

# National Management Institute 1



## Leadership Skills - Introduction

# National Management Institute 1



## Leadership Skills - Introduction

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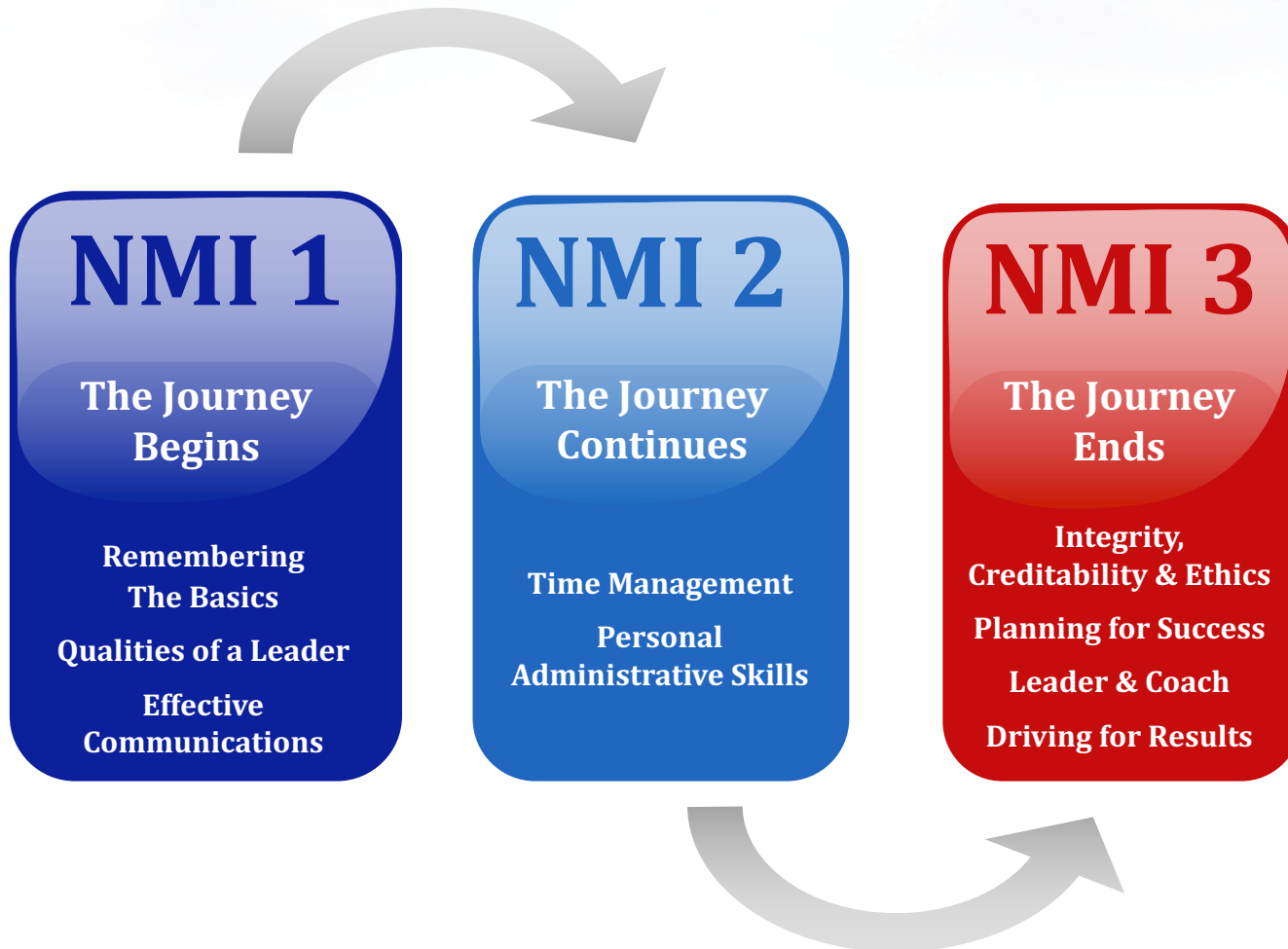
## **Mission Statement**

The National Management Institute (NMI) develops leaders and their skills to communicate effectively, manage volunteers, and administer the programs of the Sons of The American Legion

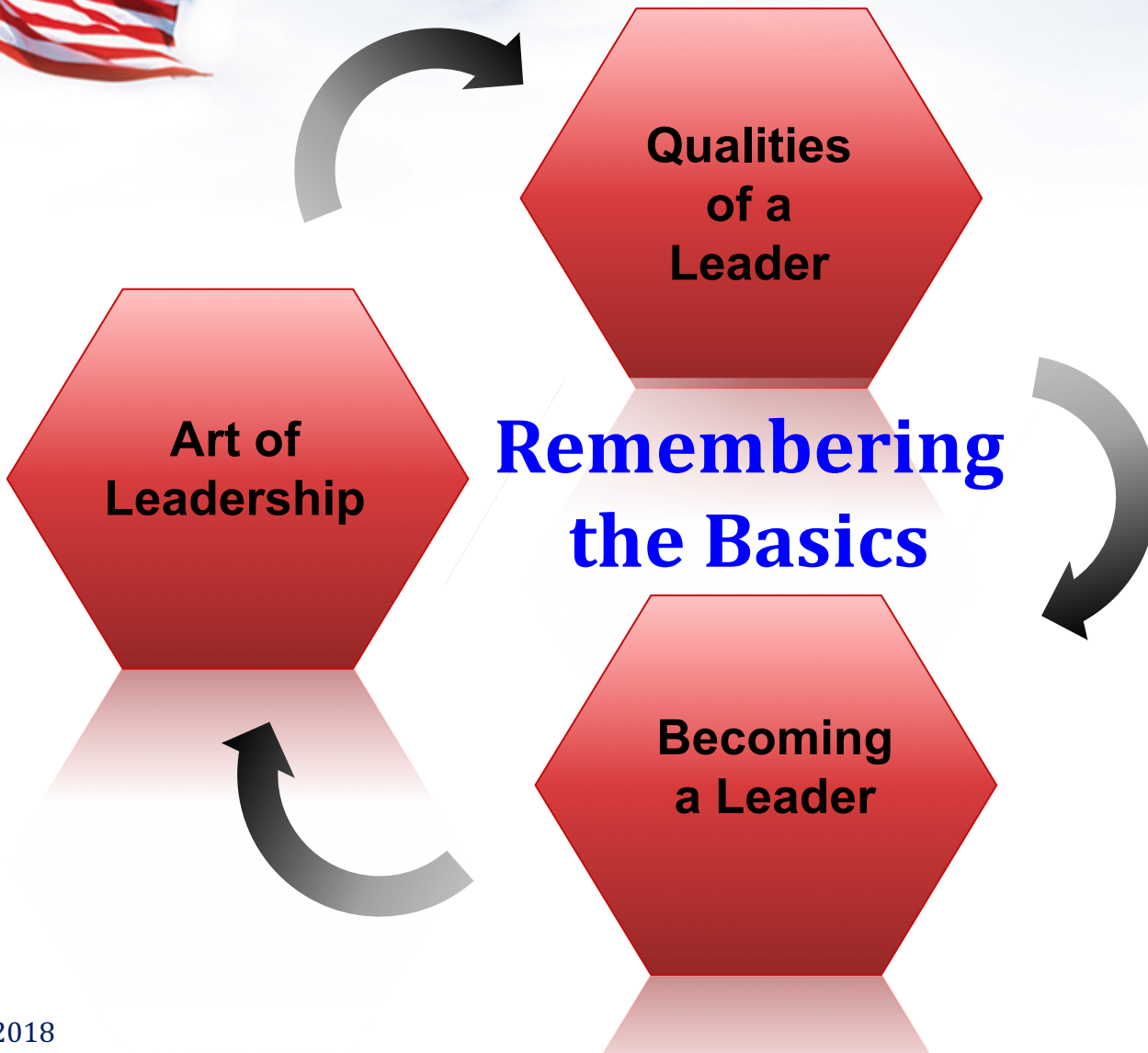
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## Commitment to NMI



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## Qualities





## The “Art of Leadership”

- A leader is one who has followers. A leader deserves to have followers if he has *earned* recognition. Authority alone IS NEVER enough to command respect.
- A leader does not say “Get Going!” Instead, he says “Let’s Go!”
- A leader assumes that followers are working *with* him, not *for* him. He considers them partners in the work and sees to it they share in the rewards.
- A leader duplicates himself in others. He helps those under him to grow because he realizes that the more leaders an organization has, the stronger it will be.
- A leader does not hold people down; but lifts them up.
- A leader has faith in people, believes in them, trusts them, and thus draws out the best in them.
- A leader uses his heart as well as his head. After the facts have been seen, he lets his heart take a look too.
- A leader is a self-starter. He creates plans and sets them in motion.



## **The “Art of Leadership”**

The future belongs to those who prepare for it; and developing tomorrow’s leaders – active members, chairmen and officers – it is our challenge. You can excel in

**“The Art of Leadership”**



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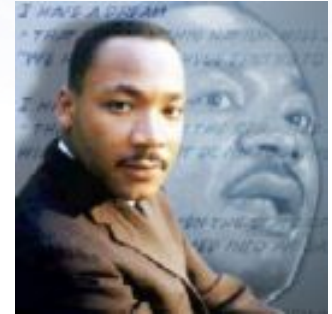


## Becoming a Leader



- Set Goals
- Take the Initiative
- Be Cooperative
- Show Empathy
- Be of Service
- Inspire Others
- Encourage Active Participation

- Show Appreciation
- Build Self-Esteem
- Be Enthusiastic
- Communicate Effectively
- Be Creative & Original
- Demonstrate a Positive Attitude





## Effective Communications





## Developing Basic Writing Skills

Remembering the 5 **‘W’s** and the **‘H’**

Who ?  
What ?  
When ?  
Where ?  
Why ?  
How ?





## Developing Basic Writing Skills

- Be sure your writing is clear and concise. Know the difference between concise and comprehensive.
- Identify the main topic. Note key points and answer the reader's questions.
- Proper grammar, spelling and punctuation are critical to effective writing.
  - Use the tools on your computer (spell check & grammar check).
- Do not be afraid to use a dictionary or a thesaurus. Do not use big words. Limit the use of technical terms, abbreviations, and acronyms.

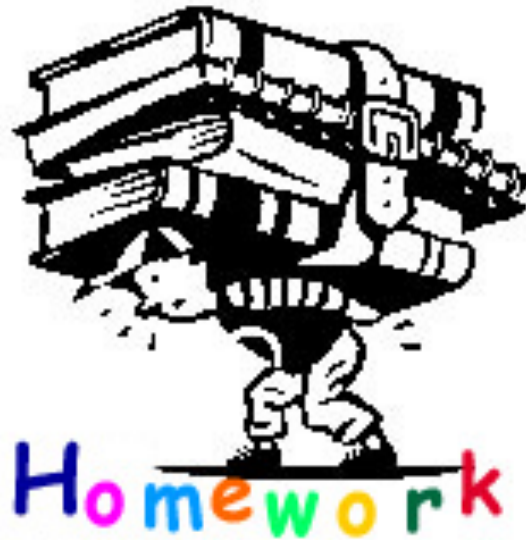


## Developing Basic Writing Skills

- Practice working from an outline.
- Develop a draft of your final product.
- Ask someone else to read / review your draft.
- Use feedback to perfect your writing.
- Be more succinct.



## Review of Homework Assignment



**Memo of introduction on yourself,  
written on the appropriate letterhead.**



# Sons of The American Legion



For God and Country

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March 1, 2017

Mr. Mark Tansel  
Detachment of Indiana  
Sons of The American Legion

Dear Mr. Tansel,

Congratulations! On behalf of the National Commander, Jeff Frain, it is my great pleasure to invite you to attend the National Management Institute of The Sons of The American Legion. You will be attending NMI-1. NMI sessions will be held on Saturday, May 6, 2017, in conjunction with the Spring National Executive Committee meetings held at the Sheraton Hotel – City Centre, in Indianapolis, Indiana. NMI-1 will be held in the Circle West Room at 1 PM.

Your hard work and dedication to The American Legion Family and your continued efforts to be a participant at the "National Level" or "Detachment Level" of our organization has earned you this opportunity. NMI was created to increase, enhance, and improve the administrative and managerial skills of current and future leaders of The Sons of The American Legion.

As you well know, space is limited to 20 new students each year to begin NMI. If for any reason you cannot attend NMI this spring, I would appreciate your response in this matter as soon as possible so that someone else can be scheduled to fill your spot. Since space in NMI is a premium, your response is critical.

Specific information regarding the weekend agenda will be published by the National Adjutant as we get closer to the "Spring 2017 NEC" meeting. A room reservation form is enclosed from National Headquarters. Please complete the form and utilize this information for your room reservations.

