
MWR MANAGERS' OPERATIONS GUIDE

Represent the Organization

DO THIS TASK WHEN

- You want to increase the visibility of your Program and/or the FFR Department.
- You have an opportunity to improve/change the image of FFR, the MWR Department or your Program.
- You want or need to influence decision makers.
- You want or need to provide information and/or make personal contacts (network).
- You have been assigned to (or initiated an opportunity to) represent FFR by conducting a presentation, meeting, briefing to provide information to an individual, group, organization, or association.

REFERENCES

- CNIC INSTRUCTION 1710.3, Operation of Morale, Welfare and Recreation Programs.
 - DODI 1015.10, Military Morale, Welfare, and Recreation (MWR) Programs.
 - SECNAVINST 5720.44C, Department of the Navy Public Affairs Policy and Regulations.
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**SUPPLIES/
RESOURCES**

- Audiovisual (AV) equipment and supplies
 - Computer hardware and software
 - Professional publications
 - Trade journals
 - Meeting/briefing agenda and notes
 - Display materials
 - Handouts
 - Speaking to Influence Others and other communications training in the Genuine Leadership series
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**THIS TASK
IS DONE
CORRECTLY
WHEN**

By effectively and professionally representing the organization, you have:

- Increased visibility of your Program.
 - Positively influenced decision makers.
 - Enhanced your personal relationships with your customers, key command members and/or community representatives.
 - Enhanced the FFR Department's relationship with command, community groups, organizations and associations.
 - Positively and appropriately addressed the command's and FFR's needs and interests.
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NOTES

Requests for you to participate in or facilitate briefings, meetings and presentations about the FFR Department, MWR, or your Program may come from a variety of sources.

These may include:

- Personnel indoctrination coordinators
- Private/special interest groups
- Ombudsmen
- Navy commands, units or ships
- Outside organizations and associations

Any time you are interacting with your customers, you are representing the command, the FFR Department and your Program.

What you say or provide will be construed as the “official position” of the Navy, the commanding officer, and the FFR Department. Always keep your immediate supervisor, your installation marketing representative and the base public affairs officer (PAO) aware of requests for you to represent the organization.

Briefings, meetings and presentations are great opportunities to promote FFR and/or your Program. Done well, they can influence people to make decisions that positively impact the FFR Department and/or your Program.

Additionally, effective briefings, meetings and presentations are a vital part of staff communication and team building. Often a briefing may be FFR’s and/or your first contact with a group. Effective briefings, meetings, presentations, and representing the organization are one of your important responsibilities.

PROCEDURE

Step 1 Ensure you accurately and completely record the following information when you receive requests (or determine the need) to represent the organization in a briefing, meeting or presentation.

- ☐ Name of the organization, association or group and the point of contact's name, phone and email address
- ☐ Date, time and location of the briefing, meeting or presentation
- ☐ Purpose/focus of the briefing, meeting or presentation
- ☐ Desired outcome(s) of the briefing, meeting or presentation with regard to the requestor, you, your Program, the FFR Department, and the command or higher authority.

NOTE: Ensure you find out enough from the requestor to determine if the briefing, meeting or presentation may venture into sensitive, security, private or contentious areas.
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- ☐ Description of your audience and the approximate number of people who will attend the briefing, meeting or presentation
- ☐ Description of the facility where you will conduct the briefing, meeting or presentation
- ☐ Availability of AV equipment at the location where you will conduct the briefing, meeting or presentation

Step 2 Discuss the request with your immediate supervisor.

- ☐ Provide your supervisor/manager the information you gathered in Step 1.
- ☐ Obtain his/her approval/disapproval.

NOTE: Some requests may require review and approval by your chain of command.
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Step 3 Take appropriate action based on the request review and decisions of your immediate supervisor and/or your chain of command.

