

How to Tell the Story

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The World Scout Committee members have chosen three actions to shape the dynamics of the 2008-2011 mandate. One of these actions is 'Tell the story?'. This invites us all to leave our isolation to make communication a priority action, both within the Movement as well as outside of it.

It isn't just enough to be seen in public. We must also learn to communicate. We must integrate training modules within the curriculum of scout leaders, that teach how to tell the story of what Scouting does.

While Scouting has a great deal of expertise in many fields, it often lacks the ability to communicate what it is and what it does.

[Scout.Boom.Comm](#) has been written to help you to do so. This abridged version, which is an extract of the updated 2nd edition, deals with all aspects of internal and external Communication and, in particular, working with the media.

Speaking on behalf of the Movement requires training. It can easily be undertaken by volunteer leaders, but it is indispensable in order to help revitalise Scouting's image, improve its reputation, and attract the attention of everyone (media, sponsors, etc.) who can help Scouting to grow and develop.

Improvisation is not the best way to be prepared!

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