



Fraternity Advisors Conference

FRATERNITY ADVISORS CONFERENCE 2019

Participant Manual



ALPHA KAPPA PSI
The Professional Business Fraternity



Alpha Kappa Psi

The Professional Business Fraternity

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(317) 872-1553
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Shaping People, Shaping Business

PROGRAM DESCRIPTION

The Fraternity Advisors Conference (FAC) is an educational leadership experience designed to provide chapter advisors knowledge and skills about coaching those they serve, self-awareness, chapter operations, understanding vision, and how to create a chapter success plan. Through a servant leadership lens, participants are able to focus on member retention, teamwork, conflict resolution, and compromise. This experience will seek to provide participants with the necessary tools to coach those they lead, an opportunity to assist the chapter president to create a Chapter Success Plan, and the necessary tools to assist the chapter in fulfilling its purpose.

LEARNING OBJECTIVES

- Assist chapter officers with the development of a chapter success plan
- Construct a path for approaching difficult situations
- Demonstrate responsible decision-making and personal accountability
- Demonstrate the ability to coach others
- Describe servant leadership as an approach to advising
- Develop a fraternal network
- Develop professional and leadership skills
- Implement a feedback model
- Practice a commitment to servant leadership

► SCHEDULE AT A GLANCE

Friday

| Time | Module | Location |
|---------------|---|-------------------|
| 4-6 PM | Registration, Meet and greet | Aspen Foyer |
| 6-7 PM | Opening session | Colorado Ballroom |
| 7:15-8 PM | Dinner | Aspen Ballroom |
| 8:15-9:15 PM | Intro to Servant Leadership | Colorado Ballroom |
| 9:15-10:15 PM | Small group meeting: Self-awareness and Day 1 wrap up | Colorado Ballroom |

Being successful in business is hard work. It takes a strong personal values system upon which one consistently acts. Learning how to be successful requires the same. Fellows at the Academy will learn how to become a more positive force in their chapter and profession... a leader who makes a difference.

KNOW SOMEONE WHO SHOULD APPLY?



Application deadline:
March 8, 2019



ACADEMY
of Alpha Kappa Psi

► SCHEDULE AT A GLANCE

Saturday

| Time | Module | Location |
|----------------|---|---|
| 8-8:50 AM | Breakfast & Topic table | Aspen Ballroom |
| 9-10:20 AM | Servant Leadership deep dive | Colorado Ballroom |
| 10:30-11:20 AM | Small group meeting: Chapter Achievement Pathway | Torreys Peak (2nd floor) – Groups 19,20 Mt. Oxford (3rd floor) – Groups 21,22 Mt. Princeton (3rd floor) – Groups 23,24 Mt. Yale (3rd floor) – Groups 25,26 Mt. Columbia (3rd floor) – Groups 27,28,29 |
| 11:30 AM-12 PM | Listening | Colorado Ballroom |
| 12-1 PM | Lunch | Aspen Ballroom |
| 1:10-3 PM | Coaching | Colorado Ballroom |
| 3:15-4 PM | Small group meeting: Coaching practice | Colorado Ballroom |
| 4:15-5:15 PM | Networking | Colorado Ballroom |
| 5:15-6:15 PM | Dinner | Aspen Ballroom |
| 6:30-7 PM | SWOT Analysis introduction | Colorado Ballroom |
| 7:15-7:45 PM | Small group meeting: Day 2 wrap up | Torreys Peak (2nd floor) – Groups 19,20 Mt. Oxford (3rd floor) – Groups 21,22 Mt. Princeton (3rd floor) – Groups 23,24 Mt. Yale (3rd floor) – Groups 25,26 Mt. Columbia (3rd floor) – Groups 27,28,29 |

Sunday

| Time | Module | Location |
|-------------|---|-------------------|
| 8-8:50 AM | Breakfast & Topic tables | Aspen Ballroom |
| 9-9:45 AM | SWOT Analysis deep dive | Colorado Ballroom |
| 10-10:30 AM | Implementing the Chapter Achievement Pathway | Colorado Ballroom |
| 10:30-11 AM | Special Guests | Colorado Ballroom |
| 11 AM-12 PM | Closing session | Colorado Ballroom |



► **LEADERSHIP**

What do you think of when you hear the word *leadership*?

Leadership is commonly misunderstood as management. Nobody ever claimed Churchill or Reagan were good managers. They did, though, know how to inspire and influence people to act.

"Leadership is influence, nothing more, nothing less."

– John Maxwell,
author of "21 Irrefutable
Laws of Leadership"

"Leadership is an influence process."

– Ken Blanchard,
author of "The Heart of
a Leader"

Management is what you do. Leadership is the person you are and the influence and impact you have upon the people you meet.

Alpha Kappa Psi defines leadership as "the ability to guide, develop, and inspire others who share a common purpose by applying knowledge and skills to practical situations."



