

# Air Force Wounded Warrior Program Ambassador Workshop



Warrior Care Division – North Central Regional CARE Event – Scott AFB, IL

16 – 24 August 2019



# Housekeeping

- Safety
- Restrooms
- Food and Drink in Room
- Breaks
- Emergency Contact Roster



# Ambassador Expectations

- Share your testimony of recovery, resiliency, and resurgence with Airmen
- Respect your fellow Ambassadors
- Provide AFW2 feedback
- Link up with Recovery Care Coordinator (RCC) & Resiliency Program
- Report outreach metrics to the AFW2 Outreach Staff







# AMBASSADOR WORKSHOP OVERVIEW





# Workshop Expectations

- What is said in room stays in room
- Feedback and discussion is key to learning- do so constructively and respectfully
- When someone is speaking, listen respectfully
- We get out of a workshop what we put into it. Each person carries their own burden of participation
- We each know ahead of time we will not be perfect because we are learning new things and willing to learn by taking risks
- We are each responsible for our behavior-and only our own
- We each agree to use our cell phones in a non-disruptive way

# Agenda Day 1 – Ambassador Workshop



- **0800 – 0845**      **Welcome and Expectations w/Mr. Brad Britt**
- **0845 – 1000**      **Introductions**
- **1000 – 1100**      **Journaling w/Mr. Armando Franco**
- **1100 – 1200**      **Ambassador Time w/Colonel Flatten**
- **1200 – 1300**      **Lunch**
- **1300 – 1700**      **Workshop Instructions w/Mrs. Cora Lonning**



# Agenda Day 2 – Resiliency Day

- 0800 – 0845      **Schedule Pending**



# Agenda Day 3 – Ambassador Workshop

- 0800 – 1000 Outline Building Instructions (laptop/tablet)
- 1000 – 1100 Breakout Groups w/Mrs. Cora Lonning
- 1100 – 1230 Lunch
- 1100 – 1200 Ambassador Testimonies



# Agenda Day 4 – Ambassador Workshop

- 0800 – 1200 Outlines Continued/Ambassador Testimonies
- 1200 – 1300 Lunch
- 1300 – 1400 Ambassador Time w/Mrs. Marsha Gonzales
- 1400 – 1630 Ambassador Testimonies



**15-MINUTE BREAK**



# WELCOME AMBASSADORS



Even in the pursuit of wellness  
there is a cost.

Role Model SELF CARE  
throughout the week!

# Introductions

1. Who are you
2. Where are you from
3. What did / do you do in the Air Force
4. Which AFW2 programs have you participated in
5. Why do you want to be an Ambassador







