



## 透過舒適與關懷建立連結

**扶**輪最近對社員進行調查，發現一件並不讓人訝異，但仍需讓我們許多扶輪領導人坐直身體，注意傾聽的事：社員滿意度唯一最重要的因素就是社的體驗。你在你的社感到多自在，例會有多少收穫，你對服務計畫是否感覺到有參與感。

今年我在扶輪世界各地親眼看到這一切。當社員對他們的社有情感連結時，他們想都不會想離開。而那個連結通常是建立在「扶輪時刻」——當人們感受到與周圍的人有特殊連結及感受到服務之影響力的時刻。我們的「想像影響力之旅」的重點就是在凸顯這些扶輪時刻，鼓勵我們的社員講述自己的故事。

可是還有一點對建立及維持那份連結有重大影響。那就是社員——扶輪社社員及扶青社社員皆然——的舒適及關懷。就像我的扶輪朋友陶德·傑金斯 (Todd Jenkins) 所說的：「人們無法看見你的想法，但他們確實能看到你的行動。」

我們身處人際關係這一行，如果我們彼此關照——真正對彼此表達關心——那麼我們便可結交一辈子的朋友，我們會竭盡所能來擴展那樣的朋友圈。

問題是：我們要如何睜大眼睛，做真正重要的事？要做到這點，就要為彼此付出時間，積

極傾聽，平等重視每位扶輪成員——無論我們的社員資歷有多久，無論我們位居何項要職。

像我這樣的扶輪領導人，關於如何讓社的體驗更有價值，可以提供各式各樣的意見。可是最重要的是每個扶輪社的每個人都要說出心聲，傾聽彼此。我們絕不應該怯於與扶輪社友分享我們對社員資格的期待，並開誠布公討論如何做到這點。

領導扶輪社便要積極促成這樣的對話，願意嘗試新的策略。好的領導是奉獻，支持他人，讓他人感覺到成功。

對各社領導人我有最後一個請求。在全球各地，我們仍須再努力一點來增加我們的女性社員。今年度人數增加一些，可是我知道我們可以且必須做得更好。扶輪再度成長。在我撰寫本文之際，我們離再度超越 120 萬名社員的目標就差一點點。因此讓我們加倍努力，以優質的新社員鞏固我們的扶輪社，並提供舒適及關懷讓他們留下來一輩子。

**珍妮佛·瓊斯 JENNIFER JONES**  
國際扶輪社長

↑ 瓊斯與扶青社社員在「2022年世界小兒麻痺日及超越：給母親及兒童更健康的未來」活動中合影。這是一場在日內瓦世界衛生組織舉辦的活動。



## Building connection through comfort and care

**R**otary recently surveyed our members and found something that should be unsurprising but still caused many of us in Rotary leadership to sit up and pay attention: The single most important factor in member satisfaction is the club experience. How at home you feel in your club, how rewarding club meetings are, and how engaged you feel in service projects.

I have seen this firsthand across the Rotary world this year. When members feel an emotional connection to their club, they cannot imagine leaving. And that connection is often forged in “Rotary moments,” when people feel that special connection to the people around them and the impact of their service. Our Imagine Impact Tour is all about shining a light on those Rotary moments and encouraging our members to tell their stories.

But there’s something else that makes an enormous difference in building and sustaining that connection. It’s the comfort and care of our members — both Rotarians and Rotaractors. As my Rotary friend Todd Jenkins says, “People can’t see how you think, but they sure can see your actions.”

We are in the relationship business, and if we take care of each other — genuinely show concern for each other — then we will make friends for life, and we will do anything to widen that circle of friendship.

The question is: How do we live with our eyes wide open and do the things that really matter? We do this by taking time for each other, actively listening to one

another, and treating every Rotary member as equally valuable — no matter how long we have been a member or what position we hold.

People like me in Rotary leadership can offer all kinds of advice about how to make your club experience more valuable. But what’s most important is for everyone in every Rotary club to speak up and listen to one another. We should never be afraid to share with our fellow Rotary member what we expect to get out of our membership and have an open discussion about how to make that happen.

To lead a Rotary club is to invite such dialogue and to be willing to try new approaches. Good leadership is giving it away. Propping others up. Allowing others to feel the victory.

I have one last request for club leaders. We still need to do more worldwide to increase our female membership. It’s up a bit this year, but I know we can and must do better. Rotary is growing again. As I write this, we’re just a handful of members away from surpassing 1.2 million Rotarians again. So let’s redouble our efforts to bolster our clubs with great new members, then keep them for life by providing comfort and care.

**JENNIFER JONES**  
*President, Rotary International*

↑ Jones gathers with Rotaract members at World Polio Day 2022 and Beyond: A Healthier Future for Mothers and Children, an event at the World Health Organization in Geneva.