You have 2 "homework" assignments:

- 1) Bring a memo of introduction (2 copies) on yourself,
- 2) Memorize the "Sons of The American Legion" Preamble

NMI sessions are "business casual" and do not require that you wear your S.A.L. cap. Your NMI session will consume most of the afternoon on Saturday, so please dress for comfort.

If for any reason, you have any questions or concerns regarding NMI, please do not hesitate to contact me, or, Don Culver at 316-788-5153 or email Don at [dculver@swbell.net](mailto:dculver@swbell.net).

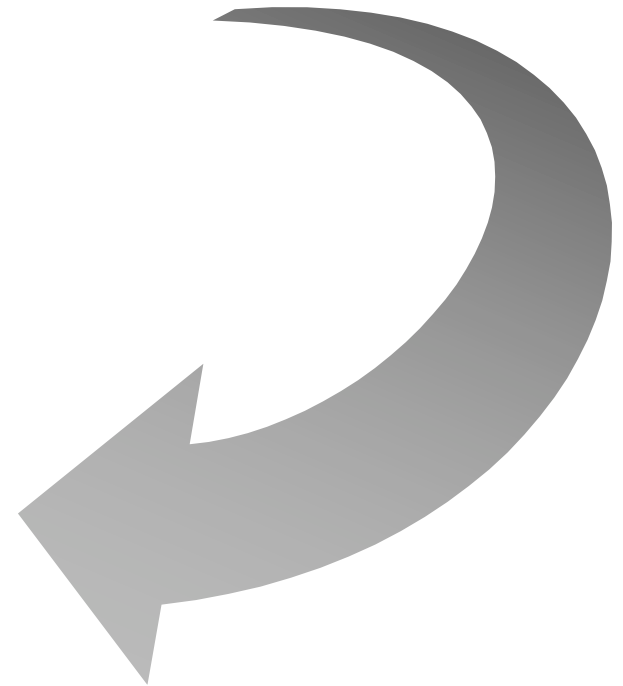
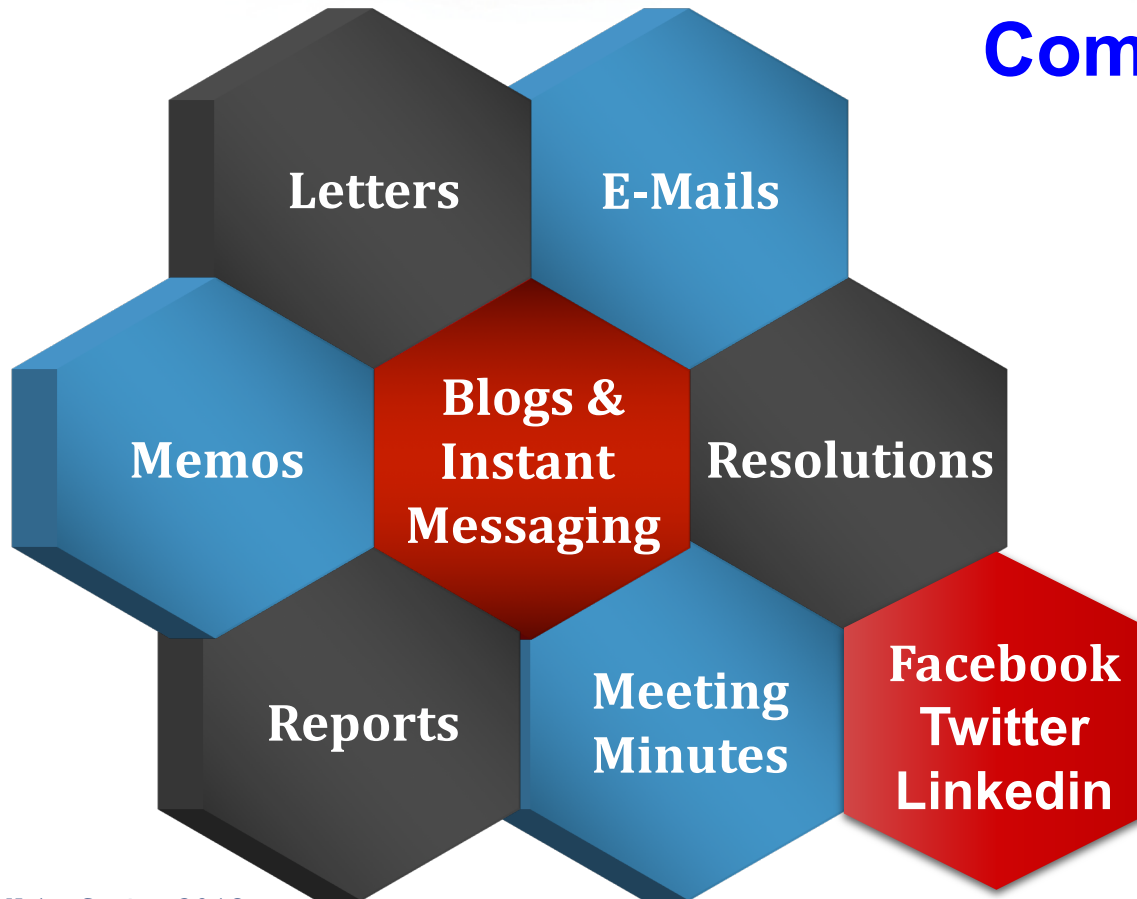
For the Sons,

