

Sharing the OA Message

Lodge Leadership Development



BOY SCOUTS OF AMERICA®
ORDER OF THE ARROW

Introduction

<Instructor's Name>



Objectives

After this session, participants will be able to:

- Understand the differing dynamics of small and large groups
- Develop an understanding of basic public speaking skills

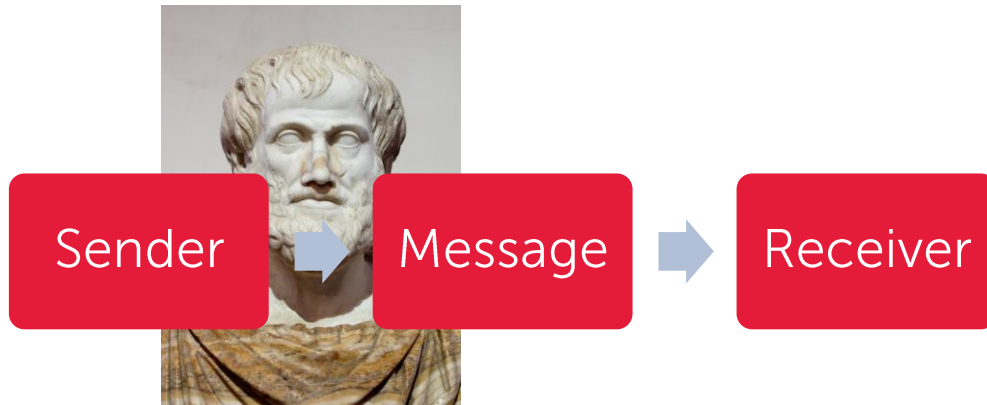


Objectives

- Recognize various forms of message delivery
- Acquire insight into digital communications
- Create a SMART vision for communications in their unit, chapter, or lodge



What is Communication



Small Group Communications



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Large Group Communication



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Electronic Communication



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Order of the Arrow Audiences



Arrowmen



Families



Scouting Units



READY

READY is a marketing checklist anyone can use to improve and support their communication strategy. Collectively, READY stands for:

Rewarding **E**ngaging **A**tttractive
Dynamic **Y**ou



Electronic Communication



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Takeaway Challenge

How will you Share the OA Message?



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Questions?



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