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Overview

This is a critical period in history for the very notion of Greek Fraternity nationally, and a defining moment for Phi Kappa Theta.

Our Fraternity finds itself in the cross-hairs of a shifting public perception and profound skepticism of Greek Life, the inspection and interrogation of Greek practices and performance among higher education scholars and leaders, and the questioning of the value of Greek membership by an increasing percentage of undergraduate college students.

In the not-so-distant future, the idea of Fraternity on college campuses in America will change. This is most certain. Undoubtedly, some national Greek organizations will strongly resist these changes until institutional and/or legal mandates are forced upon them. However, there will be those few innovative Greek communities steered by a team of extraordinary leaders who possess the vision and resolve to proactively create

a brighter future in advance of the wave of the inevitable demands and decrees of external authorities.

Phi Kappa Theta is committed to leading the way in charting a different and more positive course, with the expectation that several other Greek organizations will soon follow our example.

As trailblazers and revolutionaries during this turbulent and unpredictable era, we are committed to carving out a dynamic future for our Fraternity as we recommit ourselves to recruiting and retaining the best and brightest members who embrace our mission, exemplify our vision, embody our motto, and engage with each of our five developmental areas with passionate intentionality.

Consequently, we have expanded our partnership with Dr. Michael Brown of DMB Coaching and his team of curriculum writers, consultants, and life coaches who will assist us in conceptualizing and creating a new paradigm of recruitment that is imaginative, innovative, and extremely instructive.

This important initiative intends to address:

- 1 the difficulties all fraternities are facing within this national cultural context.
- the *deficiencies* of irrelevant and impractical strategies of attracting dynamic brothers who will stand the test of time and fulfill their obligations as lifetime members.

This Beta Preview of the **Recruitment Reimagined Resource Guide** is a work in progress, and will be enriched and enhanced by organizational stakeholders and students in the months thereafter its introduction at this 2019 Phi Kappa Theta Biennial Convention in Austin, Texas.

Currently, this Resource Guide is divided into seven modules (plus an Appendix of topical self-improvement curriculum) that can be mined for renewed and refreshed recruitment philosophy and practices. Each of the sections is bolstered by content in one or more of the seven main areas: Inspiration, Insights, Instructions, Introspection, Interaction, Illustration, and Implementation.



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IMAGINE & IDEALIZE



INSPIRATION

The fraternity experience must first be **reimagined** before it can be reformed and redesigned.

Every significant change begins with a compelling dream, a bold vision, and a commitment to cultivating the imagination. Informed both by the present and enthusiastic about the future, this first module is designed to assist undergraduates and their coaches to imagine the ideal chapter whose members are ideal brothers.

Drs. Tyler Schwanz and Michael Brown, when reflecting on this critical moment for Phi Kappa Theta, offer this consideration:

You have the opportunity to go down in history, not as the founders of your fraternity but the **defenders**, the **crusaders**, and the **revolutionaries** who led the charge in ushering in a fresh era of the new enlightened wave of fraternity brotherhood.

This generation of Phi Kappa Theta brothers could write the next chapter of this grand story that could literally change campuses, cities, and communities around the country in an undeniably positive way.

And it begins with prioritizing brotherhood, not just an optional add-on, but as essential and central to the fraternity experience. With this bond of brotherhood as the core of their membership, the incredible value that each chapter will offer prospective members will be the strategic advantage to recruiting young men and the distinctive edge over other fraternal organizations.

Who gets to decide how contemporary culture, campus constituents, city leaders, and community influencers view Phi Kappa Theta? We do. Who gets to write the next chapter of Phi Kappa Theta? We do. Who gets to both live the legacy of our forefathers and leave a legacy for future brothers for generations to come? We do.

The future of Phi Kappa Theta is our responsibility. If not us, then who? If not now, then when? This is our moment. Now is the time.



INTROSPECTION

II



INTERACTION

Discuss with your brothers and fraternal mentors your thoughts and reflections in regards to these three questions:

- 1 What do you imagine the Founders of our Fraternity envisioned for the brotherhood of Phi Kappa Theta when Phi Kappa and Theta Kappa Phi joined together on April 29th, 1959?
- If they were alive today, what do you imagine our Founding Fathers would think and feel about the state of our Fraternity, the quality of our members, and our expressed and embodied priorities... now 60 years later?
- If they were still leading and serving within our Fraternity, how do you imagine our Founding Fathers would respond to the circumstances that we currently face as a Greek community, and how might they navigate the unique challenges of being a member of a social fraternity in the 21st Century?



Create an Avatar

In the space below, draw and/or describe the best qualities and distinctive characteristics of your ideal Phi Kappa Theta brother as exhibited in this simple sketch of your avatar.

Feel free to be creative in regards to a name and your preferred physical characteristics, while also making connections to the Twelve Dimensions of a Man's Life as well (as noted in **Appendix 1**) as you consider additional accoutrements and accessories.



INTROSPECTION & INTERACTION

Brainstorm with your brothers a list of at least 100 ideal traits (beliefs and behaviors) for a Phi Kappa Theta brother whom you would be eager and excited to extend an invitation for membership.

Tip: utilize the 26 letters of the alphabet to assist you in this interactive exercise, as well as the 25 Virtues Found in the Best of Men by Chuck Chapman (listed at the bottom of this page).

1	21	41	61	81
2	22	42	62	82
3	23	43	63	83
4	24	44	64	84
5	25	45	65	85
6	26	46	66	86
7	27	47	67	87
8	28	48	68	88
9	29	49	69	89
10	30	50	70	90
11	31	51	71	91
12	32	52	72	92
13	33	53	73	93
14	34	54	74	94
15	35	55	75	95
16	36	56	76	96
17	37	57	77	97
18	38	58	78	98
19	39	59	79	99
20	40	60	80	100

Honor	Honesty	Authenticity	Commitment	Contentment
Courage	Prudence	Excellence	Tenacity	Assertiveness
Compassion	Grace	Kindness	Tact	Cooperation
Respect	Forgiveness	Gratitude	Generosity	Adaptability
Loyalty	Humility	Patience	Empathy	Integrity



Appealing to the Top 1% of Men on Campus

Consider what might be necessary to attract the best and brightest male-identified student leaders at your university to Phi Kappa Theta. Look no further than our five areas of development (fraternal, intellectual, leadership, social, and spiritual) to stimulate your imagination.

FRATERNALLY, EACH BROTHER DEMONSTRATES

1	Philios
2	Trustworthiness
3	Openness
4	Faithfulness
5	Dependability
6	Willingness
7	Sense of humor
8	Positive intent
9	Shared interests
10	Ease of friendship
11	Support in times of need
12	Empathy
13	Investment in each other's lives
14	Unbreakable friendship
15	Accountability to one another
16	Mentorship
17	Vulnerability
ΙN	TELLECTUALLY, WE SEE THE VALUE IN
1	Questioning dogma
2	Challenging the status quo
3	Exercising creativity

Appealing to the Top 1% of Men on Campus (cont.)

4	Becoming thought leaders
5	Establishing trends
6	Noticing patterns
7	Defending truth
8	Owning positions
9	Experimenting openly
A	S LEADERS, OUR MEMBERS ARE NOTORIOUSLY
1	Courageous
2	Able to unite
3	Mission-driven
4	Respected
5	Strong in Character
6	Communicative
7	Intentional
8	Confident
9	Loving
10	Inspirational
11	Insatiable
S	OCIALLY, WE ARE PURSUING
1	Valuing shared memories
2	Honoring long-held traditions
3	Laughing together
4	Uplifting one another
	Becoming the best friend to our community
	Becoming the best friend to our brothers
_	Silencing the inner hully

Appealing to the Top 1% of Men on Campus (cont.)

