

MICRONESIA CHALLENGE



Press Releases
Op-Ed's
Articles



YOUNG CHAMPIONS

Press Release Tips

Content Hints: Style

- * Answer the questions: who, what, where, when, and how.
- * Ensure that your writing is clear and concise
- * Do not use slang or jargon
- * Organize information from most important at the beginning through progressively less important information
- * Write about yourself in the third person, using "he/she" rather than "I".
- * News releases are meant to be informational, not flowery or written like advertisements. Stick to the facts.

Content Hints: Headline

The headline should capture the reader's attention and is therefore very important. Here are some tips to help you create a good heading:

- * Alliteration: "Florist Fashions Fountain From Flowers"
- * Use colons: "The Micronesia Challenge: Collaborating for the Future"

Content Hints: Directing your news release

- * Ensure you think about the reader or viewership of the media you send the release to. Write for that audience.
- * Research the media before you send out your release. See what kind of stories they air or publish.
- * When you write your release approach your subject as though you are a news reporter, emphasizing the news aspect and the facts.

Content Hints: Tips to make your release more interesting

* If you can support the fact that your event is the largest or first, for example, you can use these superlatives in your news release.

* Use quotes.

* Look for ways to sell your story: a new angle or detail may help. For example, think of the times you have seen a story about someone who graduated from high school. It doesn't happen, does it? Unless that person is a senior citizen or has ten children or suffers from a disability.

Bring your unique angle into your news release.

* Human interest aspects can sometimes be used to spark interest.

Formatting Hints

* Make it short. Two pages is maximum, and one page is better.

* Do not use abbreviations or acronyms when you first refer to someone or something. Instead, spell out the full name - Home Improvement Services - and then put H.I.S. after it in brackets. The next time you refer to it you can say H.I.S.

* When you use someone's name say: "Miss Joanne Armstrong" the first time and then "Miss Armstrong" in further references.

* Use the names of both the city and the province/state the first time you refer to a location.

* When you mention a day use the date and year.

* Type 'more' at the bottom of the page when there is more than one.

Presentation Tips:

* Keep the release neat and attractive ('easy on the eyes').

* Proofread the release not once, but several times. Reading the release out loud will often help you find the mistakes you've missed; having someone else read over your release is even better (send it to the MC Communications Specialist, Mrs. Adrienne Loerzel!)

Press Release Template

Date

For Immediate Release

Title (Example: Future Champions in Conservation Meet in Palau)

City, State (Example: Kolonia, Pohnpei) - This is the introductory paragraph, and it should briefly summarize the entire press release. The paragraph should be approximately **3 to 5 sentences**. Be sure to mention what's happening or what happened, the date, time, where it happened, and the important people involved. (Who, What, When, Where, Why, How). The 1st paragraph will make or break the story. If it's not clear and concise, most people will not read the rest of the article.

The middle paragraphs go into more detail. For example, explain the importance of the event/workshop and why it's taking place. This is a good place to provide detail about your activities. In general, remember that most important information should be placed at the beginning of the article - information at the end is less likely to be read. Be sure to answer who, what, when, where, why, and how.

Another section should present one or two facts/statistics related to your program or cause, to show your audience why your program is important. For example, a statistic about the rate of destruction in the coral reefs, or the rate of overfishing in Micronesia. Try and include a quote if you can find one. Talk to your supervisors, or a local conservation authority – they should be able to give you something that will catch audience attention. **For example:** "It is crucial that we educate the next generation of Micronesians," said Jane Smith, leader of the Environmental Society. "They are the future of conservation on our islands"

Once again, you should keep paragraphs at about 3 to 5 sentences in length. The very last paragraph is called the "boilerplate." It is usually no more than 3-4 sentences, and explains the organization and its purpose. **Example:** The Ecological Conservation Trust, established in 1958, strives to preserve wetlands and other diverse areas through education and policy reform. The Trust works with 53 countries throughout the world, providing resources and community support.

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For more information contact:

Person Name
Phone Number
E-mail
Website

Press Release Sample

October 2, 2008

For Immediate Release

Small Steps Towards Healthy Living and a Healthier Environment

Kolonia, Pohnpei- At least 150 members of the community participated in the 1st Annual Pohnpei Green Steps 5km Fun Walk and tree planting event on Saturday, October 4. It was a hot and dry morning in Pohnpei, but that didn't deter many of the sweaty and tired participants from walking to PICS to plant 50 tree saplings on school grounds. High school students, athletes, and other community members completed a 5km race-course and picked up garbage along the roadside.

