



# Reliance, Patience and Other -ence Words.

## Talking about the skills that the Scouts give us.

Scouts give young people (and our volunteers) Skills for Life. But how can we say that in an interesting way without it sounding boring? Here are our top tips.

### Our general tone of voice

When writing on your website or social media we want to keep the language simple and easy to understand, as if you were talking to someone. Try and avoid jargon or business language.

Try and add a surprising twist to your story if possible to keep it interesting. If your local Cub pack has done a litter pick then you could say they were *saving the planet one crisp packet at a time*.

Grounded  
Conversational  
Colourful  
Relatable  
Inspiring  
Surprising

When looking for an eye catching headline, maybe for a website news post or a recruitment poster, try to ground it to a place or time. For example: *Thinking big starts in the village hall*.

### Writing about skills

When we write or list skills it is easy to list long technical words for skills. To keep it conversational, and more like what we see every week with our young people, why not try these instead.

- **Adaptability** – With a plan B (and C) up your sleeve; thinking on your feet.
- **Confidence** – Take a deep breath and speak up; speaking up.
- **Courage** – Ignore the butterflies and go for it.
- **Curiosity** – Asking the big questions; thinking aloud; wide-open mind; question.
- **Dedication** – Sticking at it; going for it; seeing it through to the end.
- **Empathy** – Stepping into their shoes; seeing their side.
- **Independence** – Under your own steam; doing your own thing.
- **Initiative** – Thinking for yourself; looking at it from a different angle.
- **Leadership** – Standing up; being a guiding light.
- **Motivation** – Go-getting; give it a go; do-er and a give it a go-er.
- **Patience** – As long as it takes; no rush.
- **Planning** – Thinking ahead; see the big picture; think about what's next and plan for it.
- **Resilience** – Try, try again; Get back up and try again.
- **Responsibility** – Making sure it gets done; prove yourself; give back.
- **Self-esteem** – Feeling good about yourself; I did that; believing in yourself.
- **Teamwork** – Mucking in; playing your part.

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## Putting it all together.

When writing these, lists can be your friend. It adds a structure to what you're saying and make it flow easier. You can see an example of lists in action below from a section in Hampshire.

# Who are we?



PEGASUS SCOUT NETWORK · TUESDAY, 5 NOVEMBER 2019 ·

We give it a go, with a plan B (and C) up our sleeves just in case.

We do our own thing every Tuesday evening.

We think big, try hard and make a difference to where we live.

We have fun and go on adventures we'd never believe.

We shape what we do and keep at it, as long as it takes.

We learn new skills for life

**We're Pegasus Scout Network and if you're aged between 18 and 25, we're for you. Find us Tuesday evenings meeting 8pm-9.30pm (ish).**

## Where can I find more?

- Contact the Media and Communications (Perception) team at Hampshire Scouts if you want more specific advice. [communications@hampshirescouts.org.uk](mailto:communications@hampshirescouts.org.uk)
- The Scouts have an in-depth style guide which covers some of the finer points of spelling, grammar, capital letters and how we speak. <https://members.scouts.org.uk/supportresources/search?cat=460%2C726%2C728>
- Check out our other guides which cover issues such as jargon and talking about our roles to others.

## Keeping in touch with Hampshire Scouts:

- Online at [hampshirescouts.org.uk](http://hampshirescouts.org.uk)
- On Facebook at [facebook.com/HampshireScouts](https://www.facebook.com/HampshireScouts)
- On Instagram [@hampshirescouts\\_](https://www.instagram.com/hampshirescouts_)
- On Twitter at [@hampshirescouts](https://twitter.com/hampshirescouts)