



FACILITATOR GUIDE
PART III: RECRUITMENT CONVERSATIONS

FACILITATOR KEYS TO SUCCESS

What is facilitation?

Facilitation is making things easier and includes:

- Supporting the curriculum through discussion and activities.
- Creating connections of shared information and experiences.
- Helping participants get good information and affirmation.
- Providing focus and direction.
- Appropriately challenging and questioning participants.

Effective Facilitation

Effective facilitation requires that facilitators are:

- Natural and genuine.
- Interested in all participants.
- Engaged in a series of conversations with a variety of participants.
- Clear and non-judgmental in their communication.
- Flexible and able to adapt to different situations.
- Focused on the participant's experiences and struggles.
- Developing appropriate relationships with participants.

Facilitator Tips

- **Be prepared.** Know and review the information and activities you are leading completely prior to the session.
- **Focus on the process, not the content.** Allow participants time and opportunity to discover important learning points for themselves, don't automatically give away all the answers.
- **Don't dominate the discussion.** Don't feel responsible to respond or comment on each idea or question they discuss. You are not the focus of the session. The participants should drive the process, you just make sure they stay on track and focus and stick to the schedule.
- **Don't be afraid of silence.** Give them time to think about the questions you ask and respond. They may be hesitant when you first start but don't rescue any of them by answering the questions for them. Make eye contact with participants and walk around to encourage discussions. You may need to repeat questions.
- **Practice active listening.** As someone is speaking show your interest through your body language and facial expressions. Maintain good eye contact and nod your head to let participants know they are being heard.
- **Deal quickly and assertively with disrupters.** Don't let them control the group or dominate discussion. Avoid arguments with disruptive people but don't be afraid to address it after the session is over.
- **Turn questions back to the group.** If participants ask questions deflect them back to the group and see what they think. Be sure to answer questions yourself eventually.

FACILITATOR KEY

SESSION TITLE (Session Time)

Set-Up/Supplies Needed

- If any special set-up is needed for the session it will be listed here
- Any supplies needed will also be listed

Section Title - amount of time (# minutes)

Questions to ask and points to make verbatim

- Notes & Instructions for facilitators

PART III: RECRUITMENT CONVERSATIONS (75 minutes)

Set-Up/Supplies Needed

- AV/Projector & Internet Connectivity for TED Talk

Introduction - 5 minutes

- Lead Facilitator(s) welcome participants with an upbeat, genuine, and positive welcome. Let them know you are glad they are here and you're glad to be there too!
- Share the objectives of Part III of the workshop:
 - To understand every chapter members' role in recruitment
 - To identify ways to generate PNM interest in Pi Kappa Phi
 - To understand how to start conversations and maintain interest with PNMs
 - To discuss the three goals of effective recruitment conversations
 - To professionally develop individually in soft skills/the art of conversation

Understanding Your Role in Recruitment - 10 minutes

When you joined your chapter at _____, what stuck out to you the most about Pi Kappa Phi? What drew you into this brotherhood?

- As you receive 1-3 responses, comment and move on once someone mentions joining the “group of guys”, “brotherhood”, “the most genuine group of dudes”, etc.
- Point out that each member joined the entire brotherhood, not the Vice Archon or Recruitment Committee.

As a member of Pi Kappa Phi, it is your responsibility to take full advantage of everything that fraternity has to offer, and to pass on an even better experience to future generations of Pi Kappa Phi as you strive to become the Ideal Chapter.

The responsibilities outlined by our national organization, which were adopted by our chapters are as follows:

- Vice Archon: Develops recruitment strategy, organizes recruitment related events and gatherings (virtual and physical), educates and trains chapter members in preparation for recruitment efforts, oversees PNM information collection and tracking, and the recruitment committee along with its' meetings
- Recruitment Committee: Assists Vice Archon in event planning, partnered organization/venue communication, event organization and setup, PNM outreach and communication for recruitment efforts, and PNM information collection and tracking
- Chapter Members (aka Chapter Recruiters): Responsible for “pipelining” or name generation for Potential New Members, attending recruitment events to convey value of your fraternity experience and accurately representing your brotherhood, and ultimately assisting in deciding the future of your brotherhood through recruitment conversations and efforts.

Much like when each of you signed a bid, each PNM joins a brotherhood of Pi Kappa Phi, not the Vice Archon or Recruitment Committee. It is each member of Pi Kappa Phi's duty

and privilege to pave the way for their chapter by recruiting valuable members to carry on your chapter's legacy.

