



CURRICULUM ON LEADERSHIP

Strand L2: Communications

Level 11

This Strand is composed of the following components:

- A. Listening & Cooperating
- B. Organizing Your Thoughts**
- C. Teaching Effectively



**Think, Listen, Speak, and
Write to Influence**

Table of Contents

Table of Contents.....	2
B. Organizing Your Thoughts.....	3
OBJECTIVES.....	3
B1. Public Speaking	4
B2. Oral Presentation	5
B3. Effective Writing.....	9
B4. Creative Writing	12
References	13

B. Organizing Your Thoughts

OBJECTIVES

DESIRED OUTCOME (Self-Mastery)

90% of Unit Cadets are able to prepare an oral presentation and are able to write effectively.

Plan of Action

- B1. Know the golden rules of public speaking
- B2. Know how to prepare an oral presentation
- B3. Know the components of effective writing
- B4. Define creative writing

B1. Public Speaking



Public speaking is a skill that comes into play constantly throughout our lives. Whether it's presenting to a class, giving a speech, teaching a class, or even just giving drill commands to a unit, public speaking requires subject matter expertise and confidence.

Public speaking skills can be broken down into five golden rules.

1. Research the audience
2. Be prepared
3. Stay calm
4. Become a public speaking pro
5. Look for the lighthouses

Research the audience

Take every opportunity you can to learn about your target audience. Understand the **setting** that you'll be speaking in and the nature of your surroundings. This will allow you to modify your speech in order to **target** the audience needs and level of knowledge.

Be prepared

Make yourself a subject matter expert. Research your topic thoroughly and prepare accordingly, then practice as much as possible. The more you prepare, the less nervous you'll be, and the more **effectively** you'll be able to deliver your message.

Stay calm

Relax! Do your best to **overcome** your nerves and just be yourself. Use relaxation techniques such as controlled breathing and visualization. So long as you've prepared effectively, your speech will be a breeze.

*Become a public speaking pro*

Practice, practice, practice. Take advantage of every opportunity that presents itself. The more you exercise your skills, the more they'll grow. Start small, and gradually grow to larger opportunities. Sometimes you'll mess up, and that's okay! Just **endure** and keep seeking out options.

Look for lighthouses

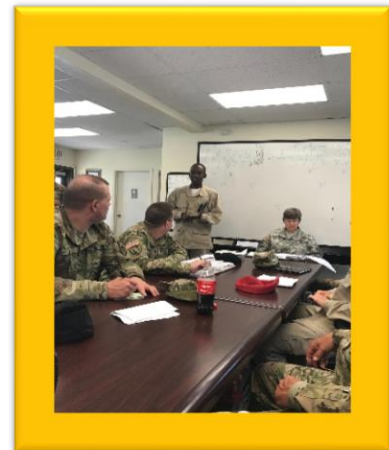
Lighthouses are those members of your audience who are **engaged**, involved, and listening closely. Look for them and speak to those people. They will give you the energy you need to deliver your speech with confidence.

B2. Oral Presentation

An oral presentation consists of three major components: Introduction, Body, and Conclusion. Within each of these components are multiple sub-components.

Introduction

1. You should always begin your presentation with a **hook** that appeals to your audience and captures their attention. This is a short, popping, and unique statement that makes people want to listen. This can be a statistic, quote, cartoon, or even song lyric that applies to your subject matter.
2. Your presentation should continue with your **thesis**. This is a simple statement that covers the big picture of your presentation and tells people what your topic is.
3. The next component of your introduction is your **forecast**. The forecast is a summary of your speech components. This is not an overview of the actual information covered in your points. This would be something such as “I will be providing you with a definition of listening strategies, giving you a personal example of how I exercise listening strategies, and an outside example of listening strategies in action in the form of a short video clip.” You would not want to say something like “I will be explaining the 6 components of the listening process, explaining my personal experience with listening, and showing you a clip from *The Office* that demonstrates the listening process.”
4. Your last point in your presentation should be your **relation** statement. This relates your topic to the audience and tells them why they should listen. It would give them a reason to pay attention. i.e. “This topic is relevant to you because...”
5. Transition



Transitions

Transitions are an important part of every speech. This is what lets the audience know that you're moving on in your presentation. These small components are intended to go between

major components. This statement can be as simple as “Now I’ll move on to the subject matter.” Or “Let’s get started.”

Signposts

Signposts are simple words or phrases that advanced the presentation between points, usually just in the body of the presentation. These can be as simple as “And now,” or “Moving on...”

