

Facilitator's Guide: Hawk's Rest Bird Sanctuary - Volunteer training: Confidently Engaging Visitors at the Sanctuary

Target Audience:

Most volunteers are students at the local university with a strong knowledge of the charity's work and the bird species which are cared for and rehabilitated at the sanctuary. However, in most cases, they have little to no experience of interacting with the public in an official capacity, and only 34% said they felt 'at ease' holding the attention of a large group of people.

The role requires communicating the sanctuary's work in a clear and engaging way. Therefore, this session will develop strategies for speaking with clarity and confidence to maintain interest amongst visitors. Additionally, volunteers will need to guide visitor behaviour effectively, so methods for achieving this will be covered.

Learning Objectives:

1. Apply strategies to manage visitor behaviour effectively during guided tours.
2. Demonstrate clear and engaging speaking techniques to maintain visitor interest.
3. Respond appropriately to challenging visitor questions or behaviour.
4. Deliver key sanctuary messages accurately and consistently.

Training Purpose:

The goal of this session is to equip volunteers with the strategies and necessary knowledge to provide sanctuary visitors with a positive, informative experience. By providing this experience, the sanctuary aims to improve satisfaction levels, foster connection to our mission and, ultimately, increase donations.

Training Context:

As this role has a very high turnover, with most volunteers working a single season before moving on, completion of this session will reduce reliance on supervisors to deal with recurring questions and issues, which is currently occupying up to 2 hours of each working day. This additional support means that less immediate tasks, such as medium to long-term projects in the charity, are often negatively impacted.

Of greater concern than using supervisor time, some volunteers prefer to improvise rather than escalate, which has led to inconsistent messaging and some complaints from visitors.

The vast majority of volunteers are currently studying at the local university, as this programme can gain them extra credit. Several volunteers also use their experience in the sanctuary as part of their dissertations in their final year. As a result, 85% of last year's volunteers said they had a good knowledge of the work the charity does, while 60% described themselves as 'confident' tackling questions related to the bird species most commonly found at Hawk's Rest.

In contrast, only 15% of volunteers had had experience dealing with members of the public in the past, usually from working in retail. As a result, the majority have no strategies for asserting themselves in a difficult group, or presenting information engagingly to a variety of ages. This learner gap is something which the training session aims to address, preparing volunteers to both address challenging situations and also to excite visitors with the work that we do at the sanctuary.

Therefore, while volunteers possess strong subject knowledge, there is a clear gap in public-facing communication skills, confidence, and consistency of messaging, which this session is designed to address.

Materials/Equipment

- Computer with internet access
- MS PowerPoint
- Zoom account

Total Session Time:

90 minutes

Link to Slide Deck: [Slide Deck](#)

Link to Workbook: [Workbook](#)

Producer: Pre-work	Actions:
	<ol style="list-style-type: none">1. Provide your email address to the facilitator to be used by participants if they cannot get into the call, use the chat, etc.2. Prepare a poll for:<ol style="list-style-type: none">a. Slide 6 with this question: Have you ever spoken to a large group in an official capacity?b. Slide 19 with this multiple choice question: Why do you keep birds in captivity? Isn't that cruel?c. Slide 28 with this multiple choice question: Which of these is NOT a core sanctuary message?d. Slide 29 with this multiple choice question: What does the "Hook-Core-Close" framework start with (Choose all which apply)?e. Slide 30 with this multiple choice question: What is the first step when a visitor asks a tricky question?f. Slide 31 with this multiple choice question: When is the best time to set visitor expectations?


	3. Prepare breakout rooms for slides 16 & 21.
	Notes:
	<ul style="list-style-type: none"> • During training, collect any unanswered questions on a separate document to be addressed after the session.

Facilitator: Pre-work	Actions:
	<ol style="list-style-type: none"> 1. Review the slide deck in order to be familiar with the content and transitions. 2. Review this guide to be aware of the time which should be spent on each slide. 3. Add your email address to slide 3 and ensure it is available to share in the chat on slide 35
	Notes:
	<ul style="list-style-type: none"> • Remind participants of the accompanying workbook which they can use to take notes and which can serve as a future reference text.