IF THE REQUEST IS:	THEN:
Approved	<ol style="list-style-type: none"> 1. Notify the requestor that you or a designated FFR/Navy representative will be able to accommodate his/her request. 2. Continue with Step 4.
Disapproved	<ol style="list-style-type: none"> 1. Using your best customer service communication skills, notify the requestor that you will NOT be able to accommodate his/her request. 2. Explain why. 3. Take notes of the requestor's comments or alternative requests. 4. Whenever possible, help the requestor solve his/her need. 5. Stop here.

NOTE: You may still be able to help the requestor if he/she is able to alter the focus/desired outcome of the initial request – don't just say, "No."

Step 4 Prepare your objective(s) for the briefing, meeting or presentation.

To be successful, determine the following:

- ☐ The results the requestor expects from your briefing, meeting or presentation
- ☐ What you and/or the requestor want the audience to know, feel and or think
- ☐ What you expect from your audience following the briefing, meeting or presentation

NOTE: Confirm with the requestor that you have captured the essence of his/her purpose and focus.

Step 5 Prepare briefing, meeting or presentation notes.

Ensure your preparation includes the following:

- ☐ Objectives of the presentation
- ☐ Audience benefits from attending the presentation
- ☐ Possible audience objections to your presentation and how you will overcome the objection
- ☐ Key points and supporting points to include the benefits you believe/know your audience is seeking
- ☐ Any visuals you will use (e.g., diagrams, photos, charts, etc.) Contact Marketing for assistance.)
- ☐ Your opening grabs the audience's attention
- ☐ Your closing/summary reminds the audience what they heard (or are going to do)

NOTE: The medium is often the message. Plan and prepare your presentations well in advance of the delivery date. Work with your Marketing Department to ensure your visuals and presentations are effective and have impact. Outmoded media and poorly designed (or used) media can ruin "brilliant" content.

They also can help you prepare effective and attractive "canned" presentations to accomplish your recurring presentation responsibilities.

Step 6 Meet with your immediate supervisor or the FFR director to discuss and receive approval for your presentation plan and design.

Step 7 Make any adjustments or revisions as appropriate.

Step 8 Practice your presentation.

- NOTE:** The thought of public speaking makes many people nervous. To help make the experience a little less intimidating do the following:
- ☐ Practice your entire presentation from beginning to end as often as possible before the actual briefing date.
 - ☐ Make your practice as realistic as possible.
 - ☐ Recruit colleagues, staff or family members to be your audience.
 - ☐ Use short sentences and take deep breaths.
 - ☐ Get feedback on your practices.
 - ☐ Practice in front of a mirror.

Step 9 Conduct your presentation.

Ensure you do the following:

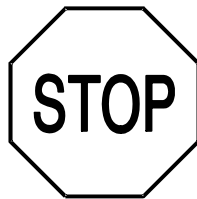
- ☐ Arrive early to set up and test the AV equipment, then try to meet some of your audience members.
- ☐ Smile!
- ☐ Move a few steps toward the audience.
- ☐ Make natural hand gestures.
- ☐ Be clear, and change the volume, inflection and pace of your voice.
- ☐ Pause ... often.
- ☐ Maintain eye contact.
- ☐ If you are using slides, do NOT read the information on the slide verbatim.
- ☐ Ask questions and give your audience time to ask you questions.

Step 10 Evaluate your presentation to assess whether all required objectives (yours and the requestor's) were met.

- ☐ Solicit feedback from the audience members on how the presentation went.
- ☐ Write a personal letter or note and/or call to solicit specific feedback about:
 - Objectives met/not met
 - Any concerns
 - What went well with the group
 - Anything that you should do differently next time
 - Results or any actions to be taken as a result of the presentation
 - Provide feedback to your immediate supervisor on your presentation
 - Send a "thank you" note or letter stating your appreciation for the opportunity, if appropriate

<p>NOTE: You will probably be doing many briefings, meetings or presentations in your career, so get as much feedback as you can to improve both your material and your presentation/speaking skills.</p>
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Step 11 File your presentation materials and any feedback you received.



Congratulations! You've completed this task.
