

Influencing *the Spectator Fleet*



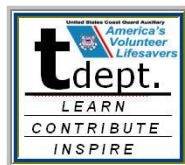
A Guide for Fostering Good Relationships with the Public

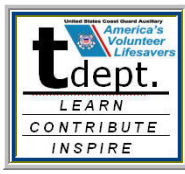
A Value-added Training Module

Produced by:

The National Department of Training

United States Coast Guard Auxiliary





Influencing the Spectator Fleet

Introduction



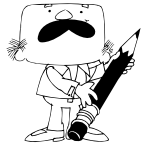
As the USCG Auxiliary continues to partner with the Coast Guard to provide services to the boating public, it becomes critical that we deal with the public in the best way possible! This is especially true when we are helping to establish a safety or security zone – a time when we are in the spotlight!

Learning Objectives

At the end of this program, the participant will:

- ★ *Discuss* the working relationship between the Coast Guard crews and Coast Guard Auxiliary crews during a major marine event.
- ★ *Identify* the items required for a proper uniform while underway in a marine event.
- ★ *Describe* the components of task direction.
- ★ Given verbal scenario, *give* clear and effective task direction.

Expectations

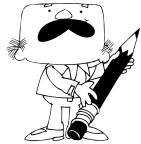
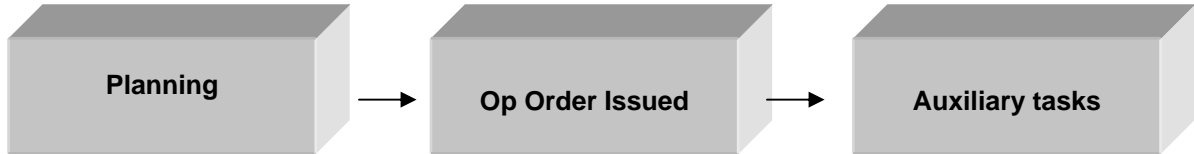


Directions: In the space below, please write your expectations for this program. What would you like to learn?

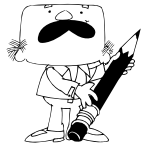
Marine Events

No matter where you live across the country, members of the USCG Auxiliary work with their Coast Guard partners in marine events. Whether it is the America's Cup Races, 4th of July at the Statue of Liberty, or the sailing of the USS Constitution, we need to help keep our waters safe.

Typically, marine events follow this format.



Directions: In the space below, please list the types of assignments undertaken by the Auxiliary in a marine event.



Directions: In the space below, identify what are the major barriers or obstacles that are encountered in a marine event such as this?

The major concern when conducting a marine event is safety of both the participants and of the spectator fleet. The Coast Guard Captain of the Port issues an op order which describes the “rules” for the event such as a safety zone. It also includes instructions for the units that will help to enforce these rules. All Coast Guard units are *responsible* for helping to ensure a successful event, including Auxiliarists participating in the evolution. **However, only the Coast Guard has the *authority to compel compliance with the Captain of the Port order.***

AUTHORITY

Power to influence or command thought, opinion or behavior.

RESPONSIBILITY

Liable to be called upon to answer as the primary cause, motive or agent

Although the Coast Guard has the authority to enforce a safety zone, the Auxiliary acts as its primary agent. The authority that the Coast Guard has is not transferred to the Auxiliary. The Auxiliary must rely on *influence* to support marine safety.

Here are **the ideal roles** for the Coast Guard Auxiliary and the Coast Guard in marine events.

“First Responder”



“Back Up”



Most folks at a marine event will be very compliant and undertake any action when requested to do so. Occasionally, however, some boaters don't understand or don't want to comply with your request. What are your options?

The Coast Guard uses a “graduated” method of dealing with non-compliant boaters. Because of their law enforcement authority, they can take steps that an Auxiliarist cannot!