The aim of Pohnpei Green Steps is to link a healthy lifestyle with a healthy environment. Organizers targeted students, the future of a sustainable Pohnpei: the students did not disappoint, as they arrived by the dozen just after sunrise. The walk began at the Pohnpei State Track and Field. After planting a ceremonial tree, participants either ran or walked a 5km race-course, armed with garbage bags to pick up trash along the way. After the walk, participants headed to PICS to plant a variety of tree species native to Pohnpei, in an effort to promote local biodiversity and the goals of the Micronesia Challenge. Eventually, these trees will provide shade and fruit for students.

The Pohnpei Green Steps was made possible through the collaboration of the National Olympic Committee, the coordinators of the Micronesia Challenge Young Champions Intern Program and the Micronesia Conservation Trust. The Conservation Society of Pohnpei (CSP) acquired seedlings and participated in the tree planting. Seedlings were donated by NRCS, Pohnpei State Forestry and COM Land Grants.

The Micronesia Challenge is a commitment by Micronesian leaders to conserve the natural resources that are crucial to the survival of Pacific livelihoods. The overall goal of the Challenge is to effectively conserve at least 30% of the near-shore marine resources and 20% of the land resources across Micronesia by 2020. Co-operative in nature, the Micronesia Challenge will partner with the governments of Palau, Guam, CNMI, RMI and FSM, communities and local conservation organizations to conserve important natural resources for generations to come. Covering 6.7 million square kilometers of ocean, the Micronesia Challenge represents more than 20% of the Pacific island region and 5% of the largest ocean in the world.

The first of its kind, the Challenge has inspired similar progressive environmental programs around the world.

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Op Ed's or Opposite Editorials

The name Op-Ed means Opposite Editorial: these pieces are published opposite the editorial page in a newspaper. Op Ed's are valuable for informing the public about an issue, beyond what a media outlet might already be covering. They are designed to create awareness and exposure for an issue you are passionate about. An Op-Ed is an opinion piece - though it is always based in fact, it is an opportunity for you to share an opinion with the public, and argue your position on an issue.

An Op-Ed is not a news story describing a situation; it is your opinion on how to improve something. You are arguing for your perspective - you are allowed to be subjective (as opposed to objective). Your writing should be supported by arguments and examples that bring your point to life and show people why they should take your side. Use straightforward suggestions as to how to solve the problem you are addressing. If you are telling people that there is a problem, you should also provide them with some sort of solution.

Op-Ed's are valuable tools for you as interns to raise awareness about issues of conservation and biodiversity in your communities. They are a way to get your concerns out to the public en-masse. Having your opinion in the local paper will give people something to think about; it will also provide them with an avenue to discuss their own ideas on the issues.



Tips on how to write an effective Op-Ed:

- ② **Use a news hook.** Your op-ed will be more relevant, and more likely to be published, if it is somehow related to recent news. Be as timely as possible.
- ② **Make your first sentence catchy.** Like in any writing, you need to hook people's attention right from the beginning. If the first sentence is dull, it's likely that you will lose your reader.
- ② **Know the word limit.** Newspapers have limited space, and editors don't have time to cut your work down to size. You have about 750-800 words. If you can make it even shorter, do.
- ② **Keep it short.** Use short, direct sentences and paragraphs. Cut long paragraphs into two or more shorter ones. Give readers the minimum background they need to understand your opinion.
- ② **Make a single point.** You only have 750 words or less. We know that there are a lot of environmental problems facing the world, but if you try and address them all in one article, no one will read it. Pick one issue, then explain it clearly and persuasively.
- ② **Keep it exciting.** Use vivid examples and outstanding facts. Big numbers and colorful stories get people interested.
- ② **Avoid jargon.** Too much scientific language, or too many acronyms, can make an article confusing and unreadable to the general public. Keep it simple and straightforward.
- ② **Make it personal.** You are writing to your community. Write from your heart, from your personal experiences and daily life. Personal stories and examples will help people to visualize and connect with what you are saying.
- ② **Use the Active voice.** Always use the active voice instead of passive when possible. It's easier to read, and leaves no doubt as to who is doing the hoping, acting, or recommending.
- ② **Make a specific recommendation.** This is an opinion piece, so don't be afraid to share your opinion! Tell people how you think the issue could be solved or improved. Not everyone has to agree with what you are saying, in fact some people definitely won't. This is okay - the point is to get people talking.
- ② **End with a BANG!** The last paragraph is as important as the first. Summarize your argument in one strong final paragraph.

