

SUCCESS STORIES

Delta Gamma Fraternity - Leadership Enrichment in Young Women



Delta Gamma is a sisterhood built on a commitment to making the world a better place, which is accomplished through service, a deep appreciation for each individual, and through the development and enhancement of values-based leaders. Their mission of developing the best qualities of character and a true sense of social responsibility led Delta Gamma to pursue a leadership enrichment program, utilizing SOCIAL STYLE, to allow optimum

levels of leadership success among undergraduate Delta Gammas.

The group dates back to 1873 in Oxford, Mississippi at the Lewis School for Girls. Since then, Delta Gamma has grown into an international Fraternity with 146 collegiate chapters and more than 220 alumnae groups. In 2014, Delta Gamma launched the Lewis Institute, a values-based leadership experience focused on educating Delta Gammas how to lead their chapters with integrity. Prior to the 2014 launch, Delta Gamma had been sending undergraduate members to other leadership programs. The outcome of sending women to the leadership training event was highly positive and many women found it was an impactful experience. Based on the positive feedback of these training events, Delta Gamma decided to take their leadership training to the next level, and tailor a program that would align directly with the values of the organization. More specifically, the organization believed it would be powerful to have an all-women experience, and it could potentially open the doors for different conversations to take place.

The ultimate goal of the Lewis Institute is to give women the confidence, both intellectually and emotionally, to be a values-based leader by cognitively understanding themselves and others better. TRACOM's SOCIAL STYLE Model was chosen because it gives users the tools to do exactly that, not only understand our own behaviors better, but those of others as well.



DELTA GAMMA
FRATERNITY

“Attending the Lewis Institute was an absolutely life changing experience for me. It made me fall in love with Delta Gamma all over again and I hope even more Delta Gammas have the opportunity to be a part of this amazing program!!!”

– Lewis Institute Attendee



Program Overview

One leader from each chapter is chosen to attend the Lewis Institute. The women selected to attend the program demonstrate a commitment toward authentic leading and show desire to further their leadership potential. The five-day leadership event hosts workshops which all build upon each other, making the assembly of the five days a structured learning experience, with the lessons learned in the previous workshop being used as fundamental principles in the next. The first two days of the program center on “self” and focus on helping the members understand themselves as leaders, while the final three days focus on others and facilitating change. This involves courses on conflict resolution, generating positive change and action. TRACOM’s SOCIAL STYLE Model was key to the learning experience as it gives learners deeper insights about themselves and others, and is also integral to learning in the other workshops such as conflict resolution.

Why use SOCIAL STYLE?

According to the Assistant Executive Director & Director of Education & Development at Delta Gamma, “SOCIAL STYLE largely generated positive feedback. One of the reasons we have continued to use the SOCIAL STYLE Model is that it is highly applicable and memorable. Students continued to reference it through the remainder of the Institute. It generated many ‘Ah Ha’ moments for our students. It was also one of the highest rated workshops throughout the five day experience.”

Prior to the launch of the Lewis Institute, Delta Gamma conducted a needs assessment through surveying

undergraduate Delta Gamma members as well as volunteers, asking them what students need in order to be the best leaders they can be.

One of the repeating responses from those prompted was the ability to effectively work with others and work in teams. After consulting with various collegiate leadership development facilitators, SOCIAL STYLE became an obvious choice.

After the initial Lewis Institute pilot, every student recommended to continue the education and the program received a 98% satisfaction rating. Besides measuring satisfaction and usefulness, Delta Gamma also measured the degree to which students achieved the learning outcomes for each session. Nine of the 13 outcomes received a 90% to 100% achievement score with the remaining four sessions achieving between a 77% and 87% achievement scores. TRACOM received one of the overall highest scores in usefulness. Students’ comments supported these results:

“I learned that by understanding my strengths, values, social style, and Delta Gamma’s why, I can elicit change in my world.”

“My love for Delta Gamma was rekindled and I learned how to best utilize my strengths to run my chapter more efficiently and to not always obsess over the things that I’m not so good at.”

And one of the facilitator’s comments was:

“Overall, this was the most progressive women’s education event I have ever been a part of and I am thankful for the experience.”

About TRACOM Cares

Through its TRACOM Cares initiative, TRACOM supports hundreds of educational organizations. The program’s objective is to have a positive impact on future generations entering the workplace and those individuals supporting them by equipping them with the necessary Social Intelligence skills to be successful. The TRACOM Cares program offers academic institutions Social Intelligence resources significant discounts to make these programs affordable for students and employees of educational and non-profit organizations.

Click here to learn more about [SOCIAL STYLE](#) and the [SOCIAL STYLE Model](#) click here.

Learn about [TRACOM Cares Academic Program](#) here