The 8 Steps to Attracting PEOPLE to Your PURPOSE
By Matt Mattson, Jessica Gendron Williams and Josh Orendi

Organizations that depend on recruiting and retaining members, volunteers, donors, or just fans of their cause often struggle to find a consistent system for doing so. Leaders of cause-based groups (non-profits, associations, businesses, social entrepreneurs, religious groups, etc.) are often so focused on the organization’s purpose that they falter when trying to fulfill the other primary ingredient for their organization’s success – people.

After all, **People + Purpose = Organization** – and when those two ingredients are combined, the world can be changed forever. Margaret Mead reminds us of the power of organizations, “Never doubt that a small group of thoughtful committed citizens can change the world. Indeed, it is the only thing that ever has.”

Organizations change the world. It is groups that are made up of People + Purpose that have shaped society, sparked rebellions, led revolutions, and made the world better for all of us. Many organizations, however, are well-intentioned but lack the people necessary to deeply impact their cause. This article provides a glance at the 8 steps organizations can follow to ensure long-term success at attracting a high quantity of high quality people to support their purpose.

**Step 1: Focus On the Basics** – Policies, procedures, politics, drama, details, more politics, personality management, paperwork, email, planning… Do these things make up the bulk of your to-do list? How many of them have to do with the two core ingredients of world-changing organizations (People + Purpose)? As a leader, focus 80% of your time on people and purpose. Every day evaluate your to-do list and ask, “Will this work help me get more people to work for our cause?” and “Will this work help my people more effectively achieve our purpose?”

**Step 2: A.C.E. Your Values** – The guiding values of an organization are its heart and soul. High quality people are attracted to high quality things. If your organization’s values bleed through to the surface of everything you do – the organization’s actions, words, and results deeply represent those core values – people will join up and stay involved with the group. To consistently attract and retain a high quantity of high quality people in your organization, it is important to Achieve, Communicate, and Expect your organization’s values at all times. Achieve them not only through the actions you take to impact your cause, but also through the actions you take to recruit people to your group. Communicate them clearly and at every chance with current and potential members, volunteers, donors, or fans. Expect everyone involved with your cause to exemplify those values in their work at all times – make no exceptions. The values of your group are its heart and soul.

**Step 3: Gather Your Workhorses** – Fact: Eighty percent of the work in your group is done by twenty percent of its people – especially when it comes to recruiting more members, volunteers, donors, or fans. It is probably no surprise to read this, and of course, you’re in that 20% of “workhorses,” right? Many organizational leaders spend a lot of time and energy trying to get the 80% to “step up” and do what the 20% does. Carrot and sticking the stubborn or unmotivated mules in the organizations will not turn them into workhorses. Instead, ee recommend that you gather your “workhorses” and get to work. Humans are hardwired to desire the company of people who are like us. Motivated people with strong values tend to seek and enjoy the company of other motivated people of similar values. In other words, like recruits like. So, do you want your 80% on the front lines of recruitment, or do you want your “workhorses” out attracting more people like them. Stop wasting your time with the unmotivated people in your group. Gather your workhorses and get to work.

**Step 4: Know Your Audience** – By “know your audience,” we really mean, “know that your audience is probably much bigger than you think it is.” More people want to be involved in your cause than you can even imagine. However, the secret to reaching your massive audience isn’t mass marketing, it’s personal relationships. If you can get your current people to meet more people (and share your group’s crazy dream with these new friends), your potential audience will grow dramatically.

Ask people why they join and/or stay in their organization. One reason will rise to the top as the most common theme: “the people.” Effective member recruitment is a relationship business. Work with your currently involved people to tap new and different channels for identifying new prospective participants. Utilize referrals from internal and external sources. Do “relationship drives” which give your current members opportunities to just shake hands with, get to know,
and maybe share your group’s dream with new people. Commit to only using marketing efforts that directly result in attaining names and contact information of prospects. Use online social media outreach to proactively build relationships with new people. People don’t join groups that stand there shouting about how great their purpose is. People join (and stay in) groups that include other people that they have a relationship with, care about, and like to work with.

**Step 5: Share Your Dream** – An organization’s wild, bold, audacious dream is what you will really recruit people to join. People don’t join organizations; people join people. And people are far more likely to join a group of people who are boldly heading in an exciting direction than a group of people who are stagnant. If your group doesn’t have a crazy dream, exciting vision, or daring goal to inspire others with, it is unlikely people will want to join your little tribe. The best people don’t want to just be a part of a group – they want to be a part of a movement, an experience, an exciting achievement that they can help to make a reality. Worried that you don’t have a bold, audacious dream? That’s okay. Stop asking people if they want to “join” your group and start asking people what you and your organization can help THEM “create.”

