



Know Your People

Speaker Script · "Meet Them Where They Are."

THE HAMPTON UNIVERSITY MARCHING FORCE · PRE-DRILL CAMP 2026



PRESENTER Mr. Jae Brown, M.M.Ed

SLIDES 15

Presenter notes for every slide, in order. Bracketed cues are stage directions; quoted lines are suggested wording — say them in your own voice.

01 Know Your People

SLIDE 1 — TITLE: Know Your People

PRESENTER: Mr. Jae Brown, M.M.Ed — Director of Bands, Heritage High School. This deck is in Heritage maroon and silver, and it doubles as a deck he can give his own students.

OPEN: Introduce yourself and why you're here. These are not your students — buy credibility in the first sixty seconds.

SAY: "Band is one of the most emotional things any of us do. Today is about the people inside the uniform."

02 Icebreaker

SLIDE 2 — ICEBREAKER: Brené Brown on Empathy (2:53)

SET UP: "Watch the difference between empathy and sympathy. One connects. One doesn't."

Play it — animated, short, and it lands on its own.

AFTER: "Empathy isn't fixing. It isn't 'at least.' It's climbing down into it with somebody so they aren't alone."

ASK: "When was the last time somebody 'at leasted' you?" You'll get a laugh of recognition — that's the door in.

03 The Premise

SLIDE 3 — THE PREMISE (statement slide)

Read it as written; don't paraphrase.

THE CORE: "You don't lead instruments. You lead people, and people bring their whole selves to the field."

Takeaway: "Lead the person, not just the player."

04 Band Is an Emotional Activity

SLIDE 4 — BAND IS AN EMOTIONAL ACTIVITY

Name the reality out loud — this is the permission-giving slide.

"We spend more hours together than almost anybody. That much time and pressure creates real emotion."

THE HONEST PART: "The old rule is leave it at the door. It's a good goal. It is not always the reality — and pretending otherwise makes it worse."

CUE: Watch the room here. This is where they realize you're going to talk about something real.

05 Two Kinds of Awareness

SLIDE 5 — TWO KINDS OF AWARENESS

Two columns: those you lead, and yourself.

SAY: "Most leadership training only teaches the first column. You'll lead half-blind if that's all you have."

Read the callout: awareness of self grows into awareness of others. Both, every day.

06 Lead With Emotional Intelligence

SLIDE 6 — LEAD WITH EMOTIONAL INTELLIGENCE

Goleman's four domains: self-awareness, self-management, social awareness, relationship management.

KEEP IT MOVING — these are a framework, not the lesson. The lesson is the next four slides.

LINE TO USE: "The leader's real skill isn't the horn. It's people."

07 Read Your People

SLIDE 7 — READ YOUR PEOPLE

The practical heart of the first half.

"Learn each member's normal — their usual energy, tone, habits. Then you can spot when it changes."

Walk the warning signs: pulling away, short temper, going quiet, slipping attendance, effort dropping from someone who usually gives it.

KEY: "The cause is usually outside the room. Look past the behavior to the person."

THEN THE GUARDRAIL: "Don't diagnose from a distance. Get closer and ask."

08 Meet Them Where They Are

SLIDE 8 — MEET THEM WHERE THEY ARE

This is the phrase the whole session is built on. Say it, then define it against the obvious objection.

"Meeting people where they are is NOT lowering the bar. It's choosing the approach that actually gets them there today."

Give the range: sometimes a harder push, sometimes a quieter word, sometimes 'let's talk after.'

LAND: "Compassion and high standards are not opposites."

09 Adjust Your Style

SLIDE 9 — ADJUST YOUR STYLE

Hersey and Blanchard's Situational Leadership: direct, coach, support, delegate.

MAKE IT CONCRETE: ask them to think of one member who needs direction and one who just needs to be trusted. Same section, opposite approaches.

LAND: "Match the style to where the person actually is — in skill AND in headspace — not to how you happen to like leading."

10 The Mental Check-In

SLIDE 10 — THE MENTAL CHECK-IN

This is your own practice from your program — teach it as something you actually do, not theory.

"Build it into the routine, the way you check instruments and attendance."

THE TOOL: "How are you, really?" Then listen more than you talk.

CRITICAL GUARDRAIL — say it plainly: "You are a leader, not a counselor. When it's bigger than you, connect them to help. Never carry a serious concern alone — loop in the director."

CUE: Dr. Jones should be visibly nodding here. Point to him.

11 Know Your Own Headspace

SLIDE 11 — KNOW YOUR OWN HEADSPACE

The pivot from others to self. Slow down — this is the part most leadership training skips.

"Leaders have hard days. Being in charge doesn't make you immune."

HONEST FRAMING: "'Leave it at the door' is the ideal. When you can't fully, at least know it — name what you're carrying so it doesn't leak out sideways."

Be willing to give a short personal example. It earns the room more than anything else in this deck.

12 Share the Load

SLIDE 12 — SHARE THE LOAD

"Asking for help is leadership, not weakness."

Walk the four. The one that matters most: "Don't pass your weight to somebody already stretched thin. Share it with the people equipped to carry it — starting with the director."

CUE: Some of these students think toughing it out silently is the job. Say directly that it isn't.

13 Make It Safe

SLIDE 13 — MAKE IT SAFE

Psychological safety, in plain terms: "Build a section where it's okay to not be okay."

THE TRUST RULE: "When somebody trusts you with something personal, protect it. Only escalate for safety, or when real help is needed."

Also: handle friction early, directly, privately — before it hardens.

14 Know Your People: The Playbook

SLIDE 14 — THE PLAYBOOK

Four habits: Read the Room, Meet Them There, