



Session Length: 45 Minutes

Through this session, you will:

Explain an overview of why we rewrote the Lodge Leadership Development program, how we attacked the project, and what, specifically, we did to make this a high-quality training resource; the importance of a powerful introduction; the critical and overlooked impact of good posture; and necessity of setting a goal before you approach a presentation.

Demonstrate an intentional introduction; good posture at all times, unless demonstrating the effects of poor posture; and the fluency a session can maintain when we center our presentation upon a goal.

Guide participants in their introduction by providing positive affirmation of things they did well and constructive feedback on what they can improve on; to perpetuate good posture by complimenting those who demonstrate good posture throughout my presentation, and pay close attention to those whom showed improvement and publicly commend them for their posture amendment; by working with members to devise sound goals; and peruse appropriate conversation to crystalize understanding.

Enable participants to feel confident by reinforcing good posture technique; to believe in themselves, the words they say, and the material they present; devise meaningful goals and remain cognizant while personalizing, preparing and presenting their session; and to never overlook a proper introduction.

Learning Outcomes: [create a brief list of what participants should take away with them]

- The “why,” “how,” and “what” of rewriting Lodge Leadership Development program
- Value of a proper introduction
- Preserve good posture
- Centering our training session on the goals we set

Theme Connection:

The theme of NOAC 2018 is “Decide Your Destiny,” emphasizing the message that today’s decisions shape tomorrow’s reality. This session will relay this theme in the following ways:

- Increase self-confidence and belief in oneself and abilities
- Decide the desired outcome by setting goals for presentations
- Earn credibility and attentiveness with a powerful introduction



This session will help the Lodge with the Journey to Excellence Requirement:

- Leadership and governance
 - 16. Leadership development: Conduct at least one LLD during the year with qualified instructors using current materials.

Required Materials: [tailor specifically for this session after the syllabus is done, e.g. handouts, flipcharts, projector, screen]

- Projector
- Screen
- Power Point
- Markers
- Handouts (I will provide the document)
- Additional paper (for name plates)



TRAINER PREPARATION

Items to accomplish before I depart for NOAC:

1. Finalize presentation handout
2. Perfect presentation delivery
3. Ensure handouts are/will be printed on site
4. Quickly review new LLD material

Items to accomplish 24 hours in advance:

1. Organize all printed handouts
2. Rehearse presentation
3. Review names of participants
4. Select playlist
5. Pack paper and markers for name plates

Items to accomplish one hour before presentation:

1. Load presentation to the computer
2. Warm the projector
3. Review session
4. Final run-through
5. Organize handout
6. Prepare sign-in sheet (if necessary)
7. Distribute pens and paper (if provided)
8. Ensure good lighting
9. Review session's goals

Items to accomplish throughout presentation:

1. Memorize participants' names
2. Make intentional eye contact
3. Direct positive body language to speaking parties
4. *Be the epitome of good posture
5. Analyze audience's body language and adjust accordingly



Session Narrative

Personal introduction

4 minutes

Introduce myself, the overall goal of the new Lodge Leadership Development, then go into detail on the importance of an introduction.

Trainer Instructions: Transition your personal introduction into how we approached the rewrite. After three minutes, pause and say, “Did you see what I did? I’ve spent the past three minutes talking about myself to build my credibility—without it, you would stop listening. This all comes down to the introduction, something commonly neglected and overlooked. Let’s try it. Can I have several volunteers to introduce themselves?”

Earning your audience’s attention by a powerful introduction

11 minutes

- Analyze and breakdown my introduction
- Discuss the importance of an introduction
- Have the audience (5-10 members, one minute each) introduce themselves

Key facts to consider before presenting a session

2 minutes

- Decisions are emotional, not factual.
 - 13% of decisions are made based on facts
 - 87% of decisions are made based on feelings
- How will you take advantage of that in a presentation?
 - [Solicit ideas and suggestions from the audience. Mention that 73% of information is retained through the eyes, and 13% is retained through the ears. Ask how we can utilize this information when preparing our presentations.]

Keep your shoulders back and your back straight.

12 minutes

- Our anxiety systems are very practical. Imagine this: You’re driving to the mall. On your way, you become ensnared in traffic, realize you forgot an important item, and—on top of this already chaotic situation—your air conditioning fails, blowing in hot, humid air into your vehicle. When you finally arrive to your destination, the mall, available parking spaces are scarce and nearly impossible to come across. You drive around for minutes searching desperately for a spot, as your car continues to blow hot, humid air. Your



stress level rises. [pause] Our anxiety systems are very practical. When we have a stressful and anxious encounter, like the mall scenario described, our practical anxiety systems deem that place, the mall, as a dangerous place. Makes sense, right? If you have a bad encounter related to a location, you will be reluctant to revisit the deemed dangerous place, in fear a repeat of the bad encounter will occur. Back to the mall scenario, what happens when you have a similar interaction while driving to the supermarket? You may be reminded of your stressful and anxious visit to the mall, and your practical anxiety systems will write that off as a dangerous place as well. And what happens when you have a similar interaction with a general store, and later the bus, a taxi, or even a plane? Now, in this scenario, it's not only places that are written-off as "dangerous" by our anxiety systems, but now means of travel. You see, when we have a scary, stressful, consternating, anxious, or ambiguous encounter with something, our practical anxiety systems safeguard us by alerting us when we prepare to revisit, re-encounter, or re-interact with a situation, place or even people. Have you had a similar encounter with, perhaps, the first day of school or a new job? You don't know many colleagues, where you're going, or what to expect. Your confidence and dominance, naturally and practically, vanish. Unfortunately, these stressful encounters where we have self-confidence deficiencies are unavoidable. So, how do you overcome inevitable walks of life where you lack self-confidence and understanding? [pause]

- This phenomenon can be explained by two chemicals: serotonin and oxytocin. The dichotomy between the two chemicals is sensible. When you climb a mountain, win a race, receive a good grade on an assignment, earn the next rank in Scouting, or a win a match of Fortnite, serotonin is released. This enables you to feel proud of your accomplishment. You feel proactive, productive, then, in turn, feel happy. You believe in yourself. When waves of serotonin are released in your brain, you not only become proud and feel proactive, productive and happy, but you become confident. In short, serotonin is the agent that opens the door for self-confidence. To its diametrical opposite, oxytocin make you feel unqualified, doubts your ability, and prevents you from stepping outside of your comfort zone. When you lose a race, fail an assignment, receive hyper-negative feedback, or are publicly embarrassed this chemical is release. It prevents you from trying again, because of the fear of failure; and, instead, desires a haven to escape to. In short, oxytocin is the agent that prevents self-confidence.
- So, how does one increase serotonin levels while synchronously decrease oxytocin levels? Good posture. That's right, good posture. Good posture accelerates the rate at which serotonin is released and boosts self-confidence. Try it: I ask that you mimic my posture. [Demonstrate poor posture.] As you can see, my shoulders are positioned inward, back is hunched, chin buries in my collarbone, arms are brought in. I feel safe, comfortable, and less willing to speak up. In this position, I doubt my ability, lack confidence, and my ambitions are reduced. This position is like a cozy blanket protecting me as I watch a scary movie. Now adjust your posture. [Demonstrate good posture.]



Shoulders back and back straight. How do you feel? [Solicit responses from the audience.] Are you more confident? Do you feel more inclined to speak up and ask a question? Do you feel more qualified to present an idea or render a suggestion? How about this: if you utilize this minor posture adjustment, will you have more confidence in yourself, the words you say, and the material you present? I believe so. After all, I [jokingly] wrote this session five minutes ago.

- You are the experts of your lodge, its problems, its members, and its capabilities. The new Lodge Leadership Development training material was not designed to provide expert advice and flawless solutions on exactly how to improve your lodge. Each session is not a magic box that contains all the answers to our lodges' problems. Only you, the presenter and expert of your lodges' situation, are most qualified to lead the discussion that may unlock valuable solutions to real problems facing your lodge. The new LLD material will merely equip you with a dirt road. It's up to you to pave a smooth path, and drive the vehicle.
 - Allow sufficient time to review and cogitate on your LLD session. Then, build a course of action.
 - Amend the material as you see fit.
 - Incorporate personal examples of experiences that will add value you to your presentation.
 - Conduct additional research.
 - And most importantly, believe in yourself, the words you say and the material you present.
- When you act on these steps [point to the screen], you will become the most qualified presenter on your LLD session. As mentioned numerous times before, you are the experts on your lodge. Ensure your posture—shoulders back, back straight—reflect your expertise and confidence in yourself, the words you say, and the material you present. If you neglect good posture, how do you expect other to believe in you when you lack belief in yourself? [long pause]

Trainer Instructions: Ensure the audience fully understands the concept and impact good posture holds. If curious minds are illicit question or discussion topics, quickly entertain and leverage their responses into the next topic. Then begin.



- Now that we've effectively identified a strategy that will accelerate serotonin levels, boost self-confidence and enhance your ability to present, we will discuss how to approach the LLD presentation.

Select a goal you will accomplish.