**Step 6: Be Socially Excellent** – Social Excellence is a philosophy we teach that includes becoming a master at communication, relationship, and networking skills. But Social Excellence is about more than that – it is also about building connections with others because those connections can lead to rich relationships, innovative collaborations, and organized groups of committed citizens that can change the world. Being Socially Excellent means committing to approaching every day, every person, every interaction with curiosity, generosity, authenticity and vulnerability. It is about seeking deep meaningful connection with others, not for personal gain (or to recruit them to your group), but because it is these deep meaningful connections that have the potential to lead to changing the world. Preparing the people involved in your organization with Social Excellence gives them clarity about the best ways to interact with others so that your cause might be most fully realized. Here’s our official definition of Social Excellence.

"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.

**Step 7: Grow Wiser** – An absolutely vital component to building a culture of long-term, limitless organizational growth is to commit to a constant pursuit of wisdom. Learning from experts outside your current sphere is where many groups find innovation. Are you a non-profit leader in the health sector? Intentionally seek out sales people in the retail world for advice. Are you an association leader in the political sphere? Read books for college student organizations. In fact, all organizational leaders should be reading books and blogs, watching videos, and following tweets by the best thought leaders out there. Seth Godin, Keith Ferrazzi, Zig Ziglar, Yvon Chouinard, Dale Carnegie, Peter Guber, Dan Buettner, Ori and Rom Brafman, Guy Kawasaki, and Simon Sinek have written some of the best books that have inspired us.

**Step 8: Repeat** – Do those first seven steps. Teach all the new people you’ve engaged in your cause those seven steps. Then do it again. Repeat. Over and over. Limitless.

People + Purpose = Organization. Organizations change the world. But a brilliant cause or purpose without people to support it is just another idea floating around in space. Consistently attracting a high quantity of high quality people to your purpose requires focus, work, relationships, and strategy. But it is the only thing that ever has changed the world. Go change the world.

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Book Matt Mattson, Jessica Gendron Williams, or Josh Orendi to share their groundbreaking, inspirational, and practical Social Excellence message with your audience. These successful entrepreneurs, bold young professionals, and experienced speakers have led highly interactive, emotionally moving, and borderline crazy programs for audiences of all types since 2002.

The message in the book itself was hailed as, “An inspiring guide to finding a richer life full of meaning – and changing the world. Relationships create revolutions, and these authors are starting a bold movement,” according to Keith Ferrazzi, bestselling author and networking guru.

Mattson, Gendron Williams, and Orendi are leading a movement to re-connect society. Social Excellence inspires a lifestyle of plentiful handshakes, deep personal relationships, expanding social networks, the ability to inspire and organize others around important causes, and a focus on helping every individual find a way to matter to the world. Participants learn the social skills needed for success in their work, and they also learn why those skills matter – because handshakes truly can change the world.

**Recommended Audiences:** volunteers, business leaders, young professionals groups, community and civic organizations, non-profit leaders and volunteers, high school and college student audiences, religious congregations, political activists, conferences and conventions, and more.
WORKSHOPS, TRAININGS & KEYNOTES: Grow your group or inspire your audience with Phired Up’s world class workshops, trainings, and keynote programs. Learn Dynamic Recruitment and/or Social Excellence from the company that is 100% dedicated to helping people gather together around meaningful causes to change the world in a positive way. Cost: $7,500/day per speaker (special pricing available for collegiate audiences).

Social Excellence, popularized in Phired Up’s book Social Excellence: We Dare You is our most popular keynote and workshop topic.

Phired Up teaches Social Excellence through a progression of lessons that deepen the learning each step of the way. Starting with a redefinition of the word, “social,” Phired Up challenges conventional thinking and brings us back to our human nature as social beings. From there participants learn how Social Excellence as a lifestyle can transform them and their organizations, they learn a magic trick called “The Screw” which opens doors to new relationships, they learn about first impressions, exchanging contact information, social etiquette, listening, remembering names, and all the basic skills of a social master. They learn about “The Four Pillars” of Social Excellence, Curiosity, Generosity, Authenticity, and Vulnerability. They learn about transformation and the power of personal stories.