8 Respecting guests in our home 9 Establishing a strong reputation 10 Becoming the ultimate wingman 11 Seeking out creative entertainment SPIRITUALLY, WE CAN OFFER 1 A safe space to ask questions 2 A place that welcomes diversity 3 A heart posture that honors curiosity 4 An ongoing conversation about big ideas 5 A commitment to appreciating others' perspectives 6 An honoring of our Ritual 7 An openness to new ideas 8 A hope for something more 9 A pursuit of something greater 10 A brotherly love that transcends differences 11 A challenge to critical thinking 12 An emotional availability to faith 13 An acceptance of struggle 14 An absence of judgment

✓ IMPLEMENTATION

THE RECRUITMENT PROCESS IS BI-DIRECTIONAL

- ✓ Know who you are looking for
- ✓ Know what you can offer
- ✓ Know why you are doing any of this
- ✓ Know how you are going to communicate your why to your who
- ✓ Establish when you are going to begin your hiring process relative to when you need to hire.

THE SEARCH FOR CANDIDATES IS LIKE USING A GOOGLE SEARCH

- ✓ Specific key-words
- ✓ Narrow down to the single right fit
- ✓ Do not mistake volume of responses with quality of responses
- ✓ Be your own best SEO
- ✓ Rather than being **shocking**, try to be easily accessible

DON'T PLAY GAMES

- Be the author of your life's story, not the narrator.
- Don't act like a character in a romantic comedy
- Don't wait for them to make the first move
- Don't place the fear of rejection ahead of the boldness of putting yourself out there

INTERRUPT & INVESTIGATE



INSPIRATION

Socrates wisely noted "the unexamined life is not worth living." Similarly, the unexamined chapter is probably not worth joining.

Looking in the mirror and being brutally honest with yourself about what you know to be true of your real self can be terrifying, but also instrumental to becoming your best self.

Similarly, pausing long enough to earnestly evaluate the health and fitness of your chapter is the second step to becoming the envy of the Greek community on your campus.

However, for Phi Kappa Theta to be recognized by truly outstanding individuals outside of our Fraternity as the "premier human development organization," we must pause long enough to interrupt the status quo by identifying the grand possibilities of a better tomorrow while investigating the problems that are preventing us from reaching our destiny.



INSIGHT

The Ideal Chapter

Consider what a chapter gathering might feel like if there were dozens of men in the same space who were each envisioning a big-picture perspective, who were preparing themselves for this lifetime journey, who were fueled by a passionate desire to become and behave in a manner that was honorable, who established priorities that truly mattered, who developed a plan of action matched with the proactivity to make it happen, who surrounded themselves with like-minded individuals who were inspiring and aspiring to go the distance – persistently pressing forward and onward to cultivate positive growth in their lives as well as throughout the Phi Kappa Theta brotherhood.



INTROSPECTION

Which phrase(s) from the Insight section strikes a chord with you as you think of your
brothers and the dreams you might have for your chapter?



INTERACTION

your local brotherhood.					



INSIGHT

The Sad & Unfortunate Reality for Most Chapters

Consider what a chapter gathering might feel like if there were dozens of men in the same space who were struggling to maintain a positive attitude; who are tempted to keep secrets and hide struggles from one another; who have few role models in constructively handling criticism and resolving interpersonal conflict; who are often preoccupied with the pursuit of pleasure; who frequently lack discipline, drive, and determination; who lack the willpower to delay immediate gratification, and who struggle to articulate a compelling vision for their lives.



INTROSPECTION

Which phrase(s) from the **Insight** section strikes a chord with you as you think of your brothers and the dreams you might have for your chapter?



INTERACTION

SWOT Investigation Overview

Invest three minutes in each of the four categories (strengths, weaknesses, opportunities, and threats) as part of a rapid investigative overview of your chapter.

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS



DMB Coaches' Observations: Seven Common Weaknesses & Threats for Social Fraternities

1 Need for others' acceptance	
Need for others acceptance	
2 Need for others' attention	
3 Need for others' permission	
4 Need for others' positive reaction	
5 Need for others' validation	
6 Need for others'	
7 Need for others'	
SEVEN THREATS FOR CHAPTERS	
SEVEN THREATS FOR CHAPTERS 1 Brothers who lack the confidence to do the right thing when courage is required.	
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Brothers who lack the confidence to do the right thing when courage is required. Brothers who are obsessed with mere appearances rather than substance.	
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The Eight Essentials for Investigation

Now in this more comprehensive and systematic assessment of your chapter, thoughtfully and methodically evaluate each of the eight essential components of a healthy and vibrant brotherhood.

PERSPECTIVE

the dream of who we are becoming as a brotherhood and how I envision a positive future for my chapter

PREPARATION

the intellectual, leadership, social, and spiritual development of members required to become a positive community of gentlemen and servant leaders

PASSION

a deep desire for positive progress that infuses the community with motivation

PRIORITIES

that my brothers are growing into effective leaders who passionately serve society, Fraternity and God

PLAN

the decision to establish strategic and specific goals that will accomplish the mission and vision of the Fraternity

PROACTIVITY

the daily decisions of every brother to stick to the plan

PEOPLE

cultivating powerful comradery, positive communication, and progressive conflict resolution while pursuing a common mission and vision

PERSISTENCE

the dogged drive to push through barriers, climb over obstacles, and maneuver around roadblocks that threaten our Fraternity's growth, progress, and success



INSIGHT

As it pertains to the topic of recruitment and retention, it can be presumed that a focus on the **people** category for targeted investigation would be most strategic and beneficial.

Since "we often attract who we are" and "we often resemble with whom we relate," it would be sensible to pose some honest questions about myself and my fellow chapter members.



INTROSPECTION

Looking inside of and around yourself, take several minutes to honestly evaluate yourself and your brothers in regards to your and their helpful and/or unhelpful contributions to the chapter. This module focuses on asking the hard questions, pointing out the problems, and identifying difficult issues.

As a result, this next introspective exercise invites you to place a \checkmark next to any unhealthy attitudes and/or unproductive actions that might contribute to a culture within your chapter that might make recruiting upstanding brothers an unlikelihood from the start.

ATTITUDES & ACTIONS	MYSELF	MAJORITY OF MY BROTHERS
Disorganized Life		
Inability to Make Decisions		
Unrealized Goals		
Shallow Friendships		
Frustration		
Fear of Failure		
Uncertainty about Core Values		
Sense of Powerlessness to Change		
Unhealthy Romantic		
Toxic Dating Patterns		

ATTITUDES & ACTIONS	MYSELF	MAJORITY OF MY BROTHERS
Secret Addictions		
Alcohol Overuse		
Apathy		
Promise Breaking		
Procrastination		
Stuck & Stagnant		
Selfish & Self-Absorbed		
Making Excuses		
Blaming Others		
Defensiveness		
Complaining		
Insecurity		
Poor Academic Performance		
Undisciplined		
Angry Outbursts		
Sexual Misconduct		
Emotional Turbulence		
Gossip		
Backbiting		
Dishonesty		



INTERACTION

Compare your designations and observations with like-minded brothers who share your passion for becoming the best version of yourself and improving your chapter.

