Unit Leader Toolbox Content Quick Links:

www.ScoutParents.org – Launch to ScoutParents.org website to learn how involvement is Scouting impacts the whole family.

School Night to Join Scouting Manual – How to recruit parents in to pack leadership positions right off the start.

New Parents Orientation Guide – To be used with the School Night to Join Scouting Night.

Resources for new Cub Scout Leaders

Training for new Scouting Unit Leadership

Cub Pack Leadership Job Descriptions

Lesson Plan on How to Recruit the Right Unit Leaders

District Leader Toolbox Content Quick Links:

District Organization Chart – Using this chart will lead to position descriptions for each job. Click on the position box to bounce to the respective details.

Manpower Recruitment Technique – Short PowerPoint presentation that is a proven approach to successfully recruiting district personnel.

Centennial Quality District Award Standards

BSA Information Center – Launch to National Scouting website to view Fact Sheets and additional resources.
District Chair
Position Description

Primary Duties:

• Along with the help of the Leadership Advisory Board, select the chairs for each of the following committees: communications/PR, finance, membership, and program.
• Trains committee chairs and committee members, helps set goals, monitors progress and evaluates results.
• Ensures the achievement of [Centennial Quality District](#) by helping each committee chair and committee members focus on goals and work continually to reach these goals.

Secondary Duties - The district chair gives leadership in formulating a district plan for growth and service as outlined below:

• As head of the district serves as its representative on the council board of directors.
• Shares with the district executive the responsibility for carrying out the year’s plan of work.
• Plans and presides at meetings of the district committee. Sees to it that each meeting includes three basic requirements...work, training and inspiration.
• Works closely with the district executive, and the district commissioner. The key three should meet regularly to review plans and assignments, check on progress, discuss personnel and coordinate efforts.
• Supports local and national policy. Encourages loyalty and teamwork. Builds council unity.
• Keeps the district aware of the need to earn public support for Scouting, recognizing good publicity, colorful activities, the involvement of top community leaders and solid basic Scouting at the unit level as the best means of accomplishing this goal.

District Operations Resources

- District Operations Guide
- The District

Support Friends of Scouting
District Vice Chair
Position Description

Primary Duties:

• Responsible to the district chair.
• Attend district meetings.
• Along with the help of the Leadership Advisory Board, select the chairs for each of the following committees: communications/PR, finance, membership, and program.
• Trains committee chairs and committee members, helps set goals, monitors progress and evaluates results.
• Ensures the achievement of Centennial Quality District by helping each committee chair and committee members focus on goals and work continually to reach these goals.

Secondary Duties - The district vice chair gives leadership in formulating a district plan for growth and service as outlined below, when the district chair is not available:

• As head of the district serves as its representative on the council board of directors.
• Shares with the district executive the responsibility for carrying out the year's plan of work.
• Plans and presides at meetings of the district committee. Sees to it that each meeting includes three basic requirements...work, training and inspiration.
• Works closely with the district executive, and the district commissioner. The key three should meet regularly to review plans and assignments, check on progress, discuss personnel and coordinate efforts.
• Supports local and national policy. Encourages loyalty and teamwork. Builds council unity.
• Keeps the district aware of the need to earn public support for Scouting, recognizing good publicity, colorful activities, the involvement of top community leaders and solid basic Scouting at the unit level as the best means of accomplishing this goal.
• Support Friends of Scouting.

Manpower Development Resources

-Nominate Procedures & Resources
-Manpower Planning Worksheet
-Selecting District Leaders
District Commissioner Position Description

Primary Duties:

- Responsible to the council commissioner.
- Attend district meetings.
- Ensures the achievement of Centennial Quality District by helping each committee chair and committee members focus on goals and work continually to reach these goals.
- Recruit sufficient assistant district commissioners.
- Help assistant district commissioners recruit and give leadership to enough unit commissioners to have a maximum of three units assigned to one commissioner.
- Recruit, train and give leadership to the Cub Scout leader and Boy Scout leader roundtable commissioners.
- Administer the annual commissioner service plan, which results in strong rechartering and regular visits by commissioners to units.
- Chair monthly commissioner meetings.
- Attend Key 3 meetings, with the district chair and district executive to ensure completion of district goals.
- Represent the district at the council commissioner meetings held in December; January, February, March, May, August, and October.
- Support Friends of Scouting.
Assistant District Commissioner

