

BCS 125

Commissioner Culture



Time allotted	50 minutes
Teaching format	Instructor-led discussions with PowerPoint support, Activity.

Resources

Handouts	<ul style="list-style-type: none">• BCS 125 – The Culture of Unit Service – 1 per person
Equipment and materials	<ul style="list-style-type: none">• BCS 125 – Commissioner Culture Course Plan• BCS 125 – Commissioner Culture PowerPoint Presentation
Resources for additional participant learning	<ul style="list-style-type: none">• https://www.scouting.org/commissioners/

Course Connections

Connections to other CCS courses	
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Presentation Outline

Introduction and Course Objectives – 2 minutes

Be the Heart, Build Relationships, Change Lives— is the Commissioner Culture Statement. This course will explore what this statement means and how to put our "culture" into action.

By the end of this session, a commissioner will be able to:

- **Describe** Commissioner Culture
- **Recognize** how a culture can connect groups of people toward a common goal
- **Explain** the importance of Commissioner Connections
- **Discuss** the role of roundtables in Commissioner Culture

Culture Definitions – 5 minutes (slides 3-4)

Thoughts on Culture Definition?

Culture Definition

Here's what we're going to talk about today.

Merriam-Webster defines culture as the customary beliefs, social forms, and material traits of a racial, religious, or social group. It can also refer to the characteristic features of everyday existence (such as diversions or a way of life) shared by people in a place or time

Actions and behaviors are key. We must be the example and lead the way.

But where do we see culture in Scouting **or in everyday life?**

- Culture of people
- Pop culture
- Workplace culture
- Other?

Culture Connects Groups of People – 20 minutes (slides 5-11)

In Scouting, who doesn't recognize Patagonia? Patagonia has incorporated a specific culture into the entire workplace:

- Who they hire
- Where they advertise
- *How* they hire
- What they focus on outside their company

And it's provided them serious impact!

An excerpt from Let My People Go Surfing by Patagonia founder Yvon Chouinard:

"If you care about having a company where employees treat work as play and regard themselves as ultimate customers for the products they produce, then you have to be careful whom you hire, treat them right, and train them to treat other people right. Otherwise, you may come to work one day and find it isn't a place you want to be anymore".

Patagonia doesn't usually advertise in the Wall Street Journal, attend job fairs, or hire corporate headhunters to find new employees. We prefer instead to seek out people through an informal network of friends, colleagues, and business associates. We don't want someone who can just do a job; we want the best person for the job. Yet we don't look for "stars" seeking special treatment and perks. Our best efforts are collaborative, and the Patagonia culture rewards the ensemble player while it barely tolerates those who need the limelight."

Again, another familiar brand and probably responsible for a significant portion of Eagle Scout project supplies.

From Home Depot's website:

"What's the best place we've ever built? The place where we work. Here, you can be yourself and also be part of something much bigger."

They build value from the inside out and focus on retention of employees and customers. Sound familiar?

“Our whole business is based on improvement, whether it’s helping a customer renovate a space or challenging our own people to be their best. No matter where people are in their careers, they have room to move up and explore new opportunities with us.”

This is the same model and philosophy of Scouting ranks.

Commissioner Objectives (Emphasis)!

Membership retention

Membership growth

Commissioner Culture positively impacts each of these!

Commissioner Culture

Handout: BCS 125 – The Culture of Unit Service – 1 per person

Be the Heart. Build Relationships. Change Lives

- These seven words can help transform unit service in Scouting America.
- Commissioners who embrace these culture statements can help shape the future of the scouting movement.

What is Commissioner Culture?

- **Culture includes a set of underlying beliefs, values, principles, and ways of interacting within an organization.**
- Our beliefs, values, and principles are summarized in the mission of Scouting America, which is **to prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Law.**
- So that covers the beliefs, values and principles...What about the ways to do this?

The Culture of Unit Service Defined

- **Be the Heart:** Scouting’s units are its heart; its success is dependent upon them; they deliver its programs to youth. Commissioners support unit leaders in developing a safe, welcoming environment and delivering Scouting’s programs effectively. We exist to support Scouting’s heart.
- **Build Relationships:** Commissioners must develop relationships with unit leaders we serve based on mutual respect, candor, and trust. Without that, the communication and collaboration required to effectively support units is impossible.
- **Change Lives:** Scouting changes lives – of the youth it serves and the adults who support it (both volunteers *and* professionals). As they adopt Scouting’s values, they become engaged citizens who strengthen our communities, nation, and world.

The culture specifically is both conceptual and tactical to **the ways** defined in BSA’s Aims and Methods.

