

ABOUT SOCIAL EXCELLENCE

Phired Up Productions was founded upon the belief that *organizations change the world*. A group of people gathered together around a powerful, positive purpose is the driving force for improving the world. We teach the *art and science* of helping those world-shaping organizations grow. And we teach those lessons in entertaining, inspiring, interactive, and innovative ways.



Social Excellence [n]: A state of perpetual generosity, curiosity, positivity, and openness to limitless possibility. A desire to intentionally connect with others. The ability to engage in deep, meaningful conversation. Acting in a responsible and respectable manner, with high expectations of others. Being authentic and living everyday with integrity as the best version of yourself. Being confident and vulnerable. Being fun and compassionate. Being open, kind and bold. The deepest level of societal participation and contribution.

Social Excellence is the art of organizational growth. It is a philosophy, a way to approach every day, a lifestyle. People who choose Social Excellence are exceptional at interpersonal communication, they experience deeper more powerful relationships, they are the hosts of every situation in which they find themselves, they have expansive personal and organizational networks, they understand that *all leadership is social*, they realize their potential for impacting the world is directly correlated to their ability to connect with other people in meaningful ways.

BENEFITS OF SOCIAL EXCELLENCE

Organizations and institutions that choose to provide in-depth Social Excellence educational experiences to their audience should be prepared to experience...

- More *confident leaders* due to a clarification of priorities.
- Increased *retention* due to more engaged members.
- Improved *recruitment* due to more socially prepared members.
- Heightened *social awareness* due to a re-definition of the word “social.”
- Enhanced *public relations* due to wider and deeper relationship networks within the community.
- Superior member *values congruence* due to behavior-based training.

CURRICULUM SNEAK PEEK

The following offers a glimpse at 4 components of the Social Excellence curriculum typically shared by Phired Up. This is by no means an exhaustive report of the entire curriculum, but is intended to provide a “sneak peek.”



Only **5 degrees of Human Connection** separate any person from their potential for changing the world.

1. Handshakes lead to conversations.
2. Conversations lead to relationships
3. Relationships lead to collaboration.
4. Collaboration leads to organization.
5. Organizations change the world.

Count your handshakes to determine your personal leadership potential. After all, *you can't lead nobody*. People will trust, believe in, and follow the people with whom they have shared a meaningful human connection. Want to matter to the

world? Want to leave a legacy? Want to be a leader? Start by shaking hands. Continue by listening and caring. Then organize around the causes that matter to you.

Phired Up teaches both the *discipline* and *skill* of deep human connection.



Be The Person...

Social Excellence requires *momentary choices* that lead to personal *patterns of behavior* that eventually become a person's *lifestyle*. The person you are is determined by the choice you make in this moment. But it goes further than that...

We train and support membership organizations. Membership organizations are made of members. Therefore the quality of your organization is directly correlated to the quality of its members. Therefore the quality of your organization is directly correlated by the person you choose to be. Right now. In

this moment.

Phired Up teaches about the power of momentary choices in determining the quality of an overall organization. Through 100+ simple statements (selection available at www.tinyurl.com/betheperson) Phired Up engages participants in an interactive reflection about *the person they choose to be*.



The Four Pillars of Social Excellence are Curiosity, Generosity, Authenticity, and Vulnerability. Each of these pillars, these measures of maturity, these behaviors of excellence, these core values of the lifestyle called Social Excellence build upon one another to provide a simple, clear, daily guide for building a life of human connection and meaning.

Curiosity challenges learners to be both interested and interesting. Approach every person despite their differences or place in society with an understanding that they have something powerful to teach you. Learn from them. Ask interesting questions and care about the response. Enter the "Fun Zone" or the "Deep Zone" and experience "Heart-to-Heart" connections.

Generosity is about making other people's day, week, and life a little bit better because you're in it. This pillar teaches the power of generosity in breaking down the walls that divide us, but it also reminds us that social skills used for personal gain is not a demonstration of Social Excellence. Social Excellence requires a generous approach, and an intention to improve society.

Authenticity and Vulnerability are the pillars that channel empathy, and create mutual bonds of emotional connection. Choosing to let your guard down, be open and truthful, and not circumvent reality in favor of your comfort zone allows people to connect their authentic self with the authentic self of others – a goal of Social Excellence.



Powerful Conversations are built from more than good listening, body language, and standard interpersonal skills (though those are important). These are the conversations that while you are in them, time seems to stand still. These are the conversations that change the path of people's lives. These are the conversations that shape our memories, our stories, and our lives. These are the conversations that Socially Excellent people strive for every day.

If a person can create more powerful conversations, their life is richer, their network is larger, the level of trust others put in them is greater, their leadership potential is maximized, and their organizations benefit from all of this. Powerful conversations are the one tool we truly have to change people's minds, to learn life's most important lessons, and to change the world.