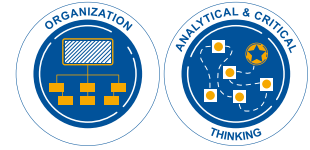
► **SMALL GROUP INTRODUCTIONS**

| Name | Chapter | Expectations & Goals |
|------|---------|----------------------|
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▶ **SMALL GROUP INTRODUCTIONS**

| Name | Chapter | Expectations & Goals |
|------|---------|----------------------|
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▶ **ALPHA KAPPA PSI'S "WHY"**

Our Vision: *To be recognized as the premier developer of principled business leaders.*

The Objects of Alpha Kappa Psi:

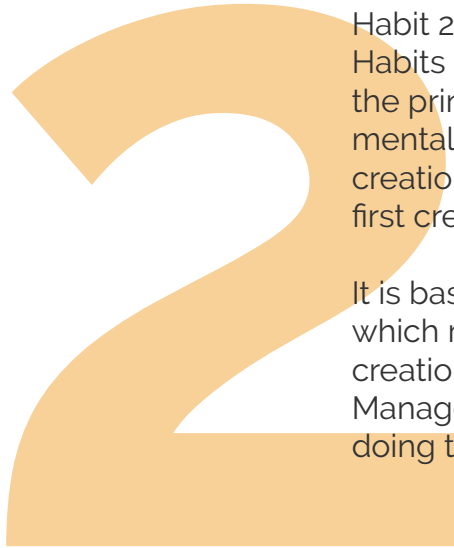
- To further the individual welfare of its members;
- To foster scientific research in the fields of commerce, accounts, and finance;
- To educate the public to appreciate and demand higher ideals therein; and
- To promote and advance in institutions of college rank, courses leading in degrees in business administration.

| | |
|------|--|
| Why | |
| How | |
| What | |



► **BEGIN WITH THE END IN MIND**

Habit



Habit 2, from Stephen Covey's book entitled "7 Habits of Highly Effective Leaders," is based on the principle that all things are created twice: a mental or first creation and a physical or second creation. Most endeavors that fail, fail with the first creation.

It is based on principles of personal leadership, which means that leadership is the first creation. Management is the second creation. Management is doing things right. Leadership is doing the right things.

How do you need your chapter or section to develop? What can you do now to help your chapter or section get there?

► **COMPETENCY MODEL**

ACTIVE LEARNER

The willingness and active effort to continuously grow in knowledge, skill, and competence

- Explore issues, objects, & works
- Identify root causes rather than symptoms
- Define processes & tasks in terms of expected outcomes
- View success & failure in terms of learning & improvement in addition to results
- Capable of exploring different options to overcome hurdles/ challenges
- Apply learned concepts to novel situations

PRINCIPLED DECISION MAKER

The process of gathering information, weighing consequences and accepting responsibility for choosing a course of action

- Explore the right & wrong of human conduct
- Consider the impact of decisions on family, on community & on planet
- Seek to understand short-term & long-term consequences of decisions
- Involve others in the process
- Identify & define the problem, issue, or opportunity
- Reflect upon conditions that led to decisions & outcomes to learn & improve future decisions
- Take responsibility for results & outcomes

CHANGE AGENT

The ability to shape the thoughts and actions of others to drive positive growth

- Listen to others to understand perspectives, concerns & needs
- Build trust in teams, in order to engage & to learn
- Speak in ways that will enable others to engage & learn
- Organize & develop written communication in various forms
- Utilize the impact of social media platforms in a respectful & productive manner
- Think about tomorrow's business while managing today's business
- Appreciate & act appropriately in different cultural settings

KEY PRACTICES

BEHAVIORS



KEY SKILLS



► **SERVANT LEADERSHIP**

A servant leader makes sure others' highest priority needs are met.

- What do your brothers need?
- How do you know what they need?
- Would you serve a brother with the same personality as you? What about a brother with a different personality?

"Being a servant leader begins with the natural feeling that one wants to serve, to serve first. Then, conscious choice brings one to aspire to lead." -Robert K. Greenleaf

Expanding outward, servant leaders focus on self, others, and organization.



How do you ensure others' needs are met?



► SELF-AWARENESS

Self-awareness is knowing yourself and recognizing your impact on others. Knowing your values and recognizing how you spend your time and energy can help you recognize your priorities and better understand what environment you need to be in to thrive. Conversely, knowing each other's values and what others view as important can help you better understand their perspective and work together as a team.

Answer the questions based on your highest priority value.

Why did you rate this as your highest priority?

What are some things you do to frequently act on this as your highest priority?

How does this value help you in your volunteer role?

How would team experiences benefit if others knew this value's importance to you?



► **SELF-AWARENESS**

Answer the questions based on the values in the under-attention column.

Why did you rate this value as lacking attention?

What are some things you can do to dedicate more attention to this value?

How would this value impact possible achievements in your volunteer role?

How would team experiences benefit if others knew you needed to focus on this value?

How can you help officers focus on their low-priority value?



SELF-AWARENESS REFLECTION

Utilize the questions below to reflect on the self-awareness activity.

| | |
|---|--|
| <p>Why is self-awareness so essential for teams?</p> | |
| <p>How did it feel completing the activity?</p> | |
| <p>What did you learn about yourself? About others?</p> | |
| <p>How do you think your actions change when we focus on values?</p> | |
| <p>What happens when we surround ourselves with people who share the same values?</p> | |
| <p>How can we improve our team by considering what everyone values?</p> | |