TURN SKELETONS IN THE CLOSET INTO OPPORTUNITIES TO CONNECT

/	People respect excellence, but relate to imperfections—bring both.
~	Carefully consider your biggest gap—then recruit to fill them
~	Stop striving to be perfect , and start striving to be purposeful .
~	"Come as you are, but commit to leaving a man, changed for the better."
~	Consider the opportunity costs of stagnancy.
~	In a small group: Create a list of 5 committees, headed each by the 5 Vice Presidents, that would best hold your members accountable in a way that fills the gaps in your chapter.

IMITATE & IMPORT



INSPIRATION

It is at this point in the resource guide when you are challenged to consider and contemplate a completely new way of thinking about recruitment. At first glance, it might feel a bit strange and unsettling. However, as you ruminate and reflect upon the proposed shift in the philosophy, principles, and practices of this renovated rendition of social fraternity recruitment, it will begin to make sense.



INSIGHT

stories in industry and import the best contemporary ideas and innovative strategies that are utilized in both the corporate and non-profit business sectors.	

An extraordinary Phi Kappa Theta recruitment process should imitate the success

ILLUSTRATIONS

Three Important Lessons from Three Corporate Giants

IMITATE APPLE

- 1 Apple embodies this thought: "I don't care about us being right. I only care about us doing the right thing." Steve Jobs
- 2 "It is better to have a hole than an a-hole." Jimmy Jacobs
- **3** Practice: Correct honestly

IMITATE GOOGLE

- 1 Google embodies this thought: "Most people spend more time and energy going around problems rather than trying to solve them." Henry Ford
- 2 Schedule 20% of your time each week to dream, think, and work on passion projects.
- **3** Practice: Care personally

IMITATE FACEBOOK

- 1 Facebook embodies this thought: If you're not prepared to be wrong, you'll never come up with anything original." Ken Robinson
- 2 Original Motto: Move fast and break things. Revised motto: Move fast with a stable infrastructure.
- 3 Practice: Fail successfully



THE PARADIGM OF BLUE OCEAN VS. RED OCEAN

TWO GROUPS

GROUP 1

- ? How many male-identified students are on your campus
- How many came to school looking to graduate in an effort to earn a desirable job?
- ? How many came to school hoping they might meet their soul mate?
- How many came to school an inexperienced 18 year old child, hoping to leave a well-adjusted, fully "adulting" young adult, prepared to take on the next chapter of life?
- How many came to school with physical, social, or emotional insecurities, hoping to develop healthy habits, friend groups, and support systems needed to leave school a confident leader of others?
- On the property of the prop

GROUP 2

- A How many people came to school *primarily* to party.
- ? How many people do you believe drink 4 nights a week, and don't see an issue with it?
- ? How many people came to school to try to have as many sexual partners as humanly possible?
- ? How many people came to school looking forward to joining a fraternity because of the stories of crazy initiation rituals?
- ? How many people came to school looking forward to being in a position of power as an upperclassman in hopes of lording over freshman?
- **?** How many people came to school looking to live life on their terms, outside the rules of their parents' home, regardless of consequences?
- How many people do you believe on campus come to college hoping to treat it like a "break" or "not real" compared to "real life" following graduation?

THE PROCESS OF STRATEGIC PLANNING

"Focus means saying "no" to the other hundred good ideas."

Steve Jobs

Once your demographic is identified, narrow your focus

STRATEGIC PLANNING

- Set a main objective
- Set a time line
- Assign key results that, when achieved, will press your organization toward accomplishing the main objective.
- · Accountability to the key results
- · Visibility of the Main Objective
- Collaboration across organization on development of main objective

PICTURE OF YOUR STORY BRAND

from "Building a StoryBrand" by Donald Miller

- Don't try to be the hero in your members' story
- Be the guide
- You don't want to rescue young men-you want to empower them to be able to rescue themselves, show them the path to improvement, and supply them with the tools and people to help them on their journey.



THE PRIORITY OF WHO GOALS VS. WHAT GOALS

Are you attempting to change your results, your systems, or your identity?

RESULTS

Comparing results vs. Comparing journey

- Discuss a time when you shared an experience together and came back a different person?
- How did the people who didn't go feel?
- When you are always looking for result change you'll forever be living in the future and unable to focus on your journey.

SYSTEMS

Looking for the "Next best thing"

- Churches that are struggling-the next program or study or organization of small groups will be what changes everything.
- When you are always looking for the next system you will forever be dissatisfied wherever you are.

IDENTITY

Transforming who you are

- Have you or anyone you know lost a ton of weight (50 lbs. or more)?
- Do you know anyone who has come into a large amount of money who grew up with none?
- Anyone want to go to a Neo-Nazi rally with me later?

THE PROMISE OF A VALUE PROPOSITION

- Why should someone join Phi Kap over any other Fraternity?
- Why should someone go Greek over any other extracurricular?
- What can we offer an underclassman that no one else can?
- What can we do to make a first impression that is refreshing and memorable?
- How are people going to notice us through the noise of rush?
- How will we draw the attention of our community to Phi Kap in a surprising way?

THE PRIMACY OF POSITIVE AND UNFORGETTABLE EXPERIENCES

- How many days of your life do you remember?
- How many trips to your favorite restaurant do you remember?
- · How many trips to Disneyland do you remember?
- How many days of class do you remember?
- How many nights out at the bars will you remember?
- What if every day was memorable?
- What if every moment mattered?
- What if every conversation had the potential to change everything?



THE PHILOSOPHY OF EXCEPTIONAL CUSTOMER SERVICE & CUSTOMER EXPERIENCE

Customer Service + Customer Experience = Loyal Customer

- · Service is reactive
- Experience is proactive
- Service is about what happens in front of the customer
- Experience is about what happens behind the scenes
- Service connects the customer to a person
- Experience connects the customer to the brand

THE CUSTOMER EXPERIENCE 1 YEAR PLAN

Day 1: The Day after rush ends

- · Vision Casting meeting among leadership
- Describe ideal member
- Develop Value Proposition
- Articulate Core Values
- Create Value-Driven choices and habits
- · Identify gaps
- Set Objectives and measurable key results

Day 2: The first chapter meeting after rush ends

- Present results of leadership meeting to entire chapter
- Assign teams of men key results to pursue
- Communicate Core Values and Publicly Post
- Train teams on Value-Driven choices and habits
- Agree upon deadlines and expectations

Day 3-Day 30: First month

- High level of accountability/High level of Encouragement
- Habit-building phase
- · Season of sowing

Month 1-3: First Check in

- Check in on Key Result progress
- Make adjustments where needed
- Identify Obstacles
- · Reconnect to purpose and mission and primary objective

Month 3-6: Second Check in and 1-1 Meetings

- Check in on Key Result Progress
- · Make adjustments where needed
- Meet 1-1 to get feedback on the process
- · Identify areas of desired growth following the mastery of basic habits
 - Sales and marketing
 - Networking
 - Negotiation
 - Objection Management
 - Conflict Resolution

Month 6-9: Activate the new customer experience

- Contact your ideal customers
- Expose them to your brand/experience
- Show don't tell about your value proposition
- Create a dynamic environment

Month 9-12: Leading up to and including rush

- Have a clear onboarding process
- Lead with your why
- Do not settle for "Yes, but," wait for "Yes, and"
- You aren't recruiting members, you are meeting your life-long best friends

Throughout the Process

- Assign Project Managers who check in on all teams
- Assign resource allocation manager in charge of spending money on that which will deliver a measurable return on investment.
 - Events that drive commitment
 - Assets that build property value
 - Experiences/Services/Vendors that help members grow
 - Gifts that communicate generosity, gratefulness, and brotherhood