An important area of recruitment is confidence in yourself and your chapter brothers. A positive brotherhood leads to positive results in recruitment. With that, let's discuss interests and talents of our brotherhood.

- Divide the chapter participants into small groups of 3-5 brothers
- Have each group discuss unique interests, strengths, and accomplishments of the brothers in their group. Make sure they are ready to share out to the entire group.
- Give everyone 3-5 minutes to discuss, and approximately 2 minutes per group to share.

The Golden Rules of Recruitment - 10 minutes

Now that we have an idea of the recruitment responsibilities of each brother in our chapter, let's discuss outreach and recruitment conversation goals that we should all keep in mind during recruitment.

First, let's focus on two simple concepts that every recruiter (every brother) should keep in mind before entering into any recruitment related conversation.

The first of two "golden rules" of recruitment: **Never Speak Negatively.** "If you don't have something nice to say, don't say anything at all"

- Ask: "What are your thoughts when this comes to mind? Why is this so important?"
- If not mentioned:
 - If we speak negatively about our own fraternity brothers or experience, you'll never convince anyone to join
 - If we insult the university, IFC, another fraternity, or anyone at all we may be offending a PNM's interests, school/community of choice, or highlighting someone else (giving something other than Pi Kappa Phi the spotlight!)
 - Negative conversations push people away, not draw them to you

The second "golden rule" is: **Never Set False Expectations. Do not lie!**

- Ask: "Why is it essential to be honest and transparent with a PNM?"
- If not mentioned:
 - If we set false expectations for our fraternity experience, you create a false identity for your chapter and an experience that does not exist
 - Leading to a PNM not joining as a result of lies
 - or a PNM that does join and when expectations are not a reality, that results in a negative Pi Kappa Phi experience/a drop in retention when someone leaves or "drops"

If we can keep these two "golden rules" in mind when facilitating recruitment conversations, each member will set themselves for success. Now that we have a baseline for our mindset going into recruitment conversations, let's discuss what goals each of us should have depending on where the conversation is or where a PNM is in the process.

Recruitment Conversation Goals

We have just discussed the importance of making sure that we are recruiting based on a true valuable fraternity experience in a positive way. However, as we walk into every recruitment conversation, each member should have a simple goal for each conversation with a PNM.

The three goals each recruiter should have for the different stages a PNM goes through during a recruitment process are:

One, making sure the recruit feels... Comfortable, Important, and Understood;

Two, that the recruit understands Pi Kappa Phi;

And three, that Recruit Wants to be apart of Pi Kappa Phi (we will cover this in part IV of the workshop).

Goal #1 - Recruit Feels Comfortable, Important, & Understood - 15 minutes

Let's begin with initial contact or outreach. This is the first interaction or any early touch point with a PNM, regardless of whether it is in an intended recruitment situation or not. For an early point of contact or conversation, what might this look like?

- Encourage as many chapter participants to share short responses (limit to 5-10)
- If not mentioned:
 - A text message/direct message on social media
 - An impromptu conversation through a mutual friend on campus, in class, in a virtual conversation while playing video games, etc.
 - At the first or second organized recruitment event
 - A tabling event or campus event organized by IFC or campus activities
 - A high school mutual connection or friend at home over the summer
- Anything that allows the recruit to get to know you, and vice versa. This is just about making initial contact and getting to know one another, not about bringing up the fraternity.

In this specific interaction before being introduced to Pi Kappa Phi, the goal is to make the recruit feel comfortable being himself, important and valued, and understood.

Making someone feel comfortable in a first interaction is as simple as turning a stranger into a friend, which means you should be a “friend” before you are “fraternity”. Sometimes, starting and continuing conversations with someone we don't know or are just familiar with can be very intimidating and feel very unnatural. It is just as socially intimidating for the person we approach.

As recruiters for Pi Kappa Phi, it is our duty to get out of our comfort zone to make the potential recruit feel as comfortable as possible. Which means our initial contact and first impression are imperative and extremely important in keeping anyone engaged.

- Select one person (very carefully) to stand in the front of the room. Ask participants to raise their hand and name one thing they can complement about this person to start a conversation.

Now, how do we keep the conversation going?

- Remember to ask follow-up questions (Where did you buy ____? What's your favorite part about ____? Etc.)

Let's go beyond the physical appearance. Can you think of a time when someone impressed you? What did they do that made an impression on you? What could this look like?

- Examples: maybe it was someone on an IM team, someone in class that answered a question or helped out another person, a philanthropy event participant, etc.

Follow up on the first compliment or initiate the conversation with that impressionable act. Always open and close the conversation in a positive way!