► VISION AND ALIGNMENT

Crafting a Vision

Exploration

- Remaining open
- Prioritizing the big picture

Boldness

- Being adventurous
- Speaking out

Testing Assumptions

- Seeking counsel
- Exploring implications

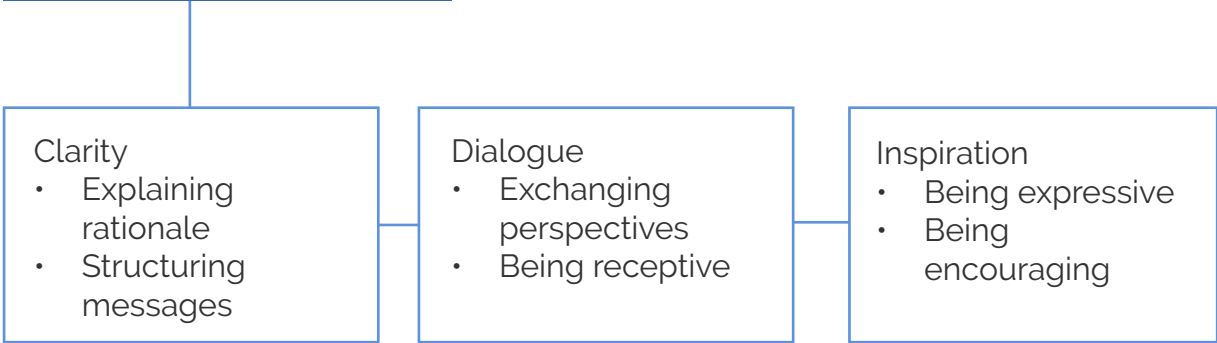
What is your vision for the chapter or section?

The following is based on Karlyn Borysenko's article "Vision, Alignment, Execution: The Components of Successful Leadership"



► VISION AND ALIGNMENT

Building Alignment



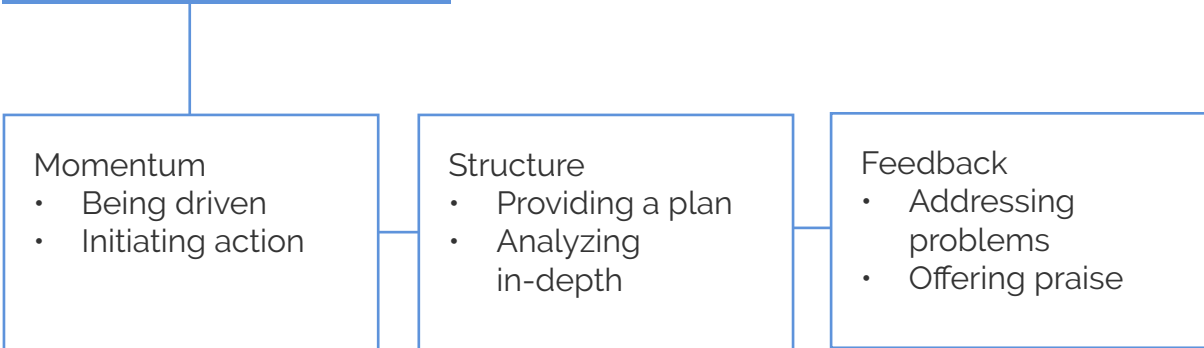
How is your chapter/section/region aligned with the vision of Alpha Kappa Psi?

How do you meet the needs of your members/constituents?



► VISION AND ALIGNMENT

Championing Execution



What have you explored as possible actions to reach your chapter's vision?

As a leader, how do you set the example?

What are some milestones to illustrate success?



► **PERSUASION**

| | |
|--|--|
| <p>What is the latest new product you have purchased?</p> | |
| <p>Why did you decide to make the purchase? Was it a need or a want?</p> | |
| <p>What were you seeking by making the purchase?</p> | |
| <p>What was the most compelling reason that led to your decision?</p> | |
| <p>Did the outcome of your decision exceed, meet, or miss your expectations?</p> | |
| <p>Recently, what product did you consciously decide not to purchase? Why?</p> | |



► **PERSUASION**

How can you utilize persuasion techniques to encourage others to join AKPsi or become more involved?



► **PERSUASION**

Three modes of persuasion often used in writing can also be utilized when appealing to your audience.

- Ethos - persuade through use of credibility and character
- Pathos - persuade by appealing to emotions
- Logos - appeal to logic and reason by providing facts and data

