



Dear Employer,

I hope you will take a few minutes to review this letter requesting your support in sending your employee to an upcoming training program offered by Scouting America. This program will share knowledge and build skills which will help your employee perform better as a volunteer in the community and as a leader in your company.

This 5-day training program, known as Wood Badge, is used internationally by the Scouting movement to train the next generation of Scouting leaders. On the accompanying documents, you can find a list of the competencies taught in the course and the publications from which the lessons and material have been drawn. No doubt that you will recognize these same topics from many of the top-level, corporate training programs available in the USA today. As the director for this upcoming training, I am asking that you support your employee in arranging the time away from work needed to participate.

The course is a five-day leadership training experience, beginning on Wednesday, September 17, 2025 and concluding on Sunday, September 21, 2025. Additionally, I would encourage you to consider paying to some degree, or ideally in-full, for the course, which we are able to offer for less than \$500 compared to the \$2000-\$3500 price-tag elsewhere. If you will ensure that your employee has the time to participate in this course, I will ensure that they will have the opportunity to learn all the skills described on the opposite side of this page in a professional and supportive environment.

I know the positive effect this training has had on me personally and have seen it in many other Scouting leaders as well. I am sure you will see it in your team member upon their completion of the 5-day classroom phase of the program. If you have any questions, please reach out to me. Thank you for your time and anticipated support of your employee.

Sincerely,

Ron Kull, Course Director
Seneca Waterways Council
kullincpds@gmail.com



Boy Scouts of America

2025 Wood Badge Information for Employers



Wood Badge is the highest and most advanced training course offered by Scouting 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.

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
- Know the Territory
- The Ticket (SMART Goals)
- Communicate Effectively
- Include and Optimize Diverse Talent
- Learn to Listen, Listen to Learn
- Develop Individuals and Teams
- Apply Interpersonal Savvy (DISC)
- Manage Conversations
- Coach and Mentor
- Embrace and Lead Change
- Plan with a Bias for Action
- Inspire the Heart
- 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 for just \$375. 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.