Training Outline			
Slide(s)	Approx. time	Total session time	Topic/Activity
1-5	8 mins	8 mins	Welcome, Introduction, Guidelines, Agenda & Learning Objectives
6	4 mins	12 mins	Icebreaker poll
7-9	10 mins	22 mins	Topic 1: Delivering Sanctuary Messages Clearly and Consistently
10-11	10 mins	32 mins	Tone and Consistency + visitor experience discussion
12-15	12 mins	44 mins	Topic 2: Speaking with Clarity & Confidence

16-17	10 mins	54 mins	Breakout rooms (practical task) + plenary
18-20	6 mins	60 mins	Topic 3: Responding Appropriately in Real Time
21-22	9 mins	69 mins	Breakout rooms (role play) + plenary
23-26	5 mins	74 mins	Topic 4: Behaviour Management Strategies
27-32	10 mins	84 mins	Knowledge check (4 polls) + reflection prompt
33	5 mins*	89 mins	Q&A
34-35	2 mins	91 mins	Next steps + Conclusions
Total Time:	90 minutes		

* Can be extended or shortened as required by session time

Detailed Guide			
Slide Details	Slide Thumbnail	Facilitator Notes	Producer Notes
Slide 1 (1 min) Welcome		SAY: Welcome to today's session on engaging with visitors at the Sanctuary. Let's get started!	DO: <ul style="list-style-type: none"> • Monitor emails for anyone unable to connect. • Monitor participants for any initial tech issues.

Slide 2 (2 mins)
Introductions



Introductions

Please type your name and favourite bird in the chat!

SAY:


- My name is _____ [Name & position at the sanctuary], and this is _____ [Name & position at the sanctuary], who will be moderating the call today. Please type your name in the chat and, if you have one, let us know your favourite bird too!
- Firstly, you are all here because you have chosen to participate in Hawk's Rest volunteer programme. The centre relies on voluntary work so allow me to thank-you all for choosing to dedicate some of your time to helping with our work.
- Please feel free to take notes in the workbook, we have added a link in the chat for you to access it.



DO:

- Acknowledge a few participants who have put their name in the chat. Comment on any favourite birds mentioned and whether we have any

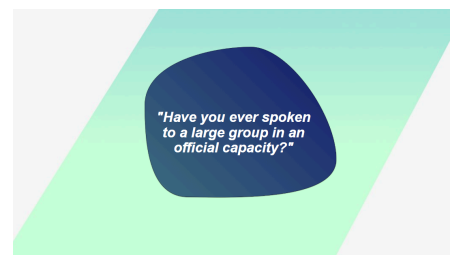
DO:

- Say hi in the chat and mention your favourite bird.
- Put a link to the workbook in the chat.

		in the sanctuary.	
<p>Slide 3 (2 mins) Guidelines</p>	 <p>Guidelines</p> <ul style="list-style-type: none"> • Mute when not speaking • Use the chat for questions and comments • Please participate actively in polls and discussions! • If you are having technical issues, please contact our moderator, Sally • The recording will be available after the session 	<p>SAY:</p> <ul style="list-style-type: none"> • Before we get started, here are a few guidelines that we ask that everyone follows to make sure we all make the most of our time today. • One, please mute your microphone when not speaking. • Two, please use the chat for comments and questions. We really want your input in the session, and this is the best way to share your thoughts. • Three, participation is key! There will be several polls and discussion points during the session. The more people take part in these, the more useful they will be! • Four, any technical issues will be fielded by _____ [name of mod], so please contact him/her/them if you encounter any problems. • Finally, this call is being recorded, and the recording will be made 	<p>DO: Type a friendly message saying your ready to help anyone with a question.</p>

		available soon after the session finishes.	
<p>Slide 4 (1 min) Agenda</p>	<p>What we're covering today</p> <ul style="list-style-type: none"> • Delivering sanctuary messages clearly [TIME ESTIMATE] • Speaking with clarity and confidence [TIME ESTIMATE] • Responding in real time [TIME ESTIMATE] • Behaviour management strategies [TIME ESTIMATE] 	<p>SAY:</p> <ul style="list-style-type: none"> • In today's session, we will look at 4 main areas which will help you in your work as a front-facing volunteer at the sanctuary. 	<p>DO: Monitor the chat for any questions or participants who are having technical issues</p>
<p>Slide 5 (2 mins) Learning Objectives</p>	<p>Learning Objectives</p> <ol style="list-style-type: none"> 1. Apply strategies to manage visitor behaviour 2. Demonstrate clear and engaging speaking techniques 3. Respond appropriately to challenging questions/behaviour 4. Deliver key sanctuary messages accurately and consistently 	<p>SAY: By completing this course, you will be able to</p> <ul style="list-style-type: none"> • Apply strategies to manage visitor behaviour • Demonstrate clear and engaging speaking techniques • Respond appropriately to challenging questions/behaviour • Deliver key sanctuary messages accurately and consistently <p>Are there any questions? If not, let's get going!</p> <p>DO: Take any questions before beginning the session proper</p>	<p>DO: Monitor the chat for any questions or participants who are having technical issues</p>

Slide 6 (4 mins)
Icebreaker poll



SAY:

- This session centres around how we interact with groups of visitors to the sanctuary. How many of our volunteers have had previous experience in this area? Please take a moment to answer this quick poll.

