



After Action Report - Kansas City Recruiting Battalion

"Celebrate" Program presented to the Kansas City Recruiting Battalion on 11/17/07

These are the results of the evaluation conducted at the end of the program.

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- 83% of the attendees rated the value of the content outstanding
 - 17% of the attendees rated the value of the content great
 - **100% RATED THE VALUE OF THE CONTENT OUTSTANDING OR GREAT**

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- **93% OF THE ATTENDEES RATED THE PRESENTER OUTSTANDING**
 - **100% OF THE ATTENDEES RATED THE PRESENTER OUTSTANDING OR GREAT**
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Please comment on how this program made a difference to you:

- Understand more how parents think
- Informed me on how to get parents involved with recruiting
- Good insight on parents
- Very informative, a great speaker
- Extremely informative, I saw more of the other side
- I will focus more on the parents because they are the influencers
- Gave me insight into an actual parent and how to approach them
- It was very inspirational
- Presentation of innovative ideas were presented to proper audience
- I believe it was beneficial in helping my recruiters and myself deal with parents. Parents are a crucial issue in my area
- It gave me an understanding of parents
- Insight into parents
- Different view on parents
- Good ideas to use
- I liked the fire truck story
- She is a very good speaker
- Her way of networking
- Understand parents more
- Get info about parent's point of view
- Use ideas to get more leads
- Better understanding of parents
- Market parenting ideas
- Gave ideas on how to be more effective with parents during the recruiting process



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What will you do as a result of this seminar?

- Start going to Chamber of Commerce parent functions also, apply lessons learned
- Follow up more with the parents
- Try to incorporate using more of my past DEP parents as true testimony of changed lives
- I will definitely use the information and ideas presented today
- Make an "I Love Me" book and put together the BCT letters for recruits
- Talk to parents of recruits
- Strive harder to make the parent feel good about this life changing decision
- Use parents more. In fact, I have never requested parental assistance, this will help tremendously
- Change approaches
- Try to apply what was taught
- Utilize parents of new soldiers
- Use them
- Will ask past parents to write letters for my book
- Use the parent ideas
- Apply and fine tune the suggestions to my market
- Apply lessons learned in the schools

What did you like best about the seminar?

- Everything, helped me see more outside the box
- The information and the way it was presented
- The speaker made us feel like we were more than just recruiters
- Here motivation and sincerity
- Everything
- The speakers' delivery and content, very effective
- It was very inspirational
- Everything
- Energy
- Great delivery in speaking
- Interactive
- The humor and information combination
- Keeps an audience captive – **No PowerPoint!!=Good**
- Done by a civilian-relaxed
- Presentation-energy
- Parent's viewpoint
- Recruit more people
- The fire truck story
- Networking ideas, would like to hear more of her ideas
- The speaker was motivated and up front
- It was fun and truthful
- Light notes-brief and powerful
- Lots of new and fresh ideas



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What will you tell others about Pegine's presentation?

- She has a powerful message and gives some tools to use out in the recruiting land
- It was very informative and inspirational
- Socialize with parents more and speak to everyone
- I loved everything
- Yes, very inspirational
- Motivating and informative
- Good presentation
- Awesome motivator
- Go if you have a chance
- It was motivating
- Highly motivational presentation
- Good stuff, try her methods
- The fire truck story
- Yes!
- It was very useful and appreciated us for what we do as recruiters
- Motivational and extremely informative

Rating	5 (Outstanding)	4 (Great)	3 (Good)	2 (Poor)	1 (Terrible)
Content	25	5	-	-	-
Speaker Delivery	28	2	-	-	-
Was this useful?	26	4	2	-	-

Suggestions for future topics:

Topic	Requests For Program
How To Communicate Effectively So Others Listen	10
Play BIG, Reach Your Potential	3
How To Communicate Your Value	10
How To Be An Effective Team Leader	8
Overcoming Parental Objections	14



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“Overcoming Parental Objections” Program presented to the Kansas City Recruiting Battalion on 11/17/07

These are the results of the evaluation conducted at the end of the program.

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- 53% of the attendees rated the value of the content outstanding
 - 42% of the attendees rated the value of the content great
 - **95% RATED THE VALUE OF THE CONTENT OUTSTANDING OR GREAT**

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- **78% OF THE ATTENDEES RATED THE PRESENTER OUTSTANDING**
 - **15% OF THE ATTENDEES RATED THE PRESENTER GREAT**
 - **93% OF THE ATTENDEES RATED THE PRESENTER OUTSTANDING OR GREAT**
-

Please comment on how this program made a difference to you:

- This program gave me better ideas on how to get through to parents and how to use the parents to assist within the community
- Thank you for your honest civilian perspective on recruiting
- Helped me know how to deal with obnoxious parents and what they are thinking
- Showed ways to use the parents of our soldiers to get more soldiers
- It gave me ideas on how to handle parents and ideas of ways to talk to a lot of parents at one time.
- Gave us some new ideas to try. parties, shirts, etc.
- Very emotional, it is good to hear a parents look on life in the Army
- It presented some new ideas
- Gave me different ideas on how to recruit
- Learned some new techniques that I didn't know
- Looking through parent's eyes
- It was nice to hear how to more easily talk to parents
- It was insightful
- Helped me understand how to work with parents better
- Parent perspective
- Makes me think of ways to deal with parents
- It gave me new ideas for recruiting
- Open my mind to different options and tips for recruiting
- Gave me perspective on how parents think and how to deal with them
- How to use the parents and not just the soldier
- Thought of different ways to get into the schools
- Thinking outside the box of recruiting
- Informative
- Gave me a new insight
- Very informative