10 minutes

- The dividing difference between successful and unsuccessful leaders is their ability, or lack thereof, to take complete and total ownership.
- Put yourself in this situation. You are the owner and manager of a large manufacturing company. Your company is responsible for designing, manufacturing, distributing, advertising, and selling your products across the world. You, as the chief executive officer (CEO), makes an executive decision to launch a new product. By launching this new product, your goal is to increase profits and acquire new customers. If this product fails, whose fault would it be? [Solicit responses that lean towards "The CEO, it'll be my fault." If not, provide a simplified example to where they understand the extreme ownership concept. Ensure most participants agree before moving forward.]
- What if the product fails and the company loses millions of dollars and costs the several loyal employees their jobs? Whose fault would it be then? [Solicit responses.]
- There are two types of people: those whom do not take responsibility, and those whom take extreme ownership. One could argue that you, the CEO, is only one of hundreds of employees in the company and can only do so much. You could point the blame on your design team for not designing a good enough product; you could blame the manufacturing and distribution centers for having not a fast-enough turnaround time; you could blame the marketing team for not advertising the product well enough; and you could argue your sales representatives underperformed and weren't capable of such a task. Leader A, as just described, looks out for his best interest—shielding his name and ego from all blame in sight. Leader B, on the other hand, takes extreme ownership of the situation. Lead B recognizes that he made the executive decision to commence the launch of the new product without thinking the situation through. Leader B understands he did not motivate his team well enough even if the subordinates were underqualified for the mission. Leader B realizes he did not fully equip his team with the right resources to be successful in their respective jobs. Leader B, even amid adversity and failure, takes extreme ownership. Which leader are you: Leader A—who blames external circumstances—or Leader B—who takes complete and extreme ownership of the failure? In the next project, which leader will carefully



evaluate his actions, understand the needs of the employees, properly motivate, and provide his team with sufficient support and resources to be successful? [Leader B, obviously.]

- What type of leader do you want to be? One who makes excuses, or one who takes extreme ownership, even in the midst of irksome tasks and weighty responsibilities? [pause]
- What if you set a goal for yourself? If you don't accomplish the goal, whose fault would it be? Will you make excuses and search for escape goats to cast the blame on, or will you take extreme ownership of your failure, get up on your feet, and work harder to achieve your goal?
- Presenting an effective LLD session is no different. Before we even open our mouths to present, we must have a goal in mind. What will you aim to accomplish while presenting an LLD session? In your planning process, identify your goal. Here's an outline I use:
 - My goal is to convey ____, ____, and accomplish ____ by the end of this session.
- Your stated goal is the thesis—the reason you are speaking. When you can incorporate goal setting into your session, your presentation will be more direct, intentional, purposeful and effective.
- Once you've identified your goal, carefully devise a plan that will help you accomplish your goal. Ask yourself:
 - Will this breakout activity help accomplish my goal?
 - Will showing this video help accomplish my goal?
 - Will underpreparing for the session help accomplish my goal?
 - Will providing handouts help accomplish my goal?
- We, by nature, are goal setters, whether we realize it or not. Don't believe me? You're here, right? Do you think advanced this far in an organization like the Boy Scouts of America without consciously or subconsciously setting goals?
- If you neglect to carefully choose a goal before your session, how do you expect your session will be impactful and not a waste of your audience's time?



- Once you've chosen your goal for your session and carefully planned each activity to align with your goal, what will you do if you don't accomplish your goal? Remember Leader A, the leader who makes excuses, and Leader B, the leader who takes extreme ownership? Remember how you said you want to be Leader B amid goals? How is this different? The effectiveness of your session, or the lack thereof, lies on you. Will you take extreme ownership of your session and consciously select a goal, carefully choose activities, provide adequate materials and necessary support to accomplish your goal? Or, in retrospect, will you blame external circumstances for your performance? Decide the leader you want to be then act accordingly while personalizing, planning and presenting your LLD session.

Takeaway Challenge

6 minutes

Please take out your notebook and pen. In the final few minutes, write down how you will maintain good posture in your daily life. What steps will you take to ensure serotonin levels will increase and oxytocin levels decrease? How will you incorporate that perpetual habit into personalizing, rehearsing, and delivering your LLD session? Additionally, think about the role you will play as a presenter of the new LLD training material. Write down a goal you will accomplish while presenting the LLD session. Share with those around you.

Appendix: Resources and Source Material

Recommended books

- 12 Rules for Life: An Antidote to Chaos by Jordan B. Peterson
 - https://www.amazon.com/s/?ie=UTF8&keywords=12+rule+for+life&tag=googhydr-20&index=aps&hvadid=240455205967&hvpos=1t2&hvnetw=g&hvrnd=17933253057111854942&hvpone=&hvptwo=&hvqmt=e&hvdev=c&hvdvcmld=&hvlocint=&hvlocphy=9027577&hvtargid=kwd-412256925965&ref=pd_sl_43q2ag5m1y_e_p38
- Extreme Ownership: How U.S. Navy Seals Lead and Win by Jacko Willink and Lefi Babin
 - https://www.amazon.com/s/?ie=UTF8&keywords=extreme+ownership&tag=googhydr-20&index=aps&hvadid=241560800835&hvpos=1t2&hvnetw=g&hvrnd=16691171464922847309&hvpone=&hvptwo=&hvqmt=e&hvdev=c&hvdvcmld=&hvlocint=&hvlocphy=9027577&hvtargid=kwd-301351891132&ref=pd_sl_9678ycodcn_e_p38