The Conference Will Resume Shortly
Redefining Your Chapter’s Value Proposition

Michael Boulter
Kettering ’12
Sigma North Province President
Director of Strategy, Maestro
Value proposition

Redefining and activating for your chapter
Some background

Previously

Served as Recruitment Chairman and as President

Started 10 Phi Delt chapters and recruited 500+ Founders at:

- Campbell
- Carnegie Mellon
- IUPUI
- Lehigh
- Lindenwood

Currently

Work for Maestro as Director of Strategy, crafting marketing and training programs for companies like Johnson & Johnson, Hilton, and Southwest Airlines

Serve as Province President for chapters and alumni clubs in Michigan

- Michigan State
- North Dakota
- Southeast Missouri
- Valparaiso
- Western Kentucky
Expectations

For me

Provide you with real, concrete tools you can use to improve how you recruit and how your chapter operates

Keep an eye on the chat box for questions and to pause frequently for Q+A

For you

Engage throughout our discussion by unmuting yourself or using the chat box to ask questions

Don’t leave any questions unanswered – ask them on the call or follow up with me afterwards
Defining your value prop: looking back
Your value proposition describes how your product solves your audience’s need in a way that is uniquely differentiated from your competition.
Benefit ladder

**Emotional benefit**
How do the functional benefits of your product make your audience feel?

**Functional benefit**
What do your technical benefits enable your audience to do?

**Technical benefit**
What are the features of your product or service?
### Benefit ladder: corporate example

<table>
<thead>
<tr>
<th>Incredible variety of foods</th>
<th>Organic, local foods</th>
<th>Connected with local community</th>
<th>EV charging stations</th>
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<tbody>
<tr>
<td>Endless organic, non-GMO, and pesticide-free options</td>
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Benefit ladder: corporate example

- Allows me and my family to enjoy healthy and nourishing meals
- Incredible variety of foods
- Organic, local foods
- Endless organic, non-GMO, and pesticide-free options
- Connected with local community
- Doesn’t use plastic bags
- EV charging stations
- My shopping helps to create a greener world
- Allows me to support my local community with my shopping
Benefit ladder: corporate example

Shopping at Whole Foods gives me the peace of mind that I’m giving my family the nourishment they need in a way that’s ethical and sustainable.

- Allows me and my family to enjoy healthy and nourishing meals
- Allows me to support my local community with my shopping
- My shopping helps to create a greener world
- Incredible variety of foods
- Organic, local foods
- Connected with local community
- Endless organic, non-GMO, and pesticide-free options
- EV charging stations
- Doesn’t use plastic bags

My shopping helps to create a greener world.
Whole Foods is the grocery experience of choice for those who value health above all else.

We are the only shopping experience that allows customers to prioritize the health of their family, the health of their community, and the health of the planet – all at the same time.
Putting it into action

Materials

- Pen and notebook
- A week of PDT life
- Your Recruitment Committee

Instructions

- Recruitment Chairman and committee members journal their Phi Delt experiences for a week.
- Try to capture what you did and, if possible, how it made you feel.
- At the end of the week, meet to discuss the activity, compare notes, identify themes, and align on an emotional benefit or a value proposition.
Phi Delta Theta example

- Committee meetings
- Leadership positions
- #1 GPA on campus
- We run campus (leaders in most orgs)
- PDT leadership conferences
- Brothers to take classes together with
- Brotherhood events
- Intramurals
- Alumni events
- Philanthropy
- LiveLikeLou family support
- PDT Foundation scholarships
- 2nd lowest dues on campus
Phi Delta Theta example

Provides an opportunity to grow as a leader

Offers the environment I need to succeed academically

Allows me to build friendships and make memories

Helps me to grow as a person

Creates an affordable experience

Committee meetings

Leadership positions

#1 GPA on campus

We run campus (leaders in most orgs)

Brothers to take classes together with

Brotherhood events

Intramurals

Alumni events

LiveLikeLou family support

Philanthropy

PDT leadership conferences

PDT Foundation scholarships

2nd lowest dues on campus
Phi Delta Theta example

Phi Delta Theta has made me a better man. It’s the premier college leadership development organization for those who want to set themselves up for their future by getting the kind of education that you can’t get in a classroom – all while making some incredible memories along the way.

Provides an opportunity to grow as a leader

Offers the environment I need to succeed academically

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2nd lowest dues on campus

PDT leadership conferences

PDT Foundation scholarships
“You can’t connect the dots looking forward; you can only connect them looking backwards.

So you have to trust that the dots will somehow connect in your future. You have to trust in something – your gut, destiny, life, karma, whatever.”

– Steve Jobs
Defining your value prop: looking forward
“The goal is not to do business with everybody who needs what you have.

The goal is to do business with people who believe what you believe.”

— Simon Sinek
Value scale

Not everything can be a priority and not everything can have equal weighting.

The value scale attempts to solve this issue by forcing you to rank various product attributes.

You then use your completed value scale as a tool to:

- Inspire constraint-driven creative thinking
- Make difficult decisions
- Find ways to fulfill your value proposition to an even greater level
Value scale: corporate example

1. Quality
2. Variety
3. Customer service
4. Community
5. Store experience
6. Convenience
7. Price

1. Price
2. Quality
3. Convenience
4. Customer service
5. Community
6. Store experience
7. Variety
Putting it into action

**Materials**

- Value scale options
- Survey with ranking option (TypeForm or Survey Monkey)
- Member participation

**Instructions**

- Brainstorm a list of value scale options for your chapter to rank
- Explain what the value scale is and how it would be used to the chapter
- Have members complete the value scale
- Discuss the results as an Exec and use the results to fuel officer/committee brainstorm and further tweaking of your chapter’s value proposition
Challenge statements

Where on campus can we find students who value their grades as highly as we do?

