Phase Line 1: The Brand Promise

Introduction

Purpose: Understand the Army National Guard brand and how the RRNCO exemplifies and delivers on the Army National Guard brand promise.

Outcomes:

- Understand the Army National Guard brand promise.
- Be able to articulate the brand promise clearly and concisely.
- Understand how the RRNCO, as its embodiment of the "brand," can best represent the "brand."
- Gain awareness of emotional intelligence and the impact on success in the mission.
- Understand participant's own emotional intelligence and how to maximize positive impact with prospects, Soldiers, leadership, and the community.

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Video Testimonial: The Brand Promise

Instructions: *Watch and listen as Army National Guard Soldiers share their thoughts about the Brand Promise of the Army National Guard. Make a few notes below to remind yourself of what you hear.*

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The Army National Guard Brand Promise

In advertising and marketing, a "brand promise" is how you — the potential consumer — view the brand. Your view is shaped by what you hear about the brand and the images you see associated with the brand.

The Army National Guard brand promise helps people form an image of the Army National Guard and sets it apart from the competition. It is what students, prospects, applicants, Soldiers, community members, and others think of when they hear the name, see the logo or talk with someone wearing the uniform. Advertising, web sites, events and other marketing outlets are how the message gets to the public.

You Can

"You can" is the message that comes through loud and clear: "You can...achieve your goals with the Army National Guard"; "You can…have pride in what you do"; "You can…make a difference."

This is the Army National Guard's brand promise — and it's much more than a commercial slogan. It is the promise of what the Army National Guard can do for the young man or woman considering enlistment or the Soldier thinking about the future. It is a life choice that means the individual who is right for us *can* achieve his or her own goals by joining the Army National Guard.

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Delivering on the Promise — The Army National Guard and You Can

As an RRNCO, you embody the spirit of the "promise." To the community, to the prospect, and to the young Soldiers you enlist, you are living proof that the Army National Guard is as it is represented. The better you understand the brand promise — what it means and how to best support it — the better you can represent that promise, with power and accuracy, to the community and prospects.

Instructions: *Read each scenario below and write what you might say or do in response. Make sure your response upholds the Army National Guard brand promise. Try to incorporate these words where possible:*

- Loyalty
- Freedom
- Citizen Soldier
- Tradition
- Duty
- "You Can"
- Way of life

1. During a high school presentation, a student walks up to you and asks, "Why did you choose the Guard over another branch?"

_____
_____

2. You are on a date with your spouse when you are recognized by the waiter and asked, "What do you think of the recent Guard deployments?"

_____
_____
_____

3. A Soldier close to ETS says, "I can't wait to get out!"

_____
_____
_____

4. A student walks up to you at your display and asks: "I'm Muslim – why would the Army National Guard be interested in me?"

_____
_____
_____

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"Just as the diamond requires three properties for its formation — carbon, heat, and pressure — successful leaders require the interaction of three properties — character, knowledge, and application... One's character, attended by knowledge, blooms through application to produce a leader."

— General Edward C. Meyer, former Army Chief of Staff

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Video: Citizen Soldier

Instructions: *You will watch the video twice. The first time, do not take notes. As you watch the video a second time, take notes below and prepare to share your reactions.*

1. How would you sum up the image of the Army National Guard as portrayed in the video?

2. What were some **key words or phrases** in the video that embody the spirit of the "You Can" brand promise for you?

I am an American Soldier.
I am a warrior and a member of a team.
I serve the people of the United States
and live the Army values…"
—The Soldier's Creed

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Qualities of a Successful RRNCO

Think of good leaders you've known—they've probably demonstrated the five qualities described below. Consider what it takes to be a good NCO and complete the exercise as instructed.

Instructions: *Work in pairs. Read each leader description below and write 1–3 ideas for why or in what situations an RRNCO might use the quality.*

1. Why or in what situations would an RRNCO need the ability to understand the link between one's own emotions, thoughts, and actions?