IMPORT PLAN THAT INCLUDES THE FOLLOWING:

1	Project Management
2	Consistency & Accountability
3	Dynamic Workplace culture
4	Develop Marketing Plan
5	Resource Allocation
6	Direction-Setting & Vision-Casting
7	Ethos of Shared Ownership
8	Core Value Development
9	Determine Values-Based Choices
10	Enhanced Networking Skills
11	Sales & Negotiation Skills
12	Objection Management
13	Conflict Resolution
14	Onboarding New Member Process



ILLUSTRATION

The Ritz-Carlton Experience



IMPLEMENTATION

Imitate

ONE-ON-ONE MEETINGS

- Annual Reviews are a thing of the past
- Short, effective check-ins
- 15 minutes or less
 - "What things are holding you back?"
 - "Has anything braggable happened in the past few weeks?"
 - "What can I do that will help your reach your objectives?"
 - "What can I stop doing that will help you reach your objectives?"
 - "Give me one criticism of our current process that is either frustrating, or seems pointless, or is not achieving the intended goal?"
- Can be done in person or by email

TRANSFORM CHAPTER MEETINGS

- People don't like pointless or routine meetings
- Bring great purpose and meaning to every meeting
- 3:1 ratio of preparation time versus actual meeting time
- A few Always's and Never's
 - Always re-establish core values
 - Always praise publicly
 - Always encourage others to participate
 - **Never** ask for complaints or negative feedback
 - **Never** discipline or belittle publicly
 - Never lose sight of the mission

TRANSFORM CHAPTER MEETINGS (CONT.)

Chapter should always be about growing:

Growing Up

Becoming the sort of man this world desperately needs: a kind, considerate, motivated, creative, talented, equipped, loving, gentleman who is both willing and able to influence others.

Growing Out

Reaching out to potential collegiate members on campus, being visible to others, showing up when others are in need both on and off campus. Developing an outward marketing plan that accurately represents in the internal culture of the organization. Growing the chapter not just in number but in density of quality men.

Growing In

Creating memorable shared experiences that one will be able to look back upon fondly, even 10 years in the future. Making chapter each week an opportunity to grow the roots needed to sustain lifelong friendships.

MEMORIZE & MATERIALIZE A MEANINGFUL MOTTO

- Create a your own motto
- Encapsulate your core values in a way that can be recited often and communicated easily to others.
- "Mad-lib activity" to develop motto and value proposition

IMPLEMENT | PHASE 1 Ignite & Incite the Membership



INSPIRATION

For those true visionaries within Phi Kappa Theta who can envision grand possibilities, who have put in the hard work of honestly assessing their chapter, and have now embraced a new way forward in regards to reimagining recruitment, the time has come for the real test of leadership resolve.

In this fourth module, three essential next steps are highlighted:

- a *review* of the current membership roster to identify those brothers who are resistant to positive change
- a *commitment* from every brother to support the new vision to ensure 100% chapter buy-in

	1 3
3	the <i>removal</i> of those members who do not share the chapter's mandate to return to the mission and vision of the Founding Fathers

TEP #1: MEMBERSHIP REVIEW
TEP #2: ESTABLISH 100% CONSENSUS FOR THE NEW VISION
TEP #3: REMOVE DISENGAGED AND/OR DISRUPTIVE BROTHERS



INSIGHT

After implementing all three indispensable steps for success, the brotherhood is now prepared to be ignited and incited in order to claim a brighter future.



INSTRUCTION

The Five Essentials to Reinventing the Chapter

ESSENTIAL 1: BELIEVING

The most important thing about our chapter is what we think and feel about ourselves deep down inside.

Believing Requires Embracing Five Truths

- 1 We are someone (we are more than just a something)
- 2 We are significant (we can make a difference)
- 3 We are special (we are like no one else in the entire world)
- 4 We are spiritual (we are more than meets the eye)
- 5 We are strong (we have the ability to follow through on our decisions)

Believing Requires Exposing Five Lies

- 1 Our value is determined by what we accomplish.
- 2 Our worth is measured by power, position, and possessions.
- 3 Our self-image is dependent on the approval and affirmation of people.
- 4 Our sense of security is rooted in career, capital, and control.
- 5 Our happiness is a result of serving and satisfying ourselves.

ESSENTIAL 2: BEGINNING
Every significant change in the right direction begins with one choice.
Choice Defined
The decision to act or not act.
Choice Described
We are simply the sum of our choices. Every choice counts. Period. While we can't always change, we can always choose. We can choose our way into change.
Choice Decisions
Start
Stop
Sustain
Stall

ESSENTIAL 3: BECOMING
We will not wake up someday having become the chapter we have not been becoming.
Two Ingredients to Becoming
Character
Who we are when no one is looking is who we really are.
Consistency Our legacy is merely an accumulation of a series of choices in the same direction.

ESSENTIAL 4: BELONGING

We will resemble those with whom we relate. So we must recruit today those whom we want to resemble tomorrow.

RECRUIT VIPS	RESIST VDPS
✓ Very Intentional People	× Very Draining People
✓ Very Invigorating People	× Very Demotivating People
✓ Very Inspiring People	× Very Divisive People
✓ Very Inquisitive People	× Very Difficult People
✓ Very Imaginative People	× Very Disengaged People
✓ Very Influential People	× Very Demanding People

ESSENTIAL 5: BRANDING
Our public reputation should merely enhance and accentuate our private reality. Our Personality Who we are
Our Passions What gets us excited
Our Proficiencies What we could do
Our Performance What we actually do
Our Presence How others perceive us



INTERACTION

Engage in an honest conversation with all chapter members in one gathering as to your chapter's preparation for this reimagined recruitment process in light of the health of the chapter through the lens of the Five Essentials.



IMPLEMENTATION

Determine
Are we committed to embarking on this new journey together?
Decide
Have we made the necessary preparations for this journey?
Do
What are the immediate choices that need to happen in advance of the journey?

M

ILLUSTRATION

Dr. Tyler Schwanz has been coaching one prominent chapter who has been struggling to recruit the best and brightest men on campus.

While their executive team are extraordinary leaders who are willing to make the necessary sacrifices to leave a positive legacy for future brothers, the chapter membership is hesitant and fearful of change. Here is a short transcript of a recent phone call between Dr. Tyler and their leadership team:

DMB Coaching has been tasked to totally revamp how we think about recruitment. You have told us that recruitment out of desperation is your biggest downfall. Desperation for social status and desperation for dues from rent payments. When you see potential new recruits as a means to an end (social capital or financial stability), what sort of brotherhood do you imagine will unfold?

It is truly miraculous that based upon the foundation of the way recruitment is today that any positive outcomes ensue. That should tell you a little bit about how powerful unbridled brotherhood and un-muzzled intentionality from start to finish will make you. You will become sought after--by employers, by campus leaders, by potential romantic partners...you will truly be recruiting people into your *life*, not into your cohabitation, and inviting people to join you on the journey, not leach onto you to make you look bigger in comparison. We intend to help you achieve chapter success by shifting the recruitment process to one that is transparent. One that is not bait and switch. One that allows men to join a fraternity for the reasons they desire, not the reasons they believe they should embrace. We hope to help you carve out the space to empower one another to be who you really are, as the best version of yourselves.