How To Write an Article

A well written news article can be a great way to gain publicity for your issue or event. Here are some steps for creating an article that will get published.

1. Narrow down your topic. You do not have much space to make your point, so make sure your writing relates very specifically to the point you have chosen.
2. Figure out who your audience is, and write for them. Make sure your style, your examples and the facts you include are relevant to your audience. For example, an article targeted to the scientific community will be written differently than an article directed at village chiefs.
3. Do your research. Make sure you know your topic well enough to defend any points you make. Consult experts in the field if you need more information to write a well-rounded article. If you are interviewing anyone, make sure to take down quotes, and get their permission to include their words in your article.
4. Decide on your length. Check to see if the newspaper you are writing for has a word limit.
5. Write an outline for your article - decide on main points, subpoints, quotes, and examples to use. This will help you to bring your article into focus, and put things into order.
6. Write the rough draft of your article, following the structure of your outline.
7. Lead with a dramatic and attention-grabbing headline, written in the present tense:
NO: Leaders met at a conference in Micronesia.
YES: Taking a Stand For Sustainability: Youth Leaders Ask For Action.

FORMAT

First Paragraph

- The first few sentences should answer five basic questions: **Who, What, When, Where, and Why**. Who is involved, what happened or will happen, when did/will it happen, where did/will it happen, and why is it happening? This can seem drab, so keep it interesting. Try to hook the reader with a funny, clever or surprising statement right at the beginning. Tell the most interesting information first.
- Write in the third person (he/she/they).
- Use active verbs that show what's really happening, and draw people into your writing.

Second/Third/Fourth Paragraphs

- Give the reader the details to the story. Try and make each paragraph about a specific aspect of the story, and have the paragraphs flow in a logical order.
- Keep paragraphs short: no more than three sentences per paragraph.
- Be objective. Never state your opinion - save *your* opinions for your Op-Ed pieces. If you want to include other's opinions, paraphrase their words or use quotes, but always make sure to credit them.
- Include one or two quotes from the people you interviewed, but make sure they are worthy of being quotes (i.e. not totally generic). A great quote would be "Forests are being ravaged all around us at unprecedented rates. It is up to the

communities to take a stand for their natural resources, before it is too late". A not-so-good quote would be "I think the conservation program is really great". Pick strong, specific quotes.

Last Paragraph

- Wrap it up. Don't leave the reader hanging. Please don't say "In conclusion" or "To finish". This is unnecessary and little dull for a newspaper article. Try ending with a catchy phrase.
8. Avoid clichés – find new ways to describe familiar people and events.
 9. Proofread your article. Make sure to put it through a spell checker, and double check for grammar and syntax errors.
 10. Do a second draft. Take a day or two away from your article if you can, then come back to it and see what you would like to change.
 11. Have someone else read it. Pass the article to your supervisor and the MC Communications Specialist, Mrs. Adrienne Loerzel, so they can have a look at it. Fresh eyes sometimes catch mistakes that you won't.
 12. Search for a special ingredient – make your story stand out from the others.
 13. Do your best to include a captivating picture. A photo is almost always more exciting than words.
 14. Submit your article to your local paper! Don't be offended if the article is slightly different when it appears in the paper - the editor will usually rework your piece a fair bit. That's just how it goes.



YOUNG CHAMPIONS

Safety Code for Interns

Our first priority is to ensure that the interns are **SAFE** and do not come under any **THREAT** from members of the community.