DO:

- Wait for 30 seconds to 1 minute for participants to answer. Give encouragement and acknowledge the number of answers during this time.

[ask for poll results to be displayed by the monitor]

- Briefly react to the results of the poll. Highlight that when previous volunteers were asked, only 15% had experience speaking to large groups, so it is the norm for sanctuary workers.

SAY:

- Now that we've learnt a little about one another and the aims of the session, it's time to dive in with our first topic.

DO:

- Start the poll.
- When the facilitator asks, display poll results.

Slide 7 (1 min)
Topic 1: Consistency



SAY:
The first topic for today is the importance of clarity and consistency in the information that we give. Visitors may ask several volunteers the same question, so it's important that our answers align.

DO:
Monitor the chat for any questions or participants who are having technical issues

Slide 8 (3 mins)
Results of consistency

Why Consistency Matters

Unclear and Inconsistent	Clear and Consistent
<ul style="list-style-type: none">• Visitor confusion• Complaints• Reputational risk	<ul style="list-style-type: none">• Informed visitor• Enhanced reputation• Confident volunteer• Trust in the charity

SAY:
Why is consistency important? As we can see, a lack of consistency in the information that we give can lead to confusion, complaints and ultimately reputational risk for the centre. Consider your reaction if you asked two employees of a shop for the price of a product and they gave you two different answers – would you trust either? Conversely, when we are clear and consistent, the effects are likely to be an informed visitor who feels more positively about the charity, and ultimately a greater reputation and more confidence for ourselves in our role.

DO:
Monitor the chat for any questions or participants who are having technical issues

Slide 9 (6 mins)
Core Sanctuary Messages

Our mission:
To rescue, treat and release birds wherever possible, and to house those for whom release is not possible.

How donations are used:
Keeping the sanctuary open
Research
Treatment of injured birds
We are not for profit

Core Sanctuary Messages

Rehabilitation Process (SOARS):
S: Secure (rescue & treatment)
O: Observation (stabilisation & first aid)
A: Administer care (treatment)
R: Restore (Recuperation & rehabilitation)
S: Set free (release)

Key Species:
• Vultures
• Swans
• Kites
• Gulls

SAY:
In order to be consistent, we need to be informed ourselves. So what are the most important messages we need to get right?

- Firstly, our mission.
Hawk's Rest has a simple goal: *To rescue, treat and release birds wherever possible, and to house those for whom release is not possible.* We state that a healthy bird will never be euthanised by the sanctuary.
- Secondly, what that rehabilitation looks like. We use the acronym SOARS to help us remember:
 - Secure - Rescue & assessment
 - Observation - Stabilisation & first aid
 - Administer care - treatment
 - Restore - recuperation & rehabilitation
 - Set free - Release
- Thirdly, the most common species we encounter. There are 4:

DO:
Monitor the chat for any questions or participants who are having technical issues

		<ul style="list-style-type: none">○ Vultures (usually downed by power lines)○ Swans (injured by fishing tackle)○ Kites (often showing signs of poisoning)○ Gulls (suffering from 'stringfoot' - getting plastic, wire, string stuck around feet which causes injuries and infection)● Finally, how do we use donations. Donations go into 3 main areas:<ul style="list-style-type: none">○ Keeping the sanctuary open○ Research into strategies to reduce bird injuries & habitat loss○ Treatment and rehabilitation <p>We are not for profit, so all donations go towards our work.</p>	
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Slide 10 (6 mins)
Using the correct tone



Don't	Do
We fix hurt birds.	We care for injured and orphaned birds, nurse them back to health, and release them back into the wild whenever we can.
I'm not totally sure, but I think it does that because it's stressed.	This behaviour usually means she's alert and focused – birds of prey are incredibly tuned in to their surroundings.
I don't know, that's not really my area.	That's a great question – let me find out the answer for you and come back to you before the end of the tour.

SAY:

- While consistency of information is essential for our credibility, consistency of tone is also paramount. Informal, glib responses appear less trustworthy to the visitor. Look at these responses to questions and compare them with a more appropriate tone.

[Click to reveal first row]

- Here we see a short answer, really lacking information about the sanctuary and our mission. Compare it to the second column, which gives far more information and explains the process of rehabilitation concisely. The speaker could also have referred to SOARS from the previous slide.



