

MCS 312 – Recruiting Commissioners in the 21st Century

The Relationship Pyramid



Based on Acuff, Jerry, and Wood, Wally. (2011)
The Relationship Edge: The Key to Strategic Influence and Selling Success, 3rd Edition, Wiley.

Commissioners must develop relationships with unit leaders to perform their functions effectively. To do that, commissioners need to be proactive and take the initiative. All relationships pass through six stages described in a pyramid.

People who don't know me by name: The largest group of people. These are the parents who attend a unit meeting and the unit leaders who attend a roundtable. They know you by your position patch and epaulet tabs and are influenced by what they've been told about those positions.

People who know me by name: These people learn your name as you present the unit charter or a topic at a roundtable. You can bring more people into this group by taking the initiative and introducing yourself.

People like me: This means that they don't avoid you when you approach them about Scouting issues. You add to this group in the way you conduct your job. Your leadership style is characterized by servant leadership, rather than authoritarianism, and you conduct yourself in a humble, helpful, and friendly manner.

People who are friendly with me: These are individuals who engage with you in non-Scouting interactions. You have conversations about family, sports, movies, and other social topics. You have both learned what you have in common besides Scouting. You develop this group by initiating informal contacts where social conversation is expected – invite them to meet over a cup of coffee, offer to drive them to the roundtable, speak with them during breaks at roundtables or other Scouting events, and join them for meals at campouts.

People who respect me: They have a positive opinion of your knowledge, integrity, and character. They will only have that positive opinion if you demonstrate it. You bring information to the unit; when you don't know something, you find out for them. You keep your word. You are an example of the Scout Oath and Law.

People who value a relationship with me: These people know you are willing and able to help them. They trust that you will treat them with integrity. And because they value your connection, they will reciprocate and help you do your job.

So, which level of the pyramid is needed for you to be an effective unit commissioner and to focus on the "purpose" of our vision for unit service: **Being the single best resource.**