

Confident Women Leaders

WHY WE NEED PI PHI LEADERS TODAY
MORE THAN EVER BEFORE

By Maryland Gamma EMILY KARCHER

Growing up, Colorado Epsilon Vice President of Communications **SHAIDE JONES** admits she wasn't a go-getter and even felt uncomfortable in leadership roles. "In high school, I held leadership roles like Co-Captain of the soccer team and Co-Editor of the yearbook, but I never felt confident enough to lead my peers on my own," she said. It wasn't until she became a member of the Colorado Epsilon Chapter at the University of Colorado, Colorado Springs, and began serving on Executive Council that Shaide's life changed. "At first, I was afraid of speaking in front of others and being responsible for leading the chapter's communications," she said. "Being provided with the leadership opportunity with such welcoming and helpful arms made the experience less daunting and fun. My Pi Phi role has opened my eyes to new possibilities of what I'm capable of and how much I can grow."

For more than 150 years, Pi Beta Phi has helped shape young women, like Shaide, into confident leaders. And in recent years, we've seen a cultural movement around women publicly championing the benefits of lifting up other women in support of a collective goal. None of this is particularly new — women have united time and time again for the right to vote, the ability to be welcome in the workplace, the social right to remain unmarried or

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without children and more. In fact, in 1867, 12 bold young women were breaking ground in a similar way by creating the first Fraternity for women. It seems this current wave of enthusiasm and activism might instead be the dawn of a cultural shift. A shift that will eradicate discrimination

in the workplace and the attitude that women are the weaker sex. A shift that will give us the freedom to make personal choices without judgment.

Women are called to lead this charge, and Pi Phis are well-equipped to help lead the way for others. In building genuine, mutually beneficial friendships, Pi Phis create a strong support system for the ups and downs of life, and foster the potential within each other to grow into our best selves. Pi Beta Phi as an organization also strives to cultivate its members' potential. Leadership skills learned through Pi Phi allow members to create change in

Words of Wisdom

from Illinois Zeta **CONNIE COLLINS EGGERT**

"I have a photo of the SS Liguria on my office wall to remind me that courage is in my blood. At the age of 11, my grandmother emigrated from Italy on that boat and settled in Chicago where she later gardened in a vacant lot to feed her six children and worked three jobs to put them through college. I owe it to her to make the most of my blessings and opportunities. I remind collegians that their actions should reflect honor on the more than 300,000 Pi Phi women with whom they share a common bond. I believe women in leadership make those connections and lead in a way that honors the past and creates a bright future."



their communities, advance in their careers and build effective relationships with others. When something needs to be done, it's often a Pi Phi leader who steps up and helps guide the process.

Illinois Zeta **CONNIE COLLINS EGGERT**, Senior Director of Strategic Partnerships at the Julie Ann Wrigley Global Institute of Sustainability at Arizona State University, said she recognized the significance of the leadership opportunities membership in Pi Phi would afford her from the very beginning. "When I was initiated, it was the first time I'd worked alongside women from different academic disciplines, ethnic backgrounds, religions and political beliefs," she said. "We respected what each

woman brought to the table, and our chapter leaders created an environment of trust and confidence simply because we were sisters in Pi Beta Phi."

These experiences were the jumping off point for Connie's successful career as a fundraising executive, with nearly 35 years of experience in nonprofit philanthropy and corporate marketing. She has managed six successful fundraising campaigns, crafted three institutional campaign case statements, orchestrated a campus rebranding and managed multi-million-dollar product lines. She is a leader professionally and personally, having helped strengthen the philanthropic capacity of six Presidents/CEOs, dozens of board and

academic leaders and hundreds of fundraisers, including many up-and-coming young women.

"It's vital for women to be represented in leadership roles in society today," Connie said. "Diversity of thought leads to better problem-solving while inclusivity guarantees a variety of voices and views will be heard. I believe women leaders have an innate style that cultivates and empowers."