[Click to reveal second row]

- Here, informal speculation will damage your credibility as an expert, while a more prepared response not only informs the questioner but also demonstrates your

DO:

Monitor the chat for any questions or participants who are having technical issues

		<p>knowledge of birds of prey, a major group in the sanctuary.</p> <p>[Click to reveal third row]</p> <ul style="list-style-type: none"> Finally, we can't prepare for every question, but not knowing isn't an end point! Telling a visitor you will find out the information leads to added trust and also increases your own knowledge for the future. 	
<p>Slide 11 (4 mins) Sharing good practice: chat input</p>	<p><i>Think about a time you had a great experience as a visitor somewhere. What made it memorable?</i></p>	<p>SAY:</p> <ul style="list-style-type: none"> Now I'd like to ask you all, when have you had a great experience as a visitor? Can you remember what made it so positive? If you'd like to, please add your thoughts in the chat. <p>[Wait for chat input]</p> <ul style="list-style-type: none"> Respond to 2-3 individual responses. Focus on the fact that the enthusiasm of the guide and the feeling they get from them is often what makes for a positive experience, rather than just the information itself. Thank everyone for participating 	<p>DO:</p> <p>Monitor chat for responses. If no responses are forthcoming, add one of your own to encourage others.</p>

		<p>and remind them that any questions can be added to the chat as we go.</p>	
<p>Slide 12 (1 min) Topic 2: Speaking with clarity & confidence</p>		<p>SAY:</p> <ul style="list-style-type: none"> Now we move onto the second of our topics, speaking with clarity & confidence. 	<p>DO: Monitor the chat for any questions on what was covered in topic 1.</p>
<p>Slide 13 (2 mins) Voice clarity & pacing</p>		<p>SAY: Speaking in front of large groups can be very intimidating, especially for the many volunteers who don't have previous experience. That said, there are positive practices which will help you to command attention more easily. Here are 3 easy steps towards better public speaking.</p> <p>[CLICK]</p> <ul style="list-style-type: none"> Firstly, projection. Always speak to the back of the group. The person at the front will always hear you, but it's your job to reach everyone. <p>[CLICK]</p> <ul style="list-style-type: none"> Secondly, pacing. When we're nervous, we have a tendency to speak more 	<p>DO: Monitor the chat for any questions or participants who are having technical issues</p>

		<p>quickly. Pausing after important information or new concepts gives visitors time to internalise what you have said, and also leaves space for questions.</p> <p>[CLICK]</p> <ul style="list-style-type: none"> Finally, avoid fillers. Words like ‘um’ ‘er’ can distract an audience and ultimately make what you are saying appear less credible. 										
<p>Slide 14 (4 mins) Structuring explanations</p>	<p>Structuring Explanations</p> <table border="1"> <thead> <tr> <th data-bbox="680 762 788 879">HOOK</th> <th data-bbox="837 762 945 879">CORE</th> <th data-bbox="994 762 1102 879">CLOSE</th> </tr> </thead> <tbody> <tr> <td data-bbox="680 879 788 962">Grab listeners' attention with a surprising fact or question</td> <td data-bbox="837 879 945 962">Deliver the key information simply & clearly</td> <td data-bbox="994 879 1102 962">Land the message you want the audience to take away</td> </tr> <tr> <td data-bbox="680 962 788 1045"> <p>1 "Did you know a kestrel can spot a beetle from 50 metres away? They can even see ultraviolet light, which lets them track mice from high in the air."</p> </td> <td data-bbox="837 962 945 1045"> <p>2 "Moths and one of the species we care for here, Wood Cuckoo, go after mosquitoes and moths on windows — insects that stop them breeding. We introduce them and, when possible, release them back into the wild."</p> </td> <td data-bbox="994 962 1102 1045"> <p>3 "Every bird we successfully releases is back where it belongs. That's what this sanctuary is for — and what your support makes possible."</p> </td> </tr> </tbody> </table>	HOOK	CORE	CLOSE	Grab listeners' attention with a surprising fact or question	Deliver the key information simply & clearly	Land the message you want the audience to take away	<p>1 "Did you know a kestrel can spot a beetle from 50 metres away? They can even see ultraviolet light, which lets them track mice from high in the air."</p>	<p>2 "Moths and one of the species we care for here, Wood Cuckoo, go after mosquitoes and moths on windows — insects that stop them breeding. We introduce them and, when possible, release them back into the wild."</p>	<p>3 "Every bird we successfully releases is back where it belongs. That's what this sanctuary is for — and what your support makes possible."</p>	<p>SAY: The manner in which we speak is important, but the way we present content is also essential if we are to communicate the key information to visitors. Try to use this structure when giving explanations.</p> <ul style="list-style-type: none"> First, use a hook to capture attention. Following that, share the information simply and clearly. Finally, end on the message you want to stick in the audience's mind. <p>What does that look like in practice? Let's look at an</p>	<p>DO: Monitor the chat for any questions or participants who are having technical issues</p>
HOOK	CORE	CLOSE										
Grab listeners' attention with a surprising fact or question	Deliver the key information simply & clearly	Land the message you want the audience to take away										
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		<p>example. [CLICK]</p> <ul style="list-style-type: none"> • First we have the hook, information that most visitors won't know and which should interest them. <p>[CLICK]</p> <ul style="list-style-type: none"> • Next the main information, in this case explaining the way we care for and hopefully release injured birds. <p>[CLICK]</p> <ul style="list-style-type: none"> • We end on the message that ties our work to the donations which we receive. <p>I know this is a lot of information to take in, so remember to please ask questions in the chat. One more slide and then I'm going to ask you to do something!</p>	
<p>Slide 15 (5 mins) Adjusting to audience</p>	<p>Adjusting to Different Audiences</p> <ul style="list-style-type: none"> • Short sentences • Questions • Analogies <ul style="list-style-type: none"> • Detail • Wider themes <ul style="list-style-type: none"> • Hook to engage • Detail layered into answer <p>What is a word or phrase that we might use with adult visitors which might not be appropriate when showing younger people the centre?</p>	<p>SAY: We've spoken about how to communicate effectively with visitors, but what kind of visitors can we expect? At Hawk's Rest we cater for all ages, so clearly the way we convey information will need to change depending on the listener.</p>	<p>DO: Monitor the chat for answers to the question. Respond to questions directly or flag them to the facilitator to be covered in the presentation.</p>

