



# SIX STEPS OF RECRUITMENT GUIDE

## INTRODUCTION

Recruitment is all about relationships. The Six Steps of Recruitment have been used to help chapters improve their recruitment performance for decades. Use this guide to familiarize yourself with the six steps and teach the rest of your chapter how to effectively get the best guys to join your chapter.

The six steps of recruitment happen continuously throughout the entire recruitment process. There is no hard and fast science to their application. The six steps drill down on the basic principles and art of building relationships. **The number one priority of recruitment should be to genuinely care about the men you meet.** This resource will specifically address how these steps relate and apply to the year-round recruitment process, the Balanced Man Scholarship and formal recruitment periods.

## Using the Recruitment Guide

The *Six Steps of Recruitment Guide* contains in depth descriptions of each step in the recruitment process. It will also provide suggested activities to facilitate with the recruitment committee or chapter paired with outcomes the activities should achieve. The Six Steps of Recruitment Guide will follow the following structure:

### ***Step Overview***

This section will cover the purpose of each step and how it impacts the recruitment and relationship building process.

### ***Example Activities***

This will contain activities and discussions to have with recruitment committees and the chapter as well as outcomes of those activities and discussions

### ***Year-round Recruitment Impact***

- This section will illustrate the impact or relationship to year-round recruitment.

### ***Balanced Man Scholarship Impact***

- This section will illustrate the impact or relationship to the Balanced Man Scholarship. Members of the BMS Committee should be familiar and well versed

in the 6 Steps of Recruitment because they apply though out the entire scholarship process and timeline

### ***Formal Recruitment Impact***

- This section will illustrate the impact or relationship to the formal recruitment period

## **WHY RECRUITMENT?**

As a chapter member, and especially one who is working with recruitment, it is crucial to understand why recruitment is an important part of a strong chapter. Recruitment has the biggest direct impact on chapter culture and determining whether a chapter is more likely to succeed or fail. Some other reasons why recruitment is important are laid out in this section.

- Without recruitment, there is no chapter
- Recruitment is the easiest way to change a chapter (*GOOD or BAD!*)
- Objectively and subjectively better men will challenge current members and the chapter to continuously improve thereby improving the quality of the chapter and experience of its members
- Recruitment drives our chapter's economic engine and gives us resources to operate and deliver the SigEp experience
- Recruiting values-based men who align with our Cardinal Principles of Virtue, Diligence and Brotherly Love as well as the Balanced Man ideals of Sound Mind and Sound Body will ensure we accomplish the mission intended by our founders
  - Men with strong values and integrity make smart decisions in an ever-changing temptation-filled environment
  - Recruiting values based men is the best way to positively impact your chapter
- "The goal is not to do business with everyone who wants what we have. The goal is to do business with those who believe in what we believe." – Simon Sinek, *Start With Why*

## **THE SIX STEPS OF RECRUITMENT**

### ***Overview of the Six Steps of Recruitment***

- 1. MAKE A LIST (PNML)**
- 2. INTRODUCE YOURSELF**
- 3. MAKE A FRIEND**
- 4. INTRODUCE HIM TO YOUR FRIENDS**
- 5. TALK ABOUT SIGEP**
- 6. ASK HIM TO JOIN**

## **STEP ONE – MAKE A LIST (PNML)**

The Potential New Member List (PNML) is an important first piece of the recruitment process to establish. The PNML acts as the “funnel” for the recruitment process. It provides organization to our recruitment and evaluation process of potential new members (PNM’s). The PNML captures important information, tracks and assesses experiences in sound mind, sound body, involvement, soft skills, work ethic/passion and alignment to our values as well as other relevant pieces of information about the PNM’s relationship to our members and SigEp.

The recruitment committee is responsible for updating the PNML. If you know an interested member, give his name and contact information to a member of the recruitment committee.

### **ACTIVITY: THE RULE OF TEN**

Begin with one row ten x’s or stick figures. Explain that they represent ten PNMs on the PNML. Walk through each stage of the recruitment process explaining how nine of the ten will exit the process by not answering the phone not coming to events, not meeting our standards, etc. while drawing additional lines of x’s with less in each row until one remains. Explain that this is a marketing/sales concept and discuss what this means for recruitment: our list must be 10x the size of our goal.

