BOY SCOUTS OF AMERICA
COMMUNICATION MERIT BADGE



Troop 53
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Missed Requirement(s)?

DON'T PANIC!

- Check Scoutlander for what we have gone over + notes – also d/l reqs from meritbadge.org
- You can e-mail me / text / call – and I will make arrangements to get you caught up
- We are still working on 5m speeches and req 2ab / req 1 was completed at first session
- spawarsyscom@gmail.com / (619) 663-8413 (text ok)

Communication Quiz

What Careers don't require Communication skills?



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What is the BSA preferred method of training?

EDGE:

- **Explain**
- **Demonstrate**
- **Guide**
- **Enable**

What are the two main ways we communicate?

VOCAL EXPRESSION:

- You must speak loudly enough to be heard, clearly enough to be understood, and slowly enough for your audience to keep up.

NONVERBAL EXPRESSION:

- Body language matters because it influences your credibility and helps the audience focus on your speech.

Name some tips for Great Customer Service

1. Listen
2. The Customer is Always Right (even when they are wrong)
3. Establish a Rapport
4. Smile
5. Honesty
6. Know Your Product
7. Feedback
8. Offer Incentives
10. Give More

What can my 5 minute speech be on?

- Giving speeches
- Scouting
- My favorite hobby
- Something I've studied in school
- A great trip I went on
- A special thing about me
- A famous relative
- Leadership
- What I plan to do in the future

Name some communication oriented careers:

- Business
- Education
- Government/Politics
- Health Careers
- International Relations and Negotiations
- Law
- Social and Human Services
- Customer Service/Sales

What are the 3 parts of an effective essay?

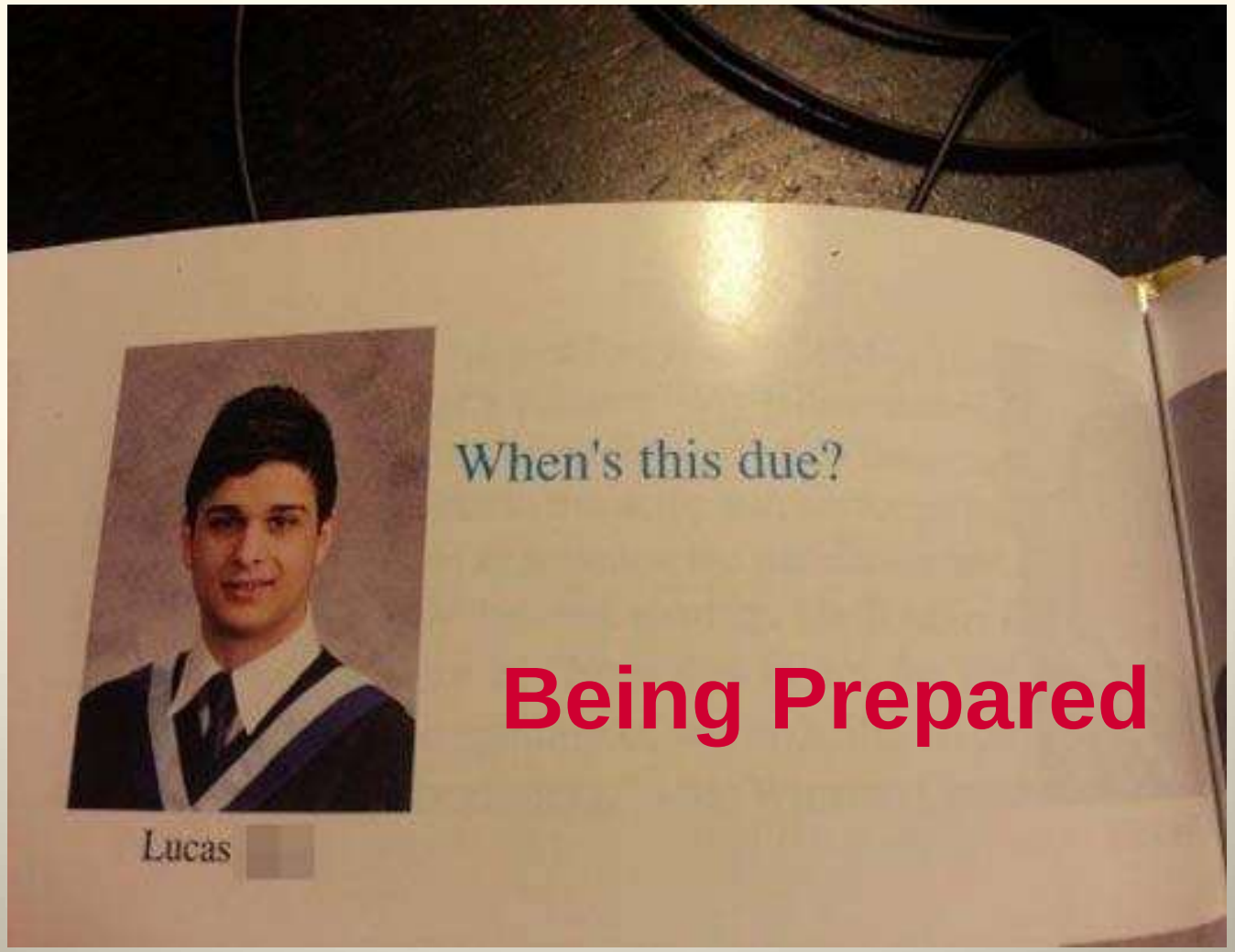
Develop an outline to help you stay on track as you write, identifying your main points and your conclusions. Keep in mind basic essay structure:

- **Introduction:** Give your reader an idea of your intent, including a statement of what you're going to discuss.
- **Body:** Present the evidence that supports your idea. Use concrete examples and avoid generalities.
- **Conclusion:** Summarize and make sense of the evidence you presented in the body

How can you be a good listener?

- **Take listening seriously**
  - Like any skill it takes practice and self-discipline
  - Resist Distractions
- **When you catch your mind wandering make a conscious effort to pull it back on track**
  - Try not to anticipate what the speaker will say/do next
- **Don't be diverted by appearance or delivery**
  - Suspend judgment - "A closed mind is an empty mind"
- **Focus Your Listening**
  - Listen for main points - A good speech only has a few
- **Listen for evidence**
  - Is it accurate? Are the sources objective? Is it relevant?

The most important key to a good speech?



How can you make your speech better?

REHEARSAL

- **Practice, practice, practice.**
- **Speak your presentation and speeches out loud as you're writing them.**
- **Use the mirror for an audience.**
- **Rehearse in front of family and friends**

What are some causes of poor listening?

- **Not Concentrating**
  Daydreaming, mind wandering, dozing
- **Listening Too Hard**
  Trying to remember every fact, no matter how minute
- **Jumping To Conclusions**
  Putting words into the speakers mouth; interrupting speaker, anticipating what speaker will say/do next
- **Focusing on delivery instead of message**
  speakers accent, clothes, stuttering, presentation, tools
- **There are many others….**

What are the 4 elements of a good speech?

Elements of Good Speech

- ATTITUDE
- REHEARSAL
- VERBAL EXPRESSION
- NONVERBAL EXPRESSION

How to Deliver a Speech cont.

ATTITUDE

- Attitude matters a great deal with delivery.
- A confident presence is an aspect of your credibility and persuasiveness.



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What are some things not to do during your speech?

Don't

- Don't hide behind the lectern, wear hats, or chew gum.
- Don't look over the audience heads or envision them naked (silly myths).
- Don't "watch your own feet when you dance." KEEP YOUR HEAD UP!
- Do not put your hands in your pockets or fold your arms.

Name some things you can control when you are speaking:

Vocal Expression

- **Volume** - Speak louder or softer for emphasis.
- **Pitch** - Stay at an appropriate mid-range level.
- **Rate** - Accelerate for a few sentences to excite, slow down and pause to emphasize some words.
- **Articulation** - Speak clearly with full voice.
- **Quality** - The personality of your voice, resonant, throaty, nasal, etc.

What other variables can you control when giving a speech?