2. Why or in what situations would an RRNCO need the ability to control emotions or to shift undesirable emotional states to more appropriate ones?

3. Why or in what situations would an RRNCO be able to tap into emotional states that promote a drive to achieve and be successful?

4. Why or in what situations would an RRNCO need to have the knack to read, be sensitive to, and influence other people's emotions?

5. Why or in what situations would an RRNCO need to build and maintain long-term relationships?

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"The most effective leaders switch flexibly among the leadership styles as needed . . . Such leaders don't mechanically match their style to fit a checklist of situations; they are far more fluid. They are exquisitely sensitive to the impact they are having on others and seamlessly adjust their style to get the best results."

—Daniel Goleman, "Leadership that Gets Results"
Harvard Business Review

There is only one corner of the universe you can be certain of improving... and that's your own self.

—Aldous Huxley

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The Army National Guard Philosophy

Soldiers — What are we doing for them today?
A true leader cares for the safety and needs of the Soldiers with a commitment that never wavers.

Trust — It all begins here.
Trust cannot be ordered; it must be earned. Once formed, this bond is one of the most powerful assets our leaders can have.

Courage — For today and tomorrow.
We must be willing to deal with difficult challenges and have the courage to tell it like it is — good or bad.

Integrity — Spells who we are.
Integrity is honesty with a sense of honor. It means telling the truth to one's self as well as to the outside world.

Team focus — Leave the egos home.
In the Army National Guard, the team matters most. When the team succeeds, everyone succeeds.

Loyalty — It is a two-way street.
Loyalty binds a team together with a sense of service, duty, and self-sacrifice. This is what makes a team greater than the sum of its members.

Care — About one another.
We must think beyond the rules; real caring comes from the heart.

Professionalism — Requires something extra.
A code of behavior that drives everything the best leaders possess.

Readiness — The final measure.
Our job is to be constantly prepared for the duties and responsibilities of our federal and state missions. It is our heritage and our future.

"What the Army National Guard Should Be";
Battle Book Supplemental Guide

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Summary

- Army National Guard's brand promise: "You Can."
- You embody the brand to prospects, Soldiers, and people in the community.
- How you come across and what you say shapes people's perceptions.
- Be aware of how emotional intelligence enhances leadership qualities.
- Always remember that you are an NCO first.

"Never let yourself be driven by impatience or anger. One always regrets having followed the first dictates of his emotions."

—Marshall de Belle-Isles
French Minister of War, 1757–1760

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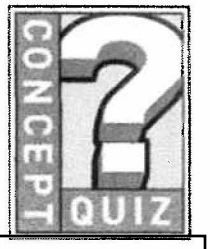

Concept Quiz: The Brand Promise

Review Questions

1. Why is Salesperson a critical role for an RRNCO?

_____

_____

2. Fill in the name of the missing PACES roles of the RRNCO.
   a. _____
   b. _____
   c. _____
   d. _____
   e. Salesperson

Phase Line 1 Questions

1. What is the Army National Guard brand promise?

_____

2. Select the value statement that best completes the statement "In the Army National Guard you can…"
   a. Have the excitement of weekend drills.
   b. Know that what you do makes a difference.
   c. Be part of something greater than the day-to-day life most people lead.
   d. Make the most of your opportunities.
   e. All of the above.

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3. What is the "product" that the Army National Guard is offering?

   a. A way of life.
   b. Two weeks in the summer and a weekend-a-month commitment.
   c. Money for college.
   d. A paycheck.

4. How is the RRNCO part of the brand promise?

   a. Model the lifestyle.
   b. Wear the uniform.
   c. Represent the Army National Guard to prospects, recruits, and their families.
   d. Show what "You Can" means.
   e. All of the above.

5. The five elements of emotional intelligence are (fill in the missing quality names):

   a. Self-_____
   b. Self-_____
   c. Empathy
   d. _____
   e. Social skills

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