Gallup research has confirmed this belief. The CliftonStrengths assessment — formerly StrengthsFinder — reports that women are naturally inclined to empower others through their leadership. Women generally rank

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higher than men on relationship-building themes like Developer, Includer and Empathy. This means women are more likely to accept others and their differences (Includer and Empathy) and take greater interest in recognizing and

Pi Phi Builds Leaders



LEADERSHIP IS AT THE CORE OF PI BETA PHI'S MISSION AND OUR SISTERHOOD. TAKE A LOOK AT A FEW OF THE MANY WAYS PI BETA PHI HAS GIVEN OUR MEMBERS THE OPPORTUNITY TO LEARN, LEAD AND GROW OVER THE PAST 150 YEARS.

1867 In 1867, 12 brave young women formed the first secret society for women patterned after men's groups at a time when only five universities admitted women.	1902 Pi Beta Phi led the way as one of the first seven founding members of the National Panhellenic Conference (NPC).	1913 Pi Phi was the first women's fraternity to recognize the value of using its alumnae to give guidance to collegiate chapters with the formation of Alumnae Advisory Committees (AAC).
Today More than 300,000 women wear the golden arrow with 138 collegiate chapters and 289 alumnae clubs across North America.	Today NPC is the world's largest umbrella organization specifically charged with advancing the sorority experience.	Today More than 1,000 women serve as AAC members. Their commitment to Pi Beta Phi helps shape the future of the Fraternity and the collegiate member experience.

1968 The consultant program formally began in 1968 when Grand Council appointed Kansas Beta MARTHA REYNOLDS WHITE as the first Traveling Graduate Counselor.	1990 Pi Beta Phi Foundation was founded on February 21, 1990, to enable the Fraternity to realize its mission and ensure the future of our sisterhood.	2016 Pi Beta Phi hosted the first-ever Pi Beta Phi Leadership Institute, created to develop confident women leaders who contribute to making the impossible the inevitable.
Today The Leadership Development Consultant (LDC) program enables recent graduates to support our collegiate chapters as Travelers or Residents. The program allows LDCs to build interpersonal and professional skills.	Today Grants from the Foundation, made possible by the generosity of sisters and friends, support all Pi Phi programs and initiatives. Leadership programs include Pi Beta Phi Leadership Institute, College Weekend, convention and others.	Today This year, Pi Phi hosted two back-to-back Pi Beta Phi Leadership Institutes. The program grew to include nearly 300 attendees and 50 facilitators.

As we look to the next 150 years, Pi Beta Phi aspires to prepare members to lead in collaborative and innovative ways. Today's Pi Phi leaders are tomorrow's CEOs, parents, doctors, attorneys, philanthropists, politicians, community volunteers and more. Turn to Page 36 to learn how you can help strengthen Pi Phi's leadership opportunities through Pi Beta Phi Foundation's **SHINE** THROUGH campaign.

cultivating leadership potential in others (Developer). These are the kind of qualities needed to foster a shift toward diversity and inclusiveness, both cultural norms that are proven to be better for business and a key component of creating effective groups.

With these natural qualities, women can lead the way. And in Pi Phi, they already do. All sisters play an important role in teaching and inspiring younger generations of Pi Phi leaders. “The most important role models in my life have always been confident women

leaders like my Pi Phi sisters who speak up when things need to change,” said California Beta Chapter President **JULIA LEWIS**. Because Julia is a leader within her chapter and on the University of California, Berkeley, campus, she was selected from dozens of applicants to lobby on behalf of Pi Beta Phi and the fraternity and sorority community on Capitol Hill this past spring. She shared stories of her own college experiences with Members of Congress and also praised the leadership skills and philanthropic efforts of fraternity men and sorority women on her campus and other schools in her region.

