

Summary Report for Individual Task  
805B-79T-3203  
Conduct a Lead Generation Presentation  
Status: Approved

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**Distribution Restriction:** Approved for public release; distribution is unlimited.

**Destruction Notice:** None

**Foreign Disclosure: FD1** - The materials contained in this course have been reviewed by the course developers in coordination with the RRS, Fort Jackson foreign disclosure authority. This course is releasable to students from all requesting foreign countries without restrictions.

**Condition:** You have a routinely scheduled presentation at your local high school. You have access to Reference materials, marketing supplies, general office supplies, equipment, school policy, and leadership guidance. Standard MOPP 4 conditions do not exist for this task. See the MOPP 4 statement for specific conditions.

**Standard:** Conduct a presentation that produces leads.

**Special Condition:** None

**Safety Risk:** Low

**MOPP 4:** N/A

<b>Task Statements</b>
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**Cue:** None

<b>DANGER</b>
None

<b>WARNING</b>
None

<b>CAUTION</b>
None

**Remarks:** None

**Notes:** None

## Performance Steps

1. Prepare for the Lead Generation Presentation.
  - a. Gather command direction and guidance.
  - b. Gather information about the Lead Generation Presentation.
    - (1) Target Audience.
    - (2) Audience Size.
    - (3) Subject matter to be conveyed.
    - (4) Total time allotted for presentation.
    - (5) Audience demographics (age, level of education, gender, etc.).
    - (6) Access to presentation equipment.
    - (7) Plan static display in attention getting location.
    - (8) Point of Contact for the presentation.
  - c. Determine the type of presentation to be given.
    - (1) Prepackaged product (i.e. You Can School Program, Career Exploration, etc.)
    - (2) Self-developed presentation.
  - d. Determine primary and secondary objectives for the presentation.
    - (1) Lead generation.
    - (2) Establishing rapport.
    - (3) Informational presentation.
  - e. Record presentation activity in Recruiter Zone.
  - f. Gather necessary information and supplies.
2. Construct / choose presentation to address the target audience.
  - a. Prepare attention-focusing opening statement.
  - b. Ensure the presentation contains.
    - (1) Greeting/introduction of self.
    - (2) Opening with Background, Objective, Agenda, Time-frame (BOAT).

- (3) Body of Presentation.
  - (4) Opportunity for Questions and Answers.
  - (5) Close.
3. Coordinate required logistics, to include location, resources, materials, and transportation if necessary.
- a. Arrange for any audio/visual equipment needed.
  - b. Arrange for RRPIs, Hand-outs, etc.
4. Practice the Strength Maintenance presentation in a mirror or with a practice audience.
- a. Ensure that your presentation falls within the predetermined time.
  - b. Reduce barriers of communication through practicing the following:
    - (1) Facial expressions.
    - (2) Posture.
    - (3) Distracting gestures.
    - (4) Eye contact.
    - (5) Voice (clarity, enunciation, volume, pitch, pace).
  - c. Get feedback from practice audience.
5. Ensure personal appearance is appropriate for Lead Generation presentation.
- a. Wear appropriate uniform for presentation.
  - b. Ensure that appearance is clean and professional.
6. Arrive at the location of the presentation.
- a. Arrive early and make contact with POC.
  - b. Ensure that presentation area is properly setup.
  - c. Test all equipment.
  - d. Ensure that hand outs are ready for distribution.
7. Conduct the presentation.
- a. Open with background, objective, agenda, time of the presentation.
  - b. Make the presentation.

- c. Ask for questions.
  - d. Close the presentation with call for action.
  - e. Provide contact information.
8. Conduct Follow-up.
- a. Gather information from interested leads.
  - b. Thank POC for the opportunity to present.
  - c. Solicit referrals for future presentations.
  - d. Obtain feedback from the POC and audience.
9. Record presentation information in Recruiter Zone.
- a. Complete AAR and input into Recruiter Zone.
  - b. Record leads/referrals in Recruiter Zone.

(Asterisks indicates a leader performance step.)

**Evaluation Guidance:** Score "GO" if Soldier correctly performs all performance measures. Score "NO GO" if Soldier incorrectly performs one or more performance measure. Provide on-the-spot correction should the Soldier experience minor difficulty. Consider directing self-study or on-the-job training for Soldiers who experience major difficulties in task performance.

**Evaluation Preparation:** This task may be evaluated by two methods:  
a. Self Evaluation. Perform the task on the job using the materials listed in the Conditions Statement. Evaluate yourself, using the performance measures, graded IAW the Evaluation Guidance section.  
b. Supervisor's Evaluation. Ensure that the Soldier(s) have the material shown in the Condition statement to accomplish the task. When you feel they are able, have them perform the task on the job. Grade them using the Performance Measures, IAW the Evaluation Guidance section.

PERFORMANCE MEASURES	GO	NO-GO	N/A
1. Prepared for the lead generation presentation.			
a. Gathered command direction and guidance.			
b. Gathered information about the Strength Maintenance Presentation.			
c. Determined the type of presentation to be given.			
d. Determined primary and secondary objectives for the presentation.			
e. Recorded presentation activity in Recruiter Zone.			
f. Gathered necessary information and supplies.			
2. Constructed / chose presentation to address the target audience. Prepared attention-focusing opening statement.			
3. Coordinated required logistics, to include location, resources, materials, and transportation.			
a. Arranged for any audio/visual equipment needed.			
b. Arranged for RRPIs, Hand-outs, etc.			
4. Practiced the Lead Generation presentation.			
5. Ensured personal appearance is appropriate for the Lead generation Presentation.			
6. Arrived at the location of the presentation.			
a. Arrived early and make contact with POC.			
b. Ensured that presentation area is properly setup.			
c. Tested all equipment.			
d. Ensured that hand outs are ready for distribution.			
7. Conducted the presentation.			
a. Opened with background, objective, agenda, time of the presentation.			
b. Made the presentation.			
c. Asked for questions.			
d. Closed the presentation with call for action.			
e. Provided contact information.			
8. Conducted Follow-up.			
a. Gathered information from interested leads.			
b. Thanked POC for the opportunity to present.			
c. Solicited referrals for future presentations.			
d. Obtained feedback from the POC and audience.			
9. Recorded presentation information in Recruiter Zone.			
a. Completed AAR and input into Recruiter Zone.			
b. Recorded leads/referrals in Recruiter Zone.			

**Supporting Reference(s):**

Step Number	Reference ID	Reference Name	Required	Primary
	ATTP 5-0.1 (Superseded by FM 6-0, 5 MAY 2014)	Superseded by FM 6-0, 5 MAY 2014	Yes	No
	LG to AAR	A Leader's Guide to After Action Reviews (AAR)	Yes	No
	NG PAM 601-1	Personnel Procurement - Army National Guard Strength Maintenance Program	Yes	No
	NGR 601-1	Personnel Procurement - Army National Guard Strength Maintenance Program	Yes	No

**Environment:** Environmental protection is not just the law but the right thing to do. It is a continual process and starts with deliberate planning. Always be alert to ways to protect our environment during training and missions. In doing so, you will contribute to the sustainment of our training resources while protecting people and the environment from harmful effects. Refer to FM 3-34.5 Environmental Considerations and GTA 05-08-002 ENVIRONMENTAL-RELATED RISK ASSESSMENT. Environmental protection is not just the law but the right thing to do. It is a continual process and starts with deliberate planning. Always be alert to ways to protect our environment during training and missions. In doing so, you will contribute to the sustainment of our training resources while protecting people and the environment from harmful effects. Refer to FM 3-34.5 Environmental Considerations and GTA 05-08-002 ENVIRONMENTAL-RELATED RISK ASSESSMENT.

**Safety:** In a training environment, leaders must perform a risk assessment in accordance with ATP 5-19, Risk Management. Leaders will complete the current Deliberate Risk Assessment Worksheet in accordance with the TRADOC Safety Officer during the planning and completion of each task and sub-task by assessing mission, enemy, terrain and weather, troops and support available-time available and civil considerations, (METT-TC). Note: During MOPP training, leaders must ensure personnel are monitored for potential heat injury. Local policies and procedures must be followed during times of increased heat category in order to avoid heat related injury. Consider the MOPP work/rest cycles and water replacement guidelines IAW FM 3-11.4, Multiservice Tactics, Techniques, and Procedures for Nuclear, Biological, and Chemical (NBC) Protection, FM 3-11.5, Multiservice Tactics, Techniques, and Procedures for Chemical, Biological, Radiological, and Nuclear Decontamination.

**Prerequisite Individual Tasks :** None

**Supporting Individual Tasks :** None

**Supported Individual Tasks :** None

**Supported Collective Tasks :** None

**ICTL Data :**

ICTL Title	Personnel Type	MOS Data
79T-ARNG Recruiting and Retention-SL3	Enlisted	MOS: 79T, Skill Level: SL3, ASI: V7, Duty Pos: REA, SQI: 4