



## After Action Report Florida Army National Guard

### I. High Potential Recruiters

"Overcoming Parental Objections" Program presented to the Florida Army National Guard on 1/11/08

#### Results of the evaluation conducted at the end of the program

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- 46% of the attendees rated the value of the content outstanding
  - **77% RATED THE VALUE OF THE CONTENT OUTSTANDING OR GREAT**
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- 76% OF THE ATTENDEES RATED THE PRESENTER OUTSTANDING
  - **97% OF THE ATTENDEES RATED THE PRESENTER OUTSTANDING OR GREAT**
- 

#### What will you do as a result of this program?

- Use COACH
- Buy a whip and shoot people wielding swords
- Remember the Indiana Jones theory
- Be honest about my experiences
- Speak to parents differently
- Open to parents more
- Help understand the parents viewpoint
- Attempt to implement suggested teaching & check for success
- Target parent groups PTA, Boosters, Concession stands
- COACH
- Volunteer more in the community
- Deliver experience
- Ask people why they thank me for serving the next time it happens
- Speak to parents with a different mindset
- Don't give up on parents, keep working
- Change my perspective as a recruiter
- Try to talk to parents on a personal level
- Try a different approach to addressing parental concerns
- Rethink my approach to parents
- Work the concession stand
- Sell my experiences vs. selling benefits only
- Be more positive about interacting with parents/COI's
- Reengage in school activities, tell my story
- Establish better communication with parents in the enlistment process
- Make sure that you don't shut down the communication with parents
- Not shy away from parents that pose resistance
- Connect with parents better, COACH
- I'm not a recruiter, but I can approach people that have closed minds to FLANG differently



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### What did you like best about the program?

- It's from a mother's point of view
- Interaction
- Motivated speaker, easy to relate to
- COACH
- Enthusiasm
- COACH
- True story
- Parental perspective
- Realism is apparent. Energy of M<s. Pegine. Loved the other (outside) perspective
- COACH
- Entertaining
- Motivation
- The crowd involvement
- COACH
- The energy transmitted by the presenter
- Speaker is very motivated
- Intensity, positive atmosphere
- The excitement
- Enthusiasm of the presenter
- The speaker, she was very motivational
- Getting us to open up and deal with the negative self talk
- Sincere feeling for the Guard
- Easy to follow along
- That the parent can change their mind
- Being able to relate to parents
- Concession and ticket booth to get to parents
- She presents her own personal experience and used it to teach us how to approach parents

### What will you tell others about Pegine's presentation?

- Goofy but good
- Yes, and about it being fun!
- Yes
- Awesome
- N/A
- Crazy cool!
- COACH
- It was eye opening
- Get ready to blast off
- She's weird and emotional
- It's a good presentation
- If you didn't hear it you need to
- I will recommend as a motivational speaker



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- Very outgoing, sincere
- They need to experience it. It's a very good presentation
- Parent's aspect
- Very good, very interesting
- It was dynamic and an informative presentation
- Presenter enthusiasm
- Easy to follow along
- It was a great presentation
- Dynamic
- Excellent motivational speaker

**Anything Else You Would Like To Share?**

- Testimonials are for real
- Thanks for it all!
- Needs to speak to R & R more often
- I would like to see a better visual presentation
- I learned a lot
- Thanks!!Keep doing what you do
- Excellent presentation
- Liked the personal aspects of the presentation
- Please make a short 3-5 minute video for parents

Rating	5(Outstanding)	4(Great)	3(Good)	2(Poor)	1(Terrible)
Content	12	8	6	-	-
Speaker Delivery	22	6	1	-	-
Audience Participation	16	8	4	-	-

**Suggestions for future topics:**

Topic	Requests For Program
Coping With Change	7
How To Communicate Effectively So Others Listen	7
Play BIG, Reach Your Potential	5
How To Communicate Your Value	4
<b>Total Requests for additional programs</b>	



## After Action Report Florida Army National Guard

### II. Transformational Recruiters

"Overcoming Parental Objections" Program presented to the Florida Army National Guard on 1/11/08

#### Results of the evaluation conducted at the end of the program

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- 80% of the attendees rated the value of the content outstanding
  - **96% RATED THE VALUE OF THE CONTENT OUTSTANDING OR GREAT**
- 

- 80% OF THE ATTENDEES RATED THE PRESENTER OUTSTANDING
  - **100% OF THE ATTENDEES RATED THE PRESENTER OUTSTANDING OR GREAT**
- 

#### What will you do as a result of this program?

- Make sure I get more feedback from parents
- Continue to recruit the way I have been, although this course has given insight how to better explain to parents what I've had a hard time verbalizing
- Try to recognize what was presented and take it into consideration
- Take COACH with me to present at interview contact past contract and talk to parents
- Really work on the tone of parents conversation
- Be more interactive with parents
- I will listen better
- Use the COACH avenue
- Re-examine my delivery to parents
- Apply
- Utilize COACH/Testimonial letter interviews/Letters from recruits
- Listen to parents
- Be more sensitive to how the child will transform
- Apply COACH
- Spend more time with the face to face appointments with families
- Talk to more kids
- Inform parents better
- More motivated
- Look at how this will effect the recruits family
- Use it
- Utilize the COACH method
- Focus on organizing my work strategy and sales skills
- I will pay more attention to the parents. Also, I will educate the parents of spouses more about the FLAANG



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### What did you like best about the program?

- The stories
- The entire program was outstanding – thank you
- The subject
- Motivation/real life story
- Her energy and delivery was phenomenal
- Parental insight
- It reminds the student that we need to remember
- Class participation
- Personal story touched me
- Speaker
- Pegine
- Participation
- Motivating
- It involved us
- Participation
- How creative the speaker was
- Participation
- She had a son in the Guard
- Enthusiasm
- Audience participation
- Honesty from the speaker
- Gave me insight into how parents think
- The great display of motivation of Mrs. Pegine
- The interaction and energy presented

### What will you tell others about Pegine's presentation?

- She helped her son by giving us an opportunity to work with him
- Experience it
- Outstanding and very informative
- I will tell parents about Pegine! About her change to honesty
- Not boring
- It was refreshing
- Awesome
- Moving and informative
- It was beneficial
- It was the best I've been to
- Interactive
- Awesome
- It was very inspiring
- Good presentation
- Very energetic
- Great for motivation



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- Listen
- Very exciting and motivating
- It was awesome
- That everyone should hear her and experience the knowledge that was shared

### Anything Else You Would Like To Share?

- This is a great thing for all troops to hear
- Overall - a very good presentation
- Great job

Rating	5(Outstanding)	4(Great)	3(Good)	2(Poor)	1(Terrible)
Content	20	4	1	-	-
Speaker Delivery	20	5		-	-
Audience Participation	19	3	3	-	-

### Suggestions for future topics:

Topic	Requests For Program
Coping With Change	5
How To Communicate Effectively So Others Listen	2
Play BIG, Reach Your Potential	10
How To Communicate Your Value	1
<b>Total Requests for additional programs</b>	



## After Action Report Florida Army National Guard

### III. Elite Recruiters

"Overcoming Parental Objections" Program presented to the Florida Army National Guard on 1/11/08

#### **Results of the evaluation conducted at the end of the program**

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- **66% RATED THE VALUE OF THE CONTENT OUTSTANDING OR GREAT**
- 
- **87% OF THE ATTENDEES RATED THE PRESENTER OUTSTANDING OR GREAT**
- 

#### **What will you do as a result of this program?**

- Implement the ideas presented
- Win
- Put into practice the material
- Work better in large groups
- LAN parties
- Use some of the info next week
- Motivated
- Read the book
- Apply techniques on newspaper
- Use some of the ideas in the field
- Celebrate with parents
- Work harder
- The car ads
- Call my local car dealer and display new recruits
- Try it in big events
- Go out and interact more with soldiers parents
- Use some of the things she said
- Implement all of the techniques taught
- More marketing
- Didn't sound like a car salesman
- Share my experiences
- Study the techniques
- Build more rapport with parents

#### **What did you like best about the program?**

- Program was from the heart
- Celebrate
- COACH
- Pegine has a great personality and you can tell she loves her family, I like that a lot



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- Audience participation
- The personal touch
- Speaker delivery
- Energetic speaker
- The COACH acronym
- Ideas about LAN parties
- How to be creative
- The motivation
- She is passionate about the Guard
- Her stories
- Motivation of the speaker
- COACH
- Good concepts
- Excellent topic, presentation and delivery
- Marketing ideas
- Has some good information
- Great energy
- ARNG parent feedback
- Parent of a ARN Guardsman

### **What will you tell others about Pegine's presentation?**

- Great!
- Great presentation
- That she will help keep you learning and awake! She has a personality that is like no other
- Good energy
- To the point and it's real time examples, not bullshit
- Motivated/realistic
- Cool
- Is a good speaker
- Great delivery and new ideas
- It was good
- It's good
- Very emotional
- It was outstanding and very helpful recruiting tools
- She is animated
- Very effective, well planned, well delivered, very personal
- Informative
- Has some good information
- Great energy
- It was great

### **Anything Else You Would Like To Share?**

- I like how down to earth she is, she uses personal stories, I like that a lot
- Thanks for the advice
- Thank you



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- Awesome presentation and a very good speaker
- Keep some of the emotional part out of it (too much)
- Most soldiers hate CNN they have a rep for lying about troops

Rating	5(Outstanding)	4(Great)	3(Good)	2(Poor)	1(Terrible)
Content	11	10	11	-	-
Speaker Delivery	17	10	3	1	-

### Suggestions for future topics:

Topic	Requests For Program
Coping With Change	6
How To Communicate Effectively So Others Listen	7
Play BIG, Reach Your Potential	6
How To Communicate Your Value	5
<b>Total Requests for additional programs</b>	