**15-MINUTE BREAK**

# Journaling with Mr. Armando Franco





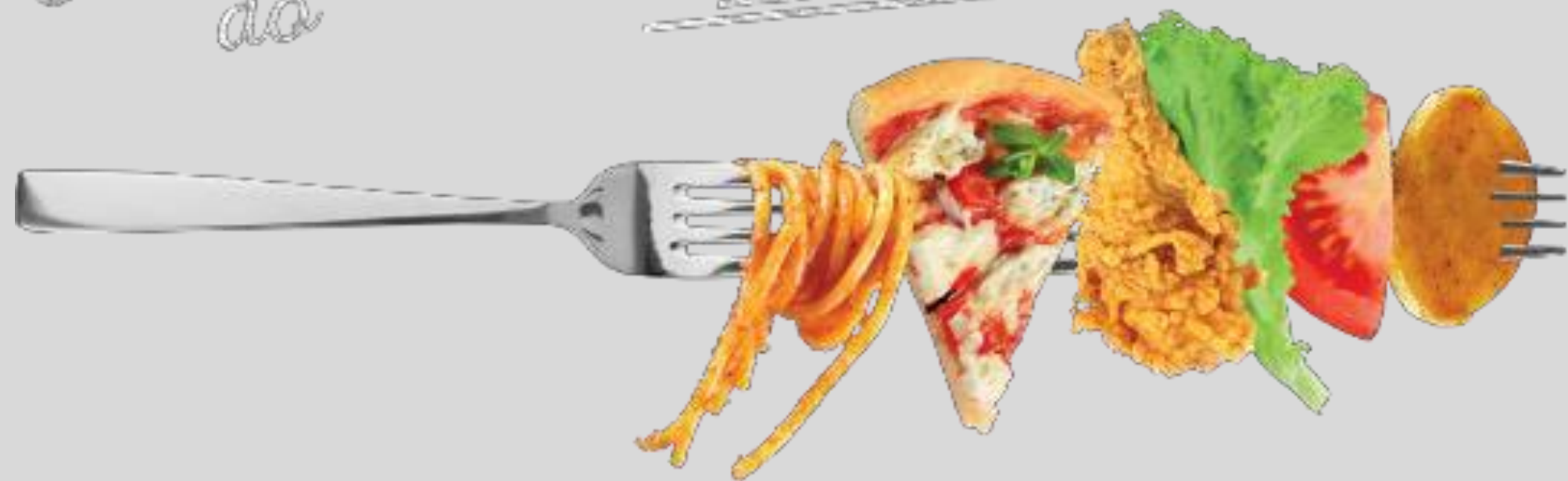


# Air Force Wounded Warrior (AFW2) Program

Colonel Mike "FN" Flatten  
Director, Warrior Care Division  
AFPC/DPFW

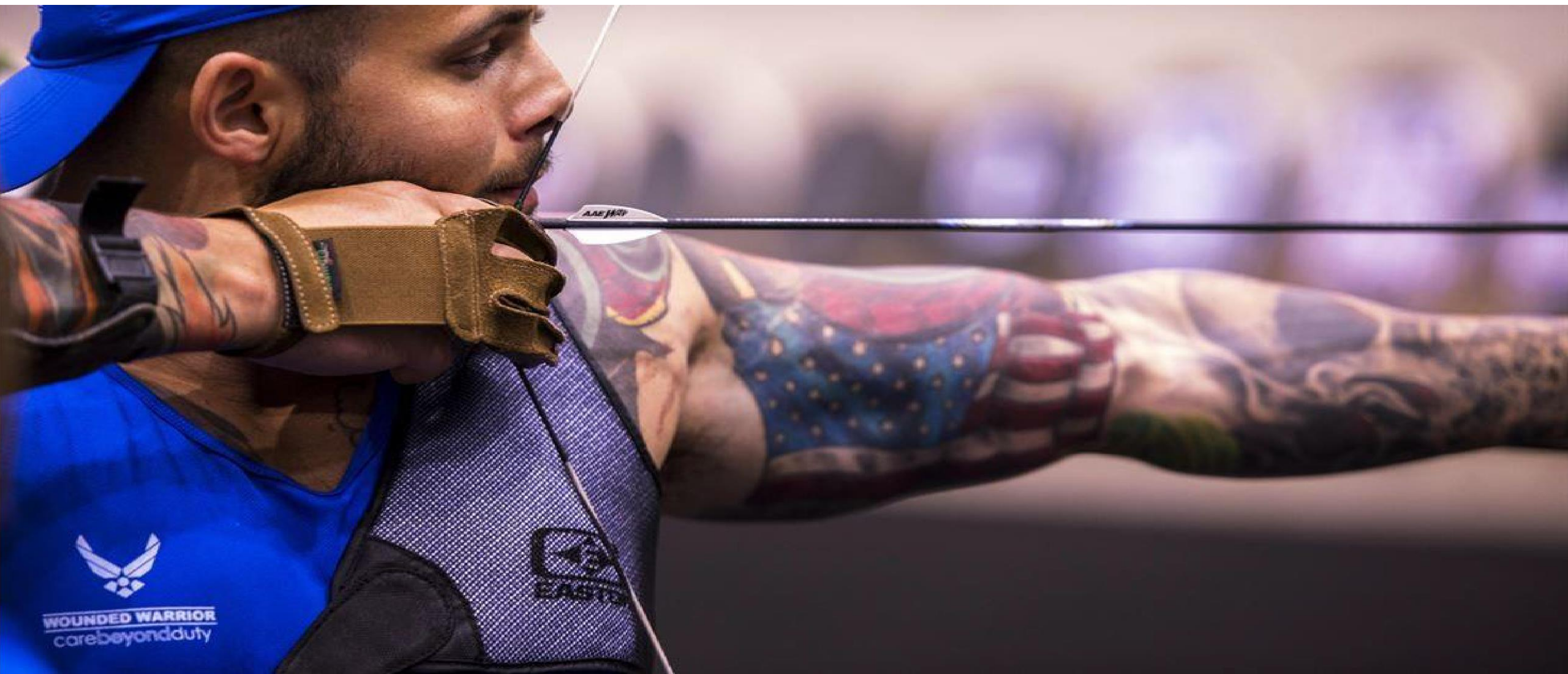


let's  
do **LUNCH**





# MISSION: TESTIMONY



# Knowing Your Purpose



- What is the mission?
  - *What will your audience walk away with?*
- Adapting to Different Types of Briefings
  - *Connecting With Audience*