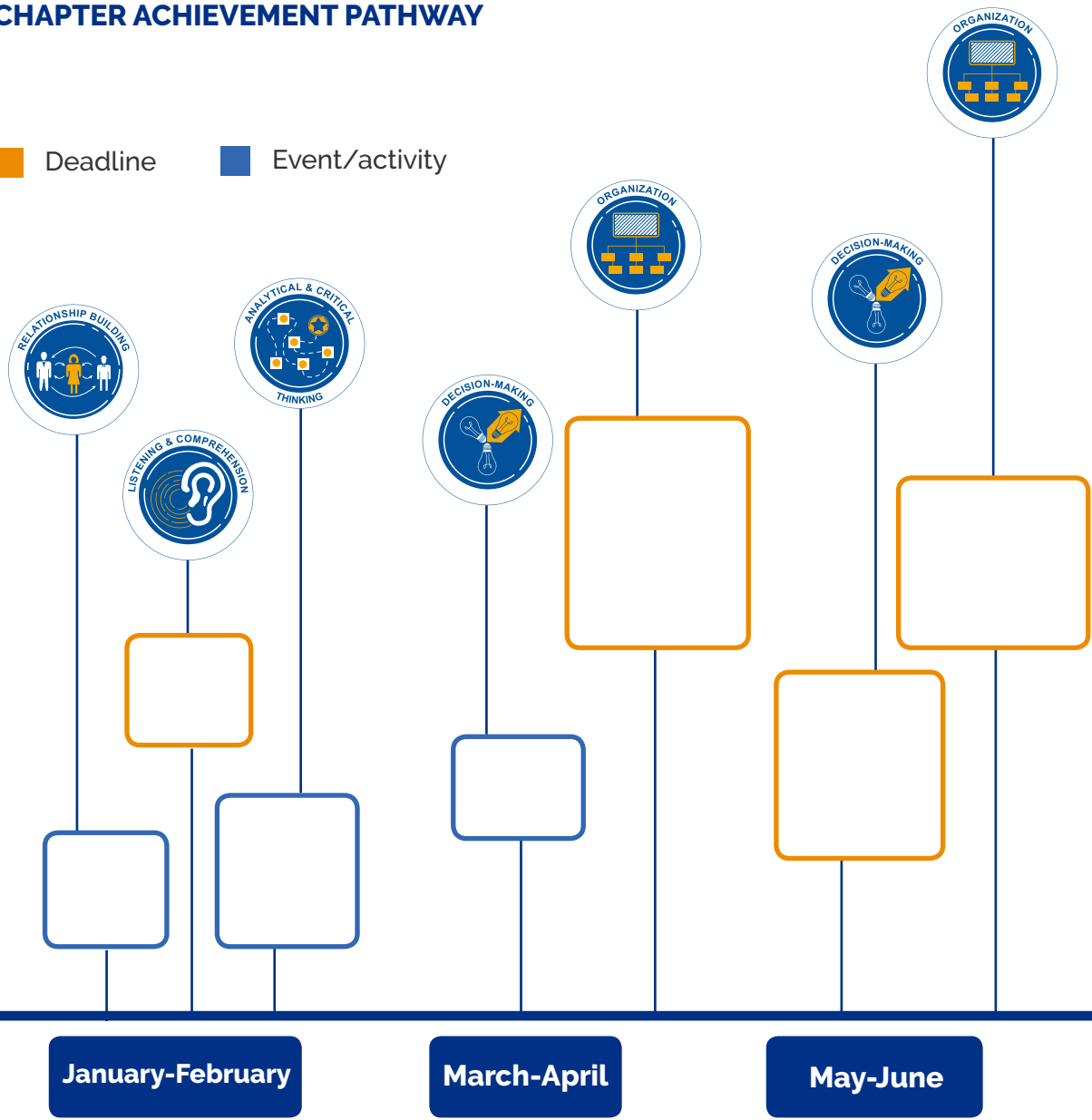
How can we utilize ethos, pathos, and logos to relate to our brothers' needs?

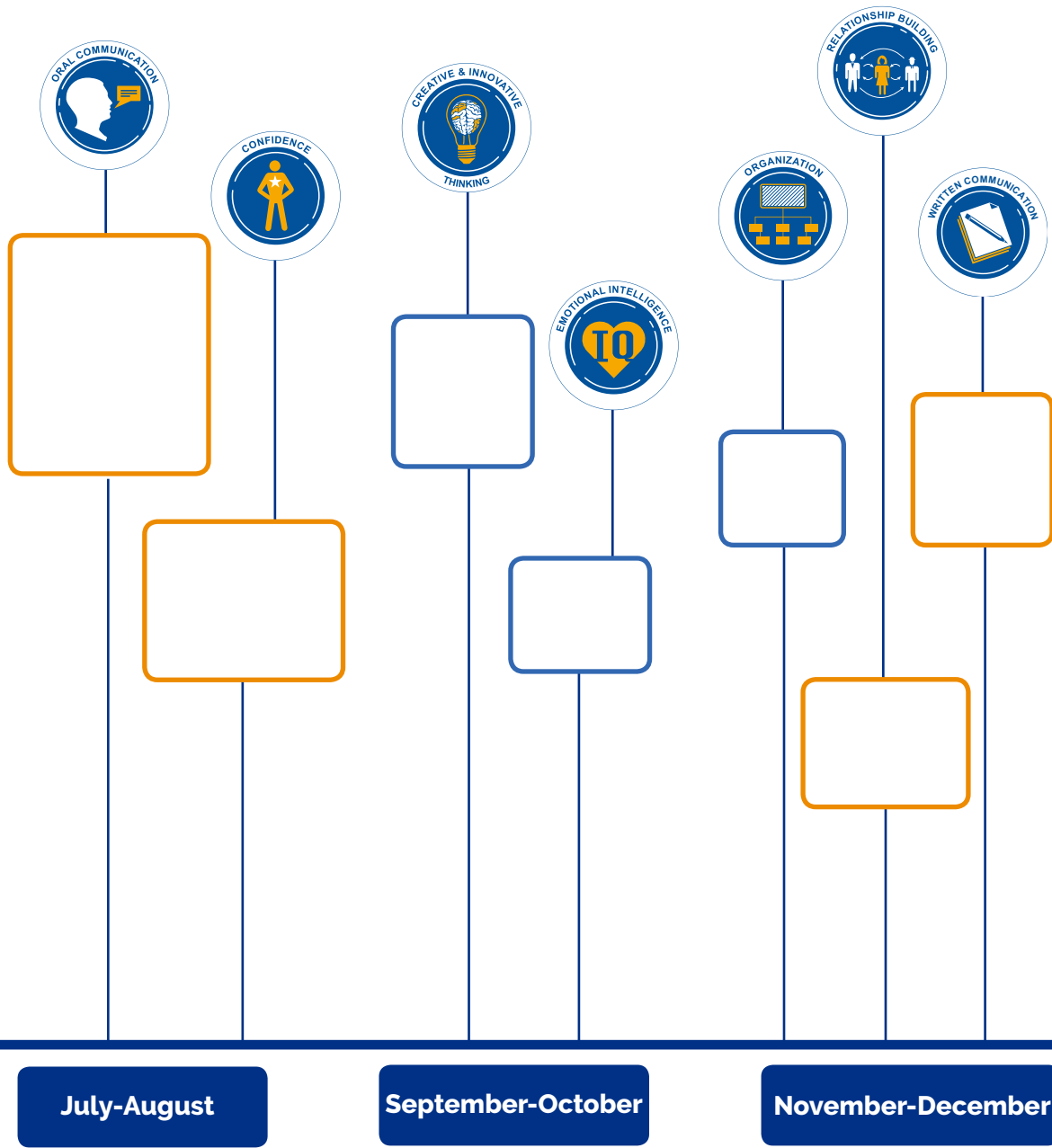
How do we gain our brothers' buy-in with our vision to ensure chapter success?