Julia said her development as a confident woman leader in Pi Phi has allowed her to engage with other sorority women as well. “This past semester, a number of sexual assaults occurred on our campus and the perpetrator was not immediately held accountable,” she said. “The Panhellenic Presidents from every chapter came together

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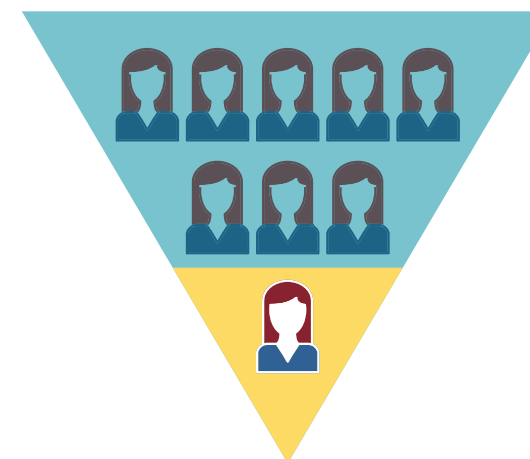
to encourage our campus community to take action. In the end, we were effective at creating policy change. The experience demonstrated to me how powerful women are when they work together, and I learned how rewarding it is to serve the students in our campus community.”

Cultivating leadership potential and empowering sisters to be confident women leaders are cornerstones of the many ways Pi Phi provides lifelong enrichment to its members. Many of these programs harness the natural

talents women share but are also grounded in the Pi Beta Phi Leadership Model, which is based on the principle of servant leadership. From the *Leading with Values*® member development program to Critical Conversations® risk prevention education programming to Pi Beta Phi

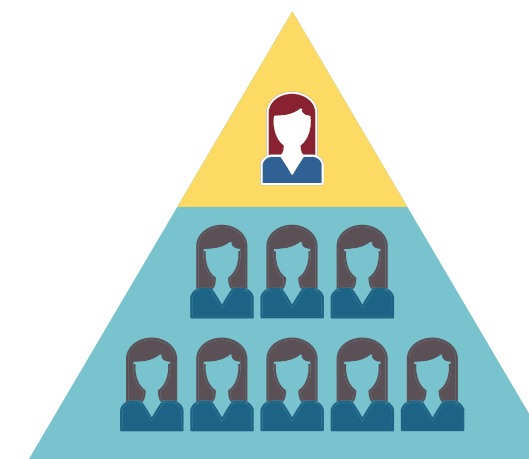
Leadership Institute, Pi Beta Phi offers a broad spectrum of leadership development opportunities through which young women can learn the importance of shared values, servant leadership and confidence. They can then build upon the perspective and skills they’ve acquired to take

Why Servant Leadership?



Servant

LEADERSHIP MODEL
(BOTTOM-UP: EMPOWER)



Typical

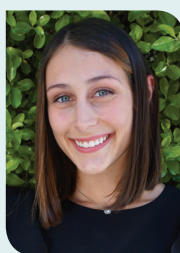
LEADERSHIP MODEL
(TOP-DOWN: CONTROL)

Servant leadership is the ability to lead in service before one leads as a leader. The term was coined in 1970 by Robert Greenleaf, a former AT&T executive, who felt the need for a new kind of leadership model that put serving the needs of those being led as the number one priority. Servant leadership is the foundational philosophy for Pi Beta Phi’s International Officer structure for both alumnae and collegians. It also guides our Leadership and Nominating Committee process, leadership onboarding and overall volunteer culture.

Words of Wisdom

from California Beta **JULIA LEWIS**

“In April, I traveled to Washington, D.C., representing Pi Phi and the entire fraternity and sorority community as part of the Fraternal Government Relations Coalition. We spoke with a number of Members of Congress about issues affecting student life, such as hazing and the freedom to associate with the group of our choosing. In representing my chapter on the University of California, Berkeley, campus, I had gained the experience to make the case for what is right, and my advocacy experience in Washington, D.C., seemed like a natural extension of that experience. Not only has Pi Phi given me the opportunity to be a leader, but it has also given me the experience to be an effective representative and spokesperson for a group of strong, opinionated and confident women.”