The advanced learning kicks in with the introduction of the concept of powerful conversations, and what it takes to consistently have these life-changing, transformative, intense engagements. They learn about the “fun zone” and the “deep zone.” They learn to “Be the Person” they want to be. All of this is taught through highly interactive activities that have the participants not just talking about the concepts, but doing them and actually networking with the people in the room. At the end of the classroom sessions, participants are often seen thanking each other for being authentic and vulnerable, they often hug one another (seriously) and find ways to stay connected with many of the participants they interacted with. We’ve even had a pairing that met during a Social Excellence training get married because of their deep connection. Phired Up also offers social dares that actually send the participants “into the streets” to let the real-world learning begin. Social Excellence is best learned through personally challenging oneself to experiment with new behaviors and levels of courage, and that is exactly what Phired Up delivers.

Phired Up’s Dynamic Recruitment Workshop is an interactive, experiential recruitment education program that helps membership organizations use a relationship-based, values-centered approach to drive a higher quantity of higher quality members into their groups. For over a decade Phired Up has delivered this membership recruitment training experience to organizational leaders. Need more members? Volunteers? Donors? Congregants? Participants? Learn how to recruit them from the recruitment experts at Phired Up.

This workshop is best delivered as an interactive workshop for active members and leaders of membership organizations. The content touches on all of the powerful lessons of Dynamic Recruitment which can be previewed here. Learners will understand the skills, product knowledge, audience awareness, and motivation necessary to attract a high quantity of high quality people to their cause. Dynamic Recruitment is the science of organizational growth and is often paired with training about the art of organizational growth, Social Excellence (see above).

Audiences
Phired Up’s messages are excellent for volunteers, business leaders, young professionals groups, community and civic organizations, non-profit leaders and volunteers, high school and college student audiences, religious congregations and leadership, political activists, conferences and conventions, and more.
We Grow Groups

Phired Up’s newest book, **Social Excellence: We Dare You; How Handshakes Can Change The World** is, according to Keith Ferrazzi, bestselling author and networking guru, “An inspiring guide to finding a richer life full of meaning -- and changing the world. Relationships create revolutions, and these authors are starting a bold movement.”

Social Excellence is a philosophy, a way to approach your days, a lifestyle. Characterized by handshakes, deep, meaningful conversations, and heart-to-heart connections, people who choose Social Excellence as their lifestyle understand that human connection is the key to changing the world.

This book, overflowing with real-life examples of Social Excellence in action, is not a book to be read in quiet solitude. It is a book that dares the reader to engage with the people and society around them. The authors describe how to build masterful social skills, tell stories of how people have changed the world through interpersonal connection, and challenge readers to push their social comfort zones to the max through edgy Social Dares.

As technological connections increase, personal, human, face-to-face connections can suffer. But those human connections are vital to organizational success and personal fulfillment. Social Excellence is the key to standing out from the crowd, to lifting your eyes from the screen and seeing the faces of potential relationships around you, and to creating the world you imagine.

Social Excellence: We Dare You is written to inspire community leaders, organizational members, non-profit volunteers, religious congregations, business leaders, political advocates, high-performing students, and anyone who is seeking a way to truly matter in the world.

Many organizations distribute this book to their leaders and members and hold book discussion groups. Phired Up offers a rare opportunity to actually work directly with the authors — if an organization buys 25 or more copies, one of the authors of the book will host two 30-minute Skype discussions with the readers. **Bulk Rates:** 1-14=$22.95; 15-25=$19.00; 26-99=$18.00; 100-299=$16.00; 300+=$12.00

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**GROW YOUR GROUP COACHING:** Phired Up offers long-term coaching and consulting services to cause-based membership organizations to help them grow their group. Organizations looking to engage a higher quantity of high quality people in their cause can hire a Phired Up coach to work with them through multiple on-site visits and regular distance-based coaching calls to achieve their long-term growth goals.

Phired Up has a team of highly experienced recruiters, educators, and coaches to guide organizational leaders toward the skills, attitudes, and behaviors necessary to grow their group. We believe that organizations can change the world, and we know that they can often have a greater impact on the world if they attract a higher quantity of high quality people to their ranks. We know how to do that. Using the philosophies of Dynamic Recruitment and Social Excellence, we can help an organization build and execute a plan for gathering people together around their cause.

**RESEARCH:** The Research Department of Phired Up Productions can help you understand how to grow the quantity of quality members involved in your organization/community. We ask the right questions to get the right people involved in your purpose. Membership organizations are made of two things: people and purpose. Your organization’s purpose is up to you, but helping you drive a high quantity of high quality people to that purpose is what Phired Up is for. Many organizations have significant potential for growth, but lack an understanding of their current membership profile, their system for attracting and retaining the best members, and their pool of potential members.
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://tinyurl.com/SocExVideo](http://tinyurl.com/SocExVideo)

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](http://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. See below.

- Read more about Social Excellence, including several year’s worth of blog posts about this philosophy at www.PhiredUp.com/SocialExcellence.