

Man-Making

Men Helping Boys on their Journey to Manhood



Keynote: Recruiting Man-Makers **Strategies for Getting Men Involved**

Across the ages and across the generations, it has been men who were the man-makers for young males. It was the men who took it as their sacred responsibility to intentionally set boys on the path to a positive and successful manhood. Sadly, as all mentoring groups and organizations know, in spite of an epidemic of under-male-nourished boys and men being hardwired for the task, today's man-makers have largely disappeared.

In the research for my book, *Man-Making – Men Helping Boys on Their Journey to Manhood*, I've discovered a number of predictable and some not-so-predictable barriers men encounter when they are invited to step into the role of mentor for a boy or boys. These findings point to the need to target marketing messages directly at men's "resistance factors," and to use new and innovative approaches to invite and attract men into the role of man-makers for boys.

This program will be a combination of lecture and discussion in which we will discuss ideas and share organizational success in attracting men to the important work of mentoring boys. The goal is to leave the session with new eyes, fresh approaches, and increased motivation for getting more men involved in mentoring activities.

In this program we will explore:

- **Why Men Don't Show Up for Boys** – Barriers to involvement men reported in my research, an overview of men's deepest fears and most common concerns.
- **The Continuum of Involvement** – Suggestions for new ways to market to men and for designing programs that build "masculine gravity," leading men to naturally want more involvement.
- **What Men Get** - A few fresh ideas for marketing the benefits of man-making to men.
- **Shared Success Stories** - Sharing ideas about what has worked and the possibilities.

A typical keynote program is:

- Between fifty and ninety minutes long.
- Full of storytelling, humor, media clips, and audience dialogue.
- Designed to educate, inspire, and motivate the audience to action.
- **Customized for your group based on discussions with meeting planners.**

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Here is what one meeting planner said:



Dear Earl,

The Mentoring Partnership of Minnesota thanks you for helping to make the 2007 Minnesota Mentoring Conference - *Mentoring Across Generations: Connecting Today's Volunteers with Today's Youth*, a great success! When asked about their overall workshop experience, participants identified “workshops” as the feature that they value most when attending the MN Mentoring Conference.

The evaluation responses for your workshop, *Recruiting Man-Makers*, were extremely positive. You rated very high in meeting participant expectations, your presentation skills, providing useable content, and in people being glad they attended your workshop.

I want to thank you for your involvement, and regarding future presentations, I do hope that you will “save the date” for next year’s conference and consider presenting a workshop again!

Sincerely,

April McHugh
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The Author / Presenter - Earl Hipp



Earl Hipp is a professional speaker, trainer, and well-published author who knows a lot about man-making. He has a bachelor's degree in psychology, a master's degree in applied psychophysiology, and a background as a clinical psychotherapist. Since 1982, he has consistently been involved with groups and organizations that focus on men's issues and development. He is a member of *Mankind Project*, and he has staffed a number of Boys-to-Men initiation weekends. As a direct result of his interest in men's and boy's issues, he is connected with young males who have been incarcerated, personally sponsors boys-and-men events, and he maintains many long-term mentoring relationships.

Since 1985, Earl has written seven books about and for adolescents, which together have sold more than a half-million copies. His [books for adolescents](#) are on themes such as coping with the stresses in their lives, moving through grief and loss, and understanding and preventing violence in our communities.

His book, *Man-Making – Men Helping Boys on Their Journey to Manhood*, is a practical and inspirational guidebook for men. It shows them how to awaken and apply their instinctive man-making skills in service to young males. In addition, since 2004, Earl has authored the [Man-Making Blog](http://journeytomanhood.blogspot.com/) at <http://journeytomanhood.blogspot.com/>. The blog discusses male culture, mentoring, and rites of passage. It profiles role models, relevant literature, organizations, and other resources for people interested in man-making work.

As a [professional speaker](#), Earl has spent the last 18 years delivering educational and motivational presentations. His programs are on the subjects of his books and business topics, delivered to a wide variety of audiences, including corporations, associations, teachers, parents, and youth-serving professionals.

Earl's driving passion is to do everything he can to ensure fewer boys (and men) will be left to wander alone in the dangerous never-never land between boyhood and manhood. His driving vision is that someday all adolescent males will be surrounded by good men who will intentionally launch and support them on their journey into manhood.

Earl Hipp lives with his life partner Gwen Barker. They spend summers in Minneapolis, Minnesota, and winters in Tucson, Arizona.