# Your Story as a Vehicle



- Different audience- different approach
- Reinforce your message throughout
- Know what you want to use your story to say
- Everyone knows their story—craft your purpose
- You are here to serve your fellow Airmen

# Presentation Rubric



**TESTIMONIAL RUBRICS**

**Content**

	HIGH	AVERAGE	LOW
1 The purpose is clear and captures the listener's attention	5	4	3
2 The content is organized logically with fluid transitions to hold the listener's attention throughout entire presentation	5	4	3
3 Important details add to the interest and depth of the presentation, connecting the listener to the presenter	5	4	3
4 The conclusion unites important points and encourages desired actions	5	4	3
<b>Section Total Score</b>			

**Storytelling**

	HIGH	AVERAGE	LOW
1 Story's opening is clear and engaging	5	4	3
2 Story's sequence of events is easy for listener to follow	5	4	3
3 Choice of language is descriptive and articulate, if dialogue employed, teller's character text clearly differentiated from narrator's text so that listener understands who is talking	5	4	3
4 Presenter employs a unique or creative use of language, sound, or body language to artfully express the meaning of the story	5	4	3
5 Story's ending has a sense of closure	5	4	3
6 Knows story well; speaks with confidence and uses no notes	5	4	3
<b>Section Total Score</b>			

- Feedback will be structured around this rubric.
- Growth between presentations will be expected specific to these measurables.
- These rubrics will indicate areas to focus on for growth; and where strengths lie
- Sharing Experiences
  - What worked well
  - What fell short



Brian Williams  
Every Story

# DEFINING YOUR PURPOSE



# Testimony Fundamentals

- Know your GOAL
- Know your AUDIENCE
- Be CLEAR & CONCISE
- Use EVIDENCE to support
- Make an EMOTIONAL appeal-  
KNOW what emotions to appeal  
to!





# Testimony Fundamentals Cont.



**MY PURPOSE**

Who Am I Talking TO?

What will they feel?

They will think?

They will do

**SITUATION**

**Problem/Complication**

**SOLUTION/RESOLUTION**

\*SUPPORTING POINTS

\*SUPPORTING POINTS ANECDOTES

\*SUPPORTING EVIDENCE

**MY CALL TO ACTION**

What do I want them to KNOW/THINK/FEEL/DO?

**MY PURPOSE**

Change the attitude toward PTSD

Who Am I Talking To? My fellow Special ops guys

What will they feel?

FEAR  
COURAGE  
Brotherhood  
Loyalty

They will think?

They CAN ask for help  
They WILL be ok  
and they CAN keep do

They will do

Look for the signs  
in themselves and  
others and takes  
care of each other  
as much off the  
job as on it

**SITUATION**

Best friend  
Suicide

**Problem/Complication**

Friend was  
under  
mental  
health  
care

**SOLUTION/RESOLUTION**

Own  
marital  
issues-  
got help

\*SUPPORTING POINTS

\*SUPPORTING POINTS ANECDOTES

\*SUPPORTING EVIDENCE

# What is the Mission?



## Answer the following:

- Based on my experience, what is it I want others to know?
- What is it I want AF leadership to share, do, or act on?
- When I walk in front of a group of people, what message am I walking out there with?
- When I am finished, what will I have left them with?

**Let not your purpose be your story.  
Let your story deliver your purpose.  
-Coraism**



# Who Are You Speaking To?

**Answer the following:**

- What do I want my **TARGET** audience to think?
- What do I want my **TARGET** audience to feel?
- What do I want my **TARGET** audience to DO?



**Testimony is all about causing action: What will people think –that creates what emotion- that drives what action or choice?**

**-Coraism**

# What Are The Key Elements?

## **BRIEFLY STATE THESE THREE THINGS:**

- What was the situation-what was the event?
  - Cancer, traumatic accident/injury, defining moment, ongoing stressor
- What was/became/is a problem or complication?
  - Divorce, loss of identity, jobless, depression, fear
- What is/was your solution/resolution?
  - AFW2; referred, sought out, C.A.R.E. event, peer mentor

Storytelling is the most powerful way to put ideas into the world.  
Don't dilute your message with too much information and  
distracting details.