If you are ready and willing, this fall we will be changing our hearts, first, by being honest about what we want out of college, out of this brotherhood, out of life. And in the best interest of all of our deepest wants and desires, it is our goal to steer the stern of this particular Phi Kappa Theta chapter into a trajectory that is taking you toward your goals, giving you advantages over others, and preparing you to be able to thrive in all dimensions of your life even after you walk across that graduation stage.

Are you here on this call willing to do what it takes to make this shift? Will the next E-Board inherit the same exact problems you currently face, or will you give them the opportunity to take on better and more productive challenges that allow your fraternity to climb higher rather than just get out of a hole year after year? Are you happy with where you've been? Are you proud of being the class that almost ended the tradition that many of your grandparents started? Are you ready to do something about it?

Are you? Good. Tonight, I'll give you a teaser of what is to come, but it's going to take grit. There are a lot of starters in this world, but very few finishers. Let's be men who complete what we start.

INSTRUCTION

Five Ways to Recruit like Apple

1	Good things come to those who wait.
2	Recognize core values.
3	Offer what others cannot.
4	Build your culture, not just your brand.
5	Identify needs that people did not know they have.

IMPLEMENT | PHASE 2 Interact & Impress Campus Constituents



INSPIRATION

You have the ability to change the narrative and rewrite the story of Greek Life on your college campus.

Though somewhat skeptical, your college administrators and student affairs staff members are on the lookout for a success story... just one fraternity who will rise above the unhealthy and unsuitable choices that have left a dark reputational stain on many social fraternities.

Furthermore, you have the opportunity to market and promote a different and distinct fraternity experience to socially-sharp and success-oriented undergraduates who have decided that Greek Life is a threat to their future.

It is time to seize this moment to interact with campus constituents of every kind and

impress them with your fresh vision for serving others and your plan of action to add noticeable value to the larger campus community.	

Five Strategic & Transformative Initiatives

1	Develop a Comprehensive Game Plan to Decode Campus
2	Campus-Wide Marketing, Promoting, and Selling Phi Kappa Theta's New Brand to Every Pocket of People
3	Design & Host Meaningful Campus Events
4	Partner with Like-Minded Organizations in Their Efforts
5	Cultivate a Persistent Philanthropic Passion

✓ IMPLEMENTATION

With servant leadership and the commitment to "giving, expecting nothing thereof" as the backdrop for this conversation, gather together the most dedicated brothers to brainstorm how to be a blessing to campus.

What ownership is required within each of these five important initiatives?

1	Develop a Comprehensive Game Plan to Decode Campus
2	Campus-Wide Marketing, Promoting, and Selling Phi Kappa Theta's New Brand to Every Pocket of People
3	Design & Host Meaningful Campus Events
4	Partner with Like-Minded Organizations in Their Efforts
5	Cultivate a Persistent Philanthropic Passion

What opportunities exist within each of these five important initiatives?

1	Develop a Comprehensive Game Plan to Decode Campus
_	
2	Campus-Wide Marketing, Promoting, and Selling Phi Kappa Theta's New Brand to Every Pocket of People
3	Design & Host Meaningful Campus Events
4	Partner with Like-Minded Organizations in Their Efforts
5	Cultivate a Persistent Philanthropic Passion

What obstacles are present within each of these five important initiatives?

1	Develop a Comprehensive Game Plan to Decode Campus
2	Campus-Wide Marketing, Promoting, and Selling Phi Kappa Theta's New Brand to Every Pocket of People
3	Design & Host Meaningful Campus Events
4	Partner with Like-Minded Organizations in Their Efforts
5	Cultivate a Persistent Philanthropic Passion

What is one immediate obsession within each of these five important initiatives?

1	Develop a Comprehensive Game Plan to Decode Campus
_	
2	Campus-Wide Marketing, Promoting, and Selling Phi Kappa Theta's New Brand to Every Pocket of People
3	Design & Host Meaningful Campus Events
4	Partner with Like-Minded Organizations in Their Efforts
5	Cultivate a Persistent Philanthropic Passion

IMPLEMENT | PHASE 3 Invite & Involve New Members



INSPIRATION

The ultimate goal of recruitment is to attract, admit, and acclimate new members into the Phi Kappa Theta brotherhood. This is no easy task, particularly with the numerous extra-curricular and co-curricular opportunities available to college men on campus.

There are numerous social fraternities, student organizations, club sports, and degree-related academic and professional associations that are competing for the attention of ambitious and aspiring undergraduate leaders.

The previous module proposed a new way of thinking, as well as an innovative

paradigm for chapter success. The focus of this session is relationship building, framed within a step-by-step process from the first encounter with a potential membe through the initiation of a brother.



INSTRUCTION

Seven Recurring & Repetitive Steps for Recruitment

1	Initiate			
2	Interact			
3	Identify			
4	Introduce			
5	Involve			
6	Invest			
7	Invite			



INTERACTION

Role-play and practice with your brothers and coaches how you visualize real-life encounters and conversations taking shape with prospective members within each of these seven steps.

Engaging in Genuine Friendship

Empty cups can't pour, and you cannot impart what you do not possess. If you are not enjoying deep friendships within your personal life, you will lack the substance and the skills to connect to others in meaningful ways.

As a brother of Phi Kappa Theta, your personal contribution to this new recruitment process will only be as effective as your ability to establish authentic friendships with the male students on campus.

UNDERSTANDING THE FIVE STRONGEST DESIRES OF COLLEGE MEN

1	To be known	
2	To be loved	
3	To be trusted	
4	To be empowered	
5	To feel alive	

Interaction: How could an understanding and appreciation of these five desires help you as you recruit new members into your chapter?

Engaging in Genuine Friendship (cont.)

THE ART OF ENGAGING IN MEANINGFUL CONVERSATIONS

Embark on the journey of becoming a skilled conversationalist.

What a skilled conversationalist is

an engaged, encouraging and expressive listener

What a skilled conversationalist is not

a pushy, preachy, proclaimer of personal preferences

Appreciate the intrinsic power of good questions.

- 1 Question asking communicates genuine care
- 2 Question asking expresses humility
- **3** Question asking empowers others to reflect upon their lives
- 4 Question asking encourages others to seek out their personal understanding of truth
- **5** Questions solicit questions in return



INTERACTION

Please share an example with each other of a time when you were on the giving and/ or receiving end of a meaningful question that seemed to take a friendship to the next level.

✓ Implementation: See Appendix #2 for the DMB Resource Guide: Catalog of Questions that provides a toolbox of great questions as you interact with prospective brothers. Be sure to identify and memorize your favorite questions that can be utilized for both conversation starters and/or conversation enhancers.



Personality, Practices, & Prompts for Cultivating an Interpersonal Connection with People

STEP #1: BEST PERSONALITY: R.I.C.H.

Relaxed Inquisitive Compassionate Humble

STEP #2: BEST PRACTICES: TEN TIPS!

- 1 Make the goal: being a lifegiver and not a lifetaker
- 2 Listen before talking
- 3 Make eye contact
- 4 Be fully present
- 5 Take off your mask; be yourself
- 6 Listen with your face
- **7** Express what you feel about them
- 8 Ask why a lot
- **9** Keep an eye out for root issues and explore them
- 10 Utilize the phrase: "That is so interesting. Tell me more about that."

STEP #3: BEST PROMPTS: CONVERSATION ENHANCERS

- 1 I want to be your friend, and this is why...
- 2 This is what I would hope to be true of our friendship...
- **3** You are special to me, and this is why...
- 4 You are fantastic, and this is why...
- 5 I am struggling and/or hurting, and this is why...
- 6 I need your help, and this is what I am asking for...
- **7** I was wrong, and this is why... And I am so sorry.