1. Interns begin all their presentations with a brief intro explaining they are interns for the MC, as well as students, and that while they support and believe in the goals of the MC, they do not have decision or policy making capacity in their current roles. They are here simply to spread awareness.
2. Alternate events between softer “fun” events involving younger audiences, fairs, events etc., with “hard” information sessions for current stakeholders. That way, there is some time to reevaluate and work with the various members of the community and they can count successes with learning opportunities.
3. Stay calm if you are faced with aggression or argument. Do not stoop to their level, and make it very clear that these people are trying to intimidate students who are just doing their job.
4. Interns should work in pairs or groups whenever possible. Try not to do any MC activities or presentations alone, especially if you feel there is any animosity in the community.
5. When holding community meetings and presentations, have all participants sign their names and contact information when they enter the room.
6. Whenever possible, notes should be taken during meetings and presentations. Enlist a volunteer to take notes if you cannot do it yourself.
7. Whenever possible, presentations and meetings should be recorded (audio and or video).
8. Basic safety rules:
 - a. Interns will go to sites together and leave together
 - b. Let all relevant people know about what they’re doing, when, where, and why (e.g. Intern program officers, supervisors, parents, other interns etc) – in relation to their MC activities
 - c. Have a call out list in case of an emergency (e.g. 911, designated individual, parent etc.)
 - d. Consider doing a basic self-defense class
 - e. Notify police immediately if you feel you are in any danger
9. In addition to staying calm, don’t argue. Depending on how aggressive an audience is getting, make them feel as if you are really listening to their concerns instead of telling them they are wrong (even if they are wrong) – this can sometimes have a pacifying effect. **If you are worried or uncomfortable in any situation, tell a supervisor immediately.**

Steps for Successful Goal Setting and Achievement

by Paul Christenbury

Goal Setting is an extremely powerful technique for accomplishment, but for Goal Setting to really be effective requires more than just writing down what we want to achieve. This article will present important steps that will help to define and achieve goals with more success. Goal setting helps us determine our priorities, get organized, make big decisions, and realize our dreams. This Goal Achievement process entails the following requirements:

1. **Well-formed Goal Statements**
2. **Breaking goals down into manageable Steps**
3. **Motivation and Commitment**
4. **Reminders and Keeping on track**
5. **Frequent Review and Re-assessment**

1. Well-formed Goal Statements

The Goal Statement is the base for this whole process, so it must be clear and accurate from the start. A good way to remember how a goal statement should be defined is the old S.M.A.R.T. acronym used by many experts in goal setting. SMART stands for:

Specific
Measurable
Action-Oriented
Realistic
Time and Resource Constrained

The Goal should be specific enough so that we know exactly what we are striving for, measurable so we can tell exactly when the goal has been reached, action-oriented to indicate an activity that will produce results, realistic in that it is practical and can be achieved, and time and resources constrained meaning that it has a definite deadline for completion and realizes limited availability of resources.

2. Breaking down Goals into manageable Steps

Once we have a well-formed Goal Statement, we need some direction to follow to achieve this Goal. The creation of Goal Steps gives us a list of the important things that need to be done to achieve the Goal, an action plan, and also allows us to track our progress towards the goal. Great goal statements will only lead to achievements if there are direct action steps laid out.

3. Motivation and Commitment

Motivation and commitment give us the push, desire, and resolve to complete all of the other steps in the Goal process. This motivation can be obtained by developing a statement that creates a high level of emotion and energy that guarantees achievement. Commitment is what sets us on direct course to reach our goals.

4. Reminders and Keeping on Track

Reaching our goals requires persistence and regular attention. We need some sort of system to keep us reminded and accountable. MyGoalManager.com uses a combination reminder emails, calendars, and reports to keep users organized and on track. If some accountability system is not used then we are likely to lose sight and fail.

5. Frequent Review and Re-assessment

Goal Setting is definitely an ongoing process that is accomplished over time. When we first sit down and start to define goals it can seem like a difficult and daunting task but over time it begins to get much easier.

Patience is required. All goals due in the next year should be reviewed at least once a week and daily if possible. The great thing about frequent review is that this forces us to make big decisions and determine priorities in our life. We should keep watch for goals that aren't being achieved on time or for goals on which we keep extending the deadline.

<http://www.topachievement.com/paulchristenbury.html>. Retrieved July 4, 2008



Creating S.M.A.R.T. Goals

S
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M
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A
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R
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T
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Specific - A specific goal has a much greater chance of being accomplished than a general goal. To set a specific goal you must answer the six "W" questions:

- ❖ Who: Who is involved?
- ❖ What: What do I want to accomplish?
- ❖ Where: Identify a location.
- ❖ When: Establish a time frame.
- ❖ Which: Identify requirements and constraints.
- ❖ Why: Specific reasons, purpose or benefits of accomplishing the goal.