How can we have this conversation when we return to campus?

▶ CHAPTER ACHIEVEMENT PATHWAY

■ Deadline ■ Event/activity





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▶ **CHAPTER ACHIEVEMENT PATHWAY REFLECTION**

| | |
|--|--|
| <p>How does the Pathway tie into your chapter's/ section's vision, alignment, and execution?</p> | |
| <p>How can we use foresight to support brothers throughout the Pathway?</p> | |
| <p>How do we gain our brothers' support of the process?</p> | |



► LISTENING

Stephen Covey's Listening Continuum identifies five levels of listening:

- 1 Ignoring** – not paying any attention at all.
- 2 Pretend Listening (Patronizing)** – gives you the impression they hear what you're saying, but they are not really "present."
- 3 Selective Listening** – only hear the parts they want to hear; often quick to interrupt or interject.
- 4 Attentive Listening** – offer their time and focus, but listen from their frame of reference, not to see the other's perspective.
- 5 Empathetic Listening** – listen to not only the words but their meaning, and consider the others point of view and perspective.

At the first four levels, the listeners hear within their own frame of reference. They are not listening at all, or listening to respond. At level five, the listener aims to understand and see things from the other's perspective.

What is the potential impact of listening at the varying levels?

What can you do to shift between the levels of listening?



► FEEDBACK MODEL

Feedback is a constructive way to help another person become aware of how you perceive his or her actions, how the behavior affects you, or how he or she can improve themselves.

It is important to consider the way you deliver feedback and the environment in which you do so to avoid causing the individual to feel threatened. This may also increase a person's ability to be receptive to the information. The Robert Greenleaf Center for Servant Leadership has developed a model for giving feedback:

- Fact - What happened?
- Impact - What was the result?
- Next - What will we do next time?
- Thanks - Thank them for their time and attention.

Fact → **Impact** → **Next** → **Thanks**



► FEEDBACK MODEL ACTIVITY

Scenario 1

Samantha is a new committee chair who is struggling to get her team to work together. She asked her members for help with an event last week, but nobody agreed on what to do, so the event was thrown together last minute. Because of this, attendance was low and the chapter lost money on the event. As the chapter President, how would you talk to Samantha?

Scenario 2

During a chapter event you are attending, a few alumni are present, hoping to relive their chapter days. At first, they seem excited to be there and support the chapter, but it quickly becomes apparent the alumni members are intoxicated. Things escalate, and the alumni begin to shout obscenities and harass the attendees. Police are called, and the alumni are escorted out. You later find out the Vice President of Alumni saw posts in the alumni Facebook group hinting that these members were planning to drink prior to the event but ignored the comments. As the chapter President, how would you talk to the Vice President of Alumni about handling a situation like that in the future?

Scenario 3

One night while you are searching through social media, you notice a few pictures chapter members posted from a house party the weekend before. The pictures show them playing drinking games and chugging beers, and a few of the members are underage. One photo features a member wearing fraternity letters, and each post includes hashtags referencing the fraternity. Your chapter's probation, due to alcohol violations, just ended. As a concerned chapter member, how would you talk to the brothers in the photos?

Scenario 4

During PBLI, a few brothers decided to leave the conference early to tour the city. There is no proof that they didn't attend, but multiple brothers said they saw photos of the others around the city. After returning to campus, the chapter refunds the full cost of registration even though it is chapter policy that you must attend all sessions to be reimbursed for registration. A few members who did attend all sessions have expressed frustration about this. As the Chapter Advisor, how would you advise the chapter President?

Scenario 5

The incoming chapter treasurer reviewed the chapter financial records and approached you after noticing cash withdrawals were made by the previous chapter president. He/she appears to have embezzled \$12,000. You know the chapter does not have any loss prevention practices in place, and members were concerned about some transactions the previous year, but let the concerns go assuming the Treasurer knew what he/she was doing. As the Chapter Advisor, how would you talk to the Executive Board?



► **FEEDBACK MODEL REFLECTION**

How did it feel giving feedback using the model?

How did you practice listening skills?

What do you think is the difference between feedback and coaching?



▶ **EMPATHY**

Psychology Today defines empathy as "the experience of understanding another person's thoughts, feelings, and condition from their point of view, rather than from your own."

How can empathy change our interactions and ability to relate to others?

Why is it important to consider empathy when giving feedback?

What are some ways to display empathy?



► **COACHING WITH THE GROW MODEL**

The GROW Model is often used for goal setting and problem solving, and it has been used extensively in corporate coaching since the 1980s. Many other coaching models still use GROW as a foundation.