**\*OUTCOME:** Chapter identifies the need for a PNML 10x the size of our recruitment goal!

### **DISCUSSION: Where do we find PNMs?**

How do we find enough men to make a 200-400 man PNML? Make a list on a flipchart with responses from participants.

**\*OUTCOME:** Chapter identifies opportunities to fill the PNML year-round through members’ personal networks, the Balanced Man Scholarship, the formal recruitment period, other student organizations, recommendations etc.

### ***Year-round Recruitment Impact***

- Each week, members should be adding potential new members to the list, and members of the committee should be meeting and moving potential new members through the six step process.

### ***Balanced Man Scholarship Impact***

- The BMS is our best opportunity to fill the PNML with high quality PNM’s. Tip: Assess past goals, results and practices of the BMS. Determine greatest areas of opportunity and highest returns on investment through a Keep, Stop Start activity with the BMS Chairman. This will ensure the BMS continually contributes quality leads to our PNML

### ***Formal Recruitment Impact***

- Defined, objective criteria help us define our ideal new member, help us capitalize on formal recruitment and prevent us from extending membership to members who don’t meet our standards or align with our values and philosophy. See “Setting Standards” section in VPR Guide for more information to track on the PNML

## **STEP TWO – INTRODUCE YOURSELF**

It takes roughly 7 seconds to form a first impression. Once that first impression is formed, it takes roughly 7 minutes to change that initial impression. Therefore it is critical to prepare our members to leave strong, positive impressions with the potential new members they interact with.

People join people. Potential new members will join SigEp for the men that are already involved. This means that if we want to attract the most qualified men that align with our values, we need to leave great first impressions that reflect the very best of SigEp and its values.

### **ACTIVITY: The Perfect Handshake**

A good handshake plays a huge role in first impressions. Demonstrate the perfect handshake, narrating these steps:

1. Make eye contact and square your body.
2. Gesture your arm forward to initiate the greeting.
3. Extend your right hand to meet the other person's right hand.
4. Point your thumb upward toward the other person's arm and extend your arm at a slight downward angle.
5. Wrap your hand around the other person's hand when your thumb joints come together.
6. Grasp the hand firmly and squeeze gently once. Remember that limp handshakes are a big turnoff, as are bone-crushing grasps.
7. Hold the handshake for two to three seconds.
8. Pump your hand up and down one to three times to convey sincerity.

Have participants get up and practice the perfect handshake by introducing themselves to five other participants in the room.

**\*OUTCOME:** Members are confident in how they approach and introduce themselves to PNM's

### **ACTIVITY: The Three A's of First Impressions:**

Draw three A's on a flipchart, explaining that each represents a key ingredient to a successful first impression. Ask the participants to guess what each stands for, writing the words out once they guess correctly, then explain each.

#### ***Appearance***

- Well dressed, clean cut, smiling, open body language

#### ***Attitude***

- Friendly, excited, happy, welcoming, non-judgmental

#### ***Action***

- Greeting people, introducing yourself, working the room, introducing PNMs to other members, no bro huddles
- Also, what we do as individuals and as an organization on campus, how we act in class, what organizations we're in, how we treat people, etc.

**\*OUTCOME:** Members understand the components of a first impression

### ***Year-round Recruitment Impact***

- Every person you interact with outside of SigEp has the possibility of becoming a PNM. Your first impression is a tremendous opportunity to define SigEp

### ***Balanced Man Scholarship Impact***

- First impressions tremendously impact the interview process in the BMS.

### ***Formal Recruitment Impact***

- In a formal recruitment setting, first impressions are important. Potential new members are looking at many different fraternity options and making their decisions quickly. Start off your relationship on the right foot, and you're in a good place. If you have to make up for a bad first impression, you'll likely lose him to another chapter.

## **STEP THREE – MAKE A FRIEND**

The next step is to build a relationship with the PNM. The best way to get to know someone is by talking about their favorite topic in the world: themselves. We drive these conversations by asking quality open-ended questions. We have two ears and one mouth, use them proportionally. Asking quality open ended questions helps you gain a deeper understanding of the PNM and allows you to better learn their character and values. This information is important in determining if they will be a great fit for SigEp.

Your ability to be curious and ask great questions and learn about PNM's shows you care about them and will set SigEp apart in recruitment. Building a genuine relationship during the recruitment process is the most critical contributor to success. Be *interested and interesting*.

