

Step 3

Generate a list of who can do the job

In Step 1 you identified what needs to be done and Step 2 helped you identify the skills required to do the job. You now need to find someone who has the skills to do that job well.

Trying to think of names of people who could do the job, on your own, can be a daunting task, mainly because you only know a limited amount of people! A good solution is to involve other people in helping you to put the list of names together. Ask people who are not Scouters to help you put together your list of names – that way you will be able to cast your net much wider.

At this stage, you should put every name on the list - don't make assumptions about their time, circumstances or whether they will be interested. Your aim is to find the person who would be perfect for the job.

The following are all ways of coming up with the list:

- Mind mapping
- Name generation evenings
- Nominations
- Using lists of people who have shown an interest at events/meetings
- Parents and friends of the Group
- Use names from previous recruitment exercises.

Two of these will be looked at in detail: mind mapping, and name generation evenings.

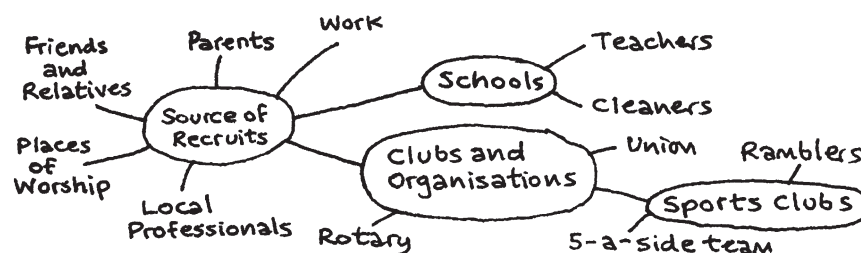
Mind mapping

Mind mapping is one way to find the group of people who could then help you to come up with your list of names.

When you construct a mind map, begin in the centre with a phrase that describes your main theme. In this case, it is 'sources of recruits'.

- Branch out from there with sub-themes, for example 'clubs and organisations.'
- Continue to branch out with themes, for example a 'sports club.'
- And again, branch out from there, for example the local 'five-a-side football team', or 'swimming club'.

An example of how to mind map for recruitment:



Once you have your mind map of possible sources of recruits in the local area, contact someone from each of the organisations. Ask them to help you to create your list of possible recruits.

You could continue to use this method with this group of people, to come up with the list of names.

Name generation evenings

These are events for a small group of people to meet and come up with a list of names of people who may be able to carry out the role you have identified.

It is important the group of people you ask is large enough to come up with a lot of names, but not so large that the group cannot function effectively.

Aim for between six and twelve people, and a mixture of those involved in Scouting and members of the local community, who are not involved in Scouting. You might want to reassure them that you are not going to ask them to take on the role themselves but that you just want to pick their brains!

Before the meeting

Use the mind mapping method to come up with a list of people to invite to a name generation evening.

Examples could include: local business people, councillors, parents, police officers/ community safety officers, District Nurse, health visitors, religious leaders, head teachers, ex-Leaders and leaders of community groups.

They should be people involved in the local community who could think of lots of names for the list.

Agree a date, time and suitable venue (remember to book if necessary). The venue should reinforce the informal nature of the evening, and be warm and comfortable. Consider providing refreshments on arrival and for any breaks. Some name generation evenings have been successfully run as cheese and wine parties.

Decide who is best placed to make the initial 'invitation to attend' – you may not be the best person to send out invitations to attend the name generation evening. For example, a member of the congregation may well be the best person to ask a local vicar to attend.

Make sure that the invitation is clear and concise. Explain that you want their time to generate a list of 'names'. Make it very clear that you do not intend to twist their arms to become involved themselves.

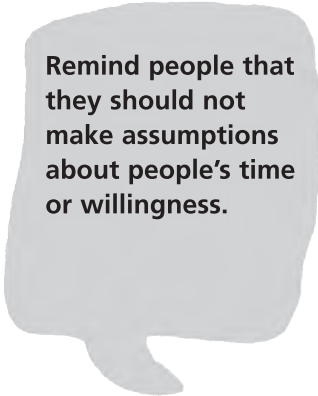
If they do accept your invitation to attend you should send a letter confirming the venue, time and date. You may also want to make a courtesy call a week before the event, to check they have the letter and that they are happy with the details.

Decide who would be the best person to run the actual evening. It will need someone who is good at working with a group of people.

During the meeting

Create a warm, welcoming environment by:

- arranging chairs in a circle
- offering refreshments on arrival
- using a flipchart to list names, or giving everyone name badges
- having someone to welcome and chat to visitors.



Remind people that they should not make assumptions about people's time or willingness.

You should do your best to start on time and thank those for attending and giving up their time to support the development and growth of Scouting.

In your opening explanation:

- confirm the expected finish time, and stick to it
- explain that the purpose of the evening is to produce a list of people who could be approached for a particular role in Scouting
- hand out copies of the job description and list of skills and qualities you've written, and talk through them – remembering that your guests may not know anything about Scouting.

Compiling the list

Ask the group for names of anyone that would fit the role and list these names on the flipchart. You should remind people that they should not make assumptions about people's time or willingness to commit to the role. The 'names' will have the opportunity to make their own choice.

You should encourage the group to think as widely as possible and start the ball rolling by suggesting categories of people such as:

- parents of existing Members
- former Members of Scouting/Guiding
- friends
- relatives
- members of clubs or society to which they belong

- neighbours
- people they work with
- people they socialise with
- parents of their children's friends
- people inclined to help the community.

It is your job to keep the group focused and prevent them being side-tracked. You may also need to reassure people that they are not 'committing somebody else'. Emphasise that anyone who is asked to help will be approached in a sensitive and appropriate manner.

You should not allow very long silences to appear in the conversation, as this will give the wrong impression. However, short pauses or silences might give people time to reflect and will therefore be beneficial.

You should allocate enough time at the end of the session (within the time limit you initially set) to gain information on the names provided – particularly how their skills and qualities match up with those listed.

After the meeting

Once you have an idea about the people on the list, you are ready to move onto Step 4: identifying the best choice.