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- Has given me motivation and new ideas to try
- She had a lot of good ideas. It's nice to see a parent who is actually supportive
- Understand how parents think and what they are thinking
- It gave me better ideas on how to deal with the parent market
- Showed me different techniques
- I did not think of the parent's aspect of helping out
- Energy
- It was helpful on giving the ideas on how to work with parents
- Thinking outside of the box, getting parents involved
- New ideas to get to parents
- Very motivational and informative
- Provided information that I did not know about
- Gave me new ideas on how to reach kids
- Opened up on parents
- Gave me ideas on school penetration and how to deal with parents
- She was great
- Gave me new ideas
- It gave me a parent's perspective
- Useful suggestions for high school prospecting
- Helped with Army experiences
- A lot of suggestions made have been tried with less than desirable results
- She showed a different side to recruiting, through the parents eyes, more importantly, a mother's eyes
- It didn't
- Did not find it relevant

What will you do as a result of this seminar?

- Talk to parents and use them as a force multiplier
- Try to implement new ideas
- Try to reach our parents
- This seminar will help "us" think outside the box
- Talk to parents more
- Deal more with parents of recruits
- Will write hand written letters to the parents
- Don't know yet
- Try some of her suggestions
- Use parents more effectively
- Get more involved in the community
- Apply some of these ideas to work
- I will use these tips in recruiting
- Take the knowledge and use it for my own benefit
- Use the parents
- Parent's night at schools
- Get more involved with parents
- Parent-recruiter conference
- Tea party seminars
- I will try some of the things that she suggested



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- Will try some of her ideas
- Apply lessons learned
- Get parents involved
- Attempt to work with parent groups
- Revamp my techniques
- Start getting more involved with the parents
- Approach parents much differently
- Stay in touch with parents and spouses
- Get my leads/prospects/applicants/future soldiers "influencers" more involved
- Contact the parents of my soldiers, get their perspective
- Take her ideas and put them to use
- Thank you card to parents, concession stand help out
- Try some new ideas
- Try to just tell "My Army Story" to parents
- Get parents more involved
- Execute new ideas
- Communicate better with parents
- Employ suggestions
- Recruit people for the Army more confidently
- I am going to use the parents of former recruits
- I will when I can find things to involve parents more
- Nothing

What did you like best about the seminar?

- The spike form the side of a normal parent who was reformed and is spreading the word of how proud she is of her soldiers
- Related to my job
- How to deal with parents and interact
- No slide show, very interactive
- No PowerPoint slides - not boring!
- Realism
- Enthusiastic
- Passion the speaker has for the Army
- The recruiting tips
- Everything
- This is the only seminar to focus on parents
- It's all good!
- She was motivational
- Start getting more involved with the parents
- I heard a new point of view
- Lively and motivational speaker
- The fun that you made it-no PowerPoint!
- Energy level
- Lively presentation
- Energy
- Exciting, motivating
- Speaker delivery and the way she related everything



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- The recruiting side
- Very interesting and lively, kept my attention
- Not boring
- Start getting more involved with the parents
- High energy
- Her energy
- The delivery and message
- The info
- Very motivational and good insight into what parents think
- Motivational attitude
- I will try some of the things that were provided to me by the speaker
- Sincerity
- Everything, very well presented
- Her passion for the military
- Entertaining
- Her attitude
- Very animated
- The speaker was great and knows a lot, great experiences
- It wasn't boring
- Her upbeat personality made it easy to follow and understand
- Nothing

What will you tell others about Pegine's presentation?

- Definitely need to listen to it, very motivational!
- It was a great presentation
- Pay attention, a good presentation
- That it is an insight into the minds of parent's
- Go see it!
- Nice useful seminar and would recommend it to others
- It was insightful
- It was very useful, she thinks outside the box
- Give it a try
- It was motivating
- How it changed the lives of her family and that the military isn't that bad
- Parents can view recruiter differently
- Motivational
- Get involved
- It was a good presentation and motivational seminar
- It was a good presentation, I would recommend it to other groups
- It was very helpful
- Every recruiter must hear what she has to say!
- Excellent
- It was terrific
- Funny, motivated, well educated
- Very helpful
- It was helpful



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- "Mind freak"
- It was great
- She was a good speaker and enjoyable to listen to
- Very worth the time
- She believes in what she says
- It was very educational
- It's good for anyone to go to the presentation
- It was interesting but not useful
- Nothing

Rating	5(Outstanding)	4(Great)	3(Good)	2(Poor)	1(Terrible)
Content	32	25	3	-	1
Speaker Delivery	47	9	4	-	-
Was this useful?	35	20	2	2	1

Suggestions for future topics:

Topic	Requests For Program
How To Communicate Effectively So Others Listen	19
Play BIG, Reach Your Potential	3
How To Communicate Your Value	12
How To Be An Effective Team Leader	8
Overcoming Parental Objections	26