

RECRUITING MAGIC: PASSION AND POTENTIAL

In an earlier issue, we looked at 5 “P’s” for successful recruiting: Preparation, Passion, Potential, Priorities, and Poaching [Link to *Successful Recruitment Is More Than An Ask* in the May 2014 issue].

Paul Evans (paulbevans.com) offers a slightly different perspective that helps focus on the significance of **Passion** and **Potential** in identifying great candidates for Unit Service.



Preparation – identifying what success will look like for a volunteer who accepts a Unit Service position – remains a critical first step. But once that’s done, it’s essential to consider what skills (**Potential**) an ideal candidate would have and what they really like – and don’t like - to do (**Passion**).

It’s no surprise that volunteers excel when doing things at which they’re really good and truly enjoy. That work is a **Thrill** for them; they look forward to it. When we identify and successfully recruit a volunteer who has both the **Passion** and the **Potential** to fill an available position, success is almost inevitable.

While not as good a fit – at least at the start – a volunteer with **Potential** but lacking **Passion** could become a solid addition to the team. Volunteers with the necessary skills who are also committed to Scouting’s values and mission often understand the need to take on an assignment that may focus more on **Skill**. And since they are good at what they are being asked to do and committed to Scouting, it wouldn’t be unusual for them to find the new opportunity to serve to be rewarding and enjoyable. In this situation, the best approach may be to suggest the candidate give the opportunity a try for six months and then jointly reevaluate it.

It’s also no surprise that volunteers don’t excel at things they aren’t good at and don’t enjoy. Those who attempt to take on an assignment for which they have **Passion** but lack **Potential** are likely to be frustrated when success escapes them. They are ill-prepared for the task they’ve taken on and will likely feel **Ill** (cranky or unhappy) before long. It’s not a formula for good unit service.

When both **Passion** and **Potential** are lacking, the volunteer never should have been offered the position in the first place. If we didn’t **Kill** consideration of them as a candidate, they should **Kill** it by rejecting the opportunity.

We know the four objectives upon which all commissioners must be focused:

1. Supporting unit growth through the Journey to Excellence.
2. Contacting units and capturing their strengths and needs in Commissioner Tools.
3. Linking unit needs to district operating committee resources.
4. Supporting timely charter renewal.

And we also know the contemporary tools and techniques that enable success:

1. The Unit Performance Guide Methodology
2. The Unit Key 3
3. The Unit Service Plan
4. Commissioner Tools
5. Continuous Recruiting/Need-Based Resource Allocation

When we know what success looks like and recruit volunteers who have the ***Passion*** and ***Potential*** to achieve our objectives using our contemporary tools and techniques, we'll provide great unit service and help our units better serve more youth through Scouting.