Body

1. First point or main argument
 - a. Signpost
2. Second point or supporting argument/fact
 - a. Signpost
3. Third point or supporting argument/fact
 - a. Transition



Conclusion

1. The first point in your conclusion should be a **recap** of your presentation, that revisits your most important points. This is not the same as your forecast in your introduction. This statement is what you **want** your audience to retain from your presentation.
2. Finish strong with another **hook** that keeps your audience’s attention and helps them retain the information that you have just presented. This hook should not be the same as the one you began with.

Outline

When preparing a speech, it is always important to have an outline. An outline keeps you focused on your main points and gives you a template to follow as you speak. It can also assist you in pacing yourself, by allowing you to identify how much time you should spend on each component.



Each component of your speech should take up an approximate fraction of the time allotted. The **body** of your speech, because it is the most informationally heavy component and covers the subject matter, should occupy about one-third of your speech time. The **introduction** and **conclusion** should each fill about half of the remaining time, or one-sixth each. For example, in a two-minute speech, the **introduction** should last approximately 15-20 seconds. The **body** should then take up 1 minute and 15 seconds to 1 minute and 30 seconds. The **conclusion** should also occupy 15-20 seconds.

Your outline should always be bulleted and brief, without complete sentences. This document is to simply serve as a reminder for you when you get lost in your speech or lose your train of thought. The next page shows a sample template that you may use for your outline.

Leadership

In leadership, oral presentation is a matter of how you communicate instructions to your subordinates, teach classes, and execute commands from superiors. These actions follow the same general structure. These three components are present in most leadership actions.

When giving drill commands, the preparatory command is your introduction, the command of execution is your body, and the movement is the conclusion. When teaching classes, you have an introduction to the class, then teach the actual lesson as the body, and follow up with a conclusion in the form of a check on knowledge. When giving instructions, you introduce the task, ensure it is understood, then supervise the task's completion.

Speech Outline Template

Intro

- 1) *Hook* – short, pop, shocking, related to the thesis
- 2) *Thesis* – statement sentence, tell the audience what the speech will be about
- 3) *Forecast* – highlighting specific points that will be covered in the body
- 4) *Relation* – a statement or two that shows audience how the topic relates to them

Transition – brief moving forward statement (ex. “Let’s begin with the first point...”)

Body

Point 1 – First point or main argument (your own words!!!)

SP (signpost) – between points (ex. “And now...”)

Point 2 – Second point or supporting argument/fact

SP – (ex. “My last point will be...”)

Point 3 – Third point or supporting argument/fact

(Note: you may have more than 3 points.)

Transition – to end (ex. “Now that you know about _____, let’s wrap this up”)

Conclusion

- 1) *Recap* – highlight most important points from speech (*not a repeat of the forecast*)
- 2) *Hook* – different one. Short, brief, memorable

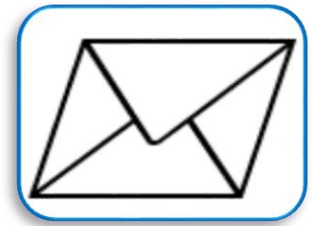
B3. Effective Writing

Written communication is **interlocked** within our modern society and throughout our daily lives. Whether it be reading road signs or billboards, writing an email, writing an essay for class, even just texting or social media posts, each one of us consistently uses a form of written communication. The importance of this skill cannot be **undermined**.

Ineffective written communication can be **inordinately** disastrous, with resulting complications ranging from a simple miscommunication to a failed class or a vehicular collision. Think about what it would be like if a “one-way” road sign was misplaced, and a driver turned into oncoming traffic. In this case, written communication literally saves lives.

Electronic Communication

Electronic communication is becoming an increasingly important component of our communications processes. As new technology is developed, new ways to communicate develop along with it. One method that has become increasingly common is texting. While texting may seem to be a simple, straight-forward communication method, it has the potential to be either very effective and professional, or just the opposite. Nevertheless, when texting, it is always important to use proper courtesies (sir/ma’am, etc.) and conduct yourself in the same professional manner you would want to portray in person.



E-mail communication is another very important electronic communication method. E-mail is a preferred way to communicate for many jobs, especially in professional industries. E-mail is also very important in the military world. As always, it is important to utilize proper courtesies and professional language. E-mails differ from text in that they allow you to attach **pertinent** forms, documents, pictures, or other information that may align with your e-mail. E-mail communication also allows for clear documentation of communication, and to provide a record that you can search through at a later date. E-mail communication also makes it simple for the recipient to identify the sender, in that a name is usually associated with the e-mail account, as well as the fact that you may add a signature block to your e-mails.

Social Media



While you may view your social media profiles as simply a way to connect with your friends and watch funny videos, it can also affect your professional reputation.

