LLD – Sharing the OA Message
Lodge Leadership Development Training

Session Length: 30-45 Minutes

Learning Objectives:

- Understand the differing dynamics of small and large groups
- Develop an understanding of basic public speaking skills
- Recognize various forms of message delivery
- Acquire insight into digital communications
- Create a SMART vision for communications in their unit, chapter, or lodge

Required Materials:

- Projector Screen
- Projector
- Laptop/Computer
- Handouts for Each Participant
- Large, Single Flipchart Sheet
- One (1) to Three (3) Markers

Outline of the Session:

- Basis of Communication
    - Every form of communication contains a message, sender, and receiver.
    - Noise and interference can interfere with communication.
- Addressing a Live Group
    - Preparation
        - Develop an outline or plan for your main points.
        - Understand who your audience is and what their characteristics are, e.g. age, position, gender, ethnicity, and language.
        - Determine your delivery method, e.g. lecture, demonstration, panel, role-playing, etc.
    - Small Group (2-15)
        - Generally, more relaxed in Scouting settings and are commonly seen in some patrol, lodge executive committee, and chapter settings.
        - Allows more interaction with each audience member.
        - Demonstrations, simulations, and other preparation-intensive

delivery methods generally are more effective.
- o Large Group (30-100+)
  - ▪ Common in lodge activities, district camporees, and section conclaves.
  - ▪ Trainers are less likely to be able to interact with each audience member.
  - ▪ Lectures, panels, and "round-robins" become more practical.
- o Digital Communications
  - ▪ Basis of Digital Communications
    - ● Web, mobile, and electronic communication is common and critical.
    - ● Social media, e-mail, and other mass communication tools are the response to this.
  - ▪ E-mail
    - ● Staple in digital communications and offers a variety of options.
    - ● Every officer/adviser in the Order of the Arrow should have an e-mail account they actively use/check.
    - ● Style and how to address your recipient are all factors when sending an e-mail.
  - ▪ Mass Texts
    - ● Mass texts are an effective tool for both Arrowmen and their parents.
    - ● Push information into the hands of the receiver.
    - ● Easy to administrate, have users sign-up, and use once setup.
  - ▪ Social Media/Website
    - ● Every lodge should have some form of social media presence.
    - ● Constantly evolving and needs to be treated as such.

Trainer Preparation:

This LLD session expects the use of a digital presentation to show the wide array of communication tools available. It is permissible to use a flipchart; however, the best experience will occur when a trainer utilizes the accompanying PowerPoint presentation. This session is designed to provide a frame for both inexperienced and veteran trainers. Unless specified, this session is not designed to read verbatim. Trainers should analyze the skill level of their audiences and make the necessary changes to ensure a dynamic session. Also, the trainer should tape or display a large, single flipchart

sheet near the front of the training area. Several markers should be nearby. The trainer should also distribute all handouts to each seat or table in the training area.

Session Narrative

Pre-Session   5-10 minutes

Before the session, the trainer should interact and engage with participants. Near the front of the area where the session will occur, a large, single flipchart sheet should be posted on a wall or another suitable location. At the top of the sheet, the phrase "My Questions" should be written. The trainer should encourage participants to write questions they would like to see answered on the board.

> *Trainer Tip:* The purpose of this interaction is to establish rapport with participants. It is a known fact that trainers have roughly 6-8 minutes to make an impression with their audience. In doing so, you should be working to build connections with each participant and encourage them to actively take part in the session.

Introduction   7 minutes

The trainer should introduce himself to the audience and give a brief introduction of himself, especially as it relates to communications, marketing/public relations, and training. The trainer should give an overview of the session's objectives and explain that this training will also try to answer as many as possible questions that were written before the start of the session.

The trainer should ask: "what is communication?" and allow for several responses. Then, the trainers should ask if there are any NYLT, NLS, NAYLE, or Wood Badge alumni in the room. He should then ask them, "What are the three parts of communication"?

The correct responses to the second question should consist of "message", "sender", and "receiver". A concise definition of each part should be given.

Just like Aristotle said 3,000 years ago, communication consists of a message, a sender, and receiver. If we understand that all communication is based on this model, then communicating in front of both small and large groups and on social media becomes much more understandable.

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Trainer Tip: The purpose of this statement is to emphasize that communication is not a new challenge or obstacle. It is meant to illustrate that even though the methods of communication may have changed we still use the same format. This is especially in critical in lodges, chapters, and units that may be stand-offish or unreceptive to new communication techniques.

