

Massachusetts and Rhode Island Supplement

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GRAND COMMANDER'S MESSAGE – JANUARY 2018 Sir Knight Glen Melvin Cunningham



Greetings Sir Knights!

A new year is upon us! With new opportunities, new beginnings and new possibilities. This is our traditional view of the calendar turning the page to January. We make resolutions to be better; better people, friends, masons, knights and organizations too. How do we choose? How do we define our 'better' and how do we know it is the right one and will we will and can keep? Or like so many New Year's resolutions will it fall by the way as life's

demands force us back into old comfortable habits?

What do we need to resolve, what do we need to do this year which will create value for our members, create sustainability in our mission and attract the next generation of Knights Templar to our fold? The general consensus in the business world is that to create sustainability we must work on two things, formulating a vision for value creation and execute on that vision. What does this mean to us in English please? Just this, over time we must develop strategies for increasing value to our members, ultimately including intangibles such as brand and culture.

Let's examine the four stages of value creation.

Stage 1: Do old things in new ways.

Question: What old things should we take a new approach to? Does our 'brand' need a refresh? Is our culture viable? What is our culture?

Stage 2: Do new things in new ways.

Question: What new things must we incorporate to be relevant and

engaging to potential new members? Education, social events, identity, participation?

Stage 3: Transform core business.

Question: What is our 'core' business? Is it adding members? Or serving current members? Or creating men who are examples of Christian Knighthood in all their engagements with others? Is it all of the above?

Stage 4: New business model creation and differentiation.

Question: We're not a business so why would we care about a business model, but if we did have one what would it look like? How do we differentiate ourselves from our competition? Yes we have competition, every mason cannot or will not choose to belong to every available body so how do we create interest and engagement for ours?

It is not just about vision—it's also about execution in five critical areas:

Area 1: Leadership

Question: Are we growing and training our new leaders and do our current ones have the skill set they need to do the job we ask of them? If not what shall we do about it?

Area 2: Methods

Question: What must improve in how we go about our 'business'?

Area 3: Strategy

Question: Do we have a strategy? What is it? How will we differentiate ourselves from our competition? How will we deliver on our goals?

Area 4: Management

Question: Are we providing appropriate management of our resources and setting goals and objectives that are attainable? Are we creating a community mindset where we all work together to create success?

Area 5: Reporting.

Question: What? Why do we need reporting and what in the world would we report on? Oh, and who does it?

Lots of points and lots of questions to be sure, so where are the answers? That, my friends is the resolution for our new year. I and the other Grand Commandery officers working with all of our members commit (resolve) to do our best to provide these answers over the coming months. Like any resolution our success will depend on a number of things, commitment, perseverance and mostly your willingness to work together with us to define our vision for the future and our path to attain that vision. I thank you all in advance for your help in this most important of undertakings.

God bless you always!
Courteously yours,
Glen