

*Recruitment*  
Summit

# Leading Your Chapter Through Recruitment

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# Introductions



# *Recruitment* Summit

Pair And Share

# Learning Objectives

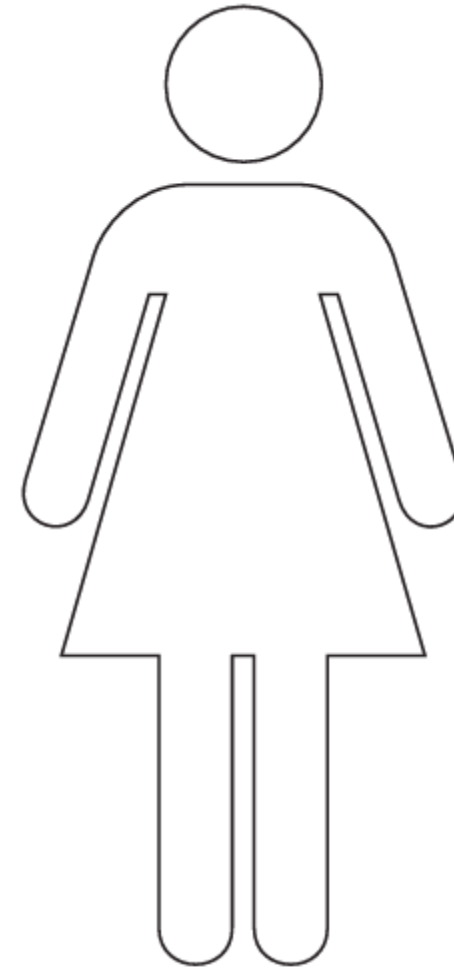
- Identify characteristics of effective peer leaders.
- Define the three pillars of motivation.
- Apply the three pillars of motivation as a peer leader to prepare chapter members for recruitment.



# Defining A Peer Leader

Think for a moment about a peer you really admire as a leader. What characteristics and qualities do they have?

On page 51, write or draw around or on the figure to demonstrate those characteristics or qualities.



# What is a Peer Leader?

A peer leader is a person who uses their knowledge, experience and interpersonal skills to mentor, support and motivate people in the same age group, status or organization toward shared goals, personal growth or positive behavior change.

# McClelland's Human Motivation Theory



**Need For Achievement**



**Need For Affiliation**



**Need For Power**

# Human Motivation Theory

## Need For Achievement

- Desire to exceed expectations
- Clear and visible results

## Need For Affiliation

- Social connections
- Inclusion and harmony

## Need For Power

- Motivating others
- Directing responsibilities
- Influence

# Peer Leadership + Human Motivation Theory

<b>Need for Achievement</b>	Offer prizes or awards for three sisters who went above and beyond during recruitment school as voted on by the chapter.
<b>Need for Affiliation</b>	At the end of each day, have bump groups members go around and share one of their pride points for the day with the others in their group.
<b>Need for Power</b>	Select experienced and skilled recruiters to lead or co-lead recruitment workshops during recruitment school.

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**Let's Practice!**

# Scenario 1

The COB chairwoman, Sarah, is highly motivated by McClelland's need for achievement, but she isn't completing recruitment-related assignments on time. When asked about the delays, she often explains she's been focused on making the perfect events for PNMs, leading to procrastination on administrative tasks. The recruitment team is frustrated as they rely on Sarah for COB execution, but they are struggling to move forward with her tasks being incomplete.

***What specifically would you do to motivate Sarah?***

## Scenario 2

Emma is the day chair for preference round. She is motivated by McClelland's need for affiliation but has been struggling with making decisions needed for her round (choosing the ceremony, decor, outfits, songs, etc.), as she doesn't want to upset anyone or create conflict within the chapter. Emma's reluctance to make decisions is causing delays in the planning process and affecting her confidence.

***What specifically would you do to motivate Emma?***

## Scenario 3

A senior member and former MVP, Alex, is a highly knowledgeable and confident member who many members look up to. She embodies McClelland's need for power, with her desire to influence the direction of the chapter for good, especially in recruitment. Alex has been overstepping into the MVP role lately by being very vocal about decisions on recruitment events, decor, outfits and more.

***What specifically would you do to motivate Alex?***

# Learning Recap

- Identify characteristics of effective peer leaders.
- Define the three pillars of motivation.
- Apply the three pillars of motivation as a peer leader to prepare chapter members for recruitment.

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



# Learning Assessment

Leading Your Chapter Through Recruitment

[www.GammaPhiBeta.org/](http://www.GammaPhiBeta.org/)

Recruitment-Summit-Resources



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Connect with us at  
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