ABOUT DYNAMIC RECRUITMENT

Phired Up Productions teaches an in-depth recruitment system for organizations called **Dynamic Recruitment**. This system is based on meaningful interpersonal relationship building, the power of a small group of committed members, bold communication of organizational values and related measurable standards, and the power of a network.

Dynamic Recruitment, when paired with **Social Excellence** is the best way to grow an organization's membership roster, volunteer corps, donor base, and network of raving fans.

 **DYNAMIC
RECRUITMENT**

People do the work of organizations, so it is vital to have an effective people strategy. To give a brief overview of the philosophy behind Dynamic Recruitment, some core messages can be found below.

You Can't Recruit Who You Don't Know. Seems like a simple statement, but there is power in its simplicity. Until you have connected with someone, built trust, shaken hands, and exchanged some level of *caring*, it is unlikely that they will follow your lead or join your cause. Membership recruitment is a relationship business.

People Join People. All organizational members can point to the one person who is responsible for bringing them into the organization (or the person who inspired them to stay involved). Relationships, interpersonal comfort, and shared personal connections are the determining factors that can influence a person to invest their time, resources, energy, reputation, and money into the organization. Slogans, T-shirts, banners, advertising, and events have very little impact when it comes to convincing the best of the best people to join an organization. People join people. Organizational recruitment is about relationships.

Quantity Drives Quality. This simple statement reflects the core of Phired Up's recruitment philosophy. In other words, because you can't recruit who you don't know, the larger an organization's social network, the larger its potential. The larger an organization's network, the more people it has a chance to recruit. The larger an organization's network, the more people it also has a chance to select from – thus increasing the probability for higher quality members. Everything starts with an organization having specific, practical, detailed guidance on how to grow its network of "friends of the group." Phired Up teaches specific, practical, proven (in some instances scripted) techniques to grow an organization's network through authentic relationship building.

Interpersonal Skills Development. Handshakes, powerful conversations, listening skills, remembering names, first impressions, body language, approaching new people and groups, eye contact, getting contact information, powerful questions, authenticity, vulnerability, and confidence. Phired Up's recruitment system is about personal connections and many people need practical, experiential, detailed guidance on all of these "skills." Dynamic Recruitment depends on members' abilities to adopt a sense of interpersonal excellence within their social interactions.

Product Knowledge. When a prospective member wants to learn more about the organization, every member should be prepared with not only the features and benefits of membership, but also powerful personal stories and insightful questions to help potential members emotionally connect to the organization. In Dynamic

Recruitment, “knowing your product” is about having the ability to help others realize how the group could dramatically change their life for the better.

Behaviors of the Best. Phired Up teaches specific behaviors of high performing networkers, salespeople, statesmen, and recruiters. These are every day patterns of behavior that provide access to a larger pool of people to interact with than most organizational members have. Some of the core messages of the “Behaviors of the Best” include: You have to give to get (how to get contact information and how to get access to others by providing something of value to them). Ask the rest to find the best (how to engage everyone around you to identify high caliber prospective members). Follow-up or fail and Eat a bunch of lunch (how to build relationships through small activities not big events). Make ‘em prove it (using a Values-Based Membership Selection Process - for selective organizations). Give the gift (re-framing member recruitment to be about sharing the gift of membership with deserving others instead of trying to “get people to join”).

Audience Understanding. Often members struggle with a lack of perspective. No matter the organization, often members only think of a small pool of people as potential members, when the actual pool is always many times larger. Phired Up’s curriculum helps expand the context of organizational leaders to understand the actual recruitment potential for their organization. Having a greater understanding of how big the organization’s prospective audience is, where they are, and what they’re looking for results in “ah-ha” moments for most participants.

Names List. With a new understanding of their true audience, and with a firm grounding in the principles of: You can’t recruit who you don’t know. People don’t join organizations, people join people. And Quantity Drives Quality. It then becomes obvious that for an organization to reach its full potential, it cannot depend only on the people that its members currently have a relationship with – it must build a larger network. To manage that network and to keep track of its members’ progress as they bring their acquaintances through the membership recruitment process, an organization that practices Dynamic Recruitment uses a Names List. A Names List is a dynamic, living, continually updated database that measures the amount of and the quality of relationships with potential members that are being built by the chapter. This is not just a list of people the group is wishing would join the organization – this is a list of the group’s entire network because Quantity Drives Quality.

Horses vs. Mules. The old 80/20 principle holds true in nearly every organization we’ve ever worked with. For most groups, about 80% of the results are produced by about 20% of the members. That small handful of “workhorses” can choose to try to motivate their unmotivated members (a.k.a. “mules”) to participate in recruitment, or they could just gather the horses and get to work. After all, horses recruit horses, and mules recruit mules. When faced with a lack of motivation or apathetic members with regard to recruitment, don’t ask “How do I motivate my members to recruit?” Instead ask, “How do I recruit with my motivated members?”