EXAMPLE: A general goal would be, "Get in shape." But a specific goal would say, "Join a health club and workout 3 days a week."

Measurable - Establish concrete criteria for measuring progress toward the attainment of each goal you set. When you measure your progress, you stay on track, reach your target dates, and experience the exhilaration of achievement that spurs you on to continued effort required to reach your goal.

To determine if your goal is measurable, ask questions such as How much? How many? How will I know when it is accomplished?

Attainable - When you identify goals that are most important to you, you begin to figure out ways you can make them come true. You develop the attitudes, abilities, skills, and financial capacity to reach them. You begin seeing previously overlooked opportunities to bring yourself closer to the achievement of your goals.

You can attain most any goal you set when you plan your steps wisely and establish a time frame that allows you to carry out those steps. Goals that may have seemed far away and out of reach eventually move closer and become attainable, not because your goals shrink, but because you grow and expand to match them. When you list your goals, you build your self-image. You see yourself as worthy of these goals, and develop the traits and personality that allow you to possess them.

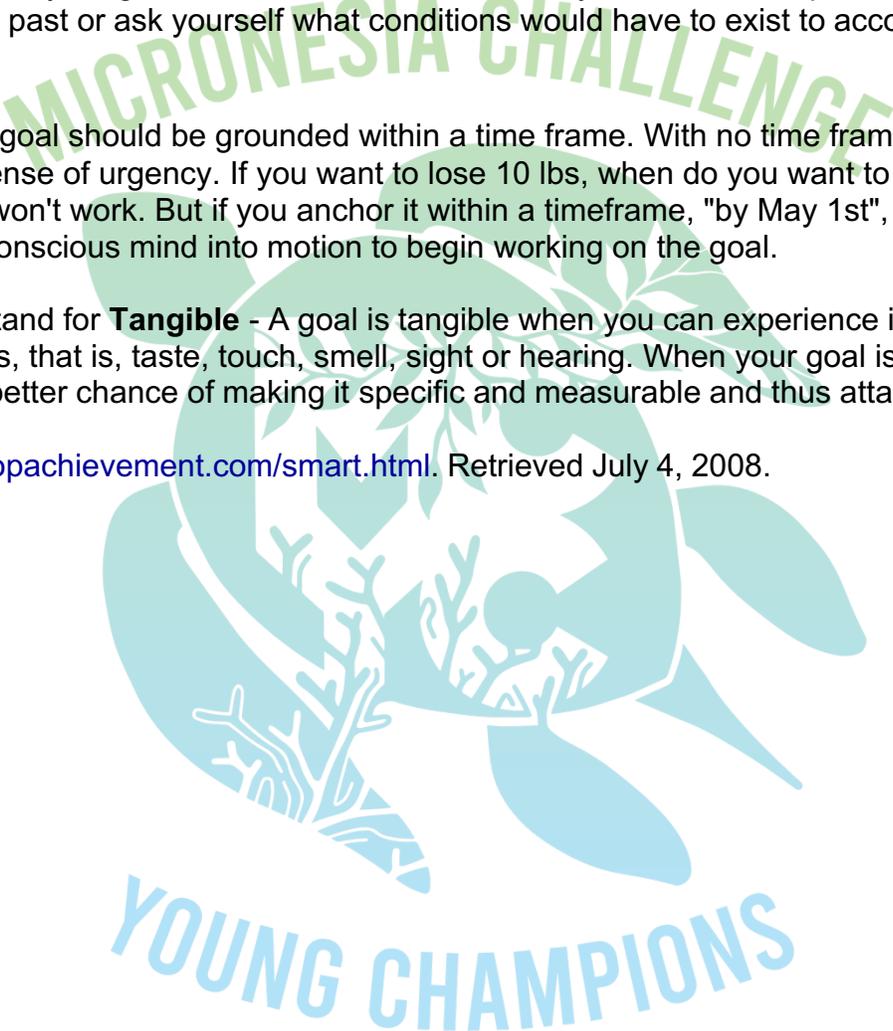
Realistic - To be realistic, a goal must represent an objective toward which you are both *willing* and *able* to work. A goal can be both high and realistic; you are the only one who can decide just how high your goal should be. But be sure that every goal represents substantial progress. A high goal is frequently easier to reach than a low one because a low goal exerts low motivational force. Some of the hardest jobs you ever accomplished actually seem easy simply because they were a labor of love.