		<p>[CLICK]</p> <ul style="list-style-type: none">• When communicating information to children, we should use short sentences, ask more questions and use analogies to familiar things. <p>[CLICK]</p> <ul style="list-style-type: none">• Adult visitors appreciate more detailed answers, and also respond well when we connect our work to the wider themes of conservation and wildlife protection. <p>[CLICK]</p> <ul style="list-style-type: none">• Mixed groups can be challenging. Try to engage younger visitors with a clear hook, before layering more detail for the adults. <p>[CLICK]</p> <p>What is a word or phrase that we might use with adult visitors which might not be appropriate when showing younger people the centre? Please use the chat to share your ideas!</p>	
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Slide 16 (6 minutes + 2 for set up)
Breakout rooms

Breakout Rooms



What does the sanctuary do?

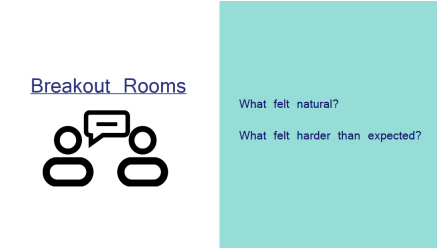

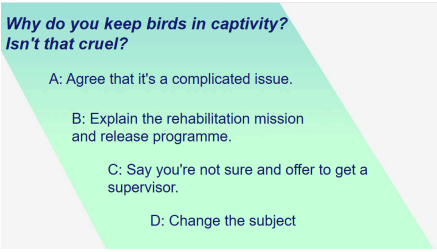
Speaker:
Deliver a **1 minute** explanation to:
- An adult.
- A child.

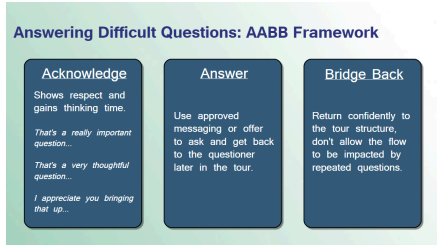
Partner:
Give feedback.
One thing which you did well...
One thing you could try and change...




SAY:
Now it's your turn to utilise some of the techniques we've covered to practice speaking to a visitor.

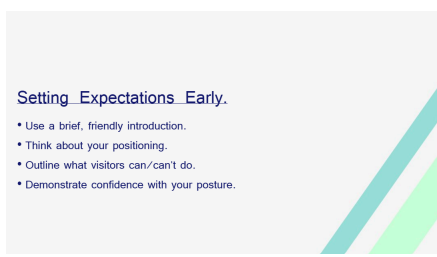
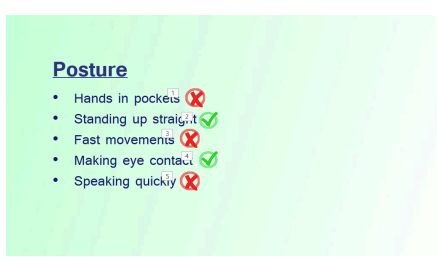
- In a moment, I will invite each of you to join a breakout room.
- In pairs, you will need to answer the question on your screen firstly to an adult, and then to a child visitor. Think about how you are going to alter your answer, while still communicating the key information.
- You will have 6 minutes to do this task, so both partners should have time to give at least one answer, followed by feedback. If you have more time, try to give the answer to the second visitor profile.
- We'll let you know when there is one minute left.