Nonverbal Expression

- Eye Contact- look directly at person
- Facial Expression- conveys your mood and feelings
- Gestures/Body Movement- nodding/forward
- Use of Space- Standing, sitting, close, far
- Appearance- clean, neat, appropriate

Make your audience want more



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Your confidence will show



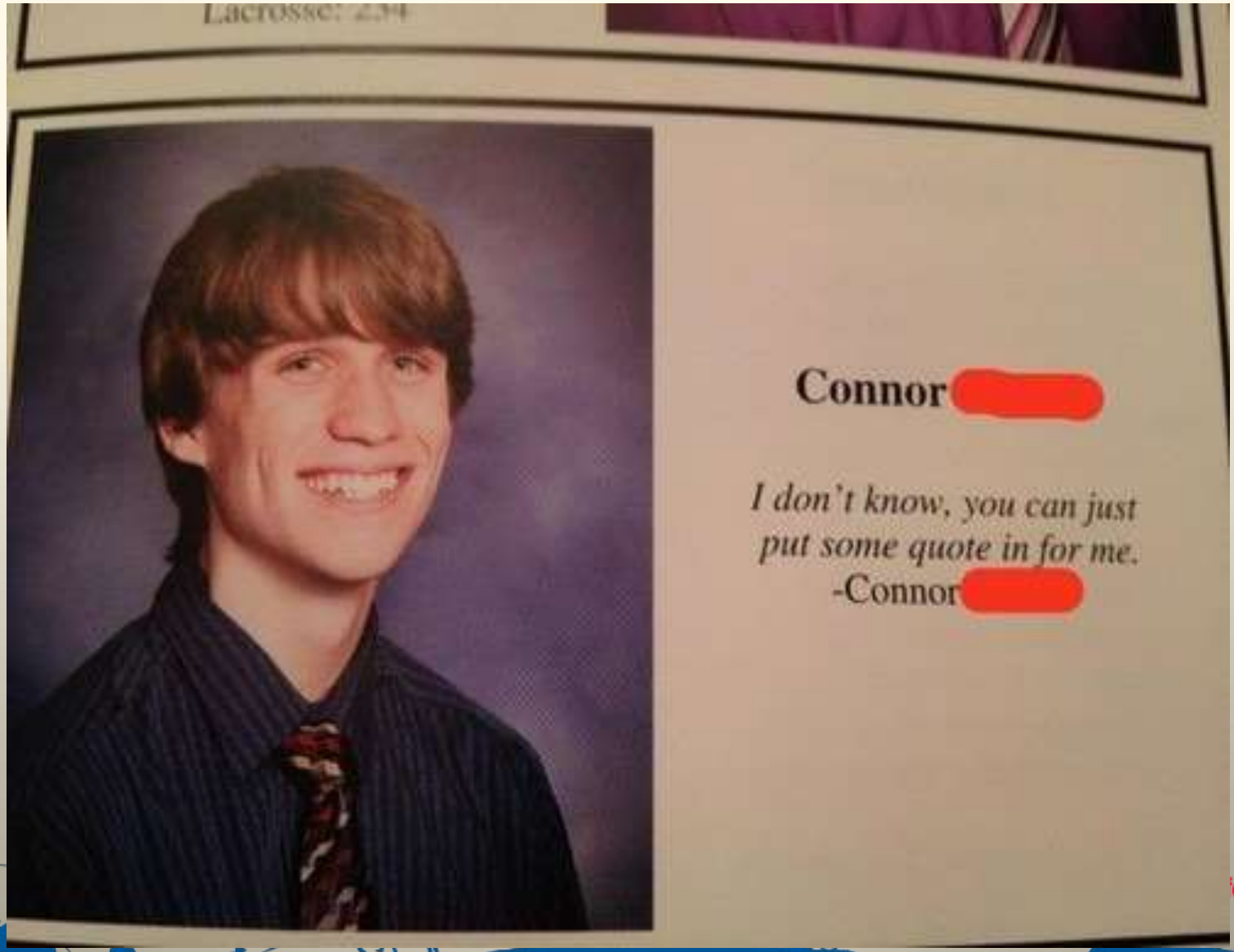
Rely on your personality



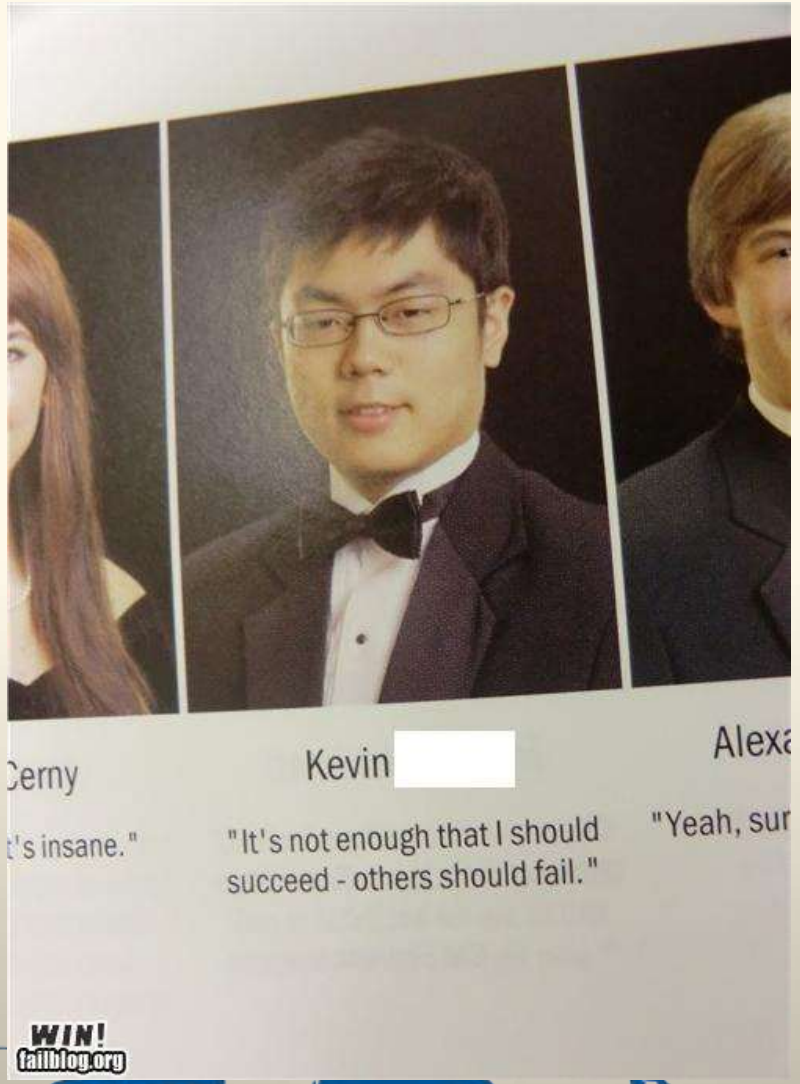
Smile


THERE ARE TWO KINDS OF PEOPLE IN THIS WORLD
AND I DON'T LIKE THEM

Don’t Phone it in



False. You can all be great



Beware of negative non-verbal cues









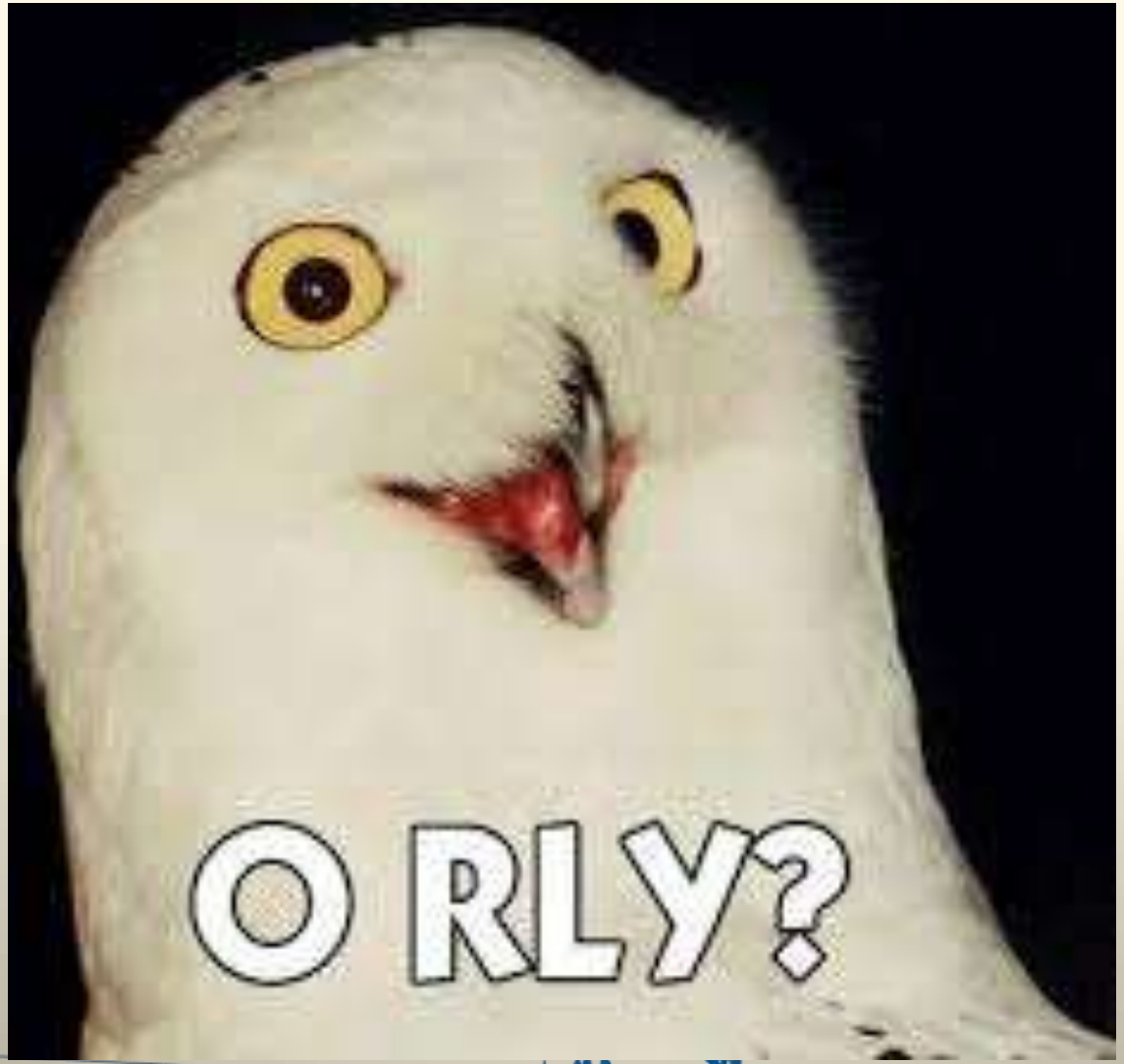


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Look as good as you can



Be prepared to answer questions on your topic

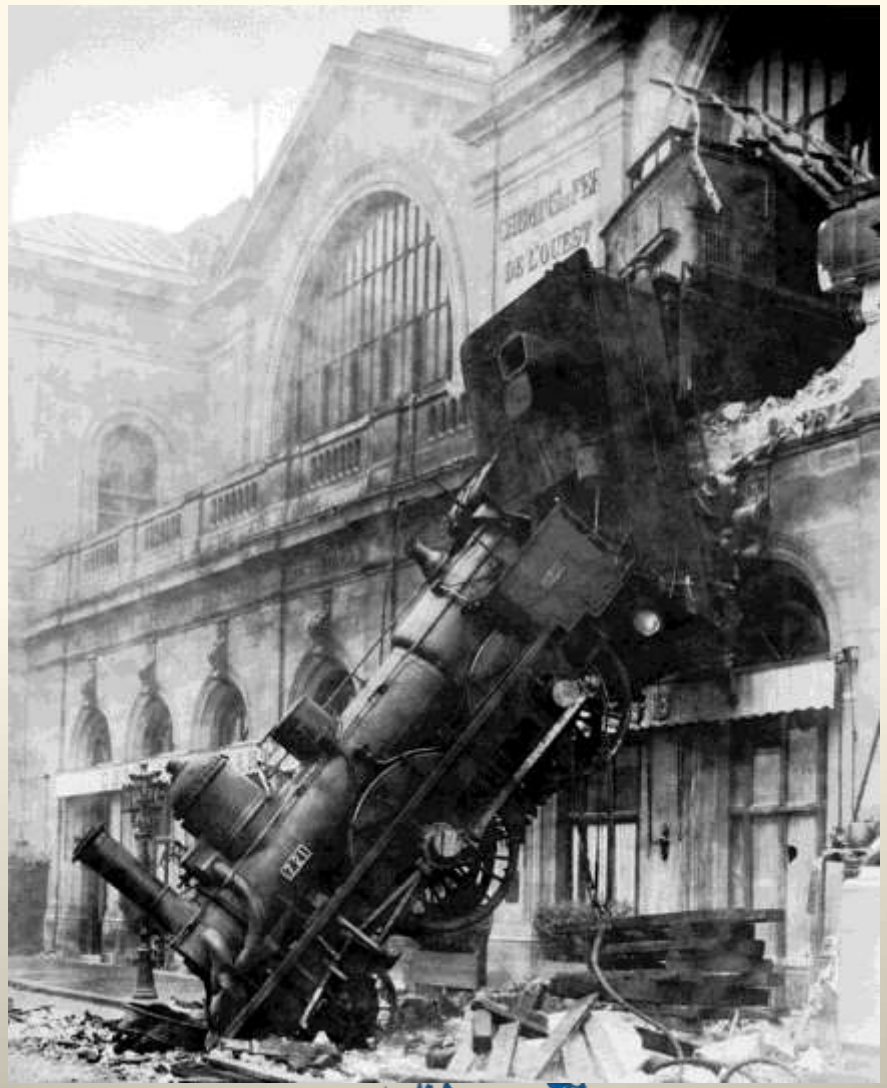


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Don’t worry if you mess up



You can recover, there are worse things



Be smart



Also:
Bacon is good



What happened to at NASA due to poor communication?

Death of our Astronauts.
"Challenger disintegrated about seventy-three seconds after launch, killing the seven astronauts aboard"