The trainer should then ask: "What are some barriers to effective communication?". Responses could include disruptive environment, differing languages, lack of visual aids, and other appropriate answers. The trainer should explain that all these and other barriers are known as "noise" and can disrupt communication.

Effective communication considers noise that can affect the message, sender, and receiver. When communicating, in any form, it is important that we all consider these barriers and how we can overcome them.

Trainer Tip: This explanation of effective communication and potential barriers to achieving this is to get participants to think of communication challenges and how to overcome them. It is appropriate for the trainer to add one or several of his own barriers they've encountered. To incorporate a visual component to this explanation, consider incorporating a video clip that highlights effective or poor communications. For inspiration or ideas for video clips, trainers should reference the Appendix and be aware of any relevant copyright and intellectual property laws.

Introduction to Live Group Communication   1 minute

Many Scouts and Scouters, have spoken publicly at one point or another. Being able to speak in front of live groups is crucial and necessary. Therefore, those speaking in front of a group should be prepared ahead of time usually with an outline or plan of their main points. It can be difficult to use a script effectively during a presentation, so the speaker should strike a balance between the two.

Small Group Communications   5 minutes

In Scouting, communicating with small groups is one of the most common communication scenarios a Scout will experience. For this session, a small group is defined as any setting that includes two (2) to sixteen (16) individuals. This means meetings of a patrol leader council, a lodge executive committee, or a senior patrol leader meeting with his troop's committee could all considered a small group.

Small group communications are necessary for success in not only Scouting but also in

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academic and workplace settings. At one point or another, a person will have to work in a small group.

The trainer should explain that small groups can be one of the easiest settings to communicate in. Small groups can be more relaxed and allow a trainer to interact personally with each participant.

Small groups are an opportunity to utilize preparation-intensive delivery methods. *At this point, the trainer should invite participants to look at "Handout 1".* Demonstrations, simulations, and other methods are more practical in this setting, as fewer participants reduce the amount of preparation needed by a trainer.

The trainer should close this topic by explaining that Scouting prepares youth to tackle these situations.

Large Group Communication   5 minutes

For the average Scout, communication with a large group is not as common. Unless involved in the Order of the Arrow or in a large troop or team, an annual or biannual court of honor is probably the most common form of large group communication for a Scout.

In this session, we'll call a large group as any gathering that has more than 30 people in attendance. As such, a trainer is less likely to be able to personally connect with each participant.

This is due to communication with a large group usually involves a single person at any given time lecturing an audience. However, panels and "round-robins" are often used as well. It is important to remember that this potential decreased interaction can be reduced using a variety methods including breaking the larger group into smaller groups for discussions or activities and frequently engaging the audience with questions to be answered or asking for a "show of hands".

When communicating to a large group, there are many other resources and skills that can be utilized to improve the speaker's message, their clarity, and the engagement of the audience. *Distribute "Handout 2" at this point, and invite participants to ask questions and share ideas they have as well.*

> *Trainer Tip:* As time permits, the Small Group Communication and Large Group Communication sections may be expanded about at the discretion of the trainer. Topics that could incorporated include: body language techniques, building rapport with your audience, or incorporating visual aids.

Electronic Communication   6 minutes

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Ever since the introduction of the computer into public life, electronic communication has become more prevalent. First email was the fastest way to reach a crowd, then came social media and apps, and, now, new communication methods are constantly being developed.

It is important that every lodge, chapter, and unit consider how they are utilizing these methods and how effective is their current communication. In this session, we will go over three of the most common electronic communication methods: e-mail, mass texts, and social media and websites.

In the Order of the Arrow, we have three main audiences: Arrowmen, their families, and their units. For younger Arrowmen, they are often dependent on their family or adults for transportation to and from Order of the Arrow activities. For older youth Arrowmen, they often have responsibilities in the unit. It is important to remember that your communication must consider both the Arrowman and their family and unit.

> *Trainer Tip:* Draw particular emphasis to this previous paragraph. It is important to have participants understand they are marketing not just to Arrowmen, but those Arrowmens' parents, unit leaders, and other critical groups.

Creating content for communication can be difficult. *Encourage participants to use the READY checklist by having each participant look at "Handout 3". Briefly, explain each aspect of the READY checklist:*

Rewarding: Every piece of communication should have a reason for the receiver to respond. This could be encouraging "early-bird" registration for an event, or inviting Scouts/Scouters to join Scouting's National Honor Society.

Engaging: Additionally, a call to action is a must. Simply put, a call to action is any directive or instruction for the receiver to do, e.g. asking Arrowmen to pay their lodge dues, recruiting Arrowmen for a ceremony team, or visiting the Lodge's Facebook page. The call to action is reaching out and engaging.