--Coraism





# Present Worksheets!



- 5 Minutes MAX
- My Purpose!
- Who I am speaking to
- What I want my audience to think, feel, do
- The situation I am speaking to
- The problem I faced
- My solution/resolution





# TESTIMONY DEVELOPMENT





# Testimony Checklist



 **TESTIMONY CHECKLIST** 

X	Item	Approximate to Dedicate
	Name/ Rank / Years of Service	2-3 minutes
	AFSC	
	When enrolled in AFW2	
	<b>Your Purpose Statement</b>	≤ 5 min
	The situation – your story	
	Unit Support (helped or lack of)	2 min
	AFW2 Testimony <ul style="list-style-type: none"><li>• How did AFW2 aid in your recovery?</li><li>• Before AFW2- After contrast!</li></ul>	3-5
	Call To Action	1-2 min
	<b>Approximate Total</b>	<b>15 Min</b>

# Testimony Basics



## The Introduction

1. Introduce yourself!
2. Both as people are coming in, if appropriate, and in your presentation!
3. Also after briefings!



## The Emotions

1. You will experience emotions- it is emotional. Stop. Breath. Focus.
2. Be descriptive of your emotional experience!
3. This is the connection.



## The Ambassador

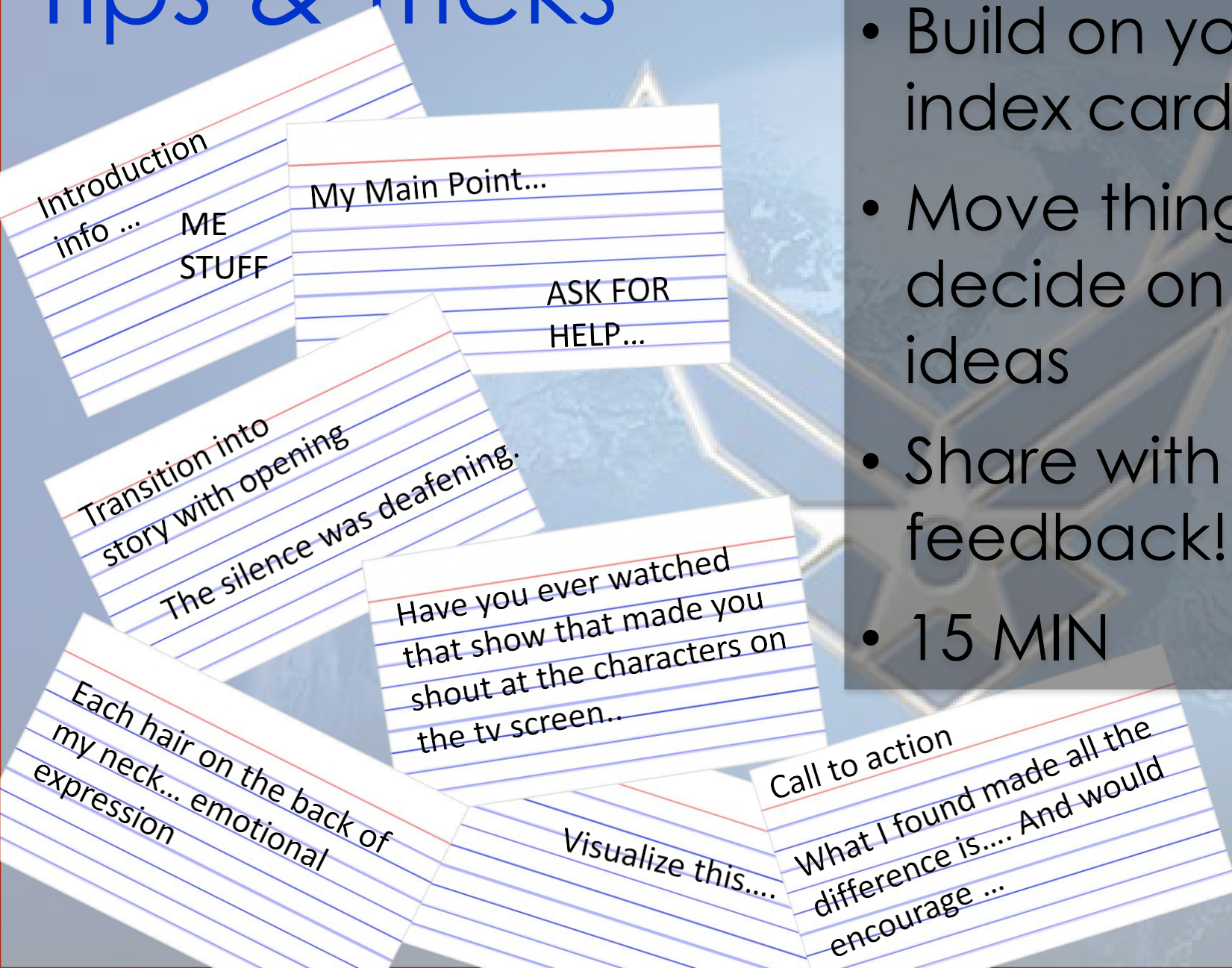
1. Professionalism matters
2. Take your message to the level you are speaking to- professionally
3. Be the role model you are



# Tips & Tricks



- Build on your testimony on index cards
- Move things around as you decide on how to present ideas
- Share with team - ask for feedback!
- 15 MIN





# Testimonial Development

- Continue to develop testimony
  - Supporting points of each section
- Practice with others
- Prepare for presentations
  - 3 groups
  - 15 minutes per person
  - Feedback per rubric





# Day 1 Summary



Monday you will deliver your  
testimonial for the first time.