Use of Force Continuum

Auxiliary	Coast Guard
<ul style="list-style-type: none"> ✓ Officer Presence ✓ Verbal Request 	<ul style="list-style-type: none"> ✓ Officer Presence ✓ Verbal Command ✓ Soft Control Techniques ✓ Hard Control Techniques ✓ Intermediary Weapon ✓ Deadly Force
<div style="border: 1px solid black; padding: 10px; background-color: #cccccc;"> <p>Call the Coast Guard for back up!</p> </div>	

As you can see, the Coast Guard **SHOULD** be called in when the boater fails to comply with our repeated requests. Remember, when you are working a marine event, you are still a “Goodwill Ambassador” for the Coast Guard!

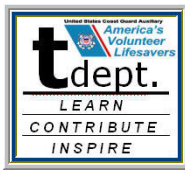
Since Auxiliarists don't have the authority to command, we must rely on influence and persuasion to be effective! What is influence? What is persuasion?

INFLUENCE

The power or capacity to cause an effect in indirect or intangible ways.

PERSUASION

To move a person to a belief, position or course of action.

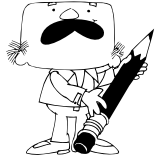


US Coast Guard Auxiliary Value-added Training Topics

Let's take a close look at what can help us to influence or persuade the boating public at a marine event.

Projecting the Right Image

Presenting the image that we are an integral part of the Coast Guard family will help us to establish credibility. What makes up the "right image" for Auxiliaries?



Directions: What are the elements of a positive Coast Guard image? From a personnel standpoint? From a vessel standpoint? In the space below, list your answers.

Personnel

Vessel

Your lists could include, but are certainly not limited to these items.



Personnel: Uniform, stance, body language, attitude, professional tone of voice, facial expression, eye contact



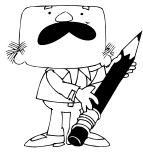
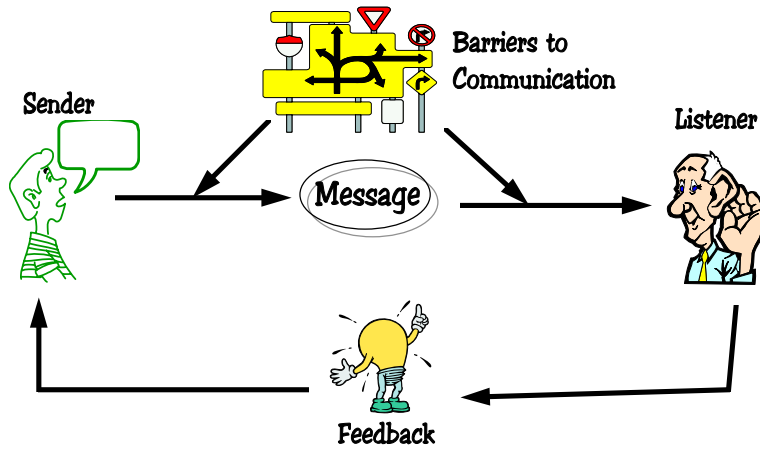
Vessel: Clean, well equipped, sign boards, activity of the crew, boat handling ability

As you can see, many factors contribute to creating the "right image" for the Coast Guard! We establish our "officer presence" with our positive image!

Verbalizing the Message

It is vital that the boating public hear your message and comply. But, communication is not an easy thing! There's a lot that can, and does, go wrong! The Communication Model is illustrated below.

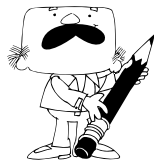
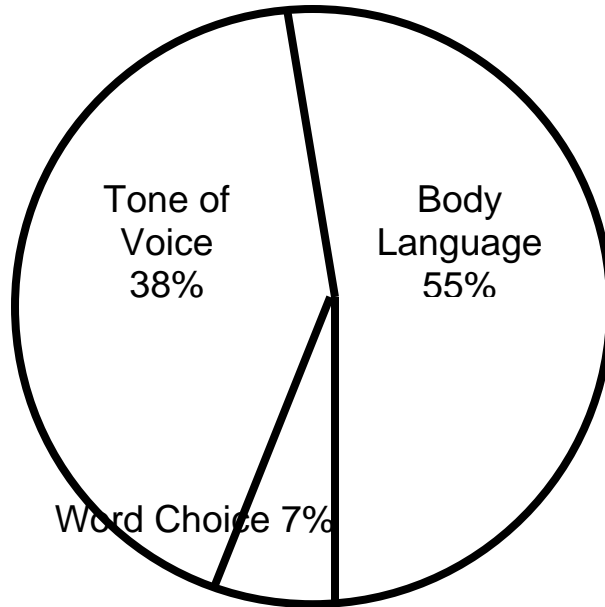
The Communication Model



Directions: In the space below, list the responsibilities of the speaker. List the responsibilities of the listener. What are the barriers to communication in a marine event?