Explain a time when you needed help to coach another individual.

| | |
|---|---|
| <p>Goal <i>Clarify what you want the coachee to achieve</i></p> | <p>Reality <i>Help the coachee understand and gain insight from the current situation</i></p> |
| <p>Options <i>Explore options to move the coachee toward the goal</i></p> | <p>Will <i>Determine a way to move forward and commit to the plan</i></p> |



► COACHING PRACTICE

For this activity, think of a scenario you are currently experiencing or have recently been through. This can be the same scenario from the previous activity or something new.

Scenario

| Role | Takeaways |
|------|-----------|
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► NETWORKING

| Name | Chapter | Contact Information | Notes |
|------|---------|---------------------|-------|
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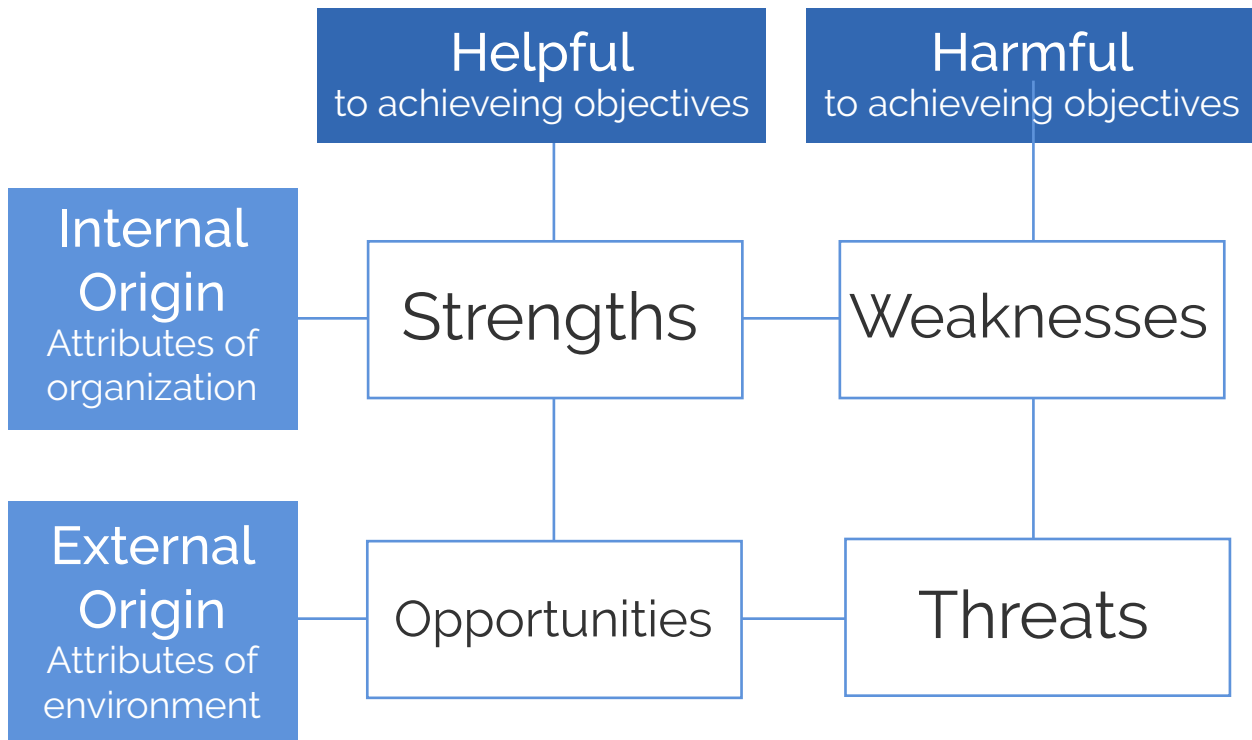


► NETWORKING

| Name | Chapter | Contact Information | Notes |
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► SWOT ANALYSIS



| | |
|-----------------------------|--------------------------|
| <p>Strengths</p> | <p>Weaknesses</p> |
| <p>Opportunities</p> | <p>Threats</p> |



► **WORKING WITH YOUR EXECUTIVE BOARD**

| | |
|---|---|
| <p>Review and discuss the Chapter Achievement Pathway</p> | <p>Guiding questions: How will you express the importance of the Pathway with the executive board? How will you share the Pathway with your chapter members?</p> <hr style="border-top: 1px dashed black;"/> |
| <p>Utilize exec board as a source of support and accountability for each other</p> | <p>Guiding questions: How will you hold your executive board members accountable for their roles and responsibilities within the Pathway? How will you provide support to the rest of the executive board?</p> <hr style="border-top: 1px dashed black;"/> |
| <p>Establish a shared understanding of servant leadership</p> | <p>Guiding questions: How will you discuss servant leadership with the executive board? How will you encourage the executive board to act as servant leaders?</p> <hr style="border-top: 1px dashed black;"/> |
| <p>Discuss each other's strengths and areas for improvement</p> | <p>Guiding questions: How will you talk about the strengths and weaknesses of your executive board members? How will you utilize those strengths to develop their weaknesses?</p> <hr style="border-top: 1px dashed black;"/> |
| <p>Integrate servant leadership into the chapter</p> | <p>Guiding questions: How will you discuss servant leadership with the whole chapter? How can you include servant leadership into your operations?</p> <hr style="border-top: 1px dashed black;"/> |