The Culture of Unit Service

We must integrate all these elements to support units and their leaders in serving young people.

- The outside is who and what we serve/who we're trying to impact
- Mission: what we're trying to do
- Vision: what it looks like if we're successful
- Objectives: the things that we have to do to accomplish the mission & vision
- Again, young people are our base
- Keep our focus --- young people are our base but **"SERVICE"** is our tool.
- We must support all the sides for the young people to build their own foundation and success

Unit Connections – 5 minutes (slides 12-14)

Unit Connections and Commissioner Culture

District and council commissioners struggle with low rates of unit contact reporting.

Why is that?

Unit commissioners serve their units by making connections and capturing each unit's strengths and needs in *Commissioner Tools*. Connections combined with key metrics provide a basis for continuing improvement.

District and council commissioners learn about the unit's health in their areas from performance indicators and comments unit commissioners provide.

Unit Connections and Commissioner Culture

- Instead of talking about numbers, percentages, rates, and comparisons to other districts or councils, district and council commissioners should focus on how reported connections actually help units
- District and council commissioners should emphasize the importance of what they learn from the unit commissioner's comments
- District and council commissioners must recognize and encourage the good work of our unit commissioners

Roundtable in Commissioner Culture – 5 minutes (slides 15-16)

The Role of Roundtable in Commissioner Culture

Be the Heart:

- Through the roundtable program, commissioners listen actively and empathetically—without judgment—to unit leaders' questions and concerns.
- When we know what unit leaders need, we are better able to effectively serve them.

Build Relationships:

- In the case of roundtable, these relationships are formed around a consistent, quality program that provides valuable, accurate information; relevant informal training; and networking opportunities tailored to meet unit leaders' needs.
- Emphasize collaborative relationships, by inviting unit leaders to deliver informal training to their peers.
- Dedicate a portion of the roundtable program to networking and social time when unit leaders can reach across the aisle and learn from one another.

Change Lives:

- Heartfelt relationships forged between roundtable commissioners and unit leaders will spread to the young people we all serve in Scouting.
- A quality roundtable program is inspiration and empowerment of unit leaders to grow Scouting in their units.
- An enabled Scouter will leave roundtable with the "will to do" and the "skill to do"; they will be bold in their actions and will hear the call to action given by the unit service team to grow the Scouting movement.
- Ultimately, roundtable should urge unit leaders to return to their units with the desire to instill in their Scouts the values of the Oath and Law.

The Impact

- Companies that actively manage their culture boast 40% higher employee retention – Deloitte
- Organizations with strong cultures boast 72% higher employee engagement rates than those with weak cultures – Denison Consulting
- Highly engaged teams outperform their peers by 10% in customer ratings, 21% in productivity and 22% in profitability - Gallup

Fitting it all Together

- **Be the heart:** Scouting's units are its heart; its success is dependent on them; they deliver its program to youth. Commissioners support unit leaders in developing a safe, welcoming environment and delivering Scouting's program effectively. They exist to support Scouting's heart.
 - *Being the example is much more difficult than giving advice*
- **Build Relationships:** Commissioners must develop relationships with the unit leaders they serve based on mutual respect, candor, and trust. Without that, the communication and collaboration required to effectively support units is impossible.
- **Change Lives:** Scouting changes lives – of the youth it serves and the adults who support it (both volunteers *and* professionals). As they adopt Scouting's values, they become engaged citizens who strengthen our communities, nation, and world.

ACTIVITY –10 minutes

Commissioner Connections Activity – 10 minutes

Small Group Discussion:

Instructor: Handout BCS 125 – The Culture of Unit Service: Be the Heart. Build Relationships. Change Lives.

Using the Culture of Unit Service statement discuss the questions on Slide 20. What does each of the point mean to YOU and how you use them in your unit connections.

Instructor: Small Group Discussion Activity Debrief: Be the Heath. Build Relationships. Change Lives.

- Think about what each of these phrases means to you and how you can incorporate each one into your regular commissioner activities.
- How will YOU incorporate them into your service to units
- Make a personal commitment to take specific action related to these culture statements.
- Periodically evaluate how you are progressing in embracing and implementing the culture statements in your regular activities.

To Find Out More, check out the Commissioner’s website at:

<https://www.scouting.org/commissioners/>

And “Commissioner Newsletter eBlast”:

<https://www.scouting.org/commissioners/newsletter-eblast/>

Instructor Note: *Have the class scan the QR codes on the slide*

Summary/Conclusion – 1 minute

Commissioners have the unique opportunity to embrace these culture statements and help shape the future of our movement.

When you do this, you will find that you are growing and developing as a commissioner.

Questions? – 2 minutes