Becoming Persuasive Communicators – A Guide for Super Troop 197



The art of using written or verbal communication **to convince another person** to take an action that you desire or require



- 1. How well you **speak**
- 2. How well you write
- 3. How well you **demonstrate**
- 4. Personal Appearance
- 5. Overall **Body Language**



- 1. Troop & Patrol Leadership
- 2. Eagle Scout Project Stakeholders
- 3. College Admission Officers
- 4. Preparatory School Admission Officers
- 5. Scholarship Administrators
- 6. Functional Program Administrators
- 7. Study Abroad Program Administrators
- 8. College Coaches & Athletic Directors
- 9. Corporations
- 10. Investors (Banks, Loans, etc.)



- 1. Obtaining Rank Requirement Signatures
- 2. Scoutmaster Conferences
- 3. Board of Reviews
- 4. Troop & Patrol Leadership Positions
- 5. Communications Merit Badge



Meet "MR. SOFT-TALKER"



Meet "MR. EYE-AVOIDER"



Meet "MR. POOR-PLANNER"



Meet "MR. FIDGETTY"



Five (5) Tips for Improving How Well you Speak

- 1. Speak-up / Project Your Voice
- 2. Slow-down
- 3. Use Complete Sentences
- 4. Rehearse your Answers
- 5. Tell your Personal Stories



Five (5) Tips for Improving How Well you Write

- 1. Always open with a greeting & well-wishes
- 2. Politely make your specific request
- 3. Make your story personal
- 4. State your level of enthusiasm about your request
- 5. Ask for confirmation & follow-up

*Remember to spell-check before you send



Mr. Young,

I would like to have a scoutmaster conference this Sunday.

Scout



Five (5) Tips for Improving How Well you **Demonstrate**

- 1. Know your audience size
- 2. Address the ENTIRE audience
- 3. Prepare to "show & tell"
- 4. Get creative with visual aids
- 5. Consider a "leave-behind"



Five (5) Tips for Improving Your **Personal Appearance**

- 1. Proper Uniform / Attire
- 2. Minimize Wrinkles & Scuffs
- 3. Meticulous Grooming
- 4. Update Rank & Merit Badges
- 5. Minimize Symbols of Personal Expression (athletic logos, earrings, tattoos, etc.)



Five (5) Tips for Improving Your Body Language

- 1. Always start and end with a firm handshake
- 2. Maintain eye-contact
- 3. Use your hands to emphasize important points
- 4. Lean-forward
- 5. Smile, even when listening



Questions?