



WOOD BADGE

2024 Course Information for Employers

Wood Badge is the highest and most advanced training course offered by the Boy Scouts of America. While it is rich in Scouting history and tradition, participants will spend 5 full days and nights learning modern leadership theories from contemporary scholars such as Ken Blanchard, Stephen R. Covey, and Robert K. Greenleaf. A complete set of references can be found at the end of this document.

Wood Badge has five central themes that encapsulate the course content. These are:

1. Living the Values—personifying the 12 values of the BSA: trustworthy, loyal, helpful, friendly, courteous, kind, obedient, cheerful, thrifty, brave, clean, and reverent.
2. Growing—knowing and growing yourself first—a commitment to continuous improvement and lifelong learning.
3. Connecting—with other people, team members, supervisors, etc. especially those with diverse human, cultural, and organizational backgrounds.
4. Guiding—focusing on enabling and developing others.
5. Empowering—ultimately helping other people to become more autonomous, and more likely, themselves, to serve and to lead.

Course content is taught and applied through lecture, group discussion, simulation, hands-on exercises, and goal setting over the following 14 workshops:

- Know Thyself
- The Ticket (SMART Goals)
- Include and Optimize Diverse Talent
- Develop Individuals and Teams
- Manage Conversations
- Embrace and Lead Change
- Inspire the Heart
- Know the Territory
- Communicate Effectively
- Learn to Listen, Listen to Learn
- Apply Interpersonal Savvy (DISC)
- Coach and Mentor
- Plan with a Bias for Action
- Create a Culture: Train Them, Trust Them, Let Them Lead

At the conclusion of the course, attendees will have created at least 5 SMART goals. A counselor will be assigned to mentor each attendee for 18 months succeeding the training to ensure understanding and application of leadership principles learned in addition to completion of each of their 5 goals.

Current courses run through The Ken Blanchard Companies cost \$795-\$1895 for their virtual 1-3-day workshops. Similarly, Franklin-Covey's 2-day leadership trainings cost \$2095 to \$2295 for both virtual and in-person modules. The Boy Scouts of America have negotiated royalty fees and intellectual property rights which allows them to offer the entire 5-day course, in-person (with COVID-19 safety measures in place) for just \$315.

Leaders at many companies (such as Micron, IBM, Motorola, and Intel) have recognized the value this training is to their employees. As such, many agree to pay the course fees and/or provide paid time off as part of their employee's professional development and training plan. Individual company policies vary, however. If you would like additional information, you are welcome to contact me directly by phone, text, or email.

Sincerely,

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Wood Badge Training Resources

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