

After Action Report

"Overcoming Parental Objections" Program Presented To New Orleans Recruiting Battalion
on 11.18.2006

Results of the evaluation conducted at the end of the program

- 66% of the attendees rated the value of the content outstanding
 - 31% of the attendees rated the value of the content great
 - **97% RATED THE VALUE OUTSTANDING or GREAT**
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- 74% of the attendees rated the presenter outstanding
 - 22% of the attendees rated the presenter great
 - **96% OF THE ATTENDEES RATED THE PRESENTER OUTSTANDING or GREAT**
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- 69% of the attendees rated the audience participation outstanding
 - 22% of the attendees rated the audience participation great
 - **91% OF THE ATTENDEES RATED THE AUDIENCE PARTICIPATION OUTSTANDING or GREAT**
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Please comment on how this training has helped you?

Gave some good tips on what parents are thinking about when it comes to their kid enlisting in the Army

It was very helpful; I will utilize a lot of the content

Enlightened me on how to expand my referral market, how civilians see soldiers, etc.

Helped me realize that not everyone thinks the way soldiers think

Parent's talking points

All of the info was new; I'll try to implement it all

Pretty knowledgeable in areas from many years of experience

Better understanding of parental views of the military

Insight into how parent's, male/female, react, different about protecting/defending their child

Learned about some other ways to penetrate my community and different ways to deal with parents

Given me another outlook on recruiting

Apply techniques

It allowed me to see the other point of view

Insight into what civilians think

Helped me really see the parent's outlook when they are speaking to a recruiter

It gave me ways of how to approach parents

It gave me more insight on approaching parents and communities

How to better relate to my community

To better understand the relationship between the potential enlistee and all the available influencers in that individual's life

It helped me to see the big picture

How to bridge better relationships between myself and parents and influencers

Effectively communicating with civilians

Opened up new ways to talk to influencers and community

Understanding the parents better

Help to relate to the parents more

It opened some doors of what to ask

Focus on certain areas

It has opened new methods of working with applicants and their parents

See how civilians perceive us

Get in touch with everything around me

Understanding parent's ad community

Informative

Increased my knowledge in working with teens and parents

I will take these ideas and use in my area

Understand civilians, sales

Restore confidence

Parental insight, overcoming barriers

It has helped me realize that we must be more than "sales" experts to do the job

It's helped me look at recruiting from a mirror image of what was thought about us through others eyes

Good refresher on how important it is to share the emotional side of our job!

It has helped me pay better attention to small things such as voice and other non verbal signs

To understand the parents side

It showed me things I didn't take into consideration about parents

It gave me a .lot of ideas for networking

It helped me to pause and think about some factors that contribute to ineffective communication (i.e. physical barriers. Too much talking, not enough listening)

Different perspective from parent's perspective

Insight from parent's point of view

Very informative

It gave me different ideas on how to deal with parents, aunts, uncles and cousins

Found new ways to communicate with parents and their influencers

How to influence parents in a better way

It helped me to look at things a lot differently

Helped with parents point of view

This training gave me real life situations. Recruiting is really about the emotional sharing for sustainment

By learning to read and understand family members, I thought of how recruiters are perceived

Better understanding on listening to what is being said

Find new ways to network

Thought about how to deal with parents

It reinforced on what the Army trained us on previously

How to break the ice with parents
 Learned the ways to work with parents
 Connecting with people
 A lot
 It changed my view/approach with parents and potential prospects

What will you do as a result of this seminar?

Take more time to talk to parents of potential recruits
 Put more people in the Army
 Address the unasked questions and have the parent work for me
 Become more involved with family of recruiters
 Listen to what the parent and recruit is not saying
 The presentation and delivery
 Continue to be successful in recruiting
 Concentrate more on COI's
 Implement some phrases into my recruiting day
 Go into my community to try to put some of these ideas in place in my community
 Continue to provide the strength
 I will listen and watch for more signs and reactions in interviews
 Put people in the Army
 I will pay a lot more attention when it comes to the signals parents are doing when I'm talking or they are talking to me
 I will get to know more of my community and be more of an active listener
 I will integrate it into my style of prospecting
 Become a more active listener and try to be more pro-active with parents
 I will be a bit more outspoken no matter what the situation
 Evaluate myself as well as the techniques that were presented so that I can become a better recruiter and a better parent
 Schedule "military information night"
 Change my strategy
 Get out in the community more
 I will look at the applicant and his parents more often
 Listen more carefully
 Try new methods
 Be more open with strangers that ask about the Army
 Find a top community person or people
 The other techniques when informing
 Implement gained knowledge as soon as Monday gets here
 Implement these ideas to insure mission success
 Get into the community
 I will focus more on networking
 Mission focus, pay personal attention to appointments
 Incorporate these ideas into station training