Michael J. Sawicki, National Chairman  
Member Training and Development  
Sons of The American Legion





## Different types of Written Communications



## Business Letter Basics



- Understand the use of logos, fonts, letterhead and paper.
- State the subject and purpose of the letter. One or two main topics.
- Elaborate on the subject, then state conclusions, recommendations or decisions.
- Conclude the letter with offering a closing action item or plan.
- Do not belittle the reader.
- Be positive, accurate and offer a solution to the problem.



## E-mail Basics



### E-mail Do's

- Quick notice to members
- Reminder of Events
- Limit to the Audience
- Be positive
- Check your spelling & grammar
- Review before sending
- Include attachment if your refer to it

### E-mail Don't's

- don't use all lower case
- DON'T USE ALL UPPER CASE
- Don't cc: everyone
- Don't vent, criticize





## Social Media Basics



### Social Media Do's

- Showing Events of Squadrons
- Reminder of Events
- Event Invites
- Do promote positive accomplishments
- Check your spelling & grammar
- Keep up to date
- Respect privacy

### Social Media Don'ts

- Don't post anything in moment of anger
- Don't criticize or degrade others opinions
- Don't debate Squadron / Post issues
- Don't discuss politics
- Don't discuss religion

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**Research**

**Your Standard  
Delivery**

**Presence**

**Do's &  
Don'ts**

**Verbal  
Communication  
Tools**

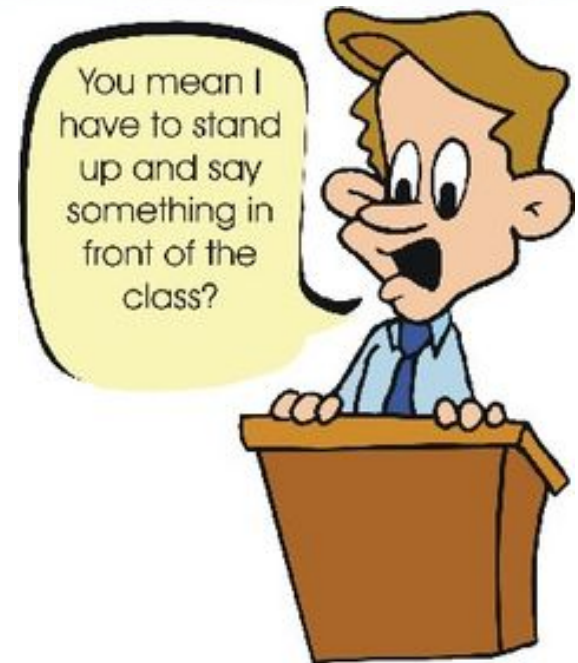
**Q & A**

**Preparation**

**Delivery**



## Always Be Prepared to Speak





## Public Speaking

### Introduction:

- Public speaking is the process of speaking to a group of people in a structured, deliberate manner intended to inform, influence, or entertain the listeners.
- Public speaking have several components that embrace such things as motivational speaking, leadership/personal development, business, customer service, large group communication, and mass communication.

