



## After Action Report Harrisburg, PA Recruiting Battalion

Team Building Program Presented to the Harrisburg Recruiting Battalion on 11/17/07 by Pegine Echevarria.

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

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- **94% RATED THE VALUE OF THE CONTENT OUTSTANDING OR GREAT**
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- **93% OF THE ATTENDEES RATED THE PRESENTER OUTSTANDING OR GREAT**
- 
- **97% OF THE ATTENDEES RATED THE INFORMATION OUTSTANDING OR GREAT**
- 

### **Please comment on how this program made a difference to you**

- I really liked the acronym COACH. We have an acronym we use, but COACH is more applicable
- It was good to get a real "feel" for how a parent sees things and their thought process
- As a new recruiter this was a good seminar, it made me open my eyes to some things
- Combined several useful elements into a good, useful, thought provoking presentation
- It was great to see how your experiences with your children has made you an advocate for the Army
- How to think about how others may feel on "why" or "why not"
- Opened my eyes to telling the people that tell you thank you, ask them the questions or tell them about the Army
- Understanding the way parents think and how we can read some of their reactions and how we can understand them better
- Powerful energy, highly motivational and informative
- Opened my eyes to how parents really feel on the other side of the coin and how to make that a plus for me
- Provided new avenues of approach
- Think more about parents
- Very eye opening
- New techniques to apply
- Motivational training is the best. It picks me up when I'm not doing well
- It has given me a lot of good ideas
- Focus more on influencers
- It opened my eyes to different angles to take with parents
- It showed me some different ways to talk to people



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- Gave me info as to how parents feel and I was not aware
- I learned a few things and ways I can motivate my soldiers. How to locate the movers and shakers in the community
- Think more about the parents
- I understand more about what the parents are feeling
- Gave me perspective that I am recruiting the parents as well Made me realize how important influencers are and how parents think
- It showed me that recruiters have an important job and there are parents who appreciate us
- Gave me new techniques to try
- The comments about not "buying" a mother's son or daughter! Talk about team/family/leadership/etc., not \$
- Very motivated; loved the energy and will bring it with me every day!
- Approach people differently
- Gave a parents perspective, very helpful point of view
- Helped with new ideas
- Gave some good ideas to improve my effectiveness
- Motivated me to continue with what I do
- Reminded me of approaches I stopped using and gave me new ideas to meet and greet people
- Showed me how to use the parents more
- Different way to look at things and refocus
- I learned some different ways to generate interest and build a network of influencers
- Showed me that civilians are looking for information but sometimes afraid to ask
- It opened my eyes on different techniques on how to make sure people are working the crowd
- Showed me how you as a mother feels
- Leadership and teamwork
- Taught me how to be a more effective listener and motivated me to work the room
- It makes you think outside of your own world
- It was fun and motivational, opened my eyes to how knowledge and perception makes a difference
- Learned about different leadership styles
- Your approach to parents who really don't understand what the military role is in the world of chaos
- Helpful in communicating different views ad opinions to different people
- It brought the other soldiers that I did not know together
- Reminded me of the many skills that are available
- Gave me more things to use to communicate with my recruiters
- It showed my recruiter that what I tell him really works
- Reminded me of some of the things that I forgot

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

- Take some ideas about getting involved in the community
- Think more about parents
- Work on defining and working with the influencers to work for me
- Include parents more



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- Apply techniques
- Use what was taught here
- Celebrate more with future soldiers and their families
- Arrange some things within my station
- Pay attention more to surroundings
- Communicate better with influencers
- Work more with the community
- I will actively recruit the mothers of my soldiers. (COI) center of influence and build a relationship with them
- Take what I have learned and share it with others
- Take it back and train my soldiers on what I learned
- Get testimonial letters from parents
- Get testimonials from parents
- Cater more towards the parents in the future soldier program than before
- Approach parents differently
- Include all influencers, different ideas to approach moms
- Try new approaches to persuade parents
- Make sure I tell parents more about the Army
- Use tolls taught to enhance my efforts to recruit
- Change my tactics with parents and I will definitely use the baseball method
- Take it to heart and get the parents involved as COI's after child's enlistment
- Ask for letters use "baseball"
- Take some of the info to use
- Incorporate more "influencers" values when dealing with young men and women looking at the Army
- Change some things that should improve COI's and VIP's
- Try new things
- Use all I learned to make prospecting and processing applicants easier
- Use the parents more
- Look at my work environment and personnel and see hoe to put things I learned into action
- Try to incorporate parents
- Employ several of the ideas (Blue Star mom, testimonials, props, etc.)
- Use COACH more
- Hopefully improve community relations and increase production
- Tell my guys to collect business cards at outings
- Revisit how I approach parents
- Be a more effective leader
- See more people as COI's
- Have a higher more committed attitude towards recruiting
- Have a better outlook on how to approach civilians
- Watch my demeanor as I talk with new people
- Think different
- Put the lessons learned into action
- Try different techniques
- Use more critical thinking processes to integrate the Army into the community
- Listen more effectively
- Try to connect more with parents



