

**ARNG - SQI4- Conduct a Lead Generation Presentation
805B-79T-2619 / Version 3.1
Effective Date Not Assigned**

SECTION I. ADMINISTRATIVE DATA

**All Course
Masters/POIs
Including This
Lesson**

Courses

<u>Course Number</u>	<u>Version</u>	<u>Title</u>	<u>Phase</u>	<u>Status</u>
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None

POIs

<u>POI Number</u>	<u>Version</u>	<u>Title</u>	<u>Phase</u>	<u>Status</u>
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None

**Task(s)
Taught(*) or
Supported**

<u>Task Number</u>	<u>Task Title</u>
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Individual

805B-79T-3203 (*)	Conduct a Lead Generation Presentation
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**Reinforced
Task(s)**

<u>Task Number</u>	<u>Task Title</u>
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None

Knowledge

<u>Knowledge Id</u>	<u>Title</u>	<u>Taught</u>	<u>Required</u>
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K1326	Know Dress for Success Program	Yes	Yes
K1413	Know Recruiting Competition	Yes	Yes
K1390	Know Microsoft Office Suite	Yes	Yes
K1311	Know Command Guidance	Yes	Yes
K1511	School Zone (SZ)	Yes	Yes
K1283	Know Army National Guard (ARNG) Programs and Options	Yes	Yes
K1314	Know Comprehensive Communications Skills (CCS)	Yes	Yes
K1411	Know Recruiter Zone Application	Yes	Yes
K1496	Know Your Audience	Yes	Yes
K1297	Know ARNG School Recruiting Program	Yes	Yes
K1273	Know After Action Review process	Yes	Yes
K1323	Know Demographics	Yes	Yes
K1293	Know ARNG Career Planning	Yes	Yes

Skill	<u>Skill Id</u>	<u>Title</u>	<u>Taught</u>	<u>Required</u>
	S0379	Operate General Office Equipment	Yes	Yes
	805B-S-0007	Operate A Computer	Yes	Yes
	S0433	Utilization of Resources/Training Aids	Yes	Yes
	S0328	Develop an Outline	Yes	Yes
	S0436	Utilize General Office Supplies	Yes	Yes
	S2030	Navigate the Internet	Yes	Yes
	S0435	Utilize Army Publishing Directorate (APD)	Yes	Yes
	S0296	Access Recruiting Publicity Item (RPI) account	Yes	Yes
	S0348	Maintain Equipment and Supply Accountability	Yes	Yes
	S0421	Request Resources/Training Aids	Yes	Yes
	S0366	Navigate Microsoft Office Suite Software	Yes	Yes
	S0389	Perform Analysis of Information	Yes	Yes
	S0398	Perform Organizational Skills	Yes	Yes
	S0399	Perform Personal Communications	Yes	Yes
	S0371	Navigate Recruiter Zone Web Application	Yes	Yes
	S0402	Perform Problem Solving	Yes	Yes
	S0388	Perform After Action Review	Yes	Yes
	S0355	Navigate Computer Software	Yes	Yes
	S0403	Perform Public Speaking	Yes	Yes
	S0434	Utilize Active Listening	Yes	Yes
	S0404	Perform Research Skills	Yes	Yes
	S0297	Access Reference Army Publications	Yes	Yes
	S0395	Perform Demonstrations	Yes	Yes

**Administrative/
Academic
Hours**

The administrative/academic hours required to teach this lesson are as follows:

<u>Academic</u>	<u>Resident Hours / Methods</u>		
Yes	6 hrs	25 mins	Conference/Discussion
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Total Hours:	6 hrs	25 mins	

Test Lesson(s)

<u>Hours</u>	<u>Lesson Number Version</u>	<u>Lesson Title</u>
None		

**Prerequisite
Lesson(s)**

<u>Hours</u>	<u>Lesson Number Version</u>	<u>Lesson Title</u>
None		

**Training
Material
Classification**

Security Level: This course/lesson will present information that has a Security Classification of: U - Unclassified.

