

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 [To see Phired Up presenting Social Excellence, visit here <http://www.PhiredUp.com/SocialExcellence> and scroll to the bottom or here <http://tinyurl.com/FHSUSocEx>]

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.

MORE ABOUT SOCIAL EXCELLENCE

- Phired Up's Social Excellence curriculum has been adapted for audiences as diverse as college freshmen going through orientation, corporate managers, professional associations, nonprofit volunteers and fundraisers, fraternity/sorority leaders, other college student leaders (RA's, student government, student organization leaders, etc.), and more. The core messages are universal, and each audience has unique applications and lessons that make it practical to them.
 - Advanced organizational leaders often experience the "**Social Excellence Journey**," which is an 11-step guide to the progression from finding the desire and courage to interact with other people to creating an organization that is not only relevant to its community, but truly significant to the world in which it exists.
 - Almost every Social Excellence program includes the use of Phired Up's proprietary **Social Excellence Dare Cards**. These business card sized dares challenge participants to take their learning "into the streets" and interact with other people in extreme and positive ways.
 - **Social Excellence: We Dare You**, the book on Social Excellence provides a comprehensive, fun, accessible book full of challenges, reflections, activities, and stories about the Social Excellence lifestyle and movement. Publication date: Fall 2011.
 - **Read more** about Social Excellence, including several year's worth of blog posts about this philosophy at www.PhiredUp.com/SocialExcellence.
-