

Recruitment
Summit

Confident Conversations: The Key To Recruitment Success

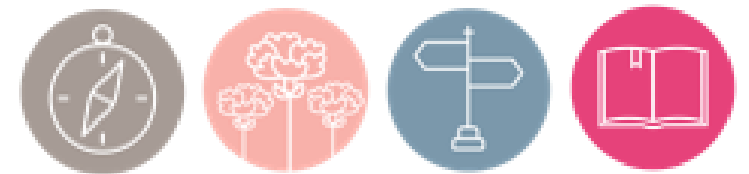
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Introductions



Learning Objectives

- Describe model for effective trainers.
- Define best practices for effective recruitment conversations.
- List one or more skills to deepen recruitment conversations at your chapter.
- Identify one or more strategies to apply the training model to recruitment conversations.



Communication Continuum

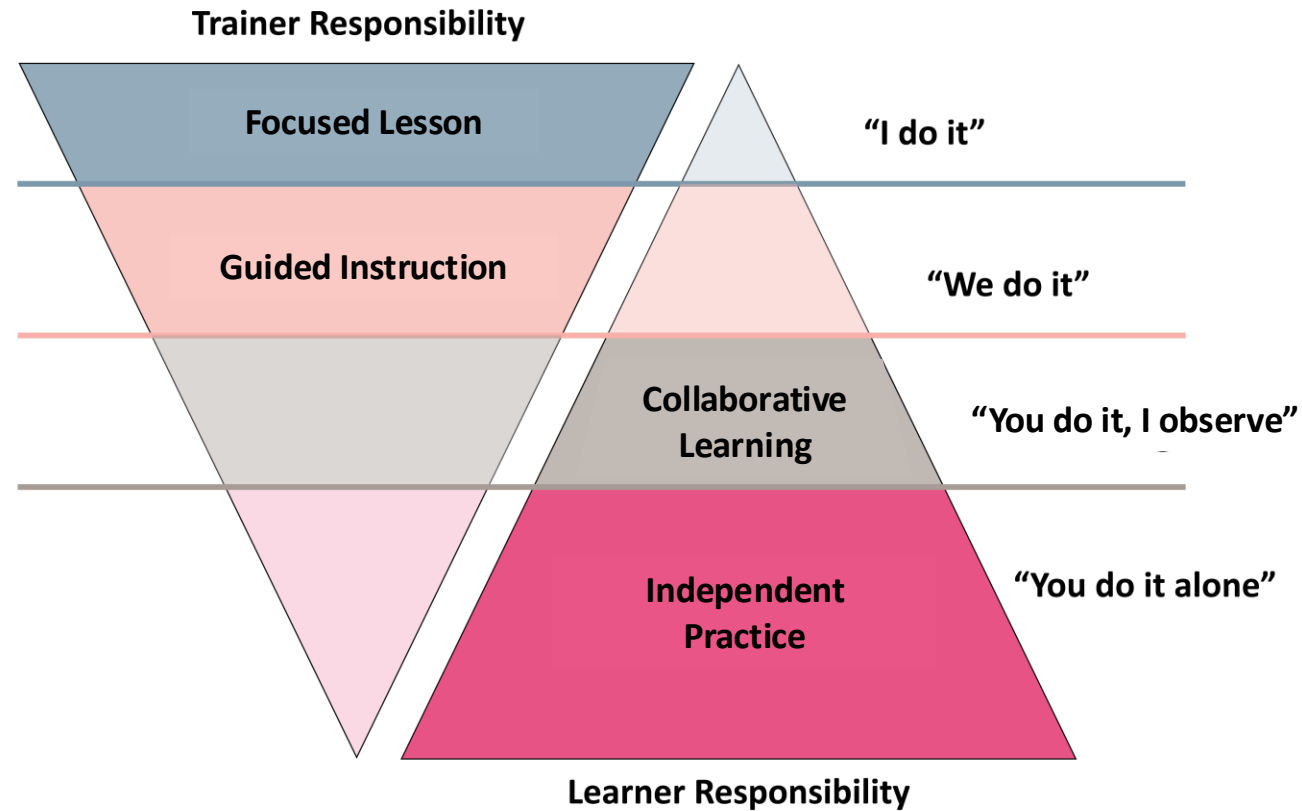


Very Uncomfortable



Very Comfortable

Gradual Release Of Responsibility



Let's Practice



Focused Lesson

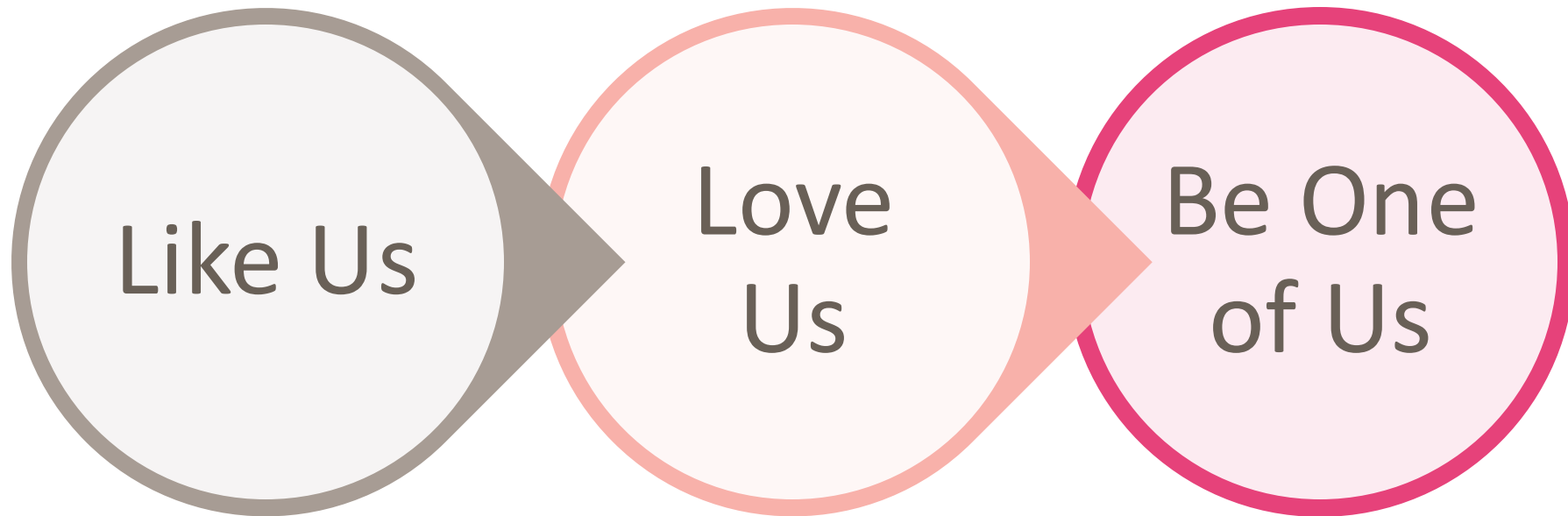
Guided Instruction

Collaborative Learning

Independent Practice

In pairs, review the scenarios on page 101 of your workbook and determine which training strategy you think would be most effective.

Progressive Conversation



Like Us

- First Round
- PNM Takeaways
 - Comfortable in the chapter setting
 - Sense of genuine mutual interest.
 - Desire to learn more.
 - Desire to make connections.

Sounds Like

“How do you like to spend your time when you aren’t in class?”

“What was your first impression of campus?”

Why did you decide to pursue your major?

Love Us

- Middle Rounds
 - Ex: Philanthropy, sisterhood, house tours
- PNM Takeaways
 - Understanding the benefits of membership.
 - Genuine connection with sisters and Sorority.
 - Identifying the experiences she wants to have as a member.

Sounds Like

“I love hearing how you’ve been involved in your community and working with younger students. That’s one thing I love about Gamma Phi. We also have opportunities to invest in the next generation of girls through GOTR. Sounds like we share that value of mentorship.”

