



Sons of The American Legion

Detachment of Vermont
Fall Conference Leadership Training
2017-2018

Our Goal in providing this session is to attempt to:

- Provide a basic platform to developing tools to assist All Future & Present leaders.
- Enhance your Leadership and Communication Skills
- Providing tools to assist in better preparing our Leaders
- Develop tools to assist with and deal with unexpected problems

AGENDA

- Introductions (What is your Goal)
- Written Communications
- Oral Communications
- Non Verbal Communications
- Planning and Logistics
- Dressing for Success
- Public speaking
- Final Special Points

Written Communication

You will be called on to communicate in a variety of ways in a written format

- Acceptance of Invitations
- Thank You Letters
 - Emails
 - Articles
- Final Report

Written Communication Tips

- When accepting invitations, be very thorough on what you are accepting.
- Don't write everything in all capitals. It's the written version of shouting.
- Use clear and concise sentences while writing
- Respond quickly after an event or invitation while details are still fresh in your mind.
- Always check your spelling, proof read for mistakes, if possible have someone else read it over.
- Separate ideas with paragraphs.

Written Communications Exercise

- **In a moment, you will receive an invitation, and you will have 10 minutes to read the invitation, and draft an appropriate response, including important questions.**

Written Exercise Invitation

Dear Mr. Vice Commander,

You are cordially invited to the Winter Meeting of our Northern Central District in the Detachment of Maryland.

Our meeting will begin at 9pm Sunday, February 30th in Essex. We look forward to your attendance.

Sincerely

John Doe

District Commander

Oral Communications

- Always follow up acceptance of invitations with a phone call. This will fill in details and keep you aware of changing circumstances.
- Emails do work, but there's always a chance of a miss communication.
- Make a point to introduce yourself to a large number of members before you speak. You will be more personable, and your audience will have a personal connection with you.
- Ask questions. It's a great way to learn more, and to feel more comfortable in your surroundings.

Oral Communications Continued

- Avoid nervous habits. Know what to do with your hands. Habits are magnified one on one and in front of an audience
- Don't repeat yourself. Say something once. If you're coming back to it, it's time to move on.
- Don't stretch the truth. An audience can pick up on a lie very quickly. If you don't know it, say so or don't say it at all.
- Keep your promises. If you tell an individual or a group you will follow up do so.

Non Verbal Communication

- Stand Tall. Don't slouch, or sit in the corner. You're there to be seen.
- Shake hands. Use your right hand, be firm, but do not strong arm. You want to have the image of confidence, strength and control.
- Don't get trapped by one person. Find a way to keep moving through the room.
- Walk with purpose. If you stride with a goal, it gives an aura of confidence.
- Smile, and smile often. It's disarming, and makes you approachable

Planning & Logistics

Use the Newspaper Rule: The 5 W's and H

• **Who** (is involved)

• **When** (is it happening)

• **What** (is happening)

• **Why** (is it happening)

• **Where** (is it happening)

• **How** (is it happening)

More Planning and Tips

- Know the Squadron or any group you will be addressing in advance. Know current numbers, strengths and weaknesses. Know what to stress, what to compliment and know what to avoid.
- Use Certificates to highlight and recognize the squadron or individual. A little recognition will strengthen the bond between you and the squadron or individual.

And More Tips

- Assume you are covering your own expenses
- When you call ask for nearby Hotels, restaurants, etc. If the Squadron covers those expenses, then let them, do not insult them.
- If they do not you will be prepared

Dress for Success

- Wear Business Casual or Professional attire unless informed otherwise.
- Wear Professional but comfortable shoes. Expect to stand sometimes for long periods.
- Always wear your cover and name badge.
- Be prepared to be called on to speak and to bring greetings.
- Always carry business cards. They are your permanent communications link.

Public Speaking Tips

- Prepare your speech in advance.
- Find out in advance if you are bringing greetings and/or a keynote speech.
- Find out how long you are expected to speak. If it's left to you keep it around 5 minutes.
- Know when your speaking. Be in a place to make a graceful entrance to the podium.
- Don't overwhelm your audience. Keep your remarks to 3 main points.
- **STAY OUT OF THE POLITICS!** You are a visitor, not a judge or arbitrator.

More Public Speaking Tips

- Avoid nervous habits. Avoid fillers such as umms and aah's. Have a plan with what to do with your hands.
- Don't pace. Stand in one place. Move places only with your major speaking points.
- Use the microphone. You're not as loud as you think, and people can't hear you without it. No one likes a shouter.
- Use an outline. It's more natural than reading a speech, and a great memory device for a developed speech.
- When you're done, you're done. Avoid the mistake of repeating yourself and finishing badly. Finish strong

Public speaking Exercise

- **You will not always be prepared to speak in advance. This exercise will help you to prepare to speak very quickly. You will draw a card, and everyone will have 10 minutes to prepare a 2 to 4 minute speech. Keep the faith, have fun, and help your peers. This is about the nuts and bolts, not about what's actually said**

Special Topics

- Alcohol
- Avoiding Politics
- Be Prepared
- Ask questions when you don't understand
- Follow the Lead of your hosts

Review

- Written Communications
- Oral Communications
- Non Verbal Communication
- Planning and Logistics
- Dress for Success
- Public Speaking
- Special Concerns