



5. Challenge yourselves

Centennial celebrations including upcoming national centenaries - are opportunities to really challenge yourselves, moving outside of your comfort zone and innovating!

5.1. Use the Centenary to make Scouting grow - The Centenary was an opportunity for all Scouts to celebrate 100 years of Scouting and the impact it has had worldwide. It is the responsibility of everyone to help Scouting to grow. The best and really the only way that Scouting can grow, is for young people and adults to be recruited to local Scout Groups. Everyone, young people and adults, want to be part of something successful. When planning celebrations in your community, promote the positive impact, the fun, friendship and fellowship that people find in Scouting. People may join Scouting for the activities but they often stay

because of its value base and the relationships they develop.



Use the Centenary Celebrations to share the benefits of Scouting with others.

5.2. Update the image of Scouting in the community - Do you know what the image of Scouting is in your local community? A great deal of work has been undertaken to support Strategic priority 7: Scouting's Profile, in particular in conjunction with key centennial initiatives, but this still poses a challenge in different communities worldwide. Undertake a survey to get some feedback and then plan some actions to help to change the perception of Scouting in your local community. This can be done by making Scouting more visible, e.g. Scouts could take part in local community initiatives. Hold a meeting with local community leaders and show them how Scouting works and the positive outcomes, then the community leaders can become advocates or champions for Scouting too.



Think critically about what you want to achieve and clearly identify the starting point.

5.3. Move outside your comfort zone - It was decided that one of the activities to celebrate the Centenary would be a World Scientific Congress. The purpose of this event was to establish closer links between Scouting and the academic community. The initial stages of the project were not straightforward, and for a time there was a lack of direction and support (both financial and adult resources), however, a Scientific Committee was then identified, funding secured and the project got underway. The event was a success in the numbers attending, the number and calibre of the academic presenters and the range of Scout and other projects presented. The challenge is now to ensure the necessary follow-up in relation to reports, maintaining links and contacts so that Scouting can build on the success of this event and re-establish links with the scientific community.

Be confident in the plans you have made and be persistent, even if you face challenges, as exploring new areas of work will not necessarily be within your comfort zone, but can lead to new possibilities.



Be prepared to take risks and recognise the long term investment that is needed to effect change.

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