ARE YOU READY?

**Prepare and practice tonight and tomorrow!**

**Move your material around until it feels right!**

**Most of all....KNOW your PURPOSE**

**Then come prepared to make a difference!**





# Day Two – Outlines and Testimonies





# Outline Details

- Introduction (name, career field, family, etc.)
- Body (emotional or traumatic event...difficult moments in time...diagnosis, treatments, medical board, etc. etc.)
- AFW2 (this is where the majority of time is spent). The meat and potatoes of your message. When did AFW2 come into your life and how has the program helped you in your resiliency and recovery.
- Closure (short impact statement)

# Day 2 - Workshop Summary



Great job today on the outlines and testimonies. Tomorrow we will do more of the same

**Adjust your material until you are comfortable and don't forget your purpose!**





# Day Three - Presentations



# Presentation Details

- 15 Minutes MAX
- Timer in place!
- Feedback per rubrics will be provided
- BE YOURSELF!
- KNOW your PURPOSE!





# Day 3 - Workshop Summary

- Outreach Speaking Engagements begin tomorrow
- You will receive your outreach assignments this evening so please know where to be in the morning

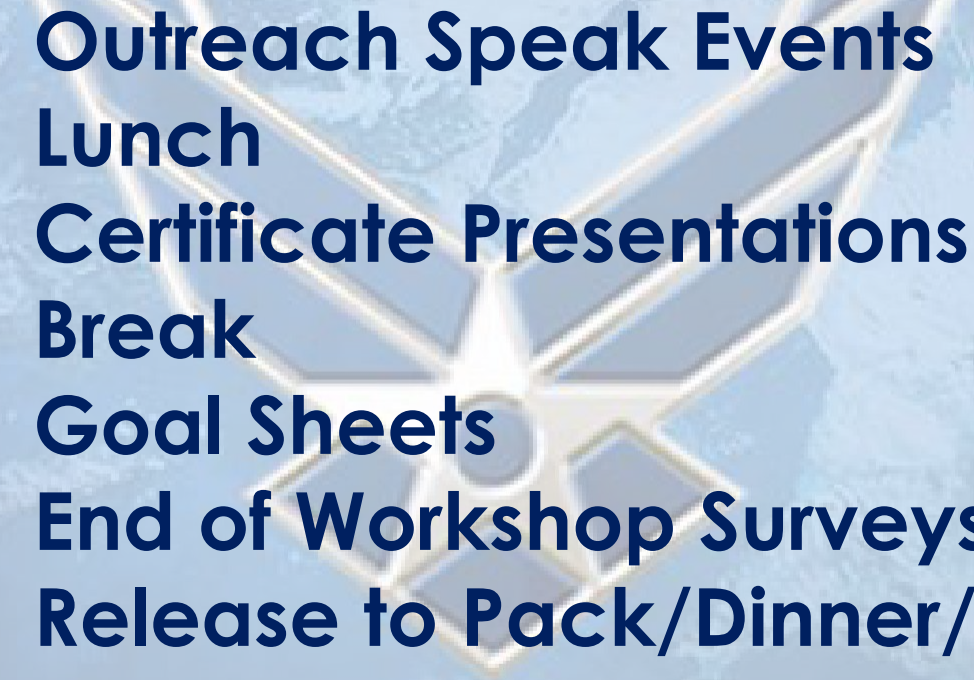


# Final Day – Administrative / Closing





# **Last Day – Ambassador Workshop**

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- **0700 – 1200**      **Outreach Speak Events**
  - **1200 – 1300**      **Lunch**
  - **1300 – 1345**      **Certificate Presentations**
  - **1345 – 1400**      **Break**
  - **1400 – 1430**      **Goal Sheets**
  - **1430 – 1500**      **End of Workshop Surveys**
  - **1500 – 1800**      **Release to Pack/Dinner/Etc.**
  - **1800 – 1900**      **Closing Ceremony (time is approximate)**



Thank you