How can we get involved on campus while not impacting our grades?

How can we conduct philanthropy and service on a shoestring budget?

How can we conduct philanthropy and service while simultaneously building our brotherhood?
“The goal is not to do business with everybody who needs what you have. The goal is to do business with people who believe what you believe.”

– Simon Sinek
Activating against your value prop
How do we apply our value proposition and value scale to how we recruit?
At any given time, your audience is divided across one of five different frames of mind.

We use a **journey map** to inspire our product development, marketing tactics, and our messaging in a way that will speak to each of these five frames in a way that matches audience needs.
Journey map

**Awareness**

Does your audience know that you exist?

**Consideration**

How does your audience think about you?

**Trialing**

After buying / attending / whatever, do your audience members return? Does perception match reality?

**Adoption**

Is your audience consistently coming back? Are you listening to their thoughts and concerns?

**Advocacy**

Are your audience members also your ambassadors? Are they helping the unaware and inspiring the interested?
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**Audience:** fitness fanatics
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### Consideration
- Healthy offering that aligns with the target audience’s goals
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- Incredible restaurant experience that is clean, fast, and fun
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### Audience: fitness fanatics
Putting it into action

**Materials**

- Whiteboard and markers
- Recruitment committee

**Instructions**

Segment the board into five sections: one for each phase of the journey map

List all the activities that a potential member currently does in each of those phases

Brainstorm new potential activities for each phase that help support what your chapter values and discuss eliminating or changing any activities in the journey map that detract from those values
Audience: Potential members who are focused on creating the memories and setting themselves up for a successful career. Aligned with our top values of academics and brotherhood but concerned about cost.

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**Recruitment**

- Schulmerich scholarship
- Faculty and staff referrals
- Alumni referrals

**Tasteful fraternity IG account**

- Profiles brothers and fraternity, life in a way that lives up to value prop
- Fraternity website with thoughtful FAQ that specifically highlights academics, brotherhood, and dues
- Anti-rush video

**Phikeia program and member experience**

- Every semester

**Clarity in expectations**

- Every semester

**Ongoing personal development opportunities**

- Recruitment training
- Opportunity to shape the chapter’s future and direction
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  - Faculty and staff referrals
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- **Adoption**
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**Monthly Recruitment Events:**

- Access to fraternity life like study groups, meals, intramurals, etc. to experience what it’s like
- Clarity in expectations every semester

**Advocacy:**

- Ongoing personal development opportunities
- Recruitment training
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Putting it all together
A potential battle plan

**One week**

Recruitment Committee conducts benefit ladder journaling activity

Recruitment Committee meets to review notes from activity, construct a benefit ladder, and align on an early PDT value proposition
A potential battle plan

**One week**

- Recruitment Committee conducts benefit ladder journaling activity
- Recruitment Committee meets to review notes from activity, construct a benefit ladder, and align on an early PDT value proposition

**One month**

- Recruitment Committee meets to whiteboard out journey map for potential members
- Recruitment Committee takes a week to brainstorm new recruitment activities for journey map that fulfill value proposition (and to recommend eliminating any that actively detract from fulfilling value prop)
# A potential battle plan

<table>
<thead>
<tr>
<th>Timeframe</th>
<th>Activity Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>One week</strong></td>
<td>Recruitment Committee conducts benefit ladder journaling activity</td>
</tr>
<tr>
<td></td>
<td>Recruitment Committee meets to review notes from activity, construct a benefit ladder, and align on an early PDT value proposition</td>
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<tr>
<td><strong>One month</strong></td>
<td>Recruitment Committee meets to whiteboard out journey map for potential members</td>
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<td></td>
<td>Recruitment Committee takes a week to brainstorm new recruitment activities for journey map that fulfill value proposition (and to recommend eliminating any that actively detract from fulfilling value prop)</td>
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<tr>
<td><strong>Three months</strong></td>
<td>Recruitment Committee approaches Exec to discuss and draft value scale survey</td>
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<td></td>
<td>Exec shares survey intent with chapter and collects responses</td>
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<tr>
<td></td>
<td>Exec and various committees meet to discuss results and how it impacts their roles</td>
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<tr>
<td></td>
<td>Consider interviewing non-Phis who align with value scale for more input</td>
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</tbody>
</table>
Final discussion

Questions

Was there anything you didn’t understand?

What opportunities could these tools create for your chapter?

What difficulties do you see in adopting these tools?

You have help

Share the recording with brothers who can support you in adopting these ideas

Lean on your CAB or GHQ staff member for support

I’m happy to help!

michaeljboulter@gmail.com
Thank you
Small Group Discussion

Φ Why is the small group discussion important?

Φ Page 21 in workbook

Φ Work with recruitment committee and advisers

Φ Involve any other members who tuned in via Facebook Live
Dismissal & Reminders

Φ Tomorrow night’s session will begin at 7:00 p.m. EST.

Φ Zoom link can be found in the conference workbook. Same room as tonight.

Φ Tomorrow’s programming will be focused on generating leads and outreach.