



THE
MISSION
CONTINUES

PLATOON LEADERSHIP SUMMIT

Platoon Leadership Summit Goals

- **CONNECT/BUILD REALTIONSIPS**
- **BUILD UPON VOLT TRAINING**
- **NDOS/90 DAY ACTION PLAN**
- **HAVE FUN**

AGENDA

- 8:15 AM Panel: Community Impact...it's easy as ABCD
- 9:00 AM Connection Activity
- 10:00 AM Platoon Operations Time
- 11:00 AM From Service to Sharing: All things Storytelling
- 11:45 AM Lunch/PALs Session
- 1:30 PM Mission: Ready, Set, Play!
- 2:45 PM Indoor/Outdoor Concurrent Sessions
- 4:45 PM Mission Moment
- 5:00 PM Office Hours

MISSION MOMENT

WHAT REGISTERED OR RESONATED WITH YOU?





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CORE VALUES



WE VALUE COLLABORATION



WE PRIORITIZE INCLUSIVENESS



WE ACT WITH INTEGRITY



WE PRACTICE COMPASSION



WE GROW THROUGH LEARNING



GROUP NORMS

- **BE ACCOUNTABLE FOR YOUR EXPERIENCE**
- **BE RESPECTFUL**
- **LISTEN ACTIVELY**
- **SHARE THE MIC**



COMMUNITY IMPACT...IT'S AS EASY AS ABCD

Moderator: Denita White – Manager, Learning & Development

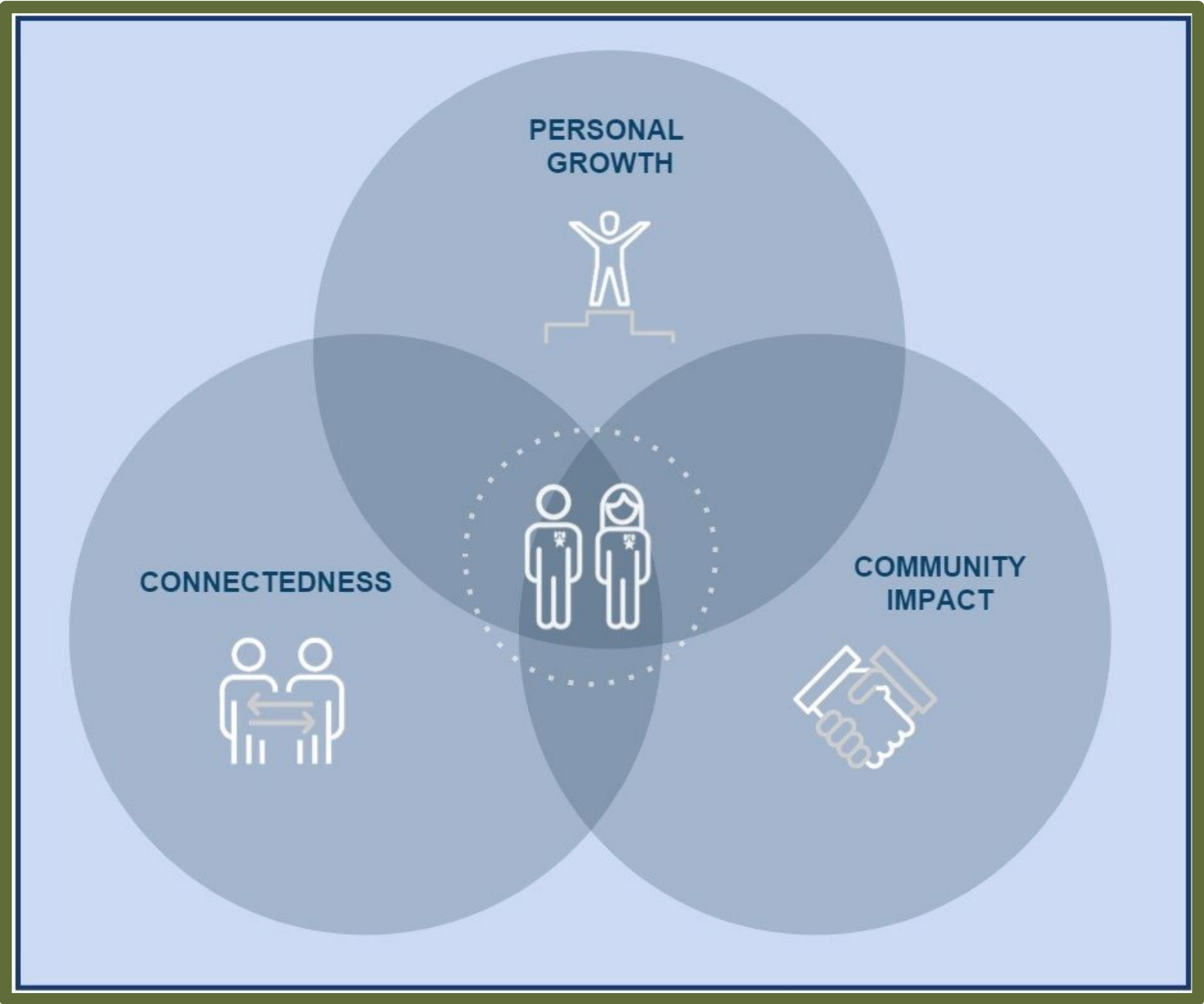
Panelists:

Tamica Willis-Dill, Detroit Platoon Leadership Team Member

Derek Auguste, Miami Platoon Leadership Team Member

Nick Lubovich, Founder – Pullman Tech Workshop

Megan Kruse, Senior Project Manager – The Mission Continues



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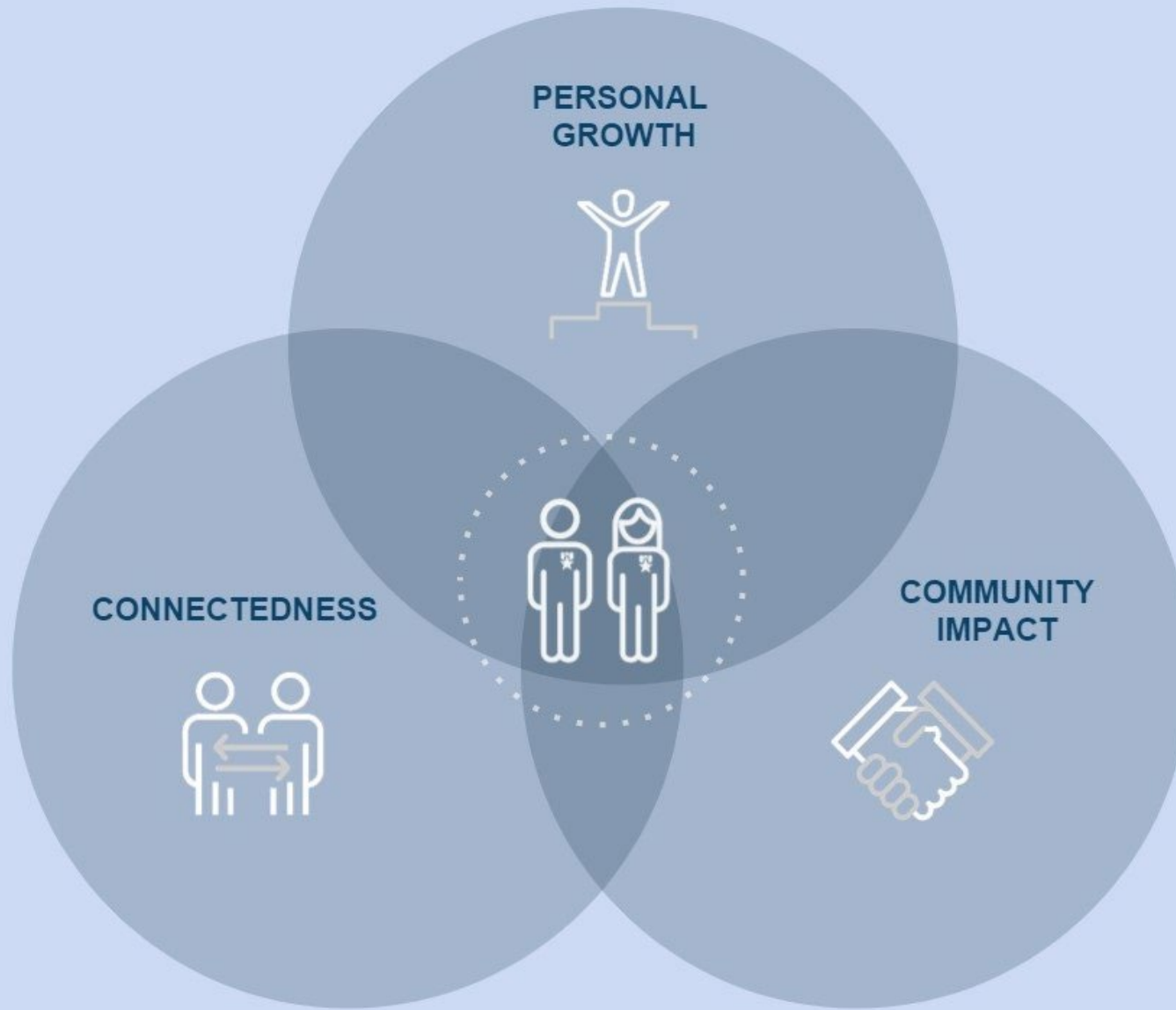