Position Description

Primary Duties:

- Responsible to the district commissioner.
- Ensures the achievement of Centennial Quality District by helping each committee chair and committee members focus on goals and work continually to reach these goals.
- Recruit and give leadership to enough unit commissioners to have a maximum of three units assigned to one commissioner.
- Administer the visits annual commissioner service plan, which results in strong rechartering and regular by commissioners to units.
- Conduct personal coaching/orientation sessions.
- Participate in the formal basic training courses.
- Help unit commissioners attain the Arrowhead Honor and Scouter's Key.
- Attend monthly district commissioner staff meetings.
- Serve units without assigned unit commissioners.
- Maintain regular contact with unit commissioners under your supervision.
- To assess strengths and weaknesses of units.
- To help find solutions to problems of units.
- To provide information, informal training, program ideas and recognition.
- To help unit commissioners work successfully with unit leaders, Scouting coordinators and chartered partners.
- To carry out membership plans of the council and district.
- Evaluate, at least quarterly, the performance of unit commissioners and provide the help necessary to give the unit commissioner the confidence and expertise to serve assigned units effectively.
- Accept other assignments made by the district commissioner.
- Promote unit FOS presentations.
- Support Friends of Scouting.

Commissioner Staff Position Descriptions

- Assistant District Commissioner
- Unit Commissioner
- Roundtable Commissioner
- Commissioner Resources
Unit Commissioner Position Description

Primary Duties:

- Responsible to the council commissioner.
- Ensures the achievement of Centennial Quality District by helping each committee chair and committee members focus on goals and work continually to reach these goals.
- To serve as a liaison between the Milwaukee County Council, Boy Scouts of America and assigned Cub Scout packs, Boy Scout troops and Venturing crews. To this end, the unit commissioner's role is one guaranteeing high quality program in the scout units and rechartering of those units.
- Make a monthly contact to the Scout unit leader and/or the unit committee chair in person or by phone and be ready and available for unit leader counseling.
- At least quarterly visit a unit meeting or committee meeting.
- Recharter units “on time”.
- Promote the use of the unit budget plan.
- Promote the Centennial Quality Unit program and assure the proper filing of that report for the unit to be recognized.
- Be ready and available for unit leader counseling.
- Promote the use of 100% Boys’ Life in the Scout unit.
- Help each unit with their program planning and the explanation of program tools.
- Help ensure a year-round program takes place for all Cub Scout packs, Boy Scout troops and Venturing crews.
- Assist with School Night for Scouting.
- Promote Unit FOS presentations and Popcorn Sales.
- Attend the District Commissioner meetings held each month.
- Support Friends of Scouting.

Unit Commissioner Resources
- Charter Partner Agreement
- Online tools
- Commissioner Fieldbook for Unit Service
- Commissioner Annual Service Plan
Roundtable Commissioner
Position Description

Primary Duties:

• Responsible to the district commissioner.
• Ensures the achievement of [Centennial Quality District] by helping each committee chair and committee members focus on goals and work continually to reach these goals.
• Conduct monthly roundtable meetings, except in July.
  – Lead a monthly roundtable planning session.
  – Use national aids – Roundtable Planning Guide, Scouting Magazine, Program Helps, Boys' Life, etc.
  – Determine what contributions can be made by resource people and arrange for their participation.
• Support Super Roundtables held in November and March, which combine the resources of all districts.
• RECRUIT ROUNDTABLE STAFF (AS NEEDED), TO HANDLE PROGRAM ELEMENTS, PROJECTS, PHYSICAL ARRANGEMENTS, HOSTING AND PARTICIPATION.
• Train Roundtable staff:
• Attend the district commissioners meetings.
  – Report on roundtable plans and enlist the district commissioner's cooperation in getting unit commissioners to promote and attend roundtables.
• Promote Roundtable attendance:
  – Obtain the unit commissioner's help in bringing new leaders to roundtables.
  – Follow up on units not participating.
  – Publish the results of the leader survey with monthly themes.
• EVALUATE ROUNDTABLES:
  – Develop a survey form that is used at least once a year to appraise the effectiveness of Roundtables by seeking suggestions from unit leaders to develop monthly themes.
• Support Friends of Scouting.
Communications/PR Chair Position Description

Primary Duties:

• Responsible to the district chair.
• Attend district meetings.
• Ensures the achievement of Centennial Quality District by helping each committee chair and committee members focus on goals and work continually to reach these goals.
• The overall responsibility of the district communications/public relations chair is to develop a public relations program to highlight Scouting in the community. The person who fills this position will sit as a proteome member of the council marketing/public relations group.
• Attend district meetings.
• Attend meetings of the council marketing/public relations committee.
• Support Friends of Scouting.
Membership Chair
Position Description

Primary Duties:

• Responsible to the district chair.
• Attend district meetings.
• Ensures the achievement of Centennial Quality District by helping each committee chair and committee members focus on goals and work continually to reach these goals.
• With the district chair and district executive, plan, promote and carry out a year-round membership plan that will ensure membership growth in all units.
• Work with prospecting and developing new chartering organization relationships that will lead to unit development.
• Recruit, motivate and give leadership to enough volunteers to make the membership committee effective, i.e. new unit chair, recruitment chair, and retention chair.
• Represent the membership committee at the district committee meetings.
• Represent the district at the council Membership/Relationship committee meetings generally held monthly.
• Help establish district membership goals.
• Support Friends of Scouting.

Membership Resources
- Membership Committee Guide
New Unit Chair
Position Description

Primary Duties:

- Responsible to the membership chair.
- Attend district membership committee meetings.
- Ensures the achievement of [Centennial Quality District](#) by helping each committee chair and committee members focus on goals and work continually to reach these goals.
- Work with prospecting and developing new chartering organization relationships that will lead to unit development.
- Represent the district, when needed, at the council Membership/Relationship committee meetings generally held monthly.
- Help establish district membership goals.
- Responsible for implementing the plans for marketing all programs (Tiger Cub, Cub Scout, Boy Scout, Varsity Scout, and Venturing) of the Scouting movement to institutions targeted in the district that are willing and qualified to become chartering organizations of the Boy Scouts of America.
- Work with district executive and determine within school districts, school systems and institutions the population eligible for membership in the various Scouting programs. This will enable the district to set unit and membership goals.
- Recruit a team to handle the organization of new units as determined in consultation with the district executive.
- Add units (Cub Scout, Boy Scout, Varsity Scout, and Venturing) in chartered organizations which have sufficient membership in their current Scout units. Either establish a multiple number of ALL units, or provide for a family of units so that members advance through Scout programs as they progress in age and grade in school.
- Encourage new unit promotion and recognition of new units at district events.
- Support Friends of Scouting.

New Unit Development Resources

-W.D. Boyce Award Tools
Recruitment Chair
Position Description

Primary Duties:

• Responsible to the district membership chair.
• Attend district membership committee meetings.
• Ensures the achievement of Centennial Quality District by helping each committee chair and committee members focus on goals and work continually to reach these goals.
• With the district chair and district executive, plan, promote and carry out a year-round membership plan that will ensure membership growth in all units.
• Represent the district, when needed, at the council Membership/Relationship committee meetings generally held monthly.
• Help establish district membership goals.
• With the Membership Relationships chair and district executive, plan, promote, and carry out the School Night to Join Scouting plan.
• Work with unit leaders, schools, churches and chartering organizations that will lead to a successful recruitment night.
• Assure that all potential recruiting stations are open and ready to recruit new members into the Scouting program.
• Represent the district at School Night to Join Scouting meetings.
• Attend School Night to Join Scouting meetings.
• Review the spring and fall recruiting plan materials and incentives.
• Attend roundtable meetings to explain the recruiting plan.
• Coordinate sign-up of units and dates for each recruiting campaign.
• Follow-up with units that do not sign-up for each recruiting campaign and encourage participation.
• Support Friends of Scouting.
Retention Chair
Position Description

Primary Duties:

