Champion, Unreasonable Hospitality 2027

Positions available: One senior member and one cadet member

Purpose

The Champion for Unreasonable Hospitality serves as the subject matter expert and principal advocate for integrating the principles of *Unreasonable Hospitality* throughout Civil Air Patrol. The Champion promotes understanding, adoption, and practical application of these principles in support of the National Commander's vision and organizational priorities.

Primary Responsibilities

- Develop and maintain expert-level knowledge of the concepts, principles, and practices outlined in *Unreasonable Hospitality*.
- Demonstrate the connection between Unreasonable Hospitality and the National Commander's vision, ensuring organizational alignment at all levels.
- Develop annual training objectives, desired outcomes, and implementation strategies for the initiative.
- Design, coordinate, and deliver both virtual and in-person training programs to educate CAP members on the principles and application of Unreasonable Hospitality.
- Facilitate monthly online learning sessions and support leadership development opportunities, including training conducted during Command Council meetings.
- Collaborate with National Headquarters staff to address questions, provide guidance, and support implementation efforts across the organization.
- Work with senior leadership to identify and mentor a Cadet Champion who can promote the principles of Unreasonable Hospitality within the Cadet Program.
- Engage with members, leaders, and stakeholders to build awareness, encourage adoption, and share best practices.
- Serve as a resource for wings, regions, and national-level leaders seeking to implement hospitality-centered approaches to member engagement, customer service, leadership, and organizational culture.
- Assess program effectiveness and recommend improvements to training, communication, and implementation efforts.

Qualifications

- Thorough understanding of the principles and practices of *Unreasonable Hospitality*.
- Strong communication and instructional skills, with experience presenting to both virtual and in-person audiences.
- Ability to influence and inspire volunteers through leadership, education, and relationship building.
- Ability to collaborate effectively with National Headquarters staff, volunteer leaders, and stakeholders throughout the organization.
- Senior member must have completed Level IV, or higher, of the education and training program.
- Cadet member must have achieved the Earhart Award or higher.
- Commit to one year of serving as a Champion.

Key Success Factors

Successful Champions are more than knowledgeable instructors; they are credible advocates who embody the principles they teach. They must clearly connect Unreasonable Hospitality to CAP's mission and vision, inspire others to embrace the concept, and foster meaningful cultural change across the organization. Understanding the material is essential, but genuine belief in its value and the ability to help others see that value is what ultimately determines success in this role.