Enabling Genuine Friendship

The most dynamic men in Phi Kappa Theta are those **lifegivers** who have chosen to invest in people and are intentional about looking closely, listening carefully, and loving extravagantly.

Whenever you find yourself in the presence of a lifegiving leader, it is a truly meaningful and memorable experience, as you walk away feeling more alive, encouraged, and inspired to become the best version of yourself.



INSIGHT

True influence is activated and lasting impact is achieved when a leader is more *interested* in others than being *interesting* to others.



INSTRUCTION

LIFEGIVER

Loving Intentional Fun Expressive Generous Inquisitive Vigorous Enthusiastic Responsive

THE PROBLEM

Most people are lifetakers (self-consumed and self-absorbed).

WHY LIFETAKERS AREN'T OFTEN LIFEGIVERS

- They may be preoccupied with what other people think about them.
- They care about people, but only to the degree that they get something out of them for their personal benefit.
- They are stuck in the comparison trap.
- They are selfish... and make life all about them.
- They may have never seen lifegiving modeled in their past or current family, social, or professional environments.
- They suffer from the leaky bucket syndrome.

DECIPHERING YOUR LIFEGIVING QUOTIENT (LQ)

- 1 Have you ever permanently broken yourself of a bad habit?
- 2 How do you respond when things go wrong for you?
- **3** How do you handle criticism?
- 4 Do you readily secure the cooperation of others and win the respect and confidence of others?
- 5 Would people trust you with handling a very difficult and delicate situation?
- 6 Can you align people to happily do something which they would not normally wish to do?
- 7 Can you accept opposition to your viewpoint, without feeling defensive?
- 8 Do you find it easy to make and keep friends?
- **9** Are you dependent on the praise and approval of others to keep going forward in a particular task?
- 10 Are you at ease in the presence of superiors and strangers?
- 11 Are you really interested in people?
- Do you possess tact being able to anticipate the likely affect of a statement before you make it?
- 13 Do you nurse resentments, or do you forgive quickly injuries done to you?
- **14** Are you naturally optimistic or pessimistic?
- **15** Do other people's failures annoy you?
- **16** Are you naturally critical or affirming?
- 17 Do you shun the draining person or seek them out?



INTERACTION

What did you learn about yourself as you reflected on the LQ Assessment Questions?				

☐ INSTRUCTION

Best Qualities and Practices of a LIFEGIVER

Loving an individual means...

- accepting them unconditionally, regardless of their behavior or beliefs.
- serving them and meeting their needs tangibly.
- caring about them, putting down your guard and letting your heart feel.
- · showing love to them.

Being intentional with an individual means...

- going to them, and not waiting for them to come to you.
- · hanging out in their world and on their turf.
- · moving close, making eye contact and engaging.
- making that phone call, setting up that hang out time and stopping by their home.

Having fun with an individual means...

- · doing fun stuff with them, without an agenda.
- being their friend, just because.
- being spontaneous.
- laughing at their jokes, enjoying their quirks and celebrating their joys and successes.
- diving headfirst into their world of interests taking risks and trying new things with them.

Being expressive with an individual means...

- encouraging their strengths and unique contributions.
- telling them how you feel about life both the good and bad.
- telling them how you feel about them and their friendship.
- letting them see the emotions that flow from your pain and pleasure.
- sharing life-words, with no expectation of verbal feedback.

Being **generous** with an individual means...

- · sacrificing your time to be with them.
- sharing your prized and precious possessions with them.
- being generous with your financial resources.
- seeking out opportunities to meet tangible needs in their lives.
- the willingness to share your heart, desires and dreams.

Being **inquisitive** with an individual means...

- · being sincerely interested in other people.
- rejecting passivity in conversations.
- a willingness to carry the conversation, if needed.
- not giving up on the quiet or socially awkward person.
- taking risks to explore with them the deeper issues of their lives; initiating conversations that most matter.
- courageously asking personal questions in a caring way.
- understanding the importance of timing, tact and tone in conversations.
- asking intelligent, open-ended questions.

Being **vigorous** with an individual means...

- persistence despite relational barriers.
- asking probing questions to uncover the root issues.
- responding to relational distance with expressive care.
- not shrinking back when conversations get tense.
- forging ahead even when friendship is not reciprocated.
- being the first to pursue resolving conflict or acknowledging relational tension.

Being enthusiastic with an individual means...

- approaching each day with an optimistic outlook.
- lighting up when they share important thoughts.
- being energetic and excitable when with them.
- · laughing hard with them.
- giving your friendship with them your all.

Being **responsive** with an individual means...

- being fully engaged when they are sharing with you.
- learning to use the power of touch as relational glue.
- maintaining great eye contact in conversation.
- responding quickly to their initiative with you.
- replacing that blank stare with an interested facial expression.
- offering verbal and non-verbal responses.
- becoming a student of your friend: seeking to know and understand their ways.
- picking up on their cues for help and doing something about it.



INSTRUCTION

Lifegivers are also marked by the unique ability to **closely look** at others with intentionality, **carefully listen** to others with attentiveness, and **extravagantly love** others in a truly selfless manner.

ଳୁ INSTRU

INSTRUCTION

Look Closely

THE BIG PICTURE

It is easy to miss out on what is happening in the real world around me. It is far easier to rush from here to there without noticing... without taking a brief moment to look... to actually see. Glued to my phone or caught up in my own thoughts, I inadvertently keep a safe distance from human beings. Looking down or avoiding eye contact feels safer, less scary, and far less disruptive than just keeping to myself. The distractions of technology and the constant flow of thoughts in and out of my head often leave no room for me to intersect with the realities of those around me.

THE BASIC PRINCIPLES

- · Looking does not happen by accident.
- · Seeing is believing, and believing requires seeing.
- Look beyond the obvious and between the lines.
- · Blindness is often a choice.
- · Don't look away when the reality is difficult or disturbing.

THE BEST PRACTICES

- · Premeditation: the choice to consider
- · Proactivity: the choice to step out
- Proximity: the choice to draw near
- Presence: the choice to stay close
- · Participation: the choice to be involved

THE BOTHERSOME PROBLEMS

- Cloistered & Comfortable
- · Complacent & Content
- · Conflicted & Confused
- Close-minded & Cautious
- Critical & Cynical

THE BOLD PROMISES

- Once you open your eyes, what you see might disrupt your thinking.
- · Once you open your eyes, what you see might reshape your sense of reality.
- Once you open your eyes, what you see might break your heart.
- · Once you open your eyes, what you see might modify your plans for the day.
- · Once you open your eyes, what you see might shift your trajectory for tomorrow.

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☐ INSTRUCTION

Listen Carefully

THE BIG PICTURE

Listening is one of the most generous gifts I can freely offer to a fellow human being. It costs nothing for me to give, but a listening ear means everything to the person on the receiving end. Everyone wants to be heard, because everyone longs to be known and understood. Sadly, active listening is an increasingly lost art form, and the consequence is shallow relationships and disconnection from one another.

THE BASIC PRINCIPLES

- · Listening establishes trust.
- Listening expresses care.
- · Listening engages the heart.
- · Listening expands perspective.
- · Listening enhances influence.

THE BEST PRACTICES

- · Cultivate an attitude of curiosity.
- Ask great questions.
- · Maintain good eye contact.
- Imagine yourself in others' situations.
- Verbally summarize what you are hearing.