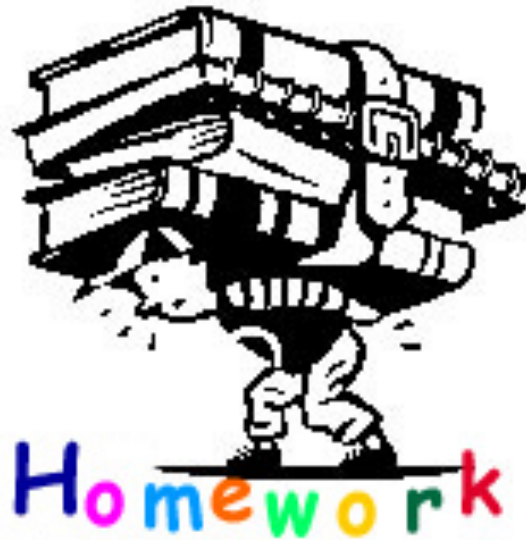




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## Review of Homework Assignment



### Reciting the Preamble to the SAL Constitution

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## **Preamble to the S.A.L. National Constitution**

*Proud possessors of a priceless heritage, we male descendants of veterans of the Great Wars, associate ourselves together as "Sons of The American Legion" for the following purposes:*

*To uphold and defend the Constitution of the United States of America; to maintain law and order; to foster and perpetuate a true spirit of Americanism; to preserve the memories of our former members and the associations of our members and our forefathers in the Great Wars; to inculcate a sense of individual obligation to the community, state and nation; to combat the autocracy of both the classes and masses; to make right the master of might; to promote peace and good will on earth; to safeguard and transmit to posterity the principles of justice, freedom and democracy; to consecrate and sanctify our friendship by our devotion to mutual helpfulness; to adopt in letter and spirit all of the great principles for which The American Legion stands; and to assist in carrying on for God and Country.*



**“ I CAN and I WILL “**

## **Public Speaking Exercise**





## **“ I CAN and I WILL “**

### **Breakout Groups (4 groups)**

- ☐ Each group will be given a requirement to present a one on one presentation and a group presentation.
- ☐ Each group will be given a window of 5 to 8 minutes to prepare.
- ☐ The goal is to see how well you prepare, and how well you present based on your topic.
- ☐ Lastly, short notice presentations are not unusual within the Legion Family, so make it work and enjoy!



# National Management Institute 1



## **Pillar I: Veterans Affairs & Rehabilitation**

VA Claims Backlog

Access to VA

HealthCare

Network of Service Officers

VA Vet Centers

HealthCare Funding Formula

Volunteering

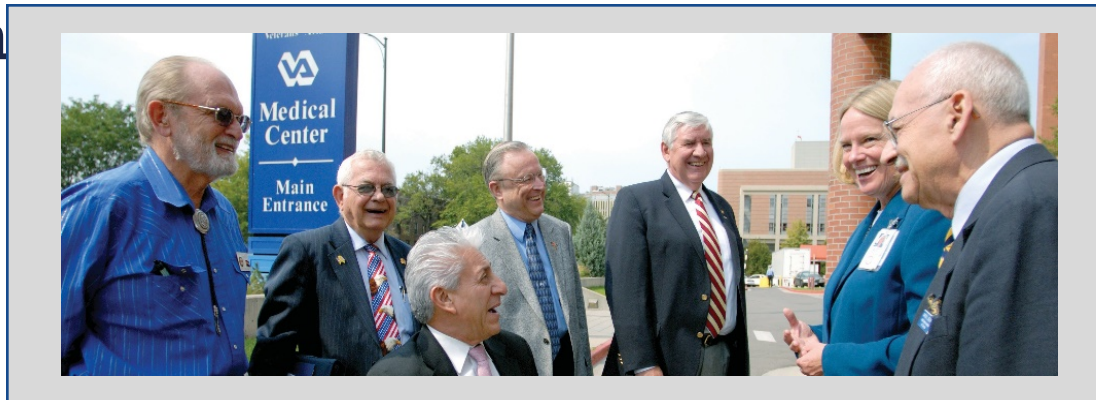
Veterans with Special Needs

Final Respects

Heroes to Hometowns

Careers for Veterans

Homelessness



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## Pillar II:

## National Security

Support for the Troops  
Quality of Life  
POW / MIAs  
Warriors



Size of the Armed Forces  
Homeland Security  
Operation Comfort



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## Pillar III: Americanism

Flag Protection / Retirement  
Illegal Immigration  
Voter Registration and  
Participation  
Boys Scouts of America  
The Pledge of Allegiance  
Establishment-Clause Lawsuits  
Legacy Run  
Boys Nation  
American Legion Baseball