• Responsible to the district membership chair.
• Attend district membership committee meetings.
• Ensures the achievement of **Centennial Quality District** by helping each committee chair and committee members focus on goals and work continually to reach these goals.
• With the district chair and district executive, plan, promote and carry out a year-round membership plan that will ensure membership growth in all units.
• Represent the district, when needed, at the council Membership/Relationship committee meetings generally held monthly.
• Help establish district membership goals.
• Responsible for activities that improve membership transition, retention and recovery for all units in the district. This position will provide the tracking of unit results, planning, and implementing programs that will improve the district’s membership.
  – **TRANSITION** includes moving from Tiger to Cub Scout, Webelos to Boy Scout, and Boy Scout to Varsity/Venture.
  – **RETENTION** of membership within a unit is dependent on a number of key factors; good program, strong leadership, and a unit’s understanding of the principles of retention.
  – **RECOVERY** is a program to identify the reasons for losing membership and correct the problems. Follow-up is important for boys that are not attending. A continuous recruitment program is needed if a unit is to increase or even maintain its membership levels.
• Provide direction and support to the unit’s membership person. Develop procedures for a unit membership plan, which will include monthly/quarterly reports on boys dropping out of the program and boys graduating into the next program.
• Collect and analyze membership data received from the units, feedback from the Commissioners and council data that will help identify units that need special attention.
• Where possible, use district events to encourage transition, retention, and recovery.
• Support Friends of Scouting.
Activities Chair
Position Description

Primary Duties:

• Responsible to the district program chair.
• Attend district program committee meetings.
• Ensures the achievement of Centennial Quality District by helping each committee chair and committee members focus on goals and work continually to reach these goals.
• Recruits, assigns, trains, supervises and motivates the activities sub-committee chairs, i.e. the Winter Event Chair, Scouting for Food Chair, Recognition Dinner Chair, Camporee Chair, Pinewood Derby Chair, etc., so that program support is available to all units in the district.
• Coordinates efforts of these chairs for purposes of planning, morale and activity budget building.
• Maintains a balance of support for all three Scouting programs – Cub Scouting, Boy Scouting and Venturing.
• Reports back to the district committee on information or requests from units received through commissioner's contacts.
• Encourages attendance of all sub-committee chairmen at the council related meetings.
• Support Friends of Scouting.

Activities Resources

-Budget Form
-Budget Procedures
-Milwaukee County Council Activities
-Activities Committee Guide
Camp Promotions Chair
Position Description

Primary Duties:

- Responsible to the district program chair.
- Attend district program committee meetings.
- Ensures the achievement of Centennial Quality District by helping each committee chair and committee members focus on goals and work continually to reach these goals.
- Maintains a balance of support for all three Scouting programs – Cub Scouting, Boy Scouting and Venturing.
- Reports back to the committee on information or requests from units received through commissioner's contacts.
- Promote the outdoor programs of Milwaukee County Council.
- Ensure that every pack in the district has a summer camping program (Cub Scout Representative).
- Ensure that every troop in the district attends a long-term summer camp (Boy Scout representative).
- Promote year-round outdoor programs.
- Attend meetings of the council Camp Promotion Committee.
- Coordinates camp promotion presentations presented to units.
- Promote high adventure programs conducted locally and nationally.
- Promote the Order of the Arrow and their effective operation within the districts and the council.
- Promote camperships for needy boys.
- Promote the use of the National Camping Award and assist in the filing of these awards for Scout troops.
- Maintain standards and policies, including tour permits for district camping functions.
- Support Friends of Scouting.

Camp Promotions Resources

- Milwaukee County Council Camping
Cub Scout Advancement Chair
Position Description

Primary Duties:

- Responsible to the district program chair.
- Attend district program committee meetings.
- Ensures the achievement of [Centennial Quality District](#) by helping each committee chair and committee members focus on goals and work continually to reach these goals.
- Reports back to the committee on information or requests from units received through commissioner's contacts.
- Encourage advancement and recognition of Cub Scouts in accordance with National Council requirements and procedures.
- Monitor and maintain monthly records of advancement for all Cub Scout packs.
- Help unit commissioners explain advancement procedures to new packs. Give special assistance to packs with poor advancement progress.
- Emphasize the importance of each Cub Scout earning the appropriate rank for his age.
- Promote prompt awarding of badges to the boys.
- Stress the importance of regular advancement reports from the pack to the council service center.
- Coordinate with the council advancement and recognition program.
- Encourage the Cub Scout pack to participate in council or district advancement programs.
- Visit the pack leaders meeting at least once a year to review Cub Scout advancement plan.
- Attend the council advancement committee meetings.
- Attend quarterly council program meetings to help plan and promote council events and to stay informed on program updates.
- Support Friends of Scouting.