THE BOTHERSOME PROBLEMS

- · Talking too much, while saying very little
- · Grown accustomed to noise and nonsense
- Shrinking attention span
- Tempted to reach conclusions too quickly
- Prone to label and categorize comments inaccurately

THE BOLD PROMISES

- You will be a consistent blessing to other people.
- You will be more in tune with yourself.
- You will experience more fulfilling relationships.
- · You will avoid unnecessary relational conflict.
- · You will have a better grasp of reality.

Who do I feel is worth listening to?
Would others describe me as a great listener, a selective listener, or a non-listener?
When and why do I tune out or zone out instead of listening?

☐ INSTRUCTION

Love Extravagantly

THE BIG PICTURE

Love is the greatest force in the world. In fact, the combination of being fully known and unconditionally loved is at the heart of humanity's greatest need and deepest desire. However, most of us feel as if we lack the love we crave while simultaneously offering a cautious-and-strings-attached love in our relationships with others. As a result, the hope of giving or receiving extravagant love seems quite unlikely.

THE BASIC PRINCIPLES

- · Love is a choice and a feeling.
- · Love is the ultimate goal in everything.
- · Love often feels risky.
- Love requires consistent attention and constant action.
- · Love is always sacrificial by nature.

THE BEST PRACTICES

- Master the five love languages.
- Practice loving those who seem unlovable, as well as those who have nothing to offer in return.
- Love will strive to meet the urgent, short-term, and long-term needs of those who struggle.
- Talk to every human being you meet as a friend.
- Treat every human being you encounter as family.

THE BOTHERSOME PROBLEMS

- Goal of getting instead of giving
- · Fear of rejection
- Demand for reciprocation
- Leaky bucket syndrome
- · Expectation that people can meet all of my needs

THE BOLD PROMISES

- · You will experience true intimacy.
- Your heart will feel quite full and content.
- · You will be appreciated and adored.
- You will dodge loneliness and isolation.
- · You will feel truly alive.

How do I exp	press love to of	:hers?			
How and wh	ien am I most ι	inloving and	why?		
		J	,		

INTROSPECTION

After carefully reviewing the **Engaging & Enabling Genuine Friendship** curriculum, take some time to thoughtfully reflect on the following prompts:

WHAT I AM LEARNING:		
WHAT I AM THINKING:		
WHAT I AM FEELING:		
WHAT I AM FEARING:		
WHAT I AM WISHING:		
WHAT I AM WONDERING:		



IMPLEMENTATION

In light of this module and the various principles and practices highlighted, decide on three immediate action steps that you will incorporate into your life as a brother of Phi Kappa Theta.

ACTION STEP #1		
ACTION STEP #2		
ACTION STEP #3		
,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		

IMPROVE & INCREASE



INSPIRATION

For chapters who take on the challenge to rethink and reimagine their recruitment efforts, there will surely be challenges that cannot be anticipated until the journey is underway.

Persistence will be required to push through barriers that emerge, climb over obstacles that pop up, and maneuver around roadblocks that impede the Fraternity's growth, progress, and ultimate success. Stay tuned for targeted curriculum in the future that will improve the recruitment process and increase membership.

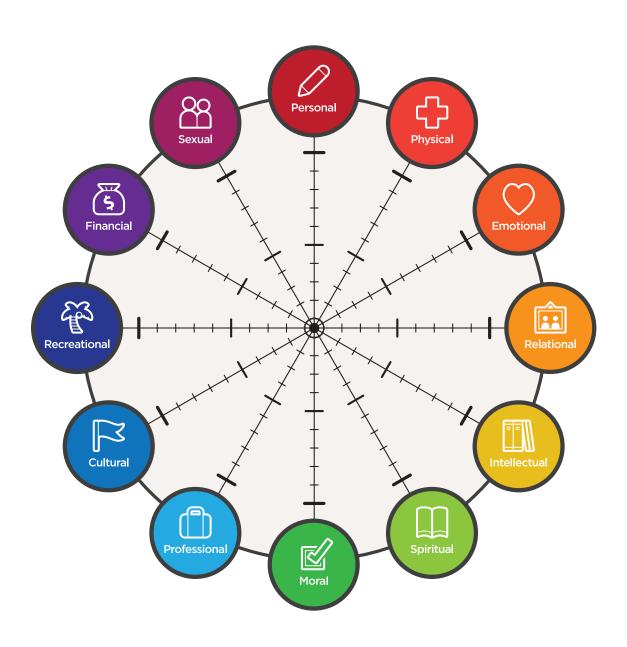
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ā	INSTRUCTION

Ç	INTERACTION
✓	IMPLEMENTATION

APPENDIX 1

The Twelve Dimensions of a Man's Life



APPENDIX 2

DMB Resource Guide

Catalog of Questions

About an individual's background (family, childhood, life experiences)

- Where did you grow up?
- ? What was the hardest thing about growing up for you?
- **?** Tell me about your family.
- Where did you go to high school? What kinds of things were you involved with then?
- What do your parents do for their careers?
- ② Do you have a boyfriend or girlfriend? Tell me about your relationship.
- What do you miss most about home, now that you're at college?
- How well did you get along with your siblings?
- ? Are you parents married or divorced? How has their relationship affected you?
- What about their marriage would you like to also emulate? What about their marriage would you like to do differently in your long-term relationships?
- ? Have you ever attended religious services? Tell me about your religious background. In what ways has that experience been positive or negative for you?
- Where have you traveled? What was your favorite place and why?
- How would you describe your present relationship with your family?
- What order are you in your family? Did you like that? How do you anticipate your birth order has affected you?
- How many times did you move while growing up? What was your favorite place that you lived?
- Were pets a part of your upbringing?
- Who was your best friend growing up? Is she or he still your best friend? Why or why not?
- What was your first job?
- Where did you and your family vacation?
- What is your favorite memory growing up?

- What is your worst memory growing up?
- What was the most frightening memory of your childhood?
- ? Have you ever been close to death as a kid?
- ? What about your family has had the greatest impact on you?
- What is the most important lesson you learned from Mom? Dad?
- What kind of family did your parents come from? Do they act like your grandparents? How or how not?
- Who are you closest to in your family and why?
- What was the one thing you would have wished your dad would have said to you growing up, but he never did?
- What was the one thing you would have wished your mom would have said to you growing up, but she never did?
- O Do you have any special family traditions growing up?
- ? How did your family celebrate the different holidays? Christmas? Thanksgiving? Easter?
- ? Tell me about your relationship with your grandparents.
- When growing up, what kinds of things did you do over summer break?
- What were your hobbies as a kid? Are they still your hobbies today?
- What one event in your life has most shaped you for good or bad?
- If you could change one thing about your childhood what would it be?

Asking an individual's advice or opinion

- Who is your hero?
- What do you think of the President?
- What political party would you affiliate yourself with and why?
- **?** What do you think of religious people you've met? Best interaction and worst interaction?
- If there were one thing you would change about our world, what would it be?

- How do you think we should get rid of terrorism?
- Which religion do you like the best? The least? And why?
- What is the most important lesson parents should teach their kids?
- What kind of music do you listen to? And why?
- What would be your advice to the couple that just broke up, and they want to know how to get over it in a quick and healthy way?
- Who do you think was/is the most influential spiritual leader in the world?
- Oo you think there is one absolute truth? How do you know if it's true?
- ? What do you feel is the role of religious institutions in this day and age?
- What are the three major goals for your life?
- If you could describe God in a sentence or two, what would your description be?
- What do you think about the institution of marriage?
- Oo you think there is an after-life? And if so, where do people go after they die?
- After graduating from college, where do you want to live?
- ? Have you ever read any sacred spiritual text? Which one(s) and what was your impression?
- What are your thoughts about abortion?
- What are your thoughts about the death penalty?
- What you think about (particular television show)?
- What do you think about (particular book)?
- ? How old should you be before you date?
- ② Do you think the drinking age is fair and beneficial?
- In your opinion, what is the best place to take a date?
- What is the one quality that you would most want in a spouse?
- Oo you believe in evolutionism or creationism?
- Oo you want to have kids? How many, do you think?