“I learned leadership boils down to being your most authentic self.”

advantage of the leadership opportunities available to them such as holding chapter offices, organizing campus-wide service events and making the world a better place through internships and jobs.

Georgia Beta **DANA VAZQUEZ** attended Pi Beta Phi Leadership Institute two years ago as an emerging leader. Then, she represented one of Pi Beta Phi’s newest chapters to join the roll call, Georgia Beta at Emory University. Today, Dana continues to sing the praises of her incredible experience at the three-day immersive program, which encourages participants to identify their talents and develop a personal plan to serve the world as resilient women leaders. After Pi Beta Phi Leadership Institute, Dana was able to reach goals she set during the program: secure an internship with the Walt Disney® Company and, later, secure a full-time job at her dream company, LRN, which provides advising and education on ethics, regulatory compliance and corporate culture to other organizations. One of the best parts of Pi Beta Phi Leadership Institute, she said, was the way it built confidence among participants.

“I learned leadership boils down to being your most authentic self,” Dana said. “I loved meeting sisters who had such different personalities and learning how they harnessed what makes them unique to be effective leaders. When you are your most authentic self, you are able to build confidence and trust in your teams, giving you the ability to lead with passion.”

Dana’s experience in her new position with LRN around business ethics has allowed her to continue connecting with Pi Phi sisters, too. “On my first day, one of my colleagues introduced herself as a Pi Phi,” she said. “I immediately felt at home and more comfortable, knowing I had the support of a sister from the very beginning. I’ll always credit my sisters at Pi Beta Phi Leadership Institute

for this career opportunity because they pushed me to be confident and take risks. I know I will always have their unwavering support.”

With time — and as Pi Phis work alongside their peers to tackle important issues — the skills they learned as collegians continue to develop. It’s a priority for Pi Beta Phi to continue fostering growth for alumnae, and so the Fraternity ensures there are opportunities to do just that.

Words of Wisdom

from Georgia Beta **DANA VAZQUEZ**

“Being dedicated to elevating others is so important. My sisters always tease me because my favorite question to ask is ‘What’s your dream job and how can I help you get there?’ This question has opened up my own network, helped brainstorm career choices and inspired my sisters to do anything they want. It’s really important and impactful to centralize your leadership and friendships on support, care and giving anything you can to make others the best they can be. Not only does that exemplify Sincere Friendship — I want all my friends to do amazing things and be happy — but it also is giving my time, resources and knowledge to make it happen.”



Alumnae can get involved in philanthropic and community service through local alumnae clubs as well as be elected to club leadership positions that hone their leadership skills and build their resumes. Additionally, alumnae advise chapters by joining an Alumnae Advisory Committee (AAC) or Chapter House Corporation (CHC). They can also help share their knowledge with collegians by facilitating at Pi Beta Phi Leadership Institute or presenting a Critical Conversations seminar to a chapter. Pi Phi recognizes the immeasurable value — for both alumnae and collegians — for sisters to learn from sisters.

Mentoring is another way Pi Phi alumnae can give back to our sisterhood. **CONNIE COLLINS EGGERT** has served on multiple AACs over the past 17 years. The experience has shown her that collegians will take on new and sometimes uncomfortable assignments when they are among trusted friends. That support gives them the confidence to guide their peers with poise and grace.

“Some of my greatest teachers have been the young Pi Phi women I have mentored,” Connie said. “I learn about what’s current in the fields they study and issues that are important to young women today. It’s like having a window into a different generation and the opportunity to get a fresh perspective on addressing challenges, procedures and thought processes. It’s deeply rewarding to earn the friendship and professional association of women I know will truly change the world.”

Membership in Pi Beta Phi is special. It’s a sisterhood of women diligently working to bolster one another’s courage and confidence and provide a lifelong support system. That sisterhood has a compounding effect that allows women to empower other women, thereby contributing to the betterment of society as a cohesive group. With their leadership skills in hand, Pi Phis will shine through and make a difference to and on those around them for years to come. ◀