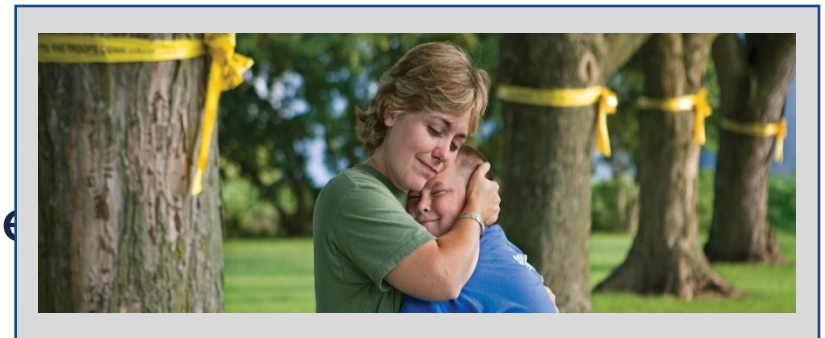


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## Pillar IV: Children & Youth

Child Pornography  
Catastrophic Illness  
Intellectual Disabilities  
Immunization  
Family Integrity  
Media Violence  
Drug Abuse  
Child Sexual Exploitation  
Family Support Network  
Temporary Financial Assistance  
Child Welfare Foundation







## Preparation

- **Why are you speaking?**
  - To bring greetings
  - To chair the meeting
  - To address the issue as a stakeholder
  - To solicit donations or support
  - To answer questions with clear authority
  - Bring a relevant message



## Preparation

- **Who are you speaking to?**
  - The American Legion
  - The American Legion Auxiliary
    - Remember NOT “Ladies Auxiliary”
  - The American Legion Riders
  - “Joint Session” of the American Legion Family
  - The Detachment Executive Committee
  - The National Executive Committee
  - Public audience
    - Remember all are ‘Potential Members’
    - Remember they may not be familiar with American Legion Family



## Research

- RESEARCH, RESEARCH, RESEARCH!
  - What is the main subject
  - Know your reference material
  - Always be accurate
    - Facts
    - Figures
    - Quotes
    - History
  - Give credit where credit is due



## The Do's of Public Speaking



- Be Positive
- Be Passionate
- Be Enthusiastic
- Be Clear
- Be Concise
- Use a microphone
  - If available
- Time Management
- Practice







## The Do Not's of Public Speaking

- **DO NOT** look at the podium
- **DO NOT** fidget
- **DO NOT** rant & rave
- **DO NOT** over animate
- **DO NOT** keep repeating the same point
- **DO NOT** pace the stage
- Be careful with the following words:
  - Like, Ah, ahh, um
- **DO NOT** lend opinions to their politics



## Your Presence

- Dress for success
- Use your passion
- Always be positive
- Make eye contact
- Use positive mannerisms
- State your point and move on
- Know where your hands are at all times
- Find a “SPEAKING ROLE MODEL”
  - Duplication is the sincerest form of flattery!





## Remember

There is no wrong or **right** way...

Be **yourself**, Be **calm**,  
and Be **confident** ...



## Your Delivery

- Project the image
- Know your audience
- Always have an introduction
- Stay on message
- Be accurate
- State the point and move on
- In closing...(“Always reinforce your main point.”)





## **Delivery Exercise**

- **Bringing Greetings**
  - Prepare a short address (3-5 min) to bring greetings to the Annual Convention of The American Legion Auxiliary in your state. Your role is to speak on behalf of The Sons of The American Legion as the Detachment Commander.



## Questions and Answers

- Always know your subject
  - There are no dumb questions
  - Be clear
  - Be concise
  - If you do not know, say so and pledge to get an answer from a knowledgeable resource
  - Your opinion may not always be the fact

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# NMI 1: Leadership Skills – The Journey Continues Questionnaire / Survey

*Here is your chance to rate this program.*

*We need your comments and suggestions to improve this course.*

*You can and do make a difference!*

Please take a moment to complete the Survey  
inserted in this book for improvements and  
feedback.

*Thank You!*





# National Management Institute 1



# Congratulations !

*You have just completed Session I of  
The Sons of The American Legion  
National Management Institute.*

***See you next year for NMI 2!***

# National Management Institute 1



**Thank You!**

Leadership Skills - Introduction