- What kind of characteristics do you look for in a friend?
- How do you define "best friend?"
- ? How do you envision heaven?
- A How do you envision hell?
- What keeps you motivated to make it through each day?
- When you wake up in the morning what helps you get out of bed?
- ? I've got (this problem) how would you deal with it?
- Who is your favorite author?
- Oo you think aliens exist? Is there life on other planets?
- When you were a kid, what did you want to be when you grew up? Is that still your aspiration?
- Which emotion is most frightening or uncomfortable for you?

Involving an individual's imagination

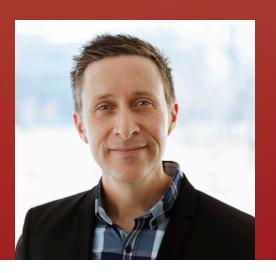
- If you could rule the world, what would you do first?
- If you could travel anywhere, where would you go?
- If you could meet one person, who would it be?
- **?** What would be your perfect job?
- **?** If you won a million dollars, how would you spend it?
- ? If you knew you had three months to live, how would you spend your last 90 days?
- If you could change one thing about your personality, what would it be?
- ? If you could change one thing about your physical appearance, what would it be?
- What age would you be again and why?
- What time period in history would you like to visit?
- Where do you see yourself in five years?
- Describe for me your perfect day.

- If you were God, what would be your first task?
- ? If you had one question that could get a definite answer, what would it be? How would you spend your time, if you never had to work again?
- ? If you could take one book to take on an island, what would it be?
- ? If you could bring one person back from the dead, who would it be and why?
- If you could change one thing about our campus, what would it be?
- You have unlimited resources and manpower what problem would you fix and how?
- ? If you could be anyone, who would it be?
- ? If you could ask God one question what would it be?
- If you could be famous, what would you want to be famous for?
- ? If you had to choose one, would you rather find a cure for AIDS or cancer?
- ? Who do you most want to meet in heaven? How do you know they'll be there?
- ? How do you want people to remember you?
- What do you want your parents? Friends? Kids? Spouse? to say about you at your funeral?
- If you could travel back in history and ask one person one question who would it be and what's the question?
- How would you describe the perfect family? Marriage? Relationship?
- What would you do if a meteor were about to hit the earth?
- If you could be a sports star what would the sport be?
- ? If you could own one car, what would it be and what would it look like?
- Is there something that you could never forgive someone for?
- Would you be open to marrying someone of a different ethnicity?

Asking for an individual's emotional responses

- How would you feel if your parents/roommates/best friend died?
- How would you feel if someone told you they loved you unconditionally and always would?

- ? How did you feel when you first fell in love?
- ? How would you feel if you and your best friend were fighting?
- What makes you most happy? What makes you most sad?
- When are you most afraid?
- What circumstance would have the greatest potential of setting you off?
- How do you deal with grief?
- How do you feel about moving away from home and becoming independent?
- How do you feel about graduating from college?
- ? How would you feel if someone close to you committed suicide?
- ? How would you feel if you lost all your money?
- ? How would you feel if you found out you had terminal cancer?
- How would you feel if you had to move away from all your friends or family?
- How did you personally react to September 11, 2001?
- How would you feel if your best friend told you he or she were gay?
- What are you doing when you most feel alive?
- As a guy what most makes you feel most like a man?
- Would you rather be deaf or blind, if you had to choose and why?
- If you were to witness a murder how do you think you would respond?
- How would you feel if your parents were getting a divorce?
- ? How would you feel about the effects of alcohol on people's behavior?
- ? How do your friends make you feel about yourself?



MEET THE CONSULTANTS & TRAINERS Dr. Michael Brown

Dr. Michael Brown is the Founder, Lead Coach, and Chief Consultant of **DMB Coaching**. Over the past two decades through national leadership as a management consultant, life coach, motivational speaker, and organizational architect, Michael has engaged thousands of clients in exploring their purposes, relationships, and directions, with special emphasis on developing in each of the Twelve Dimensions ® of Life.

Michael travels extensively regionally and nationally – sharing with higher education professionals, business leaders, association executives, college students, and faith communities his insights on innovative leadership paradigms, the art of relationship marketing, the nature of high-powered teams, interpersonal conflict resolution, human development, life management, dynamic relationships, emotional intelligence, health and wellness, social justice, redesigning and rebranding organizations for success, and his original Lifegiver ® Leadership Model. At the request of numerous organizations and companies, Michael has developed volumes of tailored curriculum on hundreds of topics that help companies and clients become the best version of themselves.

Having studied journalism [B.A.] and political science at Ohio University; counseling and communication [M.Min] at a seminary in Chicago; and higher education administration [Ph.D.] at Bowling Green State University, Dr. Brown is the author of the "Twenty-One Father-Son Conversations About Love, Dating, Marriage, and Sexuality." One interesting fact about Michael is that he worked as a Walmart television personality for the Midwest in 2014, when he filmed 24 commercials with this #1 Fortune 500 Company. He is also developing a new partnership with the NFL, and will soon launch a podcast entitled *The Game of Life* with Emmy Award-winning sportscaster James Brown.

Michael has a passion for leading the charge with his wife (Teresa) of 27 years, four sons, and five daughters to be a force of positive change within society. The Brown Family has served as a household for dozens of foster children over the past 17 years and were selected as the 2008 Bowling Green Family of the Year. Michael's personal hobbies include rigorous exercise, people watching, and peanut butter.

J (419) 494-5382

dmbcoaching.com

@DrMichaelSBrown

@dmbcoaching

f facebook.com/michaelscottbrown

in linkedin.com/in/drmichaelsbrown

threewordspodcast.com



meet the consultants & trainers Dr. Tyler Schwanz

Dr. J. Tyler Schwanz helps to lead one of the largest and fastest growing chiropractic masterminds in the nation. He holds weekly conference calls with graduate students and business owners in an effort to collectively raise the bar within the chiropractic profession, as well as inspire every human being he encounters to dream a bit rebelliously, take risks courageously, and live life without fear. Based out of Waterville, Ohio, he co-owns and operates Rebel Chiropractic, and serves the Northwest Ohio region with Gonstead chiropractic care. He graduated magna cum laude from The Ohio State University with a degree in Health Sciences and summa cum laude from Life University in Marietta, GA with his Doctor of Chiropractic degree.

Most recently, Tyler has joined DMB Coaching as a featured blogger to share his inspiring insights and expand his voice nationally. Already a sought-after motivational speaker on a variety of health and wellness topics, Tyler is a featured presenter at AMPED (Advanced Mentorship Program for Entrepreneurial Development) Live Events across the country, where he speaks about life transitions, creating cultures of community, and ironically, servant leadership.

Dr. Schwanz is husband of seven years to Kelsey and father to two sons: Ellet and Holden. When Tyler is outside of the office or not speaking at large-scale events, he enjoys deer hunting, traveling, and snowboarding.



(419) 392-5680