- Open the breakout rooms.
 - 1min assign rooms
 - 1min for participants to join and settle
 - 6 mins task
 - 1min close rooms and return participants to main session
- Keep an eye out in the main Zoom room for people asking for help in their rooms.
- Broadcast the question into breakout rooms: "What does the sanctuary do?"
- Give them a 1 minute warning.

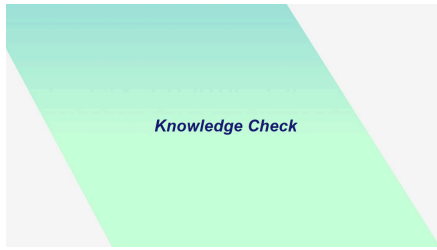
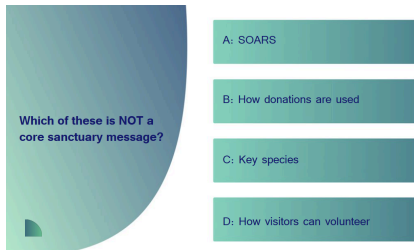
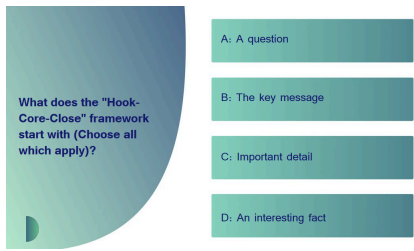
<p>Slide 17 (2 minutes) Post-breakout rooms plenary</p>		<p>SAY: How did you find the experience of talking to different visitors? Please leave a note in the chat about what you found natural, and what was challenging about the task.</p>	<p>DO: Monitor the chat for answers to the question. Highlight recurring answers for wider discussion by the facilitator.</p>
<p>Slide 18 (1 minute) Topic 3: Responding appropriately in real time</p>		<p>SAY: Let's move onto Topic 3, in which we will look at difficult questions, and some strategies for dealing with them.</p>	<p>DO: Monitor the chat for any questions on what was covered in topic 2.</p>
<p>Slide 19 (3 minutes) Zoom poll</p>		<p>SAY: Here we can see a classic question you may hear from a visitor. How would you respond? Please respond to the poll. [Allow 30 seconds] Ok, we can see the majority of people are between options B and C. A & D would certainly undermine trust in the group, A suggests that the sanctuary's work isn't beneficial for the resident birds, and D fails to address the doubt at all. Option C is completely reasonable if you feel unable to answer the question confidently, but let's</p>	<p>DO:</p> <ul style="list-style-type: none"> • Start the poll. • When the facilitator asks, display the poll responses.

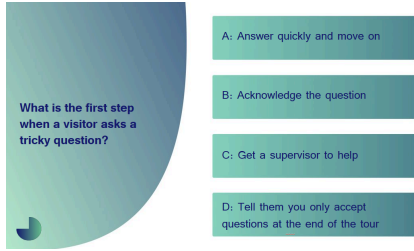
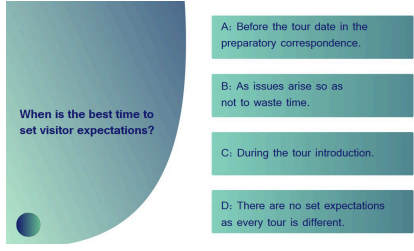
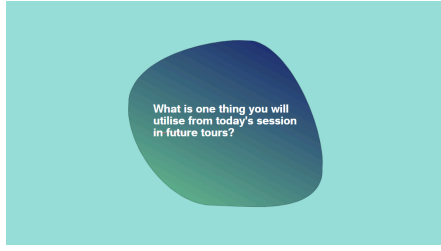
		examine a strategy to help you resolve queries in the moment.	
<p>Slide 20 (2 minutes) The AABB framework for difficult questions</p>	 <p>Answering Difficult Questions: AABB Framework</p> <ul style="list-style-type: none"> Acknowledge Shows respect and gains thinking time. <i>That's a really important question...</i> <i>That's a very thoughtful question...</i> <i>I appreciate you bringing that up...</i> Answer Use approved messaging or offer to ask and get back to the questioner later in the tour. Bridge Back Return confidently to the tour structure, don't allow the flow to be impacted by repeated questions. 	<p>SAY: This is the AABB strategy:</p> <ul style="list-style-type: none"> • First, acknowledge the speaker and the question. This shows respect and also gives you some thinking time. Here are a few examples phrases to help you do this, but of course there are many others. • Secondly, we would ideally answer the question, but of course in cases where we're not sure, we can offer to cover it later in the tour after asking for assistance, as in the option C that we just saw. • Finally, and importantly, bridge back, or BB, to the tour. This prevents the tour being derailed by a question. 	<p>DO: Monitor the chat for any questions or participants who are having technical issues</p>