CONNECTION ACTIVITY

JESSE TUBB, GRIT-ADVENTURES

PLATOON OPERATIONS TIME

RASHEEM HOWELL, DIRECTOR OF PLATOON OPERATIONS



YOUR IMPACT TELLS THE STORY



ACCURATE REPORTING

- *Helps us ALL showcase your local impact*
- *Registrations → Activations*



WHY DOES THIS MATTER?

(Hint: More Than Just a Win for Spreadsheet Lovers!)

- **Accurate numbers = stronger funding and resources**
- **Helps you make a greater impact in your community**



PLATOON OPERATIONS TIME

Kimia
Regions
E L302

Tasha
Regions
E L308

Charlie &
Cynthia
Regions
E L310

Brian &
Megan
Regions
E L311

Stephanie
Regions
E L313

FROM SERVICE TO SHARING ALL THINGS STORYTELLING

KEITH THOMAS

SENIOR DIRECTOR, MARKETING & COMMUNICATIONS

WHAT is Storytelling?

Storytelling is vital to our operations and is becoming increasingly more crucial that content collection and sharing of stories from the field happens at the platoon level.

WHY is Storytelling Important?

All our platoons do incredible work. But it goes largely unnoticed by anyone not at the service projects. So, if we're not showing them what they're missing, how do we expect them to want to come to our next one and be a part of this incredible connection and impact?

HOW to Tell the Stories?

#PLSummit

Let the stories do the work. Do veterans like to brag about the service and impact they are making? Not usually. But it's important. If your story is compelling, honest, and genuine, it may inspire more veterans to serve, and many of them need this. And we know our communities need the platoons.

WHAT TO SHOOT:

TOP 5 STORYTELLING NEEDS FROM PLATOONS

DONATE — ACTIVATE — ADVOCATE

- ❑ Emotional content – connectedness, renewed purpose, etc.
- ❑ Teamwork, collaboration, inclusion: visual stories of bridging and working together to accomplish a common goal.
- ❑ Community partners/members to speak to what this impact means to them and the residents of their community.
- ❑ Thanking/shouting out sponsors.
- ❑ Gritty, hard work, getting shit done shots.



More of the WHAT



□ IMAGES:

- Opening/Kickoff - veterans, volunteers, partners, sponsors, etc.
- Action shots – working, high-fiving, hugging, dancing, etc.
- Before and after shots of the work being done.
- Team Photo
- Charlie Mike (video as well)

□ VIDEOS:

- Just general working footage that can be used to make a recap video
- Shoutouts: PLTs, veterans, sponsors, community partners thanking each other, etc.
- Quotes: Capturing 30 second sound bites of volunteers talking about what this service project/community impact means to them, etc

More of the HOW



USE YOUR MOBILE DEVICE, AND SHOOT VERTICAL

EASY CONTENT

CAPTURE SOME IMAGES AND/OR VIDEOS OF VETERANS AND VOLUNTEERS INTERACTING AT YOUR SERVICE PROJECT. WHAT TO LOOK FOR?