▶ CHAPTER ACTION PLANNING

| | |
|---|--|
| <p>Share the things you have committed to integrate in the next meeting</p> | <p>Guiding questions: What do you plan to implement into your leadership? What changes or new practices will you make a priority?</p> <hr style="border-top: 1px dashed black;"/> |
| <p>Discuss how you will incorporate these strategies</p> | <p>Guiding questions: How will you incorporate these strategies? What potential setbacks could interrupt implementation?</p> <hr style="border-top: 1px dashed black;"/> |
| <p>Request feedback from one another and consider making changes</p> | <p>Guiding questions: How will you seek feedback? How will you use it?</p> <hr style="border-top: 1px dashed black;"/> |

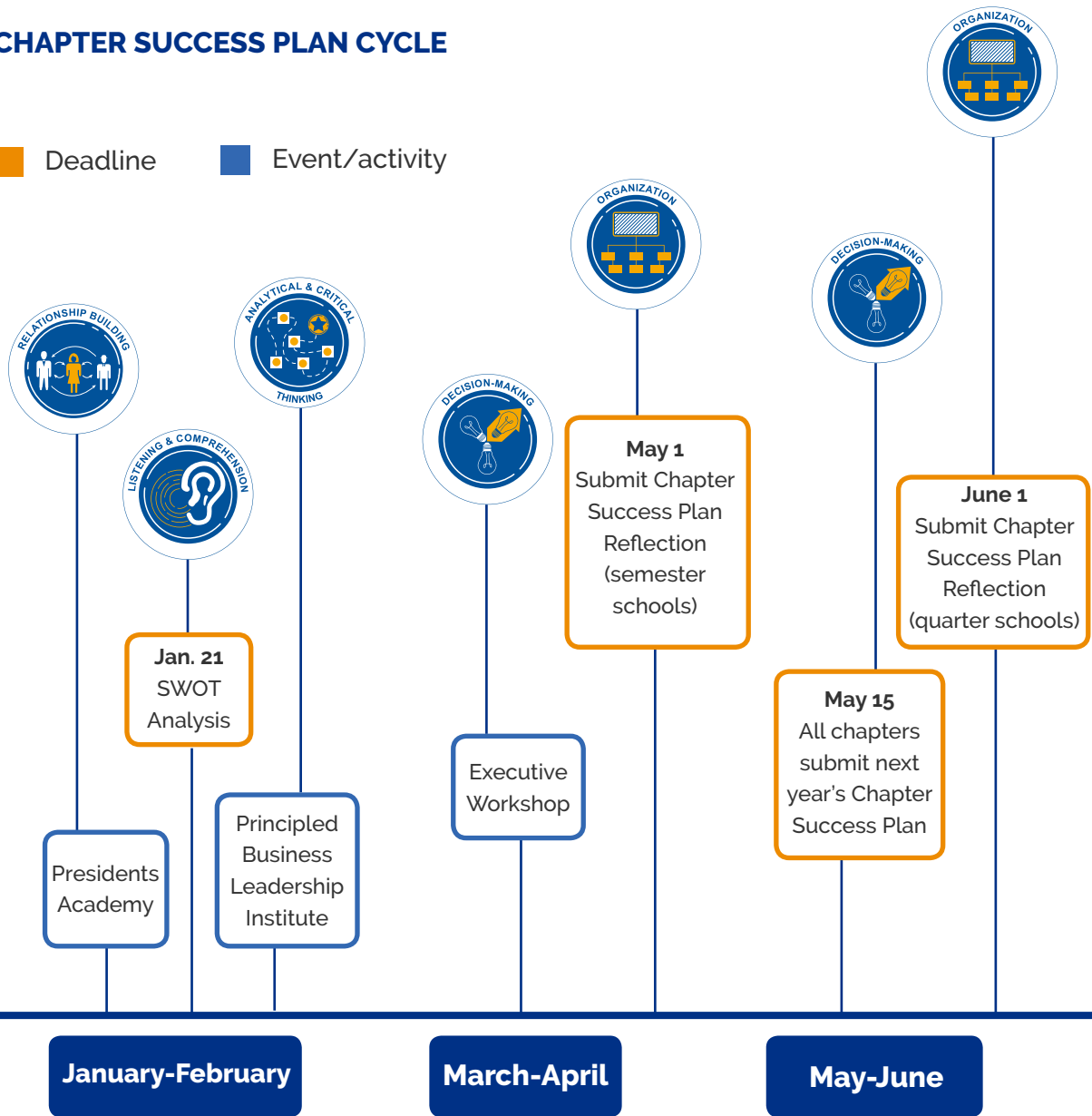


▶ CHAPTER ACTION PLANNING

| | |
|---|--|
| <p>Share the next leadership opportunity you'll have and request support and feedback</p> | <p>Guiding questions: When do you plan on gathering feedback? How do you plan to gather support for the change?</p> <hr style="border-top: 1px dashed black;"/> |
| <p>Share how the opportunity went at the next exec board meeting</p> | <p>Guiding questions: How do you plan on sharing this process and its results with the executive board? And with the chapter?</p> <hr style="border-top: 1px dashed black;"/> |