**Foreign
Disclosure
Restrictions**

None

References

<u>Number</u>	<u>Title</u>	<u>Date</u>
NG PAM 601-1	Personnel Procurement - Army National Guard Strength Maintenance Program	04 Aug 2006
NGR 601-1	Personnel Procurement - Army National Guard Strength Maintenance Program	28 Apr 2006

Student Study Assignment

None

Instructor Requirements

SMTC Qualified Instructor(s)

Support Personnel Requirements

None

Additional Support Personnel Requirements

<u>Name</u>	<u>Student Ratio</u>	<u>Qty</u>	<u>Man Hours</u>
None			

Equipment Required for Instruction

<u>ID - Name</u>	<u>Student Ratio</u>	<u>Instructor Ratio</u>	<u>Spt</u>	<u>Qty</u>	<u>Exp</u>
6130-01-C12-1514 - Power Supply Assembly, TYX: Battery Back Up UPS APC	1:5	1:1	No	0	No
6730-01-C07-0756 - Projector, LCD/DLP: ELP7200 Epson	0:0	1:1	No	0	No
6730-01-C13-1784 - Screen Projection, Rear/Fixed or PT: 980S Quartet	0:0	1:1	No	0	No
702101C056576 - COMPUTER, PERSONAL WORKSTATION	0:0	1:1	No	0	No
702101C161319 - COMPUTER MICRO LAP TOP PORTABLE AC	1:1	0:0	No	0	No
7025-01-559-1352 - Display Unit: Smartboard White 64	0:0	1:1	No	0	No
7520-01-186-3605 - Marker Assortment, Tube Type	1:1	5:1	No	0	No
7520-01-C12-6434 - Easel, portable with/without Access TY SZ AA: QRT500TE Quartet	1:5	1:1	No	0	No
7730-01-C09-7569 - Television Large Screen, with Stereo Speakers: Regza 42RV530U Toshiba	0:0	2:1	No	0	No

*(Note: Asterisk before ID indicates a TADSS.)***Materials Required***Instructor Materials:*

CCS Facilitator's Guide, CCS PowerPoint's

Student Materials:

CCS Participant workbook

Classroom, Training Area, and Range Requirements

<u>ID - Name</u>	<u>Quantity</u>	<u>Student Ratio</u>	<u>Setup Mins</u>	<u>Cleanup Mins</u>
17120-M-1600-40 Classroom, Multipurpose, 1600 Square Feet, 40 Students		1:25	10	10

Ammunition Requirements

<u>DODIC - Name</u>	<u>Exp</u>	<u>Student Ratio</u>	<u>Instruct Ratio</u>	<u>Spt Qty</u>
None				

**Instructional
Guidance**

NOTE: Before presenting this lesson, instructors must thoroughly prepare by studying this lesson and identified reference material.
Instructors must ensure the Operating Environment (OE) is addressed throughout the lesson.

The students should have been assigned a feature of the ARNG during phase line 2 of CCS. If this has not occurred assign students a feature at this time.

**Proponent Lesson
Plan Approvals**

<u>Name</u>	<u>Rank</u>	<u>Position</u>	<u>Date</u>
None			NO DATA

SECTION II. INTRODUCTION

Method of Instruction: Conference/Discussion
Instr Type (I:S Ratio/Qty): 79T Certified Instructor (1:25/0)
Time of Instruction: 5 mins
Instructional Strategy: Large Group Instruction

Motivator

Think back to when you first enlisted. You may have had a good idea about why you wanted to enlist, or maybe you just showed a slight interest in serving your country. Regardless, as we discussed earlier in CCS, one of the most influential people in a lead, prospect or applicant's life is their recruiter. This reason alone makes this task crucial to the success of a RRNCO. If you can't generate interest through your presentations you have one less tool to ensure the readiness of the ARNG and to make mission.

Terminal Learning Objective

NOTE. Inform the students of the following Terminal Learning Objective requirements.

