

Overcoming Objections to the Balanced Man Program

In order to effectively articulate the Balanced Man Program with potential conversion chapters (both undergraduates and volunteers), it is important to understand how to overcome potential objections to the program. As staff members and committed volunteers, we should understand that, where the Balanced Man Program works well, it really does have a positive impact on the overall experience and quality of the chapter. Therefore, helping our potential conversion chapters understand that the Balanced Man Program, in fact, will have a positive effect is of great importance. Included below are lists of potential objections to the Balanced Man Program and arguments to combat the objections. Lastly, make sure to utilize stories from winning BMP chapters.

1. The Balanced Man Program breaks up the Ritual.

- a. The BMP offers members additional exposure to the Ritual.
- b. It allows members moving through the challenges the time to reflect on the importance and significance of the Ritual.
- c. The final ceremony is still intact and in the Epsilon Rite of Passage.

2. New Members don't deserve to be treated as equal.

- a. Our Founders were all equal when they were new members.
- b. A sports team won't keep a good rookie on the side line only because he is new to the team.
- c. Members should prove their worthiness during the recruitment process. This is the way it works in most organizations and jobs. When applying for a new job, you submit a résumé, attend an interview, and prove your worthiness.
- d. Treating new members as equals will give them ownership over the experience, which, in turn, will improve retention, improve finances, and improve the overall experience.

3. New Members won't respect older members.

- a. Respect is neither given automatically nor based on age or level.
- b. Respect is given to those who respect others.
- c. New Members will respect those who lead by example.

4. We will lose all of our tradition.

- a. The real tradition of our organization did not include a two-tier membership. Pledging before World War II meant providing your support and allegiance to the organization.
- b. You will not lose any tradition that is healthy and productive, such as the Ritual.
- c. The BMP is only a development program; you are still SigEps who believe in Virtue, Diligence, and Brotherly Love.

5. New Members should not be allowed to vote.

- a. Voting will allow new members ownership over the experience and help motivate them to maintain involvement.
- b. By the time they join, new members should have a basic understanding and, if educated properly by older members, should feel comfortable voting.
- c. When an elected official first takes office, he must be educated and feel comfortable voting from day one.

6. No other chapters on campus operate like this.

- a. What a great opportunity to be unique!
- b. Will attract a better quality of student, leader, and athlete.
- c. What a great opportunity to improve your entire Greek community and lead the way while doing so.

7. We will become the nerds on campus if we adopt the BMP.

- a. Not true. Out of the 40 IM champions in 2003, 28 of them were BMP chapters.
- b. Programming safe events with sororities based on Sound Mind and Sound Body will cause your social calendar to explode.

8. What will happen to the class structure?

- a. As opposed to creating separate classes, members will progress as a chapter.
- b. The Challenges offer a similar experience that lasts much longer than a pledge period.

9. Members won't have enough time to commit.

- a. The BMP is self-paced and allows members to progress individually.
- b. A part of the BMP is to join another organization and become involved somewhere else on campus.
- c. The Phi, Epsilon, and Brother Mentor Challenges are not that time consuming—one meeting/event every two weeks.

10. How can we give trust to a new member to vote without proving his worthiness?

- a. Members must prove their worthiness throughout the BMP, and if a member is not performing in a Challenge, the chapter has the right to remove him due to what is called membership lapsing.
- b. The standards board still has the right to punish members for behavior unbecoming of a brother.

11. It will be difficult to ask new members for \$220 right after they join.

- a. By the time they join, they should be excited about paying \$220.
- b. If a member joins another organization because the pledge fee could be cheaper, then you really didn't want him in the first place.
- c. It's all in how you articulate the \$220—lifetime membership, The Lifetime Responsibility of Brotherhood, Journal, BM Pin, etc.
- d. New Members have four weeks to get their money back if they don't like the experience.

12. How will we motivate our older members to be involved?

- a. There are program events in the Epsilon and Brother Mentor Challenges that they will find interesting and valuable.
- b. Utilize older members as mentors.
- c. Expect older members to get involved in other organizations on campus.

13. How does the mentor/big brother program work? Will we still have big brothers?

- a. Explain the mentor relationship and how it works with each challenge.
- b. You can pick the same mentor after the Sigma Challenge to be your "Big Brother."

- c. It's even better because if your mentor graduates, you can pick a new mentor upon completion of your Challenge.

14. Will we have to follow the BMP exactly?

- a. The Quest is a skeleton model of the BMP.
- b. You should create your own version that follows the basic expectations.

15. Why should we convert?

- a. The Challenge of creating a new program
- b. Improve retention of your members
- c. Create a valuable experience for four years
- d. Gain personal, professional, and team experience
- e. Develop an impressive résumé for post-college
- f. Have fun
- g. Give back to the community through service learning
- h. Improve your member development program
- i. Get in line with the future of the organization
- j. Create a unique experience on campus
- k. Recruit members year-round, more members and money for FUN
- l. Establish a good relationship with the university
- m. Be recognized as a great chapter both on campus and within SigEp
- n. Gain organizational business experience
- o. Make your parents proud
- p. See the Ritual more often and reflect on its significance
- q. Develop healthy life habits
- r. Impress your girlfriend/women by gentlemanly behavior
- s. Experience the real tradition of our organization—innovation, being different.