▶ CHAPTER SUCCESS PLAN CYCLE

■ Deadline ■ Event/activity



Orientation to the Chapter Success Plan



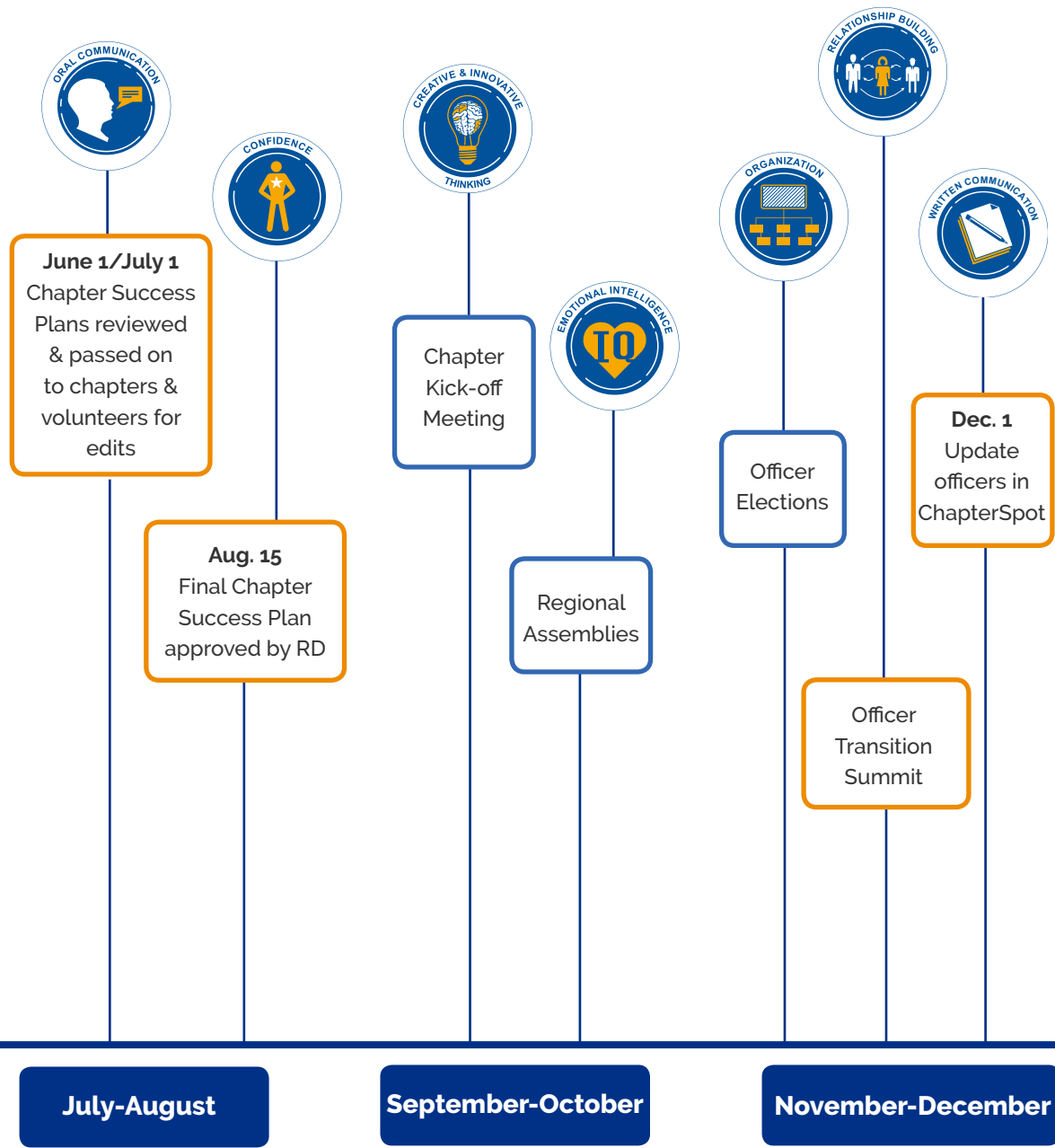
Create the Chapter Success Plan



Execute

Chapter Success Plan Reflection





Review, gather feedback, and revise

Execute





▶ **CHAPTER ACHIEVEMENT PATHWAY IMPLEMENTATION**

| | |
|--|--|
| <p>How do you plan to implement the Pathway at your chapter?</p> | |
| <p>As President, what are you going to do to ensure officers complete the Pathway?</p> | |
| <p>How can you educate officers and members on both the Pathway and The Journey to Principled Business Leadership?</p> | |



► GREENLEAF'S BEST TEST

"The best test is: Do those served grow as persons? Do they, while being served, become **healthier, wiser, freer, more autonomous, more likely themselves to become servants**? And, what is the effect on the least privileged in society; **will they benefit, or, at least, not be further deprived?**"

-Robert K. Greenleaf

Let's apply this to Alpha Kappa Psi.

- *How do you want to see your brothers grow? What would it look like?*
- *Are people better than when we found them because they learned principled business leadership?*
- *Are they wiser about the job opportunities available to them?*
- *Do they have knowledge or skills they wouldn't have had without joining our organization?*



► **BREAKFAST & TABLE TOPICS**

Topic

Takeaways



► BREAKFAST & TABLE TOPICS

| Topic | Takeaways |
|-------|-----------|
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At the Presidents Academy, chapter presidents gather to identify ways to enhance their critical role within the organization.

The purpose of Foundation-funded programs like the Presidents Academy is not only to provide direction for Alpha Kappa Psi, but also to encourage students to utilize knowledge and skills attained to make a difference in the world.

"The servant-leader shares power, puts the needs of others first and helps people develop and perform as highly as possible."

Robert Greenleaf

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