

ENROLLMENT

Enrollment is conversation of leaders in which a vision, a possibility is spoken and takes root in another's listening as their own such that they begin to act to realize it.

Levels of Enrollment in a Vision

- Apathy: no interest. No energy.
- Noncompliance: Against it and won't participate.
- Grudging compliance: Does not see the benefits of the vision but goes along so as not to lose job. Not really on board.
- Formal compliance: Sees the benefits. Does what is expected. But no more.
- Genuine compliance: Really believes in the vision. Will do everything expected and more within the "letter of the law."
- Junior partner: Committed. Wants to realize it. Will be your partner. Works with you
- Full partner. Will make it happen no matter what. Independent of you, if need be.

ENROLLMENT

- Feels like: Creating something together
- Always about serving both
- What is possible
- Speaker committed to choice of yes or no.
- Always builds relationship

SALES

- Feels like: Someone acting on the other
- Sometimes about serving the seller only
- What is right
- Speaker committed to getting a "yes"
- May weaken relationship

Elements of an Enrolment Conversation

Relationship

- to each other
- to topic

Outcome: Sufficient connection to have a good conversation for possibility

Possibility

Outcome: possibility present.

Opportunity

Outcome: Clarity on the cost/benefit of participating in the possibility in some way.

Registration

When you are enrolling someone in a possibility you need to have a specific form in which the person can *register* their commitment.

Without registration the possibility will evaporate.

Examples of forms of registration: a verbal commitment, a card to fill out, a petition to sign, an application to fill out, money donated, a contract signed, etc.

ELEMENTS (CONT)

Action

- A pure invitation
- Enroller is committed to service and choice

Outcome: Person accepts or declines the invitation

Completion and acknowledgment

- if the choice was yes, check again, to make sure they are clear on the commitment made

and set up to follow realize it

- Acknowledge their choice and anything else you are move to say

- thank them for their time and attention

Outcome: Certainty, relationship