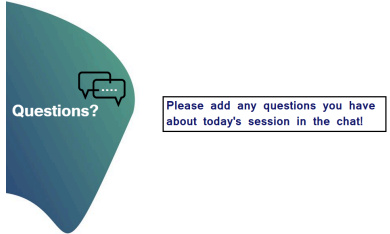

<p>Slide 21 (5 minutes + 2 for set up) Breakout rooms</p>	<p>Breakout_Rooms</p>  <p>Role-Play</p> <ul style="list-style-type: none"> • In pairs, you will be given a scenario card. • Use the AABB framework to help you navigate the challenging scenario. 	<p>SAY: We're going to return to our breakout rooms, with new partners, to conduct a role-play of a challenging visitor. Each scenario is different, so you will all get a chance to see at least two situations. Try to utilise the AABB framework to help you!</p>	<ul style="list-style-type: none"> • Open the breakout rooms. <ul style="list-style-type: none"> ○ 1min assign rooms ○ 1min for participants to join and settle ○ 5 mins task ○ 1min close rooms and return participants to main session • Keep an eye out in the main Zoom room for people asking for help in their rooms. • Broadcast a range of scenarios to each breakout room. • Give them a 1 minute warning.
<p>Slide 22 (2 minutes) Breakout rooms plenary</p>	<p>Breakout_Rooms</p>  <ul style="list-style-type: none"> • Which scenario was the most challenging? • Did the AABB framework help you? 	<p>SAY: Now that we've all had a go at dealing with difficult question scenarios, which did we find most challenging? Did you utilise the framework? How did it help?</p>	<p>DO: Monitor the chat for answers to the question. Highlight recurring answers for wider discussion by the facilitator.</p>
<p>Slide 23 (1 minute) Topic 4 introduction</p>	 <p>Topic_4</p> <p>BEHAVIOUR MANAGEMENT STRATEGIES</p>	<p>SAY: Difficult questions is one area which new volunteers can find difficult, but what about when visitor behaviour needs to be managed? This can be among the most awkward responsibilities of a volunteer, so let's take a look at how we can prepare for it.</p>	<p>DO: Monitor the chat for any questions on what was covered in topic 3.</p>


<p>Slide 24 (1 minute)</p>	 <p>Setting Expectations Early.</p> <ul style="list-style-type: none"> • Use a brief, friendly introduction. • Think about your positioning. • Outline what visitors can/can't do. • Demonstrate confidence with your posture. 	<p>SAY: Firstly, it's essential to set clear expectations early in the tour, so everyone is aware of adequate conduct. Introducing yourself while standing in a commanding position at the head of the group will establish you as the leader of the tour, and outlining what visitors can and can't do will avoid misunderstandings. Confident posture also goes a long way to communicating authority too, but what exactly do we mean by 'confident posture'?</p>	<p>DO: Monitor the chat for any questions or participants who are having technical issues</p>
<p>Slide 25 (2 minutes)</p>	 <p>Posture</p> <ul style="list-style-type: none"> • Hands in pockets ❌ • Standing up straight ✔️ • Fast movements ❌ • Making eye contact ✔️ • Speaking quickly ❌ 	<p>SAY: Take a moment to look at these aspects of posture and consider which would establish authority and confidence? [CLICK] Firstly, no hands in pockets. It looks informal and too relaxed if we are trying to project authority. [CLICK] Standing up straight not only projects confidence outwardly but, according to a study from Ohio state university, makes you feel more confident about yourself internally too. [CLICK] Fast movements can come</p>	<p>DO: Monitor the chat for any questions about posture brought up by the slide content.</p>

		<p>across as nervous or suggest you're in a hurry. [CLICK] While staring is not desirable, making eye contact with visitors during a presentation encourages them to engage and listen to what you are saying. [CLICK] Similar to fast movements, speaking quickly conveys nervousness, which in turn may reduce authority.</p>	
<p>Slide 26 (1 minute)</p>	<div data-bbox="674 683 1102 799"> <p>Calm_Boundary-Setting</p> <ul style="list-style-type: none"> • Friendly but firm • Be proactive & consistent  </div> <div data-bbox="674 810 1102 927"> <p>De-Escalation</p> <ul style="list-style-type: none"> • Lower your voice - don't raise it! • Acknowledge frustration • Look for win/win solutions  </div>	<p>SAY: [CLICK] When setting boundaries, it's important to maintain a friendly tone and to be both proactive and consistent. For example, rather than saying 'you can't go past the rope', offer an alternative 'I need everyone to stay behind the rope so we can all enjoy the tour'. [CLICK] Finally, should you find yourself in a tense situation, try to de-escalate. Avoid raised voices, and also steer clear of trying to 'beat' the unhappy or misbehaving visitor. A win/win outcome is by far the most desirable.</p>	<p>DO: Monitor the chat for any questions or participants who are having technical issues</p>