- ☐ PEOPLE WORKING TOGETHER; USING TOOLS, GETTING DIRTY, ETC.
- ☐ HUGGING, LAUGHING, HI-FIVING, DANCING, ETC.
- ☐ LOTS OF **BLUE**.

ADVANCED CONTENT

IN ADDITION TO THE “EASY” CONTENT, TRY TO GRAB A FEW VETERANS AND/OR PLATOON MEMBERS, AND GET THEM TO DO A SHOUTOUT RECORDING ON YOUR PHONE. SOME GREETING OPTIONS:

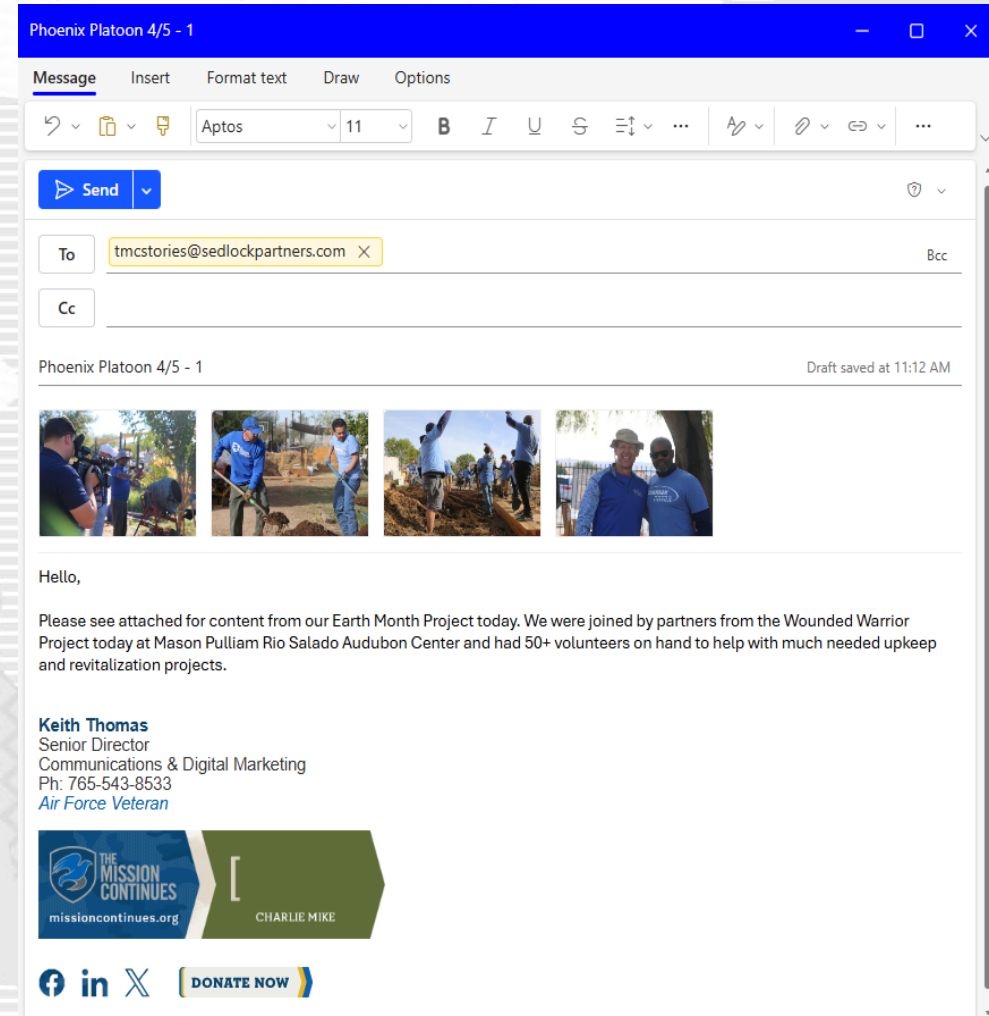
- ☐ “KEITH HERE, AND I’M REPORTING FOR DUTY IN PHOENIX”
- ☐ “HEY IT’S GLORIA ... CHARLIE MIKE FROM LA”
- ☐ “DAMION HERE, HOWDY FROM HOUSTON”
- ☐ “I WANT TO THANK STARBUCKS FOR ONCE AGAIN FUELING OUR MISSION HERE IN CHICAGO.”