Badly damaged reputation for NASA:
"*It also represented a serious blow to NASA's reputation, colouring the public perception of piloted spaceflight ..*"

Financial losses and reduced funding opportunity
"…and *affecting the agency's ability to gain continued funding from Congress.*"

Inability to meet operational commitments
"Following the Challenger disaster, NASA grounded the remainder of the shuttle fleet while the risks were assessed more thoroughly, design flaws were identified, and modifications were developed and implemented."

Chapter V: *"The Contributing Cause of The Accident".*

*** Report of the PRESIDENTIAL COMMISSION on the Space Shuttle Challenger Accident**

Questions?



Name some ways you can communicate besides speech:

Nonverbal Expression

- Gesture naturally, as you would when you talk with friends.
- Free your hands as much as possible to “allow” that to occur.
- Make the manuscript your friend with large font, double spacing, and only complete sentences on one page.
- Use the lectern for your notes.
- **Keep your hands out of your pockets.**



Careers and Communications BUSINESS

- It is well recognized that communication plays a vital role in the functioning of any government, business, or industrial organization.

- A national study indicates that the essential skills needed by a competent employee to get a job and to succeed and be promoted are primarily communication skills.

- ***Careers in business and communication include:*** sales representative, executive manager, personnel manager, public information officer, industrial and labor relations representative, negotiator, director of corporate communication, customer service representative, newsletter editor, communication trainer, human resources manager, mediator, and buyer. (Also see Law, Media, and Public Relations and Advertising.)

Careers and Communications
HIGH TECHNOLOGY INDUSTRIES

- The link between computerization and communication has become the subject of extensive research by communication specialists. Many departments of communication offer a specialization in information sciences, human information theory and processes, or communication technologies, often dealing with communication by computer, compressed video, and teleconferencing.

- ***Careers in technology and communication include:*** trainer for communication technologies, closed circuit television producer/director, systems analyst, technical copywriter, language specialist, speech synthesizer, cognition researcher, audio and visual computer display specialist, and performance assessor.

Careers and Communications
EDUCATION

- A teacher of any subject has to effectively organize and deliver material to students. Communication skills are necessary to facilitate comprehension and understanding no matter whether the subject is math, science, reading, or English. Great teachers are great communicators. Besides teaching, there are other education-related careers.

- ***Careers in education include:*** teacher (elementary and secondary), school counselor, educational researcher, audiovisual specialist, educational administrator, school/university information specialist, director of college news, director of a collegiate information center, educational tester, development officer, educational fund-raiser, alumni officer, college placement officer, college admissions director, and college recruiter

Careers that don't require communication: "Unicorns"







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