At the completion of this lesson, you [the student] will:

Action:	Conduct a lead generation presentation to capture leads, referrals, and enlistments
Conditions:	In a class room environment, given a RWS, NGR 601-1, NG Pam 601-1, and CCS Student Work Book
Standards:	Students must conduct a feature presentation and receive a 70% or higher on a performance-based evaluation rubric

Safety Requirements

In a training environment, leaders must perform a risk assessment in accordance with FM 5-19, Composite Risk Management. Leaders will complete each task and sub-task by assessing mission, enemy, terrain and weather, troops and support available-time available and civil consideration, (METT-TC).

No food or drink is allowed near or around electrical equipment (CPU, file servers, printers, projectors, etc.) due to possible electrical shock or damage to equipment. Exercise care in personal movement in and through such areas. Avoid all electrical cords and associated wiring. In the event of an electrical storm, you will be instructed to power down equipment. Everyone is responsible for safety. A thorough risk assessment must be completed prior to every mission or operation.

In the event of a tornado, or other adverse weather, designated storm shelters provide protection. In SGT Young Hall, the designated storm shelters are: all latrines and GuardX Rooms.

Risk Assessment Level

Low - Power and Data Cables on the floor.

Assessment: Power cords and data cables may cause a potential tripping hazard.

Controls: Tape or secure cables to the floor.

Leader Actions: Inspect classroom prior to training. Periodically remind students to look down before they move their feet.

Low - Food or drink near computer and electrical equipment.

Assessment: Food or drinks may spill into electrical equipment and cause an electrical shock and damage equipment.

Controls: Do not allow food or drink around electrical or computer equipment.

Leader Actions: Inspect classroom prior to training. Identify and correct violations.

Low - Electrical storm

Assessment: During an electrical storm, surges of electricity can be passed through electrical equipment and can pose a hazard to equipment users.

Controls: Power down all electrical equipment.

Leader Actions: Locate fire extinguisher(s) and first aid kit(s) and ensure they are functional.

Low - Inclement Weather

Assessment: Tornadoes or other adverse weather can pose a huge safety risk.

Controls: In an emergency, move towards designated storm shelters.

Leader Actions: Identify storm shelters in the building and brief students.

Environmental Considerations

NOTE: Instructor should conduct a Risk Assessment to include Environmental Considerations IAW FM 3-34.5, Environmental Considerations {MCRP 4-11B}, and ensure students are briefed on hazards and control measures.

Environmental protection is not just the law but the right thing to do. It is a continual process and starts with deliberate planning. Always be alert to ways to protect our environment during training and missions. In doing so, you will contribute to the sustainment of our training resources while protecting people and the environment from harmful effects. Refer to FM 3-34.5 Environmental Considerations and GTA 05-08-002 ENVIRONMENTAL-RELATED RISK ASSESSMENT. It is the responsibility of all Soldiers and DA Civilians to protect the environment from damage.

Instructional Lead-in

You can tell by the title of this task that presenting is definitely another form of prospecting and is definitely closely related to the other forms of prospecting that we have or will cover in the course.

SECTION III. PRESENTATION

TLO - LSA 1. Learning Step / Activity TLO - LSA 1. At the end of this lesson, students will demonstrate how to Conduct a Lead Generation Presentation

Method of Instruction: Conference/Discussion

Instr Type (I:S Ratio/Qty): 79T Certified Instructor (1:25/0)

Time of Instruction: 6 hrs 15 mins

Instructional Strategy: Large Group Instruction

Media Type: Printed Reference Material

Other Media: Unassigned

Security Classification: This course/lesson will present information that has a Security Classification of: U - Unclassified.

NOTE: Refer to CCS Facilitator's Guide, Phase Line 4, Checkpoint 5 (Presenting).

Cover the following:

a. School Entry Vehicles- Cover this entire section in 10 minutes as opposed to 30. School Entry vehicles were covered in the Lesson Plan 'Administer School Programs.' Use the 10 minutes to conduct a brief review of the various School Entry Vehicles.

b. Construct the Presentation- Add the extra 20 minutes from School Entry Vehicles to Construct the Presentation, which will now cover 50 minutes.

c. Cover the remainder of the Check Point in 255 minutes.