Camp Promotions Resources

- [Advancement Resources on council site](#)
- [Advancement Committee Guide](#)
Boy Scout Advancement Chair
Position Description

Primary Duties:

• Responsible to the district program chair.
• Attend district program committee meetings.
• Ensures the achievement of [Centennial Quality District](#) by helping each committee chair and committee members focus on goals and work continually to reach these goals.
• Reports back to the committee on information or requests from units received through commissioner's contacts.
• Encourage advancement and recognition of Boy Scouts and Venturers.
• Visit and give special assistance to units with poor advancement progress.
• Help troop identify, select and train district merit badge counselors.
• Recruit a district merit badge counselor dean responsible for training and approving merit badge counselors.
• Encourage nominations of adult volunteers and help select recipients for awards at the annual recognition banquet.
• Review and approve Eagle projects.
• Coordinate and attend or have representation at Eagle Boards of Review.
• Monitor and maintain monthly advancement.
• Select and train district people as required to accomplish above.
• Support Friends of Scouting.

Camp Promotions Resources

- [Advancement Resources on council site](#)
- [Advancement Committee Guide](#)
Training Chair
Position Description

Primary Duties:

• Responsible to the district program chair.
• Attend district program committee meetings.
• Ensures the achievement of Centennial Quality District by helping each committee chair and committee members focus on goals and work continually to reach these goals.
• Offer training opportunities to every unit leader.
• Recruit a Cub Scout leader training chair and a Boy Scout leader training chair who are responsible for recruiting, training, New Leader Essentials, Youth Protection training and Cub Scout Leader Specific training.
• Attend district committee meetings to share information and promote district and council events.
• Attend council training committee meetings held the third Monday of each month, except December, June and July to help plan and promote council events and to stay informed on program updates.
• Help to establish district training goals in conjunction with the Cub Scout training chair and Boy Scout training chair for the district.

• Coordinate the promotion of training activities
• Support Friends of Scouting.

Training Resources
- Online Training Center
- Cub Scout Leader Training
- Boy Scout Leader Training
Cub Scout Training Chair
Position Description

Primary Duties:

- Responsible to the district training chair.
- Attend district program committee meetings.
- Ensures the achievement of [Centennial Quality District](#) by helping each committee chair and committee members focus on goals and work continually to reach these goals.
- Recruit and train a staff of at least five people to help with the training of Cub Scout leaders.
- Evaluate and report on training progress.
- Conduct a minimum of one New Leader Essentials, Youth Protection Training, and Cub Scout Leader Specific training course each year.
- Make sure Fast Start training is available for new Cub Scout leaders.
- Help promote attendance at BALOO, Wood Badge and other council training activities.
- Maintain standards and approve training awards and other recognitions related to training.
- Maintain Cub Scout leader training records.
- Attend the council training committee meetings.
- Offer training opportunities to every unit leader.
- Coordinate the promotion of training activities
- Support Friends of Scouting.

Training Resources

- [Online Training Center](#)
- [Cub Scout Leader Training](#)
- [Boy Scout Leader Training](#)
Boy Scout Training Chair
Position Description

Primary Duties:

• Responsible to the district program chair.
• Attend district program committee meetings.
• Ensures the achievement of Centennial Quality District by helping each committee chair and committee members focus on goals and work continually to reach these goals.
• Offer training opportunities to every unit leader.
• Recruit and train a staff of at least two people to help with the training of Boy Scout leaders.
• Conduct New Leader Essentials, Youth Protection training and Leader Specific training as needed.
• Make sure Fast Start training is available for new Boy Scout leaders.
• Help promote and staff the Boy Scout Leader Outdoor training on a council level, skills run twice a year and help promote the Boy Scout Leader Training available at summer camp.
• Help promote attendance for Wood Badge, National Youth Leadership Training and other training events.
• Maintain Boy Scout Leader training records.
• Evaluate and report on training progress.
• Attend district committee meetings to share and promote district and council events.
• Attend the council training committee meetings.
• Support Friends of Scouting.

