



Navy Command

(Reviewed 21 Nov 24) 4 Jul 23

RN PRESENTATION – INSTRUCTIONS

Introduction

1. The Royal Navy are looking into initiatives to promote awareness of our organisation and have created the *RN Presentation*¹ to enable all regular and reservist Royal Navy and Royal Marine personnel to conduct outreach presentations in their local communities¹, to impart *their* stories and experiences.

Aim

2. The aim of these instructions is to ensure presenters understand how to use and edit the presentation, who the audience is and effective delivery techniques. Specifically, these instructions provide guidance on:

- a. Accessing and downloading the presentation.
- b. Editing and personalising² slides.
- c. Delivery methods and presentation tips.
- d. Use of presentation – understanding the target audiences.
- e. Follow-up procedures.
- f. Acceptable language and terminology.

Prior to the Presentation

3. A flowchart outlining the entire process can be found at Annex A.
4. Prior to delivering the presentation these steps are to be followed:
 - a. Chain of Command (CoC) authorisation must be granted for delivery of the presentation. The dates of delivery, target audience, appropriate content and Travel and Subsistence (T&S) must be discussed with each personnel's CoC.

¹ A separate *RM Presentation* has also been created for members of the Royal Marines

² Several slides will be editable for personalisation

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- i. T&S costs incurred by the individual in the course of delivering their presentation are to be claimed as per [RNTM-01-044-24R](#).
 - ii. All personnel should ensure any duty travel is arranged within current regulations and undertaken in the most cost-effective way. Any presentations which require long journeys or overnight stays must be first cleared through the individual's CoC.
- b. Download the presentation, edit required slides (see below), and prepare your presentation.
 - c. Make initial contact with the school / youth group / organisation you are presenting to (by phone or email). Once a visit has been confirmed send the Covering Letter via your MOD email account. Before sending make any necessary amendments (names, dates etc).

Accessing the Presentation

5. The RN Presentation is located on the RN website at the following [link](#). Here both regular and reservist RN personnel will be able to download the RN Presentation which has been created for general use.
6. For both regular and reservist Royal Marine (RM) personnel, an RM presentation has also been produced, accessible via the RN website [link](#).
7. Due to cyber security, personnel will only be able to use **personal devices** (or issued non-MODNet devices) to download and deliver this presentation³. **Do not plug MODNet devices into external TVs or Projectors.**
8. Select *RN* or *RM* presentation and click *Download*. Save the presentation to your desktop or device.

Editing the Presentation

9. Once downloaded, open the presentation in the PowerPoint application. You can now begin editing.
10. Most slides within the presentation should not be edited, however, depending on your audience, you can hide certain slides as required⁴. To hide a slide:
 - a. Right click the slide you wish to hide.
 - b. Select *Hide Slide* in the pop-up menu.
11. The **only slide available to edit and personalise is slide 3.** This is your 'My Story' slide. To edit a slide:

³ MODNET Laptops can be used if you are using MOD certified peripherals (projector, smart TV etc)

⁴ Further guidance available at para. 18

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- a. Select the slide you wish to edit.
- b. Insert your text (bullet points and notes), change text to white.
- c. Add your own images:
 - i. Insert appropriate, good quality image.
 - ii. Resize to fit (use corner points to maintain image ratios).
 - iii. Crop unwanted areas outside of slide boundaries: Select Image > Picture Format > Crop.
 - iv. *Send to back*, then delete template image.

12. You can add more slides as required by duplicating existing ones (slides 4, 5 & 6).
When creating new slides:

- a. Right click a slide you wish to duplicate.
- b. Select *duplicate* in the pop-up menu.
- c. Begin adding your own imagery, bullet points and notes (as per para.7).

Delivery

13. Presentations are to only be delivered using personal devices (or issued non-MODNET devices).

14. Personnel should always be aware of [Information and Cyber Security](#) when using MOD IT equipment.

15. Presentations are only available on PowerPoint. Google Slides and Keynote are not supported.

16. When using your own images, be aware of personal and [Operational Security](#).

17. All personnel (both regular and reservist) are on duty whilst conducting this presentation and are to attend in uniform (daily working dress). Personnel are representing the RN in the public eye and therefore uniform should be of the highest standards. Furthermore, expected behaviours are to be adhered to (no smoking or consumption of alcohol).

Understanding the Audience

18. This initiative's aims are to raise awareness of the RN, its place within wider society and its roles internationally. Although not designed for recruitment, the presentation may encourage members of the audience to apply to join the RN. Therefore, personnel should consider the type of audience they are planning to present to. Your audience's demographic may warrant either hiding some slides or elaborating upon other slides and/or topics.

- a. Age – **The Royal Navy cannot recruit anyone under the age of 15 years & 9 months**⁵. If you are presenting to anyone under this age, the presentation should be a more general look at the Royal Navy and the following slides **must** be hidden:
 - i. Our Lifestyle – Slides 47-52 (slides 43-48 for the RM Presentation)
 - ii. Looking for a Career – Slide 54 (slide 50 for the RM Presentation)
 - iii. Further Education – Slide 55 (not relevant for the RM Presentation)
 - iv. You may also hide other slides if you are not confident discussing those topics.
- b. Gender – Currently, women make up less than 20% of the Royal Navy, yet account for around 50% of the UK population. All Services and Branches are open to women and this point should be communicated where possible/appropriate.
- c. Diversity – Having a diverse and inclusive Royal Navy which represents the UK's population is extremely important. There are slides which cover D&I, and presenters should take some time to look at the [Royal Navy's D&I Policy](#). In the General Guidance section below there is some direction on inclusive language.

