

18 – THE ORGANIZED COMMUNICATOR (CHAPTER 8)

Overview Statement: Everyone communicates every day. The organized communicator can get the message across more effectively. Leaders need to become organized communicators.

Connection to the Curriculum: Ties in with a central theme of chapter eight in *Learn to Lead*, Team Leadership.

Estimated Time: 25-30 Minutes

Resources Required: *Learn to Lead*, Module Two; Whiteboard (or chalkboard, butcher paper or easel pad).

Key Terms:

Audience – “People watching or listening; people who read a writer's [works].” Encarta Dictionary

Communication – “Interacting with others through writing and speech.” *Learn to Lead*, Module Two

INTRODUCTION

Attention: When Amelia Earhart radioed that she was lost and low on fuel, she whistled into the microphone hoping that this sound would be better for others to triangulate her current position. Radio listeners lamented that if she kept talking instead they may have been successful.

Motivation: Sometimes, knowing how to communicate is more important than what you communicate.

Overview: In this lesson we will review both common elements and detractors of good communication.

Your role in this discussion is to be an active participant. You are free to share your views with each other. Please be involved and considerate of one another. My role will be to take notes on what you say, and I may occasionally ask a question or two. There are no right or wrong answers to the questions. I am simply interested in what you have to say.

MAIN POINT 1: COMMON ELEMENTS OF GOOD COMMUNICATION

You can succeed as a communicator by speaking confidently and maturely. You can make yourself heard in writing as well. Your success as a communicator will help you in CAP as you strive for promotions, as you tackle high school and college courses, and as you communicate in all aspects of life. Such effective communication also supports CAP's Core Values. When you communicate well, you show respect for others and you boost the performance of CAP missions.

{Write the following on the board:}

	Purpose	Know Your Audience	Organization
Speaking			
Writing			

Both writing and speaking share three common elements: A purpose, knowledge of the audience and an organized delivery.

Review:

Purpose ~ A specific reason why you are writing or speaking. In other words, what do you want your audience to understand, do or believe?

Know Your Audience ~ A deliberate effort to be aware of the receiver of your message. For example, does your audience need to be informed, persuaded or entertained? Ask yourself, "Why is my message important to this audience?"

Organization ~ The way you structure your message is critical. The success of your message depends on decisions you make regarding how you put your message together.

Let's imagine that you are going to give a talk or write a news article about the benefits of glider flying. {Fill out the chart as the cadets give their answers.}

Question: {speaking line} What is the purpose? Who is your audience, and more importantly, why is this topic important to your audience? How will you organize your talk?

Question: {writing line} What is the purpose? Who is your audience, and more importantly, why is this topic important to your audience? How will you organize your paper?

Interestingly, the common elements are the same for both speaking and writing.

MAIN POINT 2: DETRACTORS OF GOOD COMMUNICATION

Sometimes we can better identify potential problems by looking at negative aspects, or detractors, of good communication.

Question: Give some examples on how some audiences may not be the right ones for a particular message. Would a more organized delivery help? Defend your answer.

Question: Give some examples on how a speaker or a writer was disorganized. Does having a strong purpose help? Defend your answer.

Question: Have you ever been bored by a speaker or writer? Explain how the presenter failed one or more of the three common elements.

Question: Can a speech or paper still be boring even if all three common elements are rightly applied? Defend your answer.

Question: Which of these three common elements is the most important? Respectfully defend your answer.

CONCLUSION

Summary: Whether you are speaking or writing, how you communicate is just as important as the message itself. According to the Tongue and Quill, effective communication can enrich your career opportunities and shape your life.

Remotivation: Learn from Amelia Earhart's whistling by knowing how to communicate more effectively.

Closure: Take the lead – communicate well!

SUGGESTED ACTIVITIES

Note to the instructor: Every informal discussion should be followed by one or more hands-on activities that reinforce one or more of the concepts being discussed. These activities should last

25-30 minutes, giving about one hour total block of time for the leadership session at a typical CAP meeting (25-30 minutes for the informal discussion, plus 25-30 minutes for the activities).

Along with any questions found in the activities themselves, you should be sure to ask, “**How does this activity tie in with our discussion?**”

CAP recommends activities from the *Learn to Lead Activity Guide* by Rob Smith (published by the Civil Air Patrol). You are free to substitute another activity, or create your own, as long as you tie in with one or more concepts of the informal discussion.

Main concept for this lesson: **Communication.**