Training Resources

-Online Training Center
-Cub Scout Leader Training
-Boy Scout Leader Training
Program Chair
Position Description

Primary Duties:

• Responsible to the district chair.
• Attend district meetings.
• Ensures the achievement of **Centennial Quality District** by helping each committee chair and committee members focus on goals and work continually to reach these goals.
• Recruits, assigns, trains, supervises and motivates the program committee chairs, i.e. the activities chair, camp promotion chair, Cub Scout advancement chair, Boy Scout advancement chair, and training chair so that program support is available to all units in the district.
• Coordinates efforts of these chairs for purposes of planning, morale and activity budget building.
• Maintains a balance of support for all three Scouting programs – Cub Scouting, Boy Scouting and Venturing.
• Attends district meetings and reports on the plans and work of the program sub-committees if their individual chairmen are not in attendance. Encourages attendance of all committee chairmen at the district meetings.
• Reports back to the committee on information or requests from units received through commissioner's contacts.
• Encourages attendance of all sub-committee chairmen at the council related meetings.
• Attends the meetings run by the vice president of program.
• Support Friends of Scouting.
Finance Chair
Position Description

Primary Duties:

• Responsible to the district chair.
• Attend district meetings.
• Ensures the achievement of **Centennial Quality District** by helping each committee chair and committee members focus on goals and work continually to reach these goals.
• Assist in the attainment of the district’s Finance goal.
• Assist in the recruitment of the District Popcorn Kernel.
• Assist in the recruitment of the District Friends of Scouting Chairman.
• Assist the District Friends of Scouting Chairman, if necessary, in the recruitment of key leadership for district campaigns (Steering Committee, Community, Family Chairpersons).
• Assure the district follows the Steering Committee process and serve on that committee.
• If necessary, assist district campaign leadership in recruiting adequate Team Leaders and Campaign Workers (each team consists of a Team Leader and four Campaign Workers).
• Assist the Steering Committee in the prospect and evaluation process of current and potential contributors.
• Enroll yourself personally with an upper level contribution.
• Throughout the campaign:
  – Analyze status of campaign progress.
  – Determine steps for successful campaign completion.
  – Take necessary action to see that steps are taken to ensure successful campaign completion.

Finance Resources

-Finance Committee Guide
Community Friends of Scouting Chair - Position Description

Primary Duties:

- Responsible to the district finance chair.
- Attend district finance committee meetings.
- Ensures the achievement of **Centennial Quality District** by helping each committee chair and committee members focus on goals and work continually to reach these goals.
- Assist in the attainment of the district’s Finance goal.
- Using the council plan, recruit and manage adequate Majors and Captains to conduct the district community campaign.
- Meet with Majors periodically throughout the campaign to evaluate progress.
- Assist the Steering Committee in the prospect and evaluation process of current and potential contributors.
- Enroll yourself personally with an upper level contribution.
- Throughout the campaign:
  - Analyze status of campaign progress.
  - Determine steps for successful campaign completion.
  - Take necessary action to see that steps are taken to ensure successful campaign completion.

Finance Resources

- Community FOS Major Duties
- Community FOS Captain Duties
- Community FOS Worker Duties
Family Friends of Scouting Chair - Position Description

Primary Duties:

• Responsible to the district finance chair.
• Attend district finance committee meetings.
• Ensures the achievement of Centennial Quality District by helping each committee chair and committee members focus on goals and work continually to reach these goals.
• Assist in the attainment of the district’s Finance goal.
• Responsible for recruiting, training, and managing a full staff of campaign presenters.
• Manage the unit presentation schedule and encourages units to conduct their campaign in November – January.
• Review Scouting units that have conducted a family solicitation in the past and identify additional units that may grow the campaign.
• Enroll yourself personally with an upper level contribution.
• Throughout the campaign:
  – Analyze status of campaign progress.
  – Determine steps for successful campaign completion.
  – Take necessary action to see that steps are taken to ensure successful campaign completion.
District Popcorn Kernel
Position Description

Primary Duties:

- Responsible to the district finance chair.
- Attend district finance committee meetings.
- Ensures the achievement of [Centennial Quality District](#) by helping each committee chair and committee members focus on goals and work continually to reach these goals.
- Assist in the attainment of the district’s Finance goal.
- The annual popcorn sale is designed as a council-wide fundraising event for all units: packs, troops, crews and posts. This position is key in providing leadership and promotion for the annual effort.
- The District Popcorn Kernel works closely with Scouting professionals to facilitate campaign plans and encourage all unit kernels.
- Understand and adopt the council’s plan and strategies for the sale
- Facilitate communications with all unit kernels
- Be a resource for unit kernels before and during the sale
- Attend at least one training to fully understand what is expected of all units
- Promote training to all unit kernels
- Encourage all units to sell!