### **ACTIVITY: The Five F's**

(Use the same method as the three A's) To make initial conversations both easy and meaningful, ask open ended questions in these five categories:

- Family
- Future
- Firsts
- Favorites
- Fun

These categories will get PNMs talking about themselves which, again, gets them to feel connected with us and gives us useful information about them.

**\*OUTCOME:** Members have an easy bank of questions to use when needed or applicable

## **ACTIVITY: QUESTION PRACTICE**

Have participants stand and pair up with someone in the room (cannot be someone immediately next to them). Explain that the two are to have a conversation with one partner (the recruiter) only asking questions. After 2 minutes, instruct them to switch roles and allow the conversation to go on for another two minutes. Point out that with practice, this becomes a habit and makes for easy conversations with PNM's.

**\*OUTCOME:** Members are comfortable asking open-ended questions and are able to create genuine and deep connections with PNM's. Members are able to use this information to evaluate PNM's in the recruitment process and connect to other member's in the chapter

### ***Year-round Recruitment Impact***

- Recruitment is all about friendships. If we have genuine relationships with people, we have many more opportunities throughout the year to invite them to events, to spend time with brothers, and to join the chapter.

### ***Balanced Man Scholarship Impact***

- The BMS interview and BMS banquets are huge opportunities to build relationships with applicants and connect them with brothers with similar interests.

### ***Formal Recruitment Impact***

- People join people. When PNM's are deciding what chapters to visit again, they're going to think about who they connected with the best. If we build real friendships, they're more likely to come back to SigEp.

## **STEP FOUR – INTRODUCE HIM TO YOUR FRIENDS**

Once you've built a genuine relationship with a PNM, the next step is to take action, introduce him to other members and make them feel connected to you and the fraternity. This can happen casually at a recruitment or chapter event or you could set up interactions between the PNM and other members. Be sure to introduce him to members with similar interests, hobbies, majors, career paths, backgrounds etc. Also, be sure that he meets several members of the recruitment committee.

## **ACTIVITY – Brainstorm Recruitment Events**

Group committee and/or chapter members into small groups (3-5). Have members identify events and environments that would reinforce SigEp's positive brand and values, and where PNM's can be easily introduced to other people in the chapter. Think along the lines of the six areas of development in the BMP (SigEp, Sound Mind, Sound Body, Personal, Leadership, Professional)

**\*Outcome:** Members identify different strategic opportunities to connect PNM's with members

### ***Year-round Recruitment Impact***

- This step should be natural. If a genuine relationship is built, it should be easy to connect the PNM to other brother's in the chapter, especially if the benefit and interests are

mutual. This captures the ideal spirit of networking. Connecting great people with great people for their mutual benefit.

### **Balanced Man Scholarship Impact**

- This step should impact our BMS interview strategy with who we pair to applicants. This should impact our banquet seating strategy by how we arrange the banquet seating.

### **Formal Recruitment Impact**

- Strategic conversations before and after formal recruitment events about connecting PNM's to members will maximize the opportunities in formal recruitment

## **STEP FIVE – TALK ABOUT SIGEP**

After building a genuine relationship with potential new members and after connecting them with other friends with similar interests, SigEp will present itself as a natural talking point as it has likely impacted a large part of your life and college experience.

The way we talk about SigEp is important because we define the PNM's expectations for membership by the way we talk about SigEp and how we pitch it to them. We have to put ourselves in the shoes of the PNM and think about his needs as a college student/man. Once we understand his needs, we can determine the aspects of SigEp that will be the most appealing and have the greatest impact. Here is a basic framework for how to pitch SigEp to a PNM:

### **OVERVIEW OF THE SIGEP PITCH**

- i. Ask Questions – What do they want/need?
  1. Ex: “What do you want out of college/life/Greek Life?”
  2. Ex: “What interests you about fraternities?”
  3. Ex: “What do you know about fraternities?”
- ii. BMP
  1. Mission: Building Balanced Men
  2. Single-tier membership, no pledging, no hazing
  3. Equal rights and responsibilities
  4. Continuous development – 4 challenges
  5. Development activities specific to your chapter
  6. Mentorship
- iii. Big Picture
  1. National Fraternity Facts
  2. Leadership Events (EDGE, Carlson, Ruck, Tragos, Life After College)
  3. Most Innovative - Fraternity of Firsts
  4. Largest (15,000+) & Smartest (Avg GPA 3.17)
- iv. Chapter Specifics
  1. **Commitments (dues, time, grades, participation)**
  2. Chapter specific events, leadership on campus, ect.
- v. Ask Questions (*INCEPTION*)
  1. Ex: “What do you like most about SigEp?”
  2. Ex: “How would you benefit from being a member?”

