Vision Facilitation**
- <https://rivationfacilitation.org/>
- **Designing Your Club Experience**
- [Designing YOUR Rotary Experience | Rotary International Zones 33/34 \(rizoness33-34.org\)](https://www.rotary.org/en/designing-your-club-experience)
- **Member Satisfaction Survey**
- <https://my.rotary.org/en/document/enhancing-club-experience-member-satisfaction-survey>





# RESOURCES AND LEARNING OPPORTUNITIES

- **Best Practices for Engaging Members**
- <https://learn.rotary.org/members/learn/course/94/Best%2020Practices%20for%20Engaging%20Members>
- **Rotary Leadership Institute**
- <https://rlinea.org/>
- **Rotary Showcase**
- <https://my.rotary.org/en/secure/showcase>





# Membership Growth Membership Leads Building Membership Resources

- Membership Leads Management System “Membership Leads Redesign: Supporting Clubs Through Change.”

- [https://bit.ly/LeadsRedesign\\_fordistricts](https://bit.ly/LeadsRedesign_fordistricts)

- Connecting prospective members with your club

- <https://bit.ly/4j2jINI>

- Use testimonial videos to highlight Rotary’s value

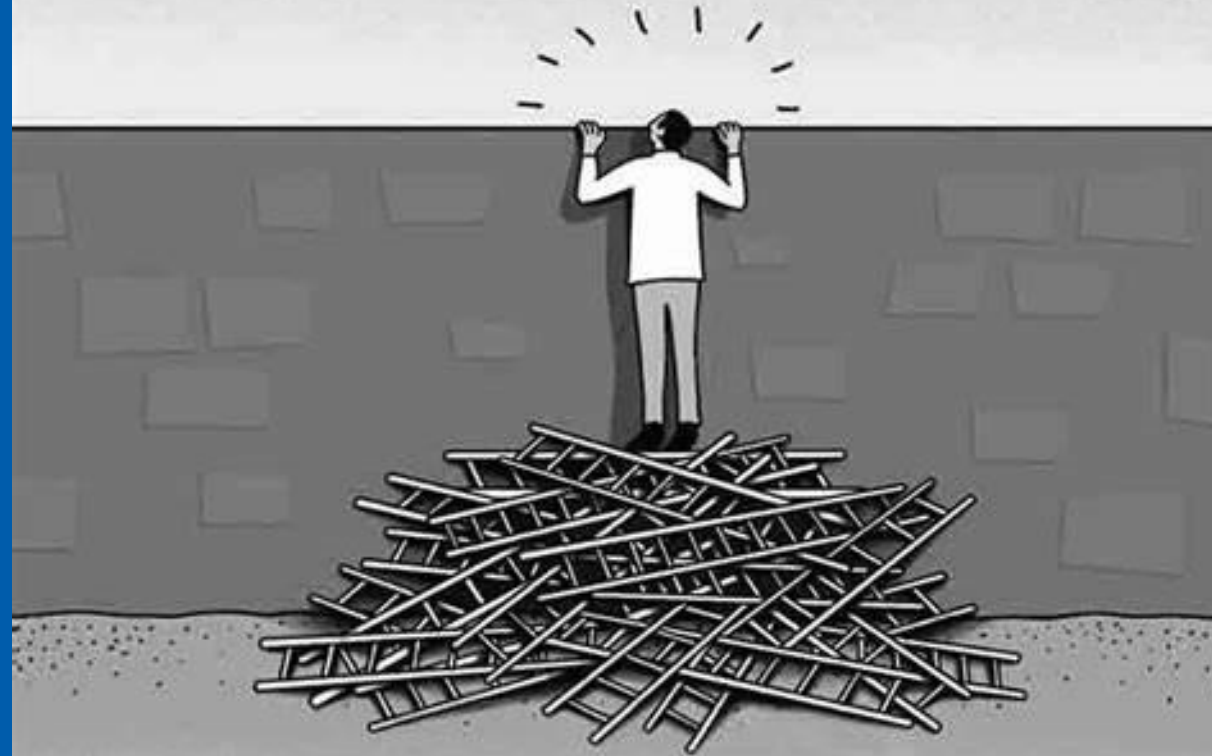
- [https://brandcenter.rotary.org/en-us/search?tab=0&q=testimonial&tt\\_lang=EN&dt\\_lang=EN&cid=mkt\\_bcpromo25\\_20250201\\_nl\\_na\\_mem\\_februarypromo\\_membershipminute\\_na](https://brandcenter.rotary.org/en-us/search?tab=0&q=testimonial&tt_lang=EN&dt_lang=EN&cid=mkt_bcpromo25_20250201_nl_na_mem_februarypromo_membershipminute_na)





# RESOURCES AND LEARNING OPPORTUNITIES

IT DOESN'T MATTER HOW MANY  
RESOURCES YOU HAVE.



IF YOU DON'T KNOW HOW TO USE  
THEM, IT WILL NEVER BE ENOUGH.



# Keep yourself and your club leaders optimistic

- Share proactive stories
- Use positive thoughts and words that reinforce them
- Emphasize the significance of the club experience
- “Lead by example” (Showing instead of just saying)
- “Leaders create more leaders instead of just followers”



# Keeping an Eye on the Future

- Identify potential future district leaders
- Attend district functions (assembly, conference)
- Actively participate in the presidents-elect learning seminar
- Work with the District Governor team
- Utilize the Rotary Leadership Institute
- Succession planning





# AG PETS Session 1

## Effective Assistant Governors

### Learning Objectives- Did we accomplish it?

- Identify the leadership role of AGs/ERs within their clubs and districts
- Recognize AGs/ERs opportunities and responsibilities
- Distinguish expectations, tools and resources to better serve as AGs/ERs



QUESTIONS?



# RESOURCES AND LEARNING OPPORTUNITIES

## LEARNING OPPORTUNITIES

- AG Quarterly Forums (Next: April 30, 2025, at 7:00 ET)
- AG Institute at PETS (Under PETS leadership request)
- AG New AGs Workshops
- AG Action Zone: Winnipeg Sept. 18, 2025



# AG MAPETS Session 1

Effective Communication: Basic approaches in communicating and building trustful relationships

## Presenter(s)

PDG Hector R. Ortiz, Zone 32, AG Facilitator

○ [Richie1166@msn.com](mailto:Richie1166@msn.com)

PDG Fred Gellert, Zone 32, ARC

○ [fredgellert@gmail.com](mailto:fredgellert@gmail.com)