Use more compassion and listen more often
 Communicate better with parents, share myself!
 Listen more and know when to stop and ask what, how and why
 Communicate
 Use what I was taught when conducting an appointment with civilians, parents in particular
 Tell kids about money. Tell parents about sponsorship/mentorship
 Active listening
 Pay closer attention
 Be more effective with parents, grandparents and the community
 Practice some of the techniques that were taught
 Become even more involved in my community and influence lives to try to make changes
 The presentation helped deliver the message of the seminar
 Work harder to strengthen the Army
 Attempt to get parents to work for me
 I will reach out to more parents on a broad level
 Pay close attention to others in their verbal and nonverbal communication
 Get the number I need to succeed
 Listen more
 Listen more closely
 Become a larger part of the community
 Put it in place
 But the book
 I don't know

What did you like best about the seminar?

Group participation, keep everyone involved with the class
 The speaker delivers
 Kept the audience actively involved in the classroom
 Laughter
 Attitude
 Outstanding
 Enthusiasm of the speaker
 The teapot dance
 It was upbeat and informative
 The enthusiasm of the instructor
 The speaker
 The passion the speaker has about helping the US Army and helping young people
 Very informative
 The passion the speaker had
 We got to participate and stayed motivated
 Finding out what a parent thinks
 The motivation of the speaker
 The participation between the speaker and the audience
 The motivation and dedication to her topic

Basically everything, especially the heartfelt emotion that Pegine exhibited when detailing her experience about the military and the impact of being a soldier and the impact we have on people

The speaker

The energy, total package presentation

The speaker

It was very interesting from the beginning to the end

Working together as a group, open minds

Motivational

It was interesting and fun

Mexican dance and networking

New ideas

Very informative

Fun

Reality from a parent's perspective

Very informative

Very exciting presentations and the practice exercises were fun

Very informative

The participation of the audience

I stayed alert, the practical work

The speaker

I loved the metaphor like situations to explain what others think about recruiters

Pegine's delivery, sincere!

I like the speaker's enthusiasm

Energetic

Everything

Energetic speaker

Exercises that required me to think about my interaction with others

Speaker's enthusiasm

The interaction with the audience

The interaction between the speaker and the group

The energy she put out

The speaker

The content

High energy attitude and purely a genuine love for talking to people, open minded

She really does the research for the training

Mexican hat dance

Effective listening

Teapot

The participation

It was someone not in the military or recruiting

Speaker had very high emotions, she had a very good insight about what parents think and about the Army

It was great

The upbeat tempo of the speaker

What will you tell others about Pegine's presentation?

Energetic, great presentation

Awesome

She is entertaining as well as knowledgeable on the topic

Interactive, honest and from the heart

Very informative on how to react to different influencers and applicants

Very entertaining / knowledgeable

I recommend her speak at another ATC

How powerful it was. How it makes you think about your approach

The enthusiasm

It's a must see!

She gave us the insight on parent's views

How one mother feels about having a soldier for a son or daughter

That it is a viable and helpful resource to use for your organization

She is the best speaker out there, period!

That it is very powerful and motivational and that it could change your life

She is great

It will teach you how to build a trust between influencers and the Army

Be there

You gotta see this for your self

Very motivating

She is very good

Great

Very good and very motivating

Yes

She does it from the heart

Great

It was an outstanding motivational investment and that God has truly given you all vision for this time and nation

Apply what I learned

She brings it from the heart and really brings her points across so that it sticks

Yes

Great speaker

Critical to listen to mentor

Inspirational

Must have, beneficial

It was great tool for understanding the relationship between family and civilian prospects

Very motivated and passionate-likes to embrace people

This was interesting!

Good speaker

Must see and hear

It was very informative

She is an excellent motivator

She is a beautiful and powerful energetic speaker
 Very good
 Need to see this
 She is motivational
 It was helpful
 Call her
 A lot
 Yes!
 Very motivated speaker who interacts with the class
 Yes
 I loved it and they need it!

	5 High (Outstanding)	4 (Great)	3 (Good)	2 (Poor)	1 Low (Terrible)
Content	46	23	4	-	
Speaker Delivery	58	17	2	-	
Audience Participation	53	17	6	-	

Suggestions for future topics:

Title	Requested
How To Be A Better Manager	24
Coping With Change	22
How To Communicate Effectively So Others Listen	36
Raising The Bar By 1 Percent	8
Building A Referral Program	38
Diversifying Your Workforce	17

* Denotes feedback form one person