Follow-up

19. Once a presenter has conducted outreach, they are to complete a short [Questionnaire](#) (within 1 week of their visit). This will provide data for a central database, so Recruitment & Attraction (R&A) can monitor and track engagement and any follow-up requests.

20. The following teams contact details should be passed on following your presentations if required.

- a. **Attract Engagement Teams (AET)** specialise in outreach to pre-eligible (10-15 years & 9 months) as well as the local areas and communities within their region ([See Map](#)), and run activity based engagement to schools, youth clubs and community groups. The teams which operate out of the three regions. Multiuser email links below to request more information:
 - i. [AET North](#)
 - ii. [AET Central](#)
 - iii. [AET South](#)
- b. **Careers Advisers** from the Recruiting Force (RF) are Recruitment & Attraction's (R&A's) specialist recruiters and are the only people who can offer careers advice. They should be contacted if a more focused careers presentation is

⁵ This is Royal Navy Policy.

required for any follow-up. **Again, only children over the age of 15¾ are eligible to receive careers related content or advice.** The RF operate across the country in six regions. Multiuser email links below to request more information:

- i. [Scotland](#)
- ii. [Northern England & Northern Ireland](#)
- iii. [Central & Eastern England](#)
- iv. [Wales & West England](#)
- v. [Greater London & Southeast](#)
- vi. [Southwest](#)

c. **Specialist Attract Teams (SAT)** specialise in specific Branches within the RN. They offer detailed information on various trades, which often require previous skills and/or qualifications prior to joining the RN. The SATs cover seven different Branches/trades. Multiuser email links below to request more information:

- i. [Engineering](#)
- ii. [Logistics](#)
- iii. [Medical](#)
- iv. [Royal Marines Band Service](#)
- v. [Submarine Service](#)
- vi. [Positive Action Team](#)⁶
- vii. Maritime Reserve⁷

d. **Department of the Corps Colonel** run all Royal Marines Commando Recruitment and Attraction engagement activities. Multiuser email link below to request more information:

- i. [Corps Colonel](#)

21. The [Feedback Questionnaire](#) allows presenters the opportunity to relay any issues and/or suggestions back to R&A in order to help improve the presentation and its delivery.

⁶ The Positive Action Team (PAT) support the recruiting process to prevent disproportionate negative impact on the recruitment within under-represented demographics.

⁷ Maritime Reserve Unit contact details can be found on the RN webpages for [RN Reserves](#) and [RM Reserves](#).

22. For general enquiries, technical issues or questions regarding R&A policy, there is a [Help Line](#) email available.

General Guidance

23. Prior to giving your presentation, you are to state the following, caveating the purpose and scope of your talk:

"I am here to share with you my lived experience in the [Royal Navy/Royal Marines/Royal Fleet Auxiliary/Maritime Reserves - delete as appropriate], and my talk will focus on my career and the wider roles of the RN. There will be an opportunity for people to ask questions at the end, but it is important to note that I am not able to discuss subjects such as current affairs, historical military actions and politics."

24. Below is some general guidance and advice on presenting:

a. You are not a recruiter and there is no expectation on you to recruit. If you are unsure of a question regarding a career in the Royal Navy (entry requirements, training etc), direct them to either the website, or the email addresses provided on the flyer in the covering letter.

b. Stick to what you know. People will be more interested in your own lived experiences in the Royal Navy rather than following presentation notes verbatim. Use the presentation as a handrail to help shape your own story of serving in the Royal Navy.

c. You are to keep the presentation as a general overview of the Royal Navy and avoid discussing operations, exercises, ship movements and anything else which may compromise operational security. Do not talk about anything politically sensitive, respond *'I am unable to comment on that'*.

d. The words and terminology used to describe individuals and groups can often be a sensitive area. Below are some examples of the correct vocabulary to use:

i. Use: **Women / Woman**. Avoid: **Female/s**.

ii. Use: **EM** (Ethnic Minorities). Avoid: **BAME** (Black, Asian & Minority Ethnic).

iii. Use: **Personnel**. Avoid: **Manpower**.

iv. Use: **Them / They / Their / Theirs**. Avoid: **Him / Her / His / Hers**.

e. Any social media to advertise your presentation (before or after the event) should be first passed through your Chain of Command for approval. The [Social Media Guide](#) provides further information and guidance.

f. Presentation Tips:

i. Prepare and practice

- ii. Start strong and tell stories focused on *your* lived experience
- iii. Show enthusiasm
- iv. Use body language, facial expressions, and eye contact
- v. Use visuals
- vi. Avoid reading your notes
- vii. Support your audience

Summary

25. By empowering regular and reservist Royal Navy personnel to go into the community to tell *their* stories and experiences, this will allow the Royal Navy to reach a wider, broader audience. Greater general awareness of our organisation, its roles and opportunities, will generate new interest and create a more permissive environment to recruit from.

Signed on Original

M Scanlon
Col RM
Head of Recruit & Attract

Annex:

A – RN Presentation Process

RN Presentation Process