What other ways can we initiate conversations other than appearance or witnessing someone do something impressive?

- Have a few volunteers share, if not mentioned, add the following:
 - Discussing classwork with a PNM in your class
 - Discussing a shared student organization with a PNM
 - Small talk about a recent campus event you're at/attended
 - Leave politics, controversial topics, and fraternity out of the 1st interaction!

Now that you have initiated the conversation comfortably, let's discuss how to make someone feel important in a conversation.

- Ask someone to come to the front to participate, so that you can get to know him as if he was a PNM. Ask them to tell you what sounds better after two separate conversations.
 - 1st conversation: As the recruiter (facilitator), give them a compliment or two via role play and ask them "yes or no" or short answer questions to model a bad way to ask questions.
 - 2nd conversation: Again, as the recruiter, initiate the conversation, then ask an open-ended question with a follow-up or two similar to the examples below. Be sure to emphasize active listening techniques as you model the conversation here.
 - Which conversation made the recruit feel more comfortable and important?

Asking open-ended and follow-up questions makes someone feel like a friend, not a recruit. What are some more examples of open-ended questions?

- If not mentioned:
 - "How do you like living in ____? Is it as good as living at home?"
 - "What are you interested in doing after college?" > "What's your major?"
 - "What other organizations or activities are you interested in on campus?"
 - "What interests you about fraternities in general?"
 - Two part: "Where are you from? What was it like growing up there?"
- You should always have back pocket or go-to question:
 - "Is a hotdog a sandwich? Why or why not?"
 - "What is one music artist you would want to see if you could (alive or not)?"
 - "Does a straw have one hole or two?"

Did anyone notice anything else I did to make sure the recruit knew I was engaged in the conversation?

- If no one mentions or provides limited examples, mention utilizing Active Listening to stay engaged in the conversation. Ask for other examples, if no response:
 - Eye contact
 - Nodding your head (at appropriate times)
 - Repeating what the other person said to respond or to relate
 - Positive vocal tone and affirmations
 - Open/welcoming posture (no arm crossing, turning away, etc.)

Hearing someone is effortless and usually results in remembering nothing. Listening to someone requires you to pay attention, interact, and leads to remembering parts of the conversation.

The Pareto Principle is used in sales and recruitment trainings and conversations. Does anyone know what it is?

The rule is: the recruiter or salesperson should spend 80% of the time active listening and 20% of that time talking.

As you have these beginning conversations, it's essential to make recruits feel comfortable and important through meaningful conversation and listening, but it is also assisting in future conversations. This is how you make someone feel understood.

As a chapter, if you keep track of a recruit's interests, goals, aspirations, hobbies, background, etc. and can bring it up in a future conversation. This not only provides genuine connection that will matter when the PNM is deciding whether or not to join, but it is "recruitment ammunition" you can use to relate to the individual in later conversations.

It is important to note, that these same principles and methods will work digitally much like in person communication. However, in a texting or direct message situation the key is to be:

- Short, concise, and to the point
- Individualized, so that it does not seem like a mass text
- Timely in response to let them know communication is a priority

In order to master the 1st conversation remember these things:

- No fraternity talk/"frat questions":
 - "What's your major? Where you from? Play any sports in high school? Etc."
 - These are all basic default questions that they will hear a lot.
- The Pareto Principle or 80/20 rule: 80% listening, 20% talking.
- Open ended questions and active listening lead to genuine, more compelling conversations.

By initiating conversation with a compliment or commonality and asking questions (instead of talking), a PNM will feel comfortable. When asking follow-up questions and active listening, a PNM will feel important. If you can remember what you learned like their name, hobbies, interests, etc. a PNM will feel understood. This is half the battle in recruitment!

After you get to know a PNM, it's as simple as asking the question(s):

- Have you ever thought about joining a fraternity? Why or why not?
- What interests/disinterests you most about fraternity? Tell me more about that.
- What are you looking for in a student organization/group of friends?

Goal #2 - Recruit Understands Pi Kappa Phi - 15 minutes

Before we talk about ways to ensure recruits understand Pi Kappa Phi, we must look inward first and understand our *Why*.

There is a book called *Start With Why* by Simon Sinek that discusses how all of the great and inspiring leaders and organizations, regardless of their size and industry, all think, act and communicate from the inside out. They start and focus on WHY they do what they do rather than starting with WHAT they do.