How to Share

To share content in real-time from your service project, follow these steps...

1. Snap/record content
2. Open mail app on phone
3. Enter tmcstories@sedlockpartners.com
4. Provide brief description
 - Subject Line: "XXX Platoon XX/25 - 1"
 - Brief copy of anything else of note: Partners, location, number of volunteers, etc.

NOTE: This will instantly reach our PR team for media pitches and our social team for postings.



Top 5... Revisited:

- ☐ Emotional content – connectedness, purpose, etc
- ☐ Teamwork, collaboration, inclusion
- ☐ Community & Impact
- ☐ Thanking/shouting out sponsors
- ☐ Gritty, hard work, getting' it done

Any evidence of these in the clip?



MISSION: READY, SET, PLAY!



CONCURRENT SESSIONS

BLUE

MOCK SITE SURVEY

GRAY

OUTDOOR SKILLS



PART 1: PLANNING & PREPARATION

MOCK SITE SURVEY



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THE BLUF

You're conducting a site survey with a prospective new partner.

The host site is going to share some ideas with you.

You'll be responsible for taking notes, asking clarifying questions and filling out a Site Survey Doc.

PLUMMER ELEMENTARY SCHOOL

EARTH DAY PROJECT



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ABOUT **US**

STUDENTS

KINDERGARTEN- FIFTH GRADE

LOGO

PANTHERS

COLORS

BLUE AND GOLD

MOTTO

**ROAR- RESPECT, ON-TASK,
ACHIEVEMENT, RESPONSIBILITY**



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SCHOOL ENTRANCE



SCHOOL ENTRANCE



- **Parents/guardians stand in front of the school while waiting to pick-up students**
- **Bushes are dead and eye sore**
- **Would like school branding outside or a way to get children excited to come to school**



CAFETERIA

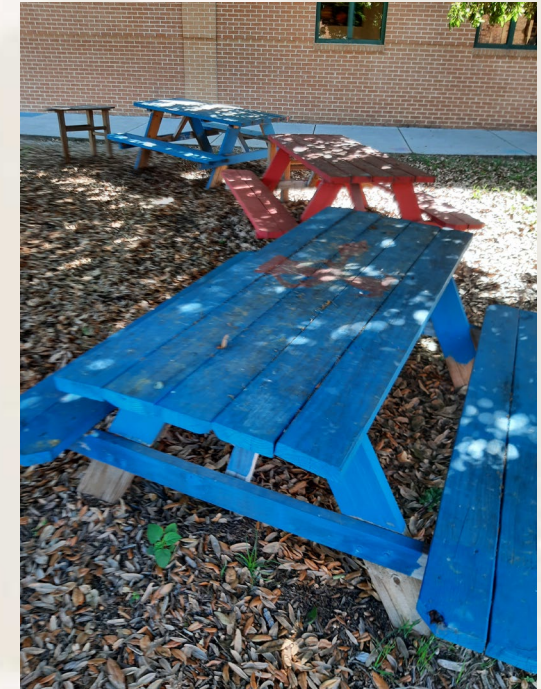


- **School cafeteria is bland and blank**
- **Flooring is in bad shape**
- **Tables are outdated**

OUTSIDE CLASSROOM & LEARNING GARDEN



- **Expand seating options for outdoor classroom**
- **Current picnic tables have peeling paint**
- **Outdoor classroom gets muddy during spring rains**



OUTSIDE CLASSROOM & LEARNING GARDEN



- **Transform unused/ overgrown area to a place where students can learn about gardening and put skills into practice**



PLAYGROUND



- **Outdoor recess area is lacking in activities for students**



STORAGE CLOSET



- **Organize and clean out un-used classroom**
- **Repurpose classroom into a usable space**

DIRECTIONS

Work with the people at your table to create a potential scope of work for your Earth Day project for 40-50 people for a 4 hour project.

You can use Basecamp or the documents on the tables to help you.

Do not worry about budget, materials or tools. In real life, you'll use your complete site survey doc and proposed scope to work with your Platoon Operations Manager to fill in the rest of the details.

QUESTIONS?

25 MINUTES OF WORK TIME!



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CHARLIE MIKE!