<p>Slide 27 (1 minute)</p>	 <p>Knowledge Check</p>	<p>SAY: We've covered a lot of ground during this presentation, now it's time for a brief knowledge check. For each of these 4 questions you will be asked to answer a poll. If you are unclear about an answer, please comment in the chat and we can cover it in some more detail during the Q&A at the end.</p>	<p>DO: Monitor the chat for any questions or participants who are having technical issues</p>
<p>Slide 28 (2 minutes)</p>	 <p>Which of these is NOT a core sanctuary message?</p> <ul style="list-style-type: none"> A: SOARS B: How donations are used C: Key species D: How visitors can volunteer 	<p>SAY: So, earlier we looked at the core messages of the sanctuary which we should always try to communicate. Which of these is <i>not</i> a core message? [Wait 30 seconds] The correct answer is D. While we are always on the lookout for new volunteers, this is not part of our core messaging.</p>	<p>DO: Start the poll. Display the results after 30 seconds or when the poll has been answered by all attendees.</p>
<p>Slide 29 (2 minutes)</p>	 <p>What does the "Hook-Core-Close" framework start with (Choose all which apply)?</p> <ul style="list-style-type: none"> A: A question B: The key message C: Important detail D: An interesting fact 	<p>SAY: Secondly, the hook, core, close framework helps us to speak engagingly to visitors. Which of these options would be an adequate hook? You can choose more than one option. [Wait 30 seconds] Both A & D would work as hooks, while B & C would fit more</p>	<p>DO: Start the poll. Display the results after 30 seconds or when the poll has been answered by all attendees.</p>

		appropriately into the 'core' section of the framework.	
<p>Slide 30 (2 minutes)</p>	 <p>What is the first step when a visitor asks a tricky question?</p> <ul style="list-style-type: none"> A. Answer quickly and move on B. Acknowledge the question C. Get a supervisor to help D. Tell them you only accept questions at the end of the tour 	<p>SAY: We will all have to face challenging questions, how do we recommend beginning a response? [Wait 30 seconds] Option B will both show respect to the questioner while also giving you some valuable thinking time!</p>	<p>DO: Start the poll. Display the results after 30 seconds or when the poll has been answered by all attendees.</p>
<p>Slide 31 (2 minutes)</p>	 <p>When is the best time to set visitor expectations?</p> <ul style="list-style-type: none"> A. Before the tour date in the preparatory correspondence. B. As issues arise so as not to waste time. C. During the tour introduction. D. There are no set expectations as every tour is different. 	<p>SAY: Finally, setting visitor expectations. When is it best to address these? [Wait 30 seconds] Option C is correct here. Covering expectations is certainly important to ensure everyone is on the same page, and doing so in the introduction ensures that the message is fresh.</p>	<p>DO: Start the poll. Display the results after 30 seconds or when the poll has been answered by all attendees.</p>
<p>Slide 32 (1 minute)</p>	 <p>What is one thing you will utilise from today's session in future tours?</p>	<p>SAY: As we come to the end of the presentation, please add in the chat one strategy or practice which you will take forward on future tours.</p>	<p>DO: Monitor the chat for responses and highlight recurring answers to the facilitator.</p>

<p>Slide 33 (5 minutes)</p>		<p>SAY: As I said, we have covered quite a lot today, so let's take a few minutes to answer some of your questions. Sally is going to share some of the questions that she has taken from the chat during the presentation, but feel free to add more if you still have doubts. [allow 5 minutes for Q&A]</p>	<p>DO: Share some of the questions which have occurred during the presentation, especially questions which have been asked on more than one occasion or which have particular value in your view.</p>
<p>Slide 34 (1 minute)</p>		<p>SAY: We hope that this session has helped you to feel more confident when dealing with the public as a volunteer in the sanctuary. Now that we are finishing, here are 3 suggestions for further preparation which you can follow up on in your own time. Reviewing today's content is of course useful, especially before your next tour - make sure everything is recent in your mind. We gave an example of a hook involving a kestrel, but you could choose any of the common species in the sanctuary and create your own. This will feel more authentic and be more memorable too. Finally, please try and find the time to shadow a more experienced guide. Seeing a tour</p>	<p>DO: Monitor the chat for any questions or participants who are having technical issues</p>

		delivered is an invaluable experience for a new volunteer.	
Slide 35 (1 minute)	 <p data-bbox="896 422 996 446">Thank-you!</p>	<p>SAY: Thank you very much for taking the time to connect today, if you have further questions please don't hesitate to reach out to me, my email address is in the chat now.</p>	<p>DO: Say goodbye in the chat and add the facilitator's email in the chat.</p>