Your goal is probably realistic if you truly *believe* that it can be accomplished. Additional ways to know if your goal is realistic is to determine if you have accomplished anything similar in the past or ask yourself what conditions would have to exist to accomplish this goal.

Timely - A goal should be grounded within a time frame. With no time frame tied to it there's no sense of urgency. If you want to lose 10 lbs, when do you want to lose it by? "Someday" won't work. But if you anchor it within a timeframe, "by May 1st", then you've set your unconscious mind into motion to begin working on the goal.

T can also stand for **Tangible** - A goal is tangible when you can experience it with one of the senses, that is, taste, touch, smell, sight or hearing. When your goal is tangible, you have a better chance of making it specific and measurable and thus attainable.

<http://www.topachievement.com/smart.html>. Retrieved July 4, 2008.



MICRONESIA CHALLENGE
YOUNG CHAMPIONS

Time Management: Fighting Procrastination

The key to controlling and ultimately combating this destructive habit is to recognize when you start procrastinating, understand why it happens (even to the best of us), and take active steps to better manage your time and outcomes.

In a nutshell, you procrastinate when you put off things that you should be focusing on right now, usually in favor of doing something that is more enjoyable or that you're more comfortable doing.

Procrastinators work as many hours in the day as other people (and often work longer hours) but they invest their time in the wrong tasks. Sometimes this is simply because they don't understand the difference between urgent tasks and important tasks, and jump straight into getting on with urgent tasks that aren't actually important.

They may feel that they're doing the right thing by reacting fast. Or they may not even think about their approach and simply be driven by the person whose demands are loudest. Either way, by doing this, they have little or no time left for the important tasks, despite the unpleasant outcomes this may bring about.

Another common cause of procrastination is feeling overwhelmed by the task. You may not know where to begin. Or you may doubt that you have the skills or resources you think you need. So you seek comfort in doing tasks you know you're capable of completing. Unfortunately, the big task isn't going to go away – truly important tasks rarely do.

Other causes of procrastination include:

- Waiting for the “right” mood or the “right” time to tackle the important task at hand
- A fear of failure or success
- Underdeveloped decision-making skills
- Poor organizational skills
- Perfectionism (“I don't have the right skills or resources to do this perfectly now, so I won't do it at all.”)

How to Overcome Procrastination:

Whatever the reason behind procrastination, it must be recognized, dealt with and controlled before you miss opportunities or your career is derailed.

Step 1: Recognize that you're Procrastinating

If you're honest with yourself, you probably know when you're procrastinating.

But to be sure, you first need to make sure you know your priorities. Putting off an unimportant task isn't procrastination, it's probably good prioritization. Identify your priorities, and then work from a Prioritized To Do List on a daily basis.

Some useful indicators which will help you pull yourself up as soon as you start procrastinating include:

- Filling your day with low priority tasks from your To Do List;
- Reading an e-mail or request that you've noted in your notebook or on your To Do List more than once, without starting work on it or deciding when you're going to start work on it;
- Sitting down to start a high-priority task, and almost immediately going off to make a cup of coffee or check your e-mails;
- Leaving an item on your To Do list for a long time, even though you know it's important;
- Regularly saying “Yes” to unimportant tasks that others ask you to do, and filling your time with these
- instead of getting on with the important tasks already on your list.

Step 2: Work out WHY You're Procrastinating

Why you procrastinate can depend on both you and the task. But it's important to understand what the reasons for procrastination are for each situation, so that you can select the best approach for overcoming your reluctance to get going.

Common causes of procrastination were discussed in detail above, but they can often be reduced to two main reasons:

- You find the task unpleasant; or
- You find the task overwhelming

Step 3: Get over it!