3. Ex: “What can you add to the chapter?”
4. The key is to get *him* to tell *you* why he should be a SigEp so that it is “his idea” – that’s Inception.

### **ACTIVITY – The SigEp Pyramid**

Begin this activity without explanation. Draw a three-level pyramid on a flipchart. Ask participants what attracts students to your university. Fill the bottom level with their responses. Next, ask what attracts students to Greek life. Fill in the next level with these responses (make sure that they cover brotherhood, functions, intramurals, and other things that they would be tempted to sell a PNM on. Finally, ask participants what attracts students to SigEp, with the caveat that they cannot use any of the reasons from the first two levels. Explain that these things are our product differentiation factors and we should focus on them in the recruitment process, as opposed to the things in the bottom two levels.

**\*Outcome:** Members understand what differentiates SigEp from other student organizations and Greek Life

### **ACTIVITY – Practice the Pitch**

Have chapter members pair off again to practice the pitch with one member role playing as a PNM. Explain that they will each get four minutes to run through the pitch, although this would normally take longer than that.

**\*Outcome:** Each member can customize their SigEp pitch based on an individual PNM’s interest

### ***Year-round Recruitment Impact***

- Every member is an ambassador for our organization. Everyone should be comfortable giving an elevator pitch about SigEp because you never know when you’ll encounter incredible talent.

### **Balanced Man Scholarship Impact**

- In many cases, you have one chance during the Balanced Man Scholarship interview to deliver a pitch and get someone really interested in SigEp. Having this skill mastered will allow you to convert a large number of applicants into potential new members.

### **Formal Recruitment Impact**

- Formal recruitment comes with a short attention span. It’s crucial to be able to get to know someone enough to understand what they value, and deliver a pitch about the organization to keep SigEp at the top of their list.

## STEP SIX – ASK HIM TO JOIN

Before we ask anyone to join, it is important to understand and handle any questions or concerns they have. Doing so ensures that everyone we invite to join will do so. A simple method for doing so is:

- Ask for objections
  - “Hypothetically, if you were to get a bid, is there anything that might stop you from joining?”

Ask clarifying questions

- “Why don’t your parents want you to join a fraternity?”
- Paraphrase their objection to make sure you have it right.

Feel, Felt, Found

- “I know how you feel... I (or one of the brothers) felt the same way... What I/he found was...”

Isolate & Repeat

- If x weren’t a problem, is there anything else that would get in the way of you joining?”

## COMMON OBJECTIONS & RESPONSES

- Dues/Money
  - “Brother X can get you a job at Y”
  - Talk about how much it actually costs (many PNMs don’t know)
  - Talk about return on investment – SigEp will increase your earning potential

Stereotypes

- Show him how we don’t fit the “frat boy” stereotype

Hazing

- We don’t

“I don’t drink”

- We have/have had brothers who don’t drink

Commitment/Time

- Talk about what the minimum requirements actually are.
- SigEp can be a resource for time (help from brothers, learning time mgmt, ect.)

Parents

- Connect with a brother’s parents, AVC member, ect.
- Ask if he has talked to his parents about the benefits of SigEp.
- Typically parents have a specific objection (hazing, time, ect) that you will want to handle.

My girlfriend doesn’t want me to join

- Girlfriends like coming around SigEp, going to formal, ect.
- Girlfriends make friends with other girlfriends.
- Girlfriends like it when their boyfriend becomes a balanced man with a higher earning potential.

### **Year-round Recruitment Impact**

- In year-round recruitment, there isn't the urgency of a "bid day" or another decision point. Chapter members have to master the skill of asking members to join so that they can create the urgency.

### **Balanced Man Scholarship Impact**

- Most of the time, invitations to join will happen outside of the formal scholarship process. However, the work of explaining SigEp and the values will help to address potential objections before they even become an issue.

### **Formal Recruitment Impact**

- Know where you stand before offering a bid. Have intentional and direct conversations about membership. The worst place to be is to offer someone a bid without knowing what they think or feel about SigEp. Ask them!