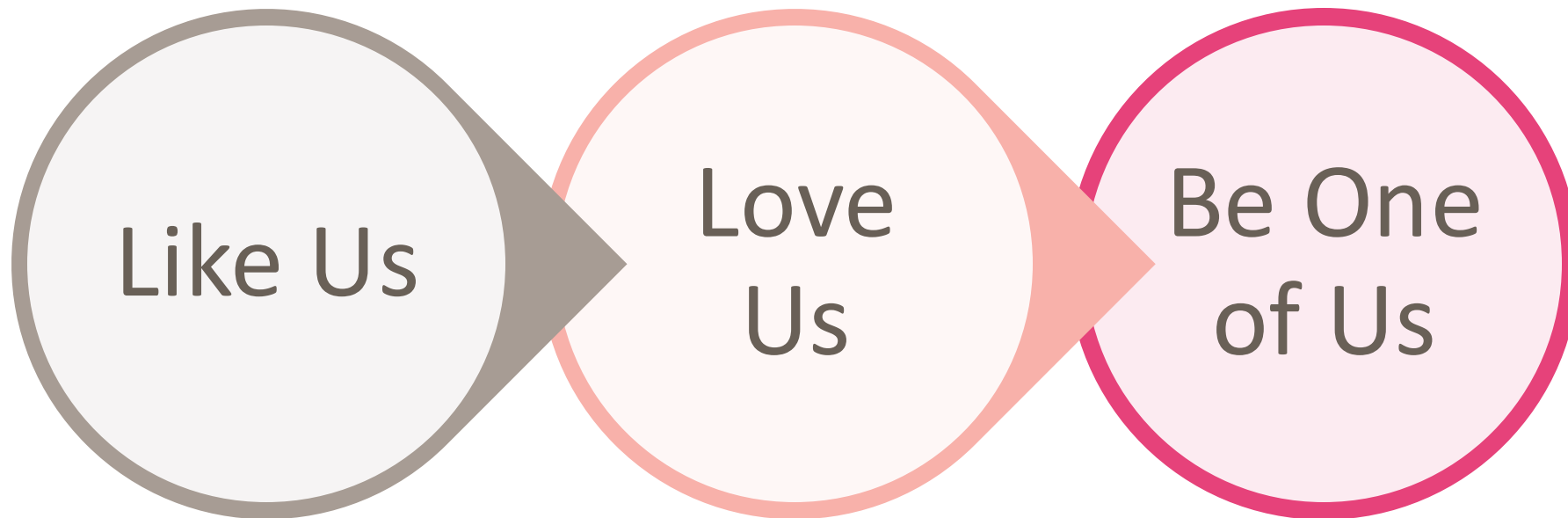
Be One Of Us

- Preference
- PNM Takeaways
 - Strong feelings of sisterhood.
 - A vision for her future in the Sorority.
 - A deep, authentic connection with sisters.
 - Confident in her decision to join Gamma Phi Beta.

Sounds Like

“Gamma Phi Beta has been everything I was looking for and more! I am confident you can find the sisterhood you are looking for in Gamma Phi. I’d love for you to be my sister.”

Progressive Conversation Pulse Check



Raise one finger if you feel your chapter struggles with this type of progressive conversation and raise five fingers if you feel like they excel and two, three or four fingers for everything in between.

Power Preference Phrases

A Power Pref Phrase is a short, intentional statement used by sorority members during Preference round to express strong interest in a potential new member and communicate she is genuinely wanted in the chapter.

- Designed to:
 - Build emotional connection and affirmation.
 - Help the PNM feel seen, valued and desired.
 - Leave a lasting impression that reinforces the Sorority's interest and PNM's sense of belonging.

Bringing It Together

In groups of three, select **one** of the power Preference phrases at the top of page 103.

Using the new types of training you learned about today, explore how you would teach a recruiter to use the phrase you selected. Use the same phrase for each type of training.

Select another phrase as time allows.



Focused Lesson



Guided Instruction



Collaborative Learning



Independent Practice

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Tip: Don't forget to write how you will make your chapter 1% better in your workbook.



Learning Assessment

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www.GammaPhiBeta.org/

Recruitment-Summit-Resources



Recruitment Summit

Connect with us at
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