



A N'SIAH'S GUIDE TO

Writing a State of the Region Address

“Fortunate are they who see beautiful things in humble places where other people see nothing.”

Compiled by Sarah Elizabeth Minion, 68th International N'siah

To my magnificent sister N'siot,

Congratulations! You should all be so proud of yourselves for incredible terms. It feels like just yesterday we were all welcoming one another to our N'siah Network, and then getting to know one another and having the best time ever at August Execs, and then again at Feb Execs and IC just a few weeks ago when we reunited. It has been such a pleasure getting to call you incredible ladies my counterparts this year. Together, we have taken our Order to heights never before reached, and moved our Movement. Thank you so much for all of your hard work and dedication that has continued to drive your regions/councils to success. It is because of all of your contributions that you are each leaving your regions/councils stronger than the way you found them, and paving the way for an undoubtedly bright future. As you prepare for your Spring Conventions, your States addresses, and most of you for the end of your terms, it is time to reflect on everything that you've accomplished throughout this term.

Your State of the Region/Council is your opportunity to address the entire body. Remember, your words will shake the region/council, will illustrate your term, and will certainly make a huge impact. This is your time to let the whole region/council know how the year went -- to celebrate your region/council's successes and to acknowledge its shortcomings. For many of you, this will be the last time you formally address the entire region/council.

I know you have all either heard someone give a States address or written one yourself, but I just wanted to include some tips and tricks in case you need any guidance. Remember, for those of you who are ending your terms, your States will in a way serve as your "last words" as N'siah, so it's important to make them meaningful, empowering and honest. For those of you who are just getting started, remember that this will be your opportunity to set the standard for the remainder of your term. Regardless, *make it count*.

- ✓ If you choose to have a theme, make it relevant. Refer to it throughout your speech, but don't overdo it with a few too many extended metaphors. You do not need to have a theme, but if you want to use one, there are plenty of possibilities to choose from. Sometimes it's nice to come full circle and do the same theme you did for your platform. Or, think of one word, phrase, or idea that could sum up your term thus far and theme your States around that. Or totally think of something new -- just remember to keep it original!
- ✓ Sift through the calendar and old emails and highlight important events, projects, and other critical things that have happened during your term. Make sure to include these!
- ✓ When you think about it, you've done A LOT this year. Break it down into the Five Priorities and you'll have a much easier time organizing your thoughts and accomplishments. For a refresher: Total Involvement, Program Excellence, Commitment to Israel, Globalization, and Stand UP.
- ✓ Focus on the chapters! Throughout your speech, make sure to shout-out each chapter for something they've done that's really great, and also give them constructive feedback for what they should focus on improving in the coming months and next year. Remember, if you're going to shout-out one chapter, you need to shout-out every chapter.
- ✓ Be honest. Don't exaggerate, and don't sugar-coat. It's okay to be harsh, but remember to always end with positive, helpful suggestions and plans of action for moving forward.
- ✓ Talk about the problems you encountered as a region/council, as well as the obstacles you overcame. How did these contribute to your region/council's overall growth this term?
- ✓ Thank those that have helped to make this term successful. What have you learned? And what words of wisdom do you want to leave your region/council with?
- ✓ It can never hurt to be interactive. Especially if they're listening to several States addresses, be the one to engage them. That makes all the difference. With that, be conscientious of the length of your speech, and don't go over time limits.
- ✓ Excite the region/council! Whether it's the middle of your term or the end of it, leave them feeling good about the future. Your entire BBG body is looking to you to tell *them* what *they* can do to better your region/council. So tell them!
- ✓ Always, always, always end on a positive note.
- ✓ Ask someone to edit it. Run through it with your staff members, parent or someone who will catch when something sounds wrong or doesn't make sense. You always want a second pair of eyes and ears.
- ✓ Practice! People might not remember what you said, but they'll definitely remember how you said it. Prep for the delivery, and remember, the more eye contact, the better.