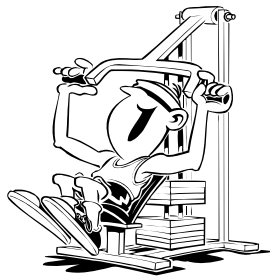
Speaker	Listener	Barriers

Vocal tone – our tone of voice, is a large contributor to how our message gets heard! In fact, what people “hear”, may not be our words at all!



Directions: Answer this question in the space below.

Why is officer presence so important?



Let's Work Out!! Try verbalizing this command in all the different tones of voice listed below. Which do you think sounds professional, courteous and commands respect?

“Move your boat 500 yards to the west near the anchorage.”

- | | | | |
|-------------------------------------|--|------------------------------------|--------------------------------------|
| <input type="checkbox"/> Angry | <input type="checkbox"/> Courteous | <input type="checkbox"/> Timid | <input type="checkbox"/> Aggressive |
| <input type="checkbox"/> Hysterical | <input type="checkbox"/> Authoritative | <input type="checkbox"/> Confident | <input type="checkbox"/> Cajoling |
| <input type="checkbox"/> Coaxing | <input type="checkbox"/> Passive | <input type="checkbox"/> Bored | <input type="checkbox"/> Indifferent |



Directions: What are the elements of good task direction in a marine event? Check off all that apply!

- Clear, authoritative voice
- Sufficient volume
- Specific task direction so that the boater can comply without question.
- Threatening the boater for non-compliance.

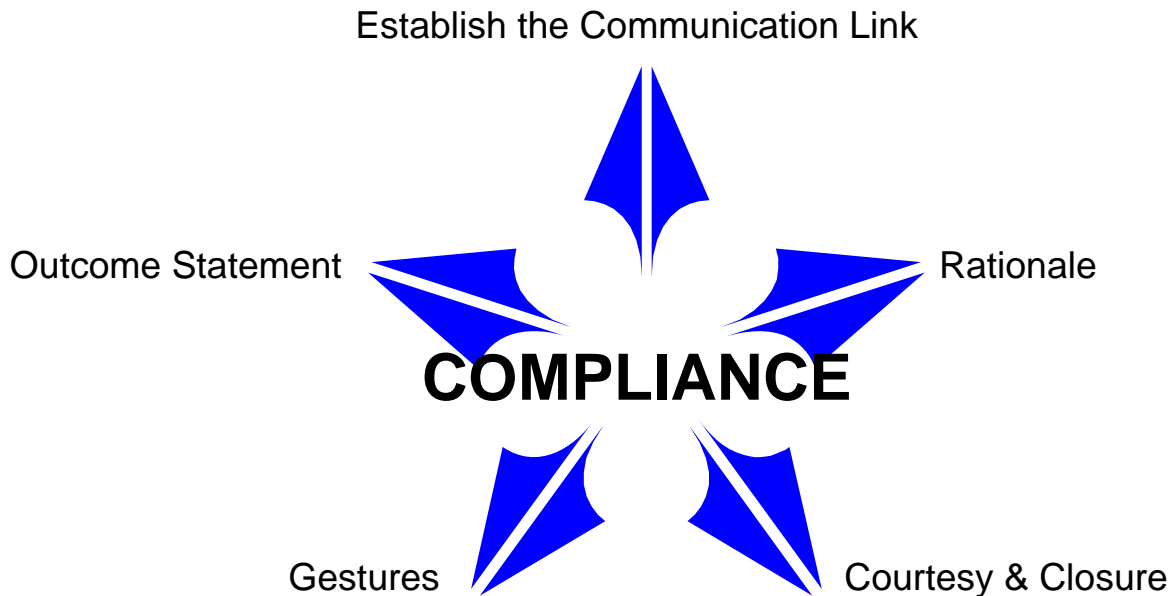
Can you think of any other elements of good task direction? Write your answers in the space below.

Gaining compliance using influence and persuasion at a marine event can be challenging! But, you can increase your effectiveness by following this simple model.

Components of Task Direction

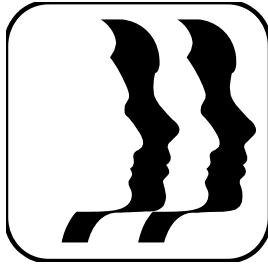
Giving directions is definitely not as easy as it sounds! It's no wonder the boater can be confused, misunderstand or appear non-compliant!

There are five components of good tasking. They are:



Establish the Communication Link

Before you can expect the boater to comply with your task direction, you need to be sure that the boater can hear and understand you. Establishing the communication link is a critical first step in the process.



Maneuver your vessel close enough to the boater so that you can be heard in a loud voice. Ask to speak to the Captain of the boat. Say "May I speak to the Captain, please?"

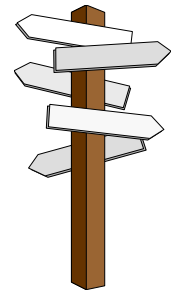
Be sure that you can be heard above the elements. Say, "Captain, if you can understand me, nod your head up and down."

Once you have established the communication link, you can give effective task direction.

Outcome Statement

How do you give clear task direction? Here are some guidelines!

1. Determine behavior needed
2. Describe behavior in terms that are clear, concise and specific: specify compass direction, landmarks, distance
3. Use very simple terms speak loud enough to be heard above the elements (wind, wave conditions, engines, crowd noises, etc.)



Rationale

Very few people respond well to "orders"! So when you are working with the public, it is important to tell the boater WHY you are requesting him to comply.

When we are pushed, it is our natural tendency to push back! That's why a clear, concise explanation of the rationale is critical! The boater is far more likely to comply when they understand the reason they need to change!

Here are some examples of rationale.

- ★ "You're in a safety zone established by the Captain of the Port."
- ★ "You're in a safety zone. The wind could blow sparks from the fireworks this way."



Gestures

Gesturing to indicate direction can be a very effective way to orient and move the boater. But, since our body language conveys 55% of our message to the boater, we must gesture deliberately and appropriately.

Here are some gesturing guidelines:



- ✓ Use 2 fingers or your entire hand to point. Avoid using one finger, it can be perceived as offensive!
- ✓ Use gestures to indicate direction, point out landmarks, etc.
- ✓ Avoid crossing your arms across your chest.
- ✓ Move to an outboard aspect of the boat.

Courtesy & Closure

Never underestimate the value of courtesy. It reinforces the professional, positive image you are projecting. There are three essentials in treating the boater with courtesy!

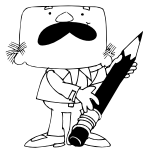
- ✓ Make requests by saying "Please"!
- ✓ Always say "Thank you" when the boater complies!
- ✓ Give the boater the benefit of the doubt, avoid "monitoring" the situation.



Factors Affecting the Boater

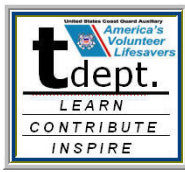
Boaters are just people, after all! They are influenced by factors that may affect us all at one time or another! What are some of these factors?

- ✓ *Entitlement*
- ✓ *Inertia*
- ✓ *Issues with authority*
- ✓ *Inconvenience*
- ✓ *Intoxication*
- ✓ *Embarrassment*



Directions: Answer the following question.

"What other factors do you think cause the boater to resist following directions?"



US Coast Guard Auxiliary *Value-added Training Topics*

Failure to Comply

So, you've tried your best, you've been straightforward and diplomatic, and the boater still will not comply! What should you do? Follow these simple steps to resolve the situation.



1. Point out the possible consequences for personal safety of the boater and his family.
2. Remind the boater of the safety zone regulations and possible penalty for non-compliance.
3. Request Coast Guard back-up.

By following these guidelines, you'll represent the Coast Guard Auxiliary and the Coast Guard in the most professional manner!