

# Marketing Your Leadership Experience

---

*Your experience as a leader in the Fraternity and Sorority Community will be one that will last you a life time. Here are some quick ideas about how you can articulate your experience as you begin the job search. As you create (or revise) your resume, the following phrases may prove helpful when drafting “job descriptions” for your Greek leadership experiences.*

## **Chapter President**

- Guided 55 members and supervised all chapter activities. Presided over chapter and officer meetings and served on all chapter boards.
- Worked with active members, National Headquarters, campus administrators and executive officers to improve financial and risk management issues.
- Acted as the primary liaison between the between our National Headquarters and our Chapter.
- Developed skills in problem solving, leadership training, public speaking, marketing, team building, and organizational communication.
- Guided 50 to 60 undergraduate men/women in building an environment conducive to both academic success and social growth.
- Prepared, circulated, and presented monthly written reports on programming efforts, disciplinary incidents, and member activities.
- Served as the primary liaison between members and campus administrators.

## **Standards**

- Served as the facilitator and director of all judicial affairs that took place within the chapter.
- Served as chairman of the Judicial Board and played an active role in holding members accountable on a chapter wide-as well as individual basis.
- Provided counseling, conflict mediation, and appropriate referrals to campus student services for undergraduate students.

### **Social/Risk Manager**

- Advised chapters regarding practicing responsible risk management procedures.
- Planned and coordinated educational risk management programs.
- Responsible for updating and enforcing risk management rules and bylaws within the chapter.
- Coordinated social, educational, and cultural programs at the chapter and campus-wide level.

### **Judicial**

- Advised a ten-member campus judicial board responsible for making recommendations on over 100 judicial cases a year.

Not all phrases will be appropriate for your individual role so take time to rearrange or combine some entries to better suit your experience. Most importantly “know your target audience” and always keep in mind the kinds of skills, accomplishments, and expertise being sought by that employer or school.

### **Other Career Related Greek Leadership Skills**

- **Communication:** the ability to listen to other objectively, paraphrase the content of a message, speak effectively, use various forms of written communication through writing weekly reports.
- **Event planning:** the ability to effectively plan programs and understanding what it takes to coordinate a successful event, from contract negotiations and marketing.
- **Management and Administrative Skills:** the ability to analyze tasks, identify people and resources useful to problem solving, delegate responsibility, manage time effectively, and successfully complete the formal training needed to do your job well.
- **Research and Investigation Skills:** the ability to use a variety of sources of information, apply a variety of methods to test the validity of data, identify problems and needs, identify information sources appropriate to a problem or need, and formulate questions to clarify a problem.
- **Critical Thinking Skills:** the ability to identify quickly and accurately the critical issues when making a decision or solving a problem, identify a general principle that explains related experiences of factual data, and define parameters of a problem.

## Some General Guidelines

***Talk Numbers!*** ----- How many members were on the committee you chaired? How many individuals did you serve? How much money did you raise? How many students were ultimately involved in the activities you planned? How large was the budget you oversaw?

***Don't Editorialize!*** ----- Avoid phrases like “quickly and thoroughly performed all assigned duties.” Let your supervisors and references comment on how well you did the work. Your task at this point is to paint as detailed a picture of your accomplishments as possible as concisely as possible.

***Remember...*** while your resume must be letter-perfect and must use clear, action-oriented language, it will not land you a job or gain you admission to graduate school all by itself. Being able to *interpret* your leadership experience for an employer or an admissions official will be critical!

## Things to Remember

- You are a lifetime member of your fraternity/sorority (“I am,” not “I was”).
- Know when to mention your Greek affiliation on your resume or in your interview.
- Be specific about your Greek skills (use concrete examples)
- Verbalize your Greek skills that make you unique (remember the tough job market).
- Recognize that future recruiters have preconceived notions of the Greek system.
- Be aware of present Greek issues.

# Motivation

---

*Motivation is necessary if a chapter is to be successful and happy. A chapter cannot function correctly unless all the members are motivated for its success.*

To motivate others, officers must:

1. Give members problems they can solve.
2. Give members the tools to solve the problems given to them.
3. Give members deserved acknowledgment for having to experience success and satisfaction.
4. Continually provide challenging opportunities to experience success and satisfaction.

## Motivation for chapters

### **1. Develop a sense of belonging.**

- a. Plan retreats and sisterhood/brotherhood events every semester.
- b. Plan periodic team-building activities.
- c. Plan occasional fun chapter meetings.
- d. Pass the gavel. Say something positive about the person to your right.
- e. Remind members of your ritual and our reason for being.
- f. Congratulate members who are excelling in outside areas.
- g. Try planning an old event in a new way.

### **2. Encourage participation in goal development.**

- a. Include all members when planning goals.
- b. Follow through on member suggestions.
- c. Establish a working crew/committee system.
- d. Delegate work to crews/committees.
- e. Remember "people help support what they create."

### **3. Develop purpose.**

- a. Always explain why.
- b. Instill in members that their assistance is critical for success.
- c. Program with needs of the group in mind.
- d. Try asking for written commitments at the beginning of each semester.

### **4. Create explanations.**

- a. Make obligations clear.
- b. Offer incentives.
- c. Expect leaders to replace themselves and train successors.
- d. Encourage leaders to replace themselves and train successors.
- e. Display a positive attitude.

### **5. Reinforce for continual achievement.**

- a. Write personal thank-yous.
- b. Give public recognition for everything.
- c. Give weekly awards.
- d. Ask a member to personally help you. They will feel honored that you asked!

## Keeping Seniors Motivated

---

### Honoring the Heart of Your Chapter

Believe it or not it's tough to be a college senior. There is so much to think about...career, family, friends and all that is unknown, the future. Here are a few ideas that will help ease some of that "senior stress".

#### Think...FUTURE

Many of your seniors are in the midst of a job hunt. Offer them programming that will give them the practical information on such things as resume writing, interviewing skills and tips, dressing for success and etiquette. Your national headquarters may offer programs and or resources that will help.

#### Think...FUN

Make your seniors feel special; after all, they are the heard of your chapter and critical to a chapter's success. Here are some fun ideas to recognize these special members throughout the year.

*Senior Spotlight:* Spotlight various seniors each month at your chapter meeting. Contact parents for fun photos and memories and share them with your chapter.

*Senior Slide Show:* Coordinate a slide show consisting of photos taken throughout the seniors college experience.

#### Think...FOREVER

Your Greek experience will last a lifetime. Use formal and informal rituals to remind your seniors that your chapter will be with them throughout their life.

*Alumni Focus:* Have your prominent alumni/ae come speak to your seniors about how their Greek experience got them to where they are now.

Utilize all Chapter Formal and Informal Rituals