Check on Learning: Ask questions to the students about School Entry Vehicles and how they would/could use them effectively.

Review Summary: Make sure each student has a topic for their presentation. If not, assign one at this time. Remind the student they can use Phase Line 4, Checkpoint 5 as a guide for their presentation. Cover the Rubric with the students so they know how they will be graded.

SECTION IV. SUMMARY

Method of Instruction:	Conference/Discussion
Instr Type(I:S Ratio/Qty):	79T Certified Instructor (1:25/0)
Time of Instruction:	5 mins
Instructional Strategy:	Large Group Instruction

Check on Learning

Instructor will conduct a Check on Learning at the end of each LSA.

Review/ Summary

Summarize the learning activity.

SECTION V. STUDENT EVALUATION

Testing Requirements

Refer student to the Individual Student Assessment Plan (ISAP).

Feedback Requirements

Schedule and provide immediate feedback in context to the material presented. Answer students' questions, correct misunderstandings, and provide remedial training as needed.

Appendix A - Viewgraph Masters

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Sequence	Media Name	Media Type
None		

Appendix B - Test(s) and Test Solution(s)

Appendix C - Practical Exercises and Solutions

PRACTICAL EXERCISE(S)/SOLUTION(S) FOR LESSON 805B-79T-2619 Version 3.1

Appendix D - Student Handouts

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Sequence	Media Name	Media Type
0	Presentation Rubric	DOCX
0	Presentation Checksheet	XFD

Appendix E - TRAINER'S LESSON OUTLINE

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DRAFT

1. The importance of this lesson: (Why)

Conduct a lead generation presentation to capture leads, referrals, and enlistments

2. What we want our Soldiers to Achieve: (Outcomes/Standard)

Students must conduct a feature presentation and receive a 70% or higher on a performance-based evaluation rubric

3. Tasks to be taught

<u>Task Number</u>	<u>Task Title</u>	<u>Task Type</u>
805B-79T-3203	Conduct a Lead Generation Presentation	Individual TAUGHT

Additional Non-Standard Tasks

None

4. References:

<u>Reference Number</u>	<u>Reference Title</u>	<u>Date</u>
NG PAM 601-1	Personnel Procurement - Army National Guard Strength Maintenance Program	04 Aug 2006
NGR 601-1	Personnel Procurement - Army National Guard Strength Maintenance Program	28 Apr 2006

Additional Non-Standard References

None

5. Resources

TIME: Time of Instruction: 6 hrs 25 mins

LAND: Classroom, Training Area, and Range Requirements

<u>Id</u>	<u>Name</u>
17120-M-1600-40	Classroom, Multipurpose, 1600 Square Feet, 40 Students

AMMO: Ammunition Requirements

<u>DODIC</u>	<u>Name</u>
None	

MISC: Materiel Items and TADSS Requirements

<u>Id</u>	<u>Name</u>
6130-01-C12-1514	Power Supply Assembly, TYX: Battery Back Up UPS APC
6730-01-C07-0756	Projector, LCD/DLP: ELP7200 Epson
6730-01-C13-1784	Screen Projection, Rear/Fixed or PT: 980S Quartet
702101C056576	COMPUTER, PERSONAL WORKSTATION
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7025-01-559-1352	Display Unit: Smartboard White 64
7520-01-186-3605	Marker Assortment, Tube Type
7520-01-C12-6434	Easel, portable with/without Access TY SZ AA: QRT500TE Quartet
7730-01-C09-7569	Television Large Screen, with Stereo Speakers: Regza 42RV530U Toshiba

(Note: Asterisk before ID indicates a TADSS.)

Additional Non-Standard Resources

None

6. A possible technique to achieve the outcome:

None

7. Conduct AAR with Soldier and Cadre.

None

NOTE: Before presenting this lesson, Instructors must be thoroughly prepared by studying the appropriate lesson plan and identified reference material.