- Play “Simon Sinek: How great leaders inspire action” from 0:00 to 8:14.
 - Playback works best if you download the video to the computer’s desktop before starting training, rather than streaming the video from the internet.
 - You can download the video by clicking “Download” below the video and clicking “Download>>” under the VIDEO section of the pop-up window.
 - http://www.ted.com/talks/lang/en/simon_sinek_how_great_leaders_inspire_action.html

What are some words that remind you of your favorite memories and experiences as a member of Pi Kappa Phi?

- Give participants a minute to think and ask a few participants to share.

When you share your meaningful experiences, people who believe in the same things will connect with you. It’s proven that when you explain why you do what you and what you believe that people will want to connect with you. People don’t buy what you do, they buy WHY YOU DO IT.

Additionally, including our values along with a story allows members to determine a potential member’s genuine interest in the organization.

Sharing leadership success our brothers have draws leaders. Highlighting academic achievements of our brothers appeals to scholars. Displaying the strength of brotherhood attracts men who are supportive that you will never forget. Showcasing a commitment of time and energy to impact and serve others will attract those who want to give back. Talking about partying and drunken experience will only attract partiers.

Return to your meaningful experiences. Consider each aspect of fraternity: brotherhood, campus involvement and connections, philanthropy, personal development, social networking, etc. What is a story you can share about your experience that has been meaningful in your life?

- Give participants a few minutes to think about their story. Have a few participants share with the group. Provide feedback, if necessary, to enhance stories.

You only know what YOU know (remember the golden rules: never talk negatively, never lie). It's your duty as a Pi Kappa Phi to know something about every aspect of your chapter and brotherhood. Have a great story for every aspect of fraternity, and if you can't think of one, know who in your brotherhood has that story or connection.

Connecting the PNM with Pi Kappa Phi - 5 minutes

People relate to stories more than anything else. However, we must meet PNMs where they are. At this point in the recruitment process, the chapter should know enough about someone's interest to tie them in with brothers' stories.

This is the best way for someone to understand the impact of Pi Kappa Phi and the value that it can bring to a members' life. The PNM shouldn't just understand Pi Kapp or fraternity, they need to understand the **IMPACT & VALUE**.

As you tell compelling and impactful stories that relate to the recruits' interest, you should begin to share what you believe the recruit can bring to Pi Kappa Phi. Revealing your personal thoughts is essential for the bond to grow and deepen.

If you know the recruit would be a strong leader in the chapter or would be an academic asset to the chapter, tell them. Also tell them how Pi Kappa Phi can help strengthen them. You need to connect their interests back to chapter opportunities and value.

Feature, Advantage, Benefit (F.A.B.) - 10 minutes

One way to begin emphasizing value to the recruit in Pi Kappa Phi is by sharing the features, advantages, and benefits of the organization while focused on the **WHY**. Let's talk about what that looks like.

A **feature** is a distinctive characteristic of a product or service that sets it apart from any other.

An **advantage** is any trait or feature that gives a product or service a more favorable opportunity for success.

A **benefit** is a desirable attribute of any product or service which a customer perceives they will get from purchasing.

- Example:
 - **Feature:** Pi Kappa Phi's national non-profit, The Ability Experience.
 - **Advantage:** Pi Kappa Phi is the only fraternity to own and operate its' own national non-profit.
 - **Benefit:** Members can participate in several servant leadership opportunities, including a cross country cycling trip called the Journey of Hope.
- Example:
 - **Feature:** Pi Kappa Phi's scholarship program.

- **Advantage:** Access to the chapter’s academic advisor and individual support from the chapter’s scholarship chair.
- **Benefit:** The opportunity to succeed academically and achieve your desired GPA.
- Describing the feature, advantage and benefit of an organization can sometimes be difficult. It’s important to decide as a brotherhood what your chapter’s and our national organization’s features, advantages, and benefits are.

When we describe the Pi Kappa Phi experience in your chapter, what are the features, advantages and benefits?

- Have the group identify these in small groups and share out to the larger group.

Wrap Up

- Mention that Closing Conversations aka the “Hard Sell” training is in the 4th and final portion of the recruitment workshop. In that training, we cover Goal #3:
 - Recruit WANTS TO BE a part of Pi Kappa Phi
- Review the topics discussed and the conclusions drawn from the workshop
 - Recruitment is EVERYONE’S JOB, and you all have the ability to recruit.
 - Golden Rules:
 - Never Speak Negatively
 - Never Set False Expectations
 - Goal #1: in early conversations, recruit feels...
 - Comfortable
 - Important
 - Understand
 - Goal #2: Recruit Understands Pi Kappa Phi
 - Through the Why, Your Story, & F.A.B.
- Answer any questions participants have