When you post on social media, you are utilizing written communication in that you are posting public information, for all to see. Put simply, acting in an acceptable manner on social media is a matter of personal **integrity**. If you act courteous and professional in dealings with your teachers and commandants, and yet your social

media posts reveal you partaking in actions that may reflect badly on your school or Cadet Corps program, you are showing a lack of personal **integrity**.

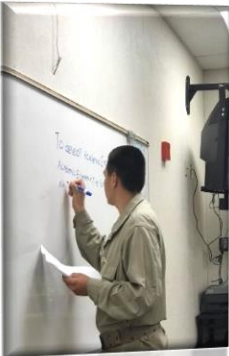
Letters

With ever-evolving technology, letter-writing has become a communication form that is generally viewed as outdated. However, this practice is still important for many actions that are often overlooked in today's society. Letters can be written to communicate with loved ones, appeal to government entities, and apply for jobs. Letters are generally comprised of five parts: **greeting, introduction, body, conclusion,** and **signature**. However, letters vary widely based on their purpose and audience. For CACC purposes, standard letter templates for single and multiple page letters are located in CR 1, Appendixes F-1 and F-2.



Essay writing

Writing an essay is a monumentally significant form of written communication in a school environment. Essays are also important in careers that emphasize research or analysis, as essays are often used to report findings. Essays, similarly to oral presentations, consist of four general components: **thesis, introduction, body,** and **conclusion**. The **thesis** is your topic statement, usually one to two sentences in the introductory paragraph. **Introductions** are commonly restricted to one paragraph, as are **conclusions**. The **body** of the essay is structured depending on the topic and the appropriate length for the essay. There is usually one body paragraph for each major point or argument in the essay, with statements and facts to support that specific point within that paragraph. While essay structure will vary greatly depending on the purpose, topic, and requirements for the essay, they will normally follow this general format.



According to the Writing Center at Harvard University, writing an essay can be broken down as the following: develop your **motive** and idea, **formulate** and develop your thesis, understand the tension of your argument, and structure your essay according to your argument (Duffin).

Motive & Idea

In developing your **motive** and idea, you evaluate the purpose of the essay and your understanding of the topic. Then, you should research the topic and search for adequate sources to provide facts and evidence to support your argument. Your idea should be original – not something you copied out of an article you found. However, your facts and

supporting information should be supported by research and the findings of subject matter experts (Duffin).

Thesis & Development

Your thesis is the glue that holds your essay together and binds the facts and statements throughout. Everything written in your body and conclusion should serve to support and validate your thesis. As you draft your essay and make your supporting arguments, you should develop your thesis to align more clearly with the whole of the essay. While a thesis can be complicated, the essay should serve to interpret and **clarify** your thesis statement (Duffin).

The Tension

The tension of your argument is not the stress you feel to turn in your essay on time. Tension of an argument is the “grey area” between black and white sides of the claim. While either side of the statement may have a valid case to be made, the essay should be bound by reason to not only understand and respond to the counterargument, but to dispute it using fact and evidence. The counterargument is an important part of your argument and being able to comprehend and analyze the opposition will serve to strengthen your argument (Duffin).

The Structure

The structure of your argument sets the stage for how the reader will understand your thought progression and make sense of your argument. Always remember to be clear and concise, so that the reader can clearly interpret the meaning behind your writing and identify how your points connect to your thesis. While there is no specific blueprint to follow when writing an essay, you should always structure your essay to suit your argument (Duffin).

Application

In leadership, effective written communication is seen in WARNORDs and OPLANs, circulars and memorandums, and regulations. These written communications provide clear instructions with all the necessary details to effectively annotate the subject. In the case of warning orders and operation plans, information is provided to accurately disseminate details for events and other happenings. Circulars and memorandums serve the same purpose on a broader scale, usually written in reference to a warning order, operation plan, regulation, notification, or policy change. Regulations serve as a way to clarify rules and provide accurate information for personnel to adhere to those rules.



B4. Creative Writing

Creative writing is a matter of expression. The purpose of creative writing is simply to tell a story, whether fiction or non-fiction. The definition of creative writing is generally loose and varies between authors and writing experts as far as what qualifies as creative writing. Usually, though, creative writing is considered a poem, movie or play script, song, speech, personal essay, biography, or other expressive forms of writing. Creative writing often entails heavy ***imagery*** and imaginative language, with appeals to emotion and plenty of dialogue (Licciardi).

In leadership, creative writing is often utilized in the form of biographies and autobiographies. Through these documented accounts of other leaders, one can learn from their successes and failures, and better understand the do's and don'ts of great leadership.

References

Duffin, Kathy. *Harvard University Writing Center*. 1998.

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Licciardi, Bryanna. "Defining Creative Writing." n.d. *Study.com*.

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