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- Unsure
- Change some things that I do on a daily basis

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

- How you related to the recruiters, they and I loved you
- The Shackleton movie
- The interaction
- True feelings behind the delivery of the seminar, not a BS seminar
- Practical exercises
- The motivation
- Positive energy
- Entertaining and energetic
- Working with others-communications
- Motivation
- The interaction
- This seminar speaks directly to the challenges we face in recruiting high school seniors and high school graduates within the age of 18-29
- Talking about parents
- Shackleton experience. No matter how tough life is it could be worse. How to find the movers and shakers
- Kept the soldiers involved
- Everyone was involved an she kept us moving
- Exercises
- The energy
- Good training
- Movie
- Concept of getting the parents recruited
- The way my attention was held and how she kept control of the seminar
- Energy and ideas
- Very energetic speaker and she was passionate
- Shackleton video, he lived the warrior ethos of I will never accept defeat, I will never quit, I will never leave a fallen comrade
- Energy level
- Speakers enthusiasm, video
- The movie
- Civilian view of the United States Army Recruiting from one that has experienced it
- Video
- Video
- The interaction of the speaker
- Blue balls and vacation
- New ideas
- COACH and Shackleton
- Different than trainings we usually receive
- The involvement
- Upbeat and informational



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- The presenter was motivated
- Group activities
- Interactive games
- The aspect of recruiting the family, especially the mom
- The ideas and the movie
- Fun and the Shackleton video
- Lessons
- Her style of teaching, the Shackleton movie
- Personal interaction
- Shackleton
- The different activities involving the class
- Baseball
- Very informative
- Personal testimonials from Pegine

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

- That she is very energetic, always positive and should be used at future functions, i.e. ATC
- Emotional, informative
- If she can change so can others
- She is the greatest
- COACH, baseball
- Must be a part of it
- Asset to furthering mission accomplished
- Great ideas
- Keep listening skills up at all times
- Good motivation and delivery
- To book her
- The speaker was very engaging, the endless knowledge about community recruiting and she loves the military, it was an honor
- She gave a lot of good information that will be very helpful with my job
- That it was very informative and you will come away learning something, no matter how much experience you have
- Nothing
- That she understands both sides of recruiting and parents
- Energetic
- Very informative, definitely useful
- Highly recommend her
- How to use the influence of parents to achieve additional success
- Go and listen to what she has to say
- Great speaker
- How parents view recruiters efforts and how to help present that idea
- Yes
- She is very enthusiastic and fully support the Army
- Very enthusiastic
- It was great
- Excellent view of the way civilians/parents view the United States Army Recruiter



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- It was entertaining
- Great presentation and speaker
- Need to put the parents to work for us
- It is a really good presentation
- Very informational and valuable information
- Very interactive
- Excellent training
- Great speaker and how well you related to the recruiters
- This was well put together, genuine and motivating
- That is was great and has a lot to say about the military
- That it was fun and motivational
- Can learn a lot
- Go motivator
- Very well presented
- Good strong speaker, the content was very thought provoking
- Yes
- She truly cares
- About the military
- She loves the Army
- Good speaker

Rating	5(Outstanding)	4(Great)	3(Good)	2(Poor)	1(Terrible)
Content	27	26	3	-	-
Speaker Delivery	33	19	4	-	-
Was this useful?	29	25	1	1	-

### Suggestions for future topics:

Topic	Requests For Program
How To Communicate Effectively So Others Listen	26
Play BIG, Reach Your Potential	17
How To Communicate Your Value	20
How To Be An Effective Team Leader	16
Overcoming Parental Objections	16
<b>Total Requests for additional programs</b>	<b>95</b>