If you are putting something off because you just don't want to do it, and you really can't delegate the work to someone else, you need to find ways of motivating yourself to get moving. The following approaches can be helpful here:

- Make up your own rewards. For example, promise yourself a piece of cake at lunchtime if you've completed a certain task.
- Ask someone else to check up on you. Peer pressure works! This is the principle behind slimming and other self-help groups, and it is widely recognized as a highly effective approach.
- Identify the unpleasant consequences of NOT doing the task.

Work out the cost of your time to your employer. As your employers are paying you to do the things that they think are important, you're not delivering value for money if you're not doing those things. Shame yourself into getting going!

If you're putting off starting a project because you find it overwhelming, you need to take a different approach. Here are some tips:

- Break the project into a set of smaller, more manageable tasks. You may find it helpful to create an action plan.
- Start with some quick, small tasks if you can, even if these aren't the logical first actions. You'll feel that you're achieving things, and so perhaps the whole project won't be so overwhelming after all.

Key points:

To have a good chance of conquering procrastination, you need to spot straight away that you're doing it. Then, you need to identify why you're procrastinating and taken appropriate steps to overcome the block.

Part of the solution is to develop good time management, organizational and personal effectiveness habits. This helps you establish the right priorities, and manage your time in such a way that you make the most of the opportunities open to you.

Retrieved from http://www.mindtools.com/pages/article/newHTE_96.htm, December 8, 2008

Action Plans - Small Scale Planning for Time Management

So, you know that you need to produce a newsletter, organize a team-building session, or put together a budget for an event. Exactly what do you need to do to achieve this?

None of these are major projects. In fact, you can probably think of all the steps in your head right now. But how do you ensure that you really have covered everything? Would anyone else know where you'd got to with the work if you were unexpectedly off sick for a few days? And are you quite clear about when you need to start if everything is to be done and dusted by the deadline?

An Action Plan is a simple list of all of the tasks that you need to carry out to achieve an objective. It differs from a To Do List in that it focuses on the achievement of a single goal.

How to Use the Tool:

Whenever you want to achieve something significant, draw up an Action Plan. This helps you think about what you need to do to achieve that thing, so that you can get help where you need it and monitor your progress.

To draw up an Action Plan, simply list the tasks that you need to carry out to achieve your goal, in the order that you need to complete them. This is very simple, but is still very useful!

Keep the Action Plan by you as you carry out the work and update it as you go along with any additional activities that come up.

If you think you'll be trying to achieve a similar goal again, revise your Action Plan after the work is complete, by changing anything that could have gone better. Perhaps you could have avoided a last-minute panic if you'd alerted a supplier in advance about when and approximately what size of order you would be placing. Or maybe colleagues would have been able to follow up on the impact of your newsletter on clients if you have communicated with them about when it would be hitting clients' desks. (If you're doing the job often, it can be incredibly powerful to turn your Action Plan into an Aide Memoire.)

Key points:

An Action Plan is a list of things that you need to do to achieve a goal. To use it, simply carry out each task in the list!

To-Do Lists

The Key to Efficiency

Do you frequently feel overwhelmed by the amount of work you have to do? Do you face constant looming deadlines? Or do you sometimes just forget to do something important, so that people have to chase you to get work done?

To-Do Lists are prioritized lists of all the tasks that you need to carry out. They list everything that you have to do, with the most important tasks at the top of the list, and the least important tasks at the bottom.

While this sounds like a simple thing to do, it's when people start to use To-Do Lists properly that they often make their first personal productivity / time management breakthrough, and start to make a real success of their careers.

By keeping a To-Do List, you make sure that you capture all of the tasks you have to complete in one place. This is essential if you're not going to forget things. And by prioritizing work, you plan the order in which you'll do things, so you can tell what needs your immediate attention, and what you can quietly forget about until much, much later. This is essential if you're going to beat work overload. Without To-Do Lists, you'll seem dizzy, unfocused and unreliable to the people around you. With To-Do Lists, you'll be much better organized, and will seem much more reliable. This is very important!

Preparing a To-Do List

Start by writing down all of the tasks that you need to complete, and if they are large, break them down into their component elements. If these still seem large, break them down again. Do this until you have listed everything that you have to do, and until tasks are will take no more than 1-2 hours to complete. This may be a huge and intimidating list, but our next step makes it manageable!

Next, run through these jobs allocating priorities from A (very important, or very urgent) to F (unimportant, or not at all urgent). If too many tasks have a high priority, run through the list again and demote the less important ones. Once you have done this, rewrite the list in priority order.

