

Scout.Boom.Comm - 2nd Edition

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Scout.Boom.Comm - 2nd Edition

Training manual - Second updated edition

Scout.Boom.Comm is a methodological tool to help leaders understand all the stages involved in implementing a branding strategy for the Scout Movement. It presents the concepts that are essential to understanding Scouting's identity and the image that it reflects. It seeks to explain the link between image, key messages, Scout practices, and individual and collective behaviour.

It offers a detailed explanation of everything that needs to be done to improve internal and external communication, strengthen partnerships and increase resources. The title is an onomatopoeia that serves as a reminder that the Scout Movement 'Scout' needs communication 'Comm' to succeed in its growth and development 'Boom'.

Preview

(click on the preview to enlarge)

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Richard Amalvy

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Training Material

Adults

Adults

Global

scoot boum com bom scoots

Yes
2008.07.07
No
No