Attractive: The Order of the Arrow is volunteer-led, but lodges have a wide array of resources at their disposal to produce attractive, quality communication pieces. Unprofessional-looking publications are an immediate turn-off for receivers.

Dynamic: At all times, be looking how to personalize and make communications relevant. If you can change e-mail headers to reflect each receiver's name, use this chance to connect with your audience. Additionally, consider giving your communications a holiday or seasonal flair.

You: Every communication piece should emphasize the sender's interest or passion. If the sender is disinterested in the message, this can easily be injected into the message. Also, show the personal side of your lodge. Your audience

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wants to see the humans sending the message and involved in your lodge.

Now, let's consider e-mail communications. E-mail is often the staple in unit's and lodge's communication strategy. Whether it's a Scoutmaster e-mailing transportation plans or a Lodge advertising its spring event, e-mail is a cheap and effective way of broadcasting your message to a large audience.

Mass texts are becoming more common in schools, community groups, and conferences. With millions of cellphone users in the United States, the ability to push information into their palms is an exciting prospect. This system can be effective to send short, brief, and text-only messages to receivers and can be especially effective in reminding Arrowmen of upcoming meetings, registration deadlines, and updates during an event.

Finally, social media and websites are an integral part of a lodge's communication. If you are not utilizing either social media or a website, you severely limit your lodge's capabilities. Both social media and websites provide nearly 24/7 access to information you share, and social media can push that information into your audience's palms similar to mass texting. Over half of all American adults use social media according to the Pew Research Center, and one can ask any teenager to find similar high usage rate as well.

> *Trainer Tip:* This syllabus does not include any specific recommendations for which social media services to use. Trainers should supplement this section with relevant information about current social media, especially information concerning what age groups are using which social media service and various social media capabilities.

The trainer should emphasize that no matter which methods are used a consistent message must be conveyed. The team of Arrowmen supporting a lodge's communication must be constantly working and communicating with each other. The trainer should close the session by explaining with emphasis, the value of electronic communication in developing an effective communication strategy.

Takeaway Challenge   **1 minute**

As Arrowmen, we have a responsibility to share the mission and purpose of the Order of the Arrow with its members and our communities. Effective communication can increase awareness of the Order of the Arrow in councils and units.

The trainer should ask every participant to look at "Handout 4" and give a brief challenge for each participant to look at how their unit, chapter, or lodge is communicating. The trainer should tie in any relevant council, district, or lodge goals for membership,

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retention, or marketing to give emphasis to the challenge.

The trainer should then thank participants for attending Sharing the OA Message.

> *Trainer Tip:* "Handout 5" is designed to not be given out during the session but as a quick reference for Scouts and Scouters after attending the session.

Post-Session   0-10 minutes

As time permits, the trainer should stay after their session to answer questions from participants or from the flip chart that have not yet been answered.

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Appendix: Resources and Source Material

- Trainer's EDGE Syllabus, available online at
  http://www.scouting.org/filestore/pdf/26-242.pdf
- TED Talks, available online at
  https://www.ted.com/talks
- NYLT "Communicating Well" Part 1 Presentation Aids, available online at
  http://www.scouting.org/filestore/NYLT2016/Day_One/Communicating_Well.pdf
- NYLT "Communicating Well" Part 2 Presentation Aids, available online at
  http://www.scouting.org/filestore/NYLT2016/Day_Six/02-Communicating_Well_Pt2.pdf
- *Dead Poet's Society* "Seize the Day Scene", available online at
  https://www.youtube.com/watch?v=xv9JOVkR5PQ
- *Animal House* "All is Well Scene", available online at
  https://www.youtube.com/watch?v=zDAmPIq29ro
- *Independence Day* "President's Speech Scene", available online at
  https://www.youtube.com/watch?v=oj16vfbsM9A
- *Parks and Recreation* "March 31st Meetings", available online at
  https://www.youtube.com/watch?v=cwFlUy5CKeM

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Delivery Methods: Overview

Handout 1

When planning how to deliver your message, your method can have a large effect on whether the audience is engaged. Consider using one or more of the follow methods to improve engagement:

Lecture: A single person conveying information to a group with little feedback/interaction from the audience.

Demonstration: A live performance of a skill or tasks by an individual or team (participants may be able try the same skill at the end).

Case Study: An analysis of a situation by participants with the intent to breakdown or find solutions for the situation.

Buzz Groups: A larger group separates into smaller groups to more effectively discuss a single or multiple points.

Round Robin: A series of stations with each station focusing on a single skill, idea, or activity.

Informal Talk: Similar to a lecture but incorporates more interaction and discussion in between the trainer and participants.

Discussion: A highly interactive sharing of ideas between the trainer and participants.

Role-playing: A trainer creating a scenario between one or a few participants by verbal exchanges or acting.

Simulations: Similar to role-playing but involves more complex recreations of a scenario and more participants.

Reflection: A small group discussion usually after a discussion or activity in which personal experiences are shared to facilitate the teaching of an idea or principle.

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Twelve Public Speaking Tips

Handout 2

For many people public speaking can be the most daunting for others it can be second nature. However, the following tips can be an excellent refresher or introduction for any public speaker.

1 Use flashcards or outlines to create a framework for your presentation. Remember to include what is important for to say, remember, or do.

2 Always introduce yourself to the audience. Include any relevant bits of information that can establish a common ground with them.

3 It may be tempting to use a podium or desk as a crutch. Avoid staying stationary in a single location during a presentation.

4 Your body language can give more to your audience than your words. Be conscious and aware of what messages your body language is sending.

5 Always maintain an upright, comfortable, and open posture when presenting. A slouched or closed-off presenter is usually not remembered.

6 PowerPoint, Keynote, and other presentation software can be effective visual aids; however, avoid overloading your audience with packed slides.

7 Regulate your vocal speed. It is important to not sound like a fast-talking auctioneer or like a slow-tempo singer.

8 Cut out as many filler words as possible. Words such as "um", "oh", "like", and "so" can be distracting to your audience if used excessively.

9 Modulate and change your tone and inflection to match your presentation. Allowing a human side to your presentation can engage your audience.

10 Consider incorporating a relevant, personal anecdote, experience, or story. It can build trust and credibility with your audience.

11 Engage your audience. Whether it's polling software, asking questions, or cracking jokes, make your audience feel connected.

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1
2 When appropriate, ensure your audience members have had a chance to ask their questions or have a way to submit questions later.

Are you READY?
Handout 3

When designing and creating content to be distributed by your lodge, chapter or unit, have you asked if you are READY? This acronym is a five-step checklist to better ensure your message will more effectively reach your receiver(s).

R **Rewarding:** Every piece of communication should have a reason for the receiver to respond. This could be encouraging "early-bird" registration for an event, or inviting Scouts/Scouters to join Scouting's National Honor Society.

E **Engaging:** Additionally, a call to action is a must. Simply put, a call to action is any directive or instruction for the receiver, e.g. asking Arrowmen to pay their lodge dues, recruiting an Arrowmen for a ceremony team, or visiting the Lodge's Facebook page.

A **Attractive:** The Order of the Arrow is volunteer-led, but lodges have a wide array of resources at their disposal to produce attractive, quality communication pieces. Unprofessional-looking publications are an immediate turn-off for receivers.

D **Dynamic:** At all times, be looking how to personalize and make communications relevant. If you can change e-mail headers to reflect each receiver's name, use this chance to connect with your audience. Additionally, consider giving your communications a holiday or seasonal flair.

Y **You:** Every communication piece should emphasize the sender's interest or passion. If the sender is disinterested in the message, this can easily be injected into the message. Also, show the personal side of your lodge. Your audience wants to see the humans sending the message and involved in your lodge.

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10 Strategies for Effective Communication

Handout 4

1 Always respond or acknowledge an e-mail within 24 hours of receiving, or use the "sun-down rule" and respond to an e-mail by sunset.

2 Understand the demographics of your audience, e.g. language, age, Scouting position, etc.

3 Be constantly reviewing what communication methods are effective in your lodge, chapter, and unit.

4 Communications is a multi-person responsibility. Consider forming a committee or task force to better tackle the responsibility.

5 Always offer a paper or physical copy of your communications, and never discount the value of mailing information.

6 When creating content, never stop the process. Always have editors editing, designers designing, and writers writing.

7 Never read verbatim from your presentation. Your audience can read a slide, so it's up to trainer to expand on your slide's main points.

8 Always offer handouts, copies of presentation slides, or speaker's notes to your audience. They will be grateful for the resources.

9 E-mails can be efficient and cost-effective tool to enhance your communication strategy, but remember youth are less apt to use e-mails.

10 Always interact with your audience, make eye contact, and make each participant feel valued for being there that day.

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My SMART Vision
Handout 5

You have now completed Sharing the OA Message. It is important to remember this title now that you have the knowledge of how to more effectively share our message. Use this worksheet as a way to create your own SMART vision for communication in your lodge, chapter, or unit.

My Vision of Future Success

My Goals for Attaining my Vision

My Plans to Reach my Goals

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