You will then have a precise plan that you can use to eliminate the problems you face. You will be able to tackle these in order of importance or urgency. This allows you to separate important jobs from the many time-consuming trivial ones.

Using Your To-Do Lists

Different people use To-Do Lists in different ways in different situations: if you are in a sales-type role, a good way of motivating yourself is to keep your list relatively short and aim to complete it every day.

In an operational role, or if tasks are large or dependent on too many other people, then it may be better to keep one list and 'chip away' at it.

It may be that you carry unimportant jobs from one To-Do List to the next. You may not be able to complete some very low priority jobs for several months. Only worry about this if you need to – if you are running up against a deadline for them, raise their priority.

If you have not used To-Do Lists before, try them now: They are one of the keys to being really productive and efficient.

Key points:

Prioritized To-Do Lists are fundamentally important to efficient work. If you use To-Do Lists, you will ensure that:

- * You remember to carry out all necessary tasks
- * You tackle the most important jobs first, and do not waste time on trivial tasks.
- * You do not get stressed by a large number of unimportant jobs.

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MICRONESIA CHALLENGE

YOUNG CHAMPIONS

Making a Great First Impression

It takes just a quick glance, maybe three seconds, for someone to evaluate you when you meet for the first time. In this short time, the other person forms an opinion about you based on your appearance, your body language, your demeanor, your mannerisms, and how you are dressed.

With every new encounter, you are evaluated and yet another person's impression of you is formed. These first impression can be nearly impossible to reverse or undo, making those first encounters extremely important, for they set the tone for the all the relationships that follows.

So, whether they are in your career or social life, it's important to know how to create a good first impression.

Be on Time

The person you are meeting for the first time is not interested in your "good excuse" for running late. Plan to arrive a few minutes early. And allow flexibility for possible delays in traffic or taking a wrong turn. Arriving early is much better than arriving late, hands down, and is the first step in creating a great first impression.

Not everyone runs on Island Time.

Be Yourself, Be at Ease

If you are feeling uncomfortable and on edge, this can make the other person ill at ease and that's a sure way to create the wrong impression. If you are calm and confident, so the other person will feel more at ease, and so have a solid foundation for making that first impression a good one.

Present Yourself Appropriately

Of course, physical appearance matters. The person you are meeting for the first time does not know you and your appearance is usually the first clue he or she has to go on.

But it certainly does not mean you need to look like a model to create a strong and positive first impression. The key to a good impression is to present yourself appropriately. Is your appearance saying the right things to help create the right first impression?

Start with the way you dress. What is the appropriate dress for the meeting or occasion? In a business setting, what is the appropriate business attire? Suit, blazer, casual? And ask yourself what the person you'll be meeting is likely to wear - if your contact is in advertising or the music industry, a pinstripe business suit may not strike the right note!

For business and social meetings, appropriate dress also varies between countries and cultures, so it's something that you should pay particular attention to when in an unfamiliar setting or country. Make sure you know the traditions and norms.

Clean and tidy appearance is appropriate for most business and social occasions. A good haircut or shave.

Clean and tidy clothes. Neat and tidy make up. Make sure your grooming is appropriate and helps make you feel "the part".

A Winning Smile!

A warm and confident smile will put both you and the other person at ease. But don't go overboard with this

- people who take this too far can seem insincere.

Be Open and Confident

Use your body language to project appropriate confidence and self-assurance. Stand tall, smile (of course), make eye contact, greet with a firm handshake.

Almost everyone gets a little nervous when meeting someone for the first time, which can lead to nervous habits or sweaty palms. By being aware of your nervous habits, you can try to keep them in check.

Be Positive

Your attitude shows through in everything you do. Project a positive attitude, even in the face of criticism or in the case of nervousness. Strive to learn from your meeting and to contribute appropriately, maintaining an upbeat manner and a smile.

Be Courteous and Attentive

It goes without saying that good manners and polite, attentive and courteous behavior help make a good first impression. In fact, anything less can ruin the one chance you have at making that first impression. So be on your best behavior!

One modern manner worth mentioning is "**turn off your mobile phone**". What first impression will you create if you are already speaking to someone other than the person you are meeting for the first time?

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