



**SCOUTS**<sup>®</sup>  
Creating a Better World

World Organization of the Scout Movement  
Organisation Mondiale du Mouvement Scout  
Всемирная Организация Скаутского Движения  
Organización Mundial del Movimiento Scout  
المنظمة العالمية للحركة الكشفية

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**Circular N° 16/2009**

To: Leaders of all National Scout  
Organizations

30 July 2009

**Letter from the Chairman of the World Scout Committee**

Dear Colleagues,

We are pleased to send you herewith a new letter from the Chairman of the World Scout Committee, William F. (Rick) Cronk.

Yours sincerely,

Luc Panissod  
Secretary General

To: Leaders of all National Scout Organizations, World Scout Committee Members including Regional Chairmen, Members of Regional Committees, and Youth Advisors to the World Scout Committee

Cc: World Scout Bureau staff

Re: Letter from the Chairman of the World Scout Committee

Date: July 30, 2009

Dear friends and colleagues,

One year has passed since the 38<sup>th</sup> World Scout Conference in Jeju, Korea. I thought it might be helpful to bring all National Scout Organizations (NSOs) around the world up to date on the most important issues and events being addressed by your World Scout Committee (WSC). It has been a very busy year in Geneva, the six regions, and in the management style of the new WSC.

### **Changing the Culture**

By now, I believe the key leadership of World Scouting has been introduced to our new organizational chart – the “upside down pyramid”.

#### YOUNG PEOPLE AROUND THE WORLD



**“One World, One Promise”**

This “presentation” of World Scouting is not only an organization chart but – more importantly – a philosophical statement referencing who is most significant in World Scouting and where the key leadership responsibilities fall.

- Scouts and the youth of the world are the only reason the World Organization of the Scout Movement (WOSM) exists – and they sit on top of the organization.

- The NSOs' volunteers have the greatest influence over and responsibility for the quality of the Scouting program in their country. These volunteers are responsible for the "care and feeding" of their Scouts.
- The regional volunteers and professional staff are to provide the training and other technical resources that the NSOs need to be successful.
- And the World Scout Committee, at the bottom of the organization chart, is responsible to provide the resources, vision and global coordination of Scouting around the world, so that the regional leadership and the NSOs can be successful.

This "organization chart" is a cultural change for World Scouting and will take some time to be fully understood and embraced; but we are making steady progress.

This new approach to the management of World Scouting has been embraced by the WSC, the World Scout Bureau (WSB) and most of the regional leadership. Time will tell whether or not it will positively improve Scouting's service to the youth of the world.

### **Secretary General Search**

During the winter of 2008 and early 2009, we conducted an active, transparent, participative search for our new Secretary General. In March, the WSC selected Luc Panissod as our Secretary General and Luc is working very hard to lead the WSB and support the WSC, as we together try to be creative and focus on providing goal-oriented leadership to World Scouting. I thank all of you who called, wrote or emailed me during the search process.

### **Transparent Communication**

There has been a genuine effort to dramatically improve our communication around the world of Scouting. Luc Panissod's reports, my "Letters from the Chairman," members of the WSC travelling to regional meetings and a more active website are all efforts to "spread the news" of Scouting. We are anxious to have everyone understand "what's really going on."

### **Executive Directors Meeting**

The Executive Directors of the WSB, with other executives from all WSB offices – a total of 40 people – met recently for a week in Geneva. This was the largest staff meeting in the last ten years, and allowed the WSB to understand and commit to a common set of goals and methodology for our work between now and the 39<sup>th</sup> World Scout Conference in Brazil.

### **Regional Director Searches**

There are two active searches going on for the selection of new Regional Directors in Africa and Eurasia. These are important positions of leadership that we hope soon to fill.

### **Budget for 2009-2010**

The budget for 2009-2010 is being developed and will be finalized and approved by the WSC at its meeting in September. It has been a number of years since we have had an approved financial plan and budget before the year began.

### **Picarquin**

Members of the WSC and its Steering Committee – Mario Diaz, Simon Rhee, Luc and myself – have been working diligently to understand our options for the future of the Picarquin Scout Centre in Chile, site of the World Scout Jamboree in 1998. The issues are complex and are being carefully analyzed, but our goal is to at least sell or liquidate the WSB's ownership in the property and the project. More to follow.

**World Scout Foundation**

We have been working very closely with the World Scout Foundation (WSF) to assure that there is a clear understanding of what each organization is doing to promote the healthiest World Scouting program possible. John Geoghegan, the Director of the WSF, has worked closely with Luc to help both organizations present the brand of World Scouting in an exciting, inspiring fashion that helps present a clear, consistent portrayal of Scouting around the world.

In that regard, I have enclosed the recent 2008 Annual Report of the World Scout Foundation. It is among the most informative and attractive displays of what we do together – WOSM and the WSF – to serve the youth of the world on a safer, healthier, peaceful planet.

I hope this brief letter is helpful. All of us at the bottom of the “upside down pyramid” – the WSC and its Chairman – want you to be well informed, and want you to help spread the good news of Scouting.

This is a magnificent organization of people who care for each other and can continue to stimulate the growth of Scouting, if we are working together as a united team of volunteers and professionals.

Thank you so much for what you do for Scouting.

Most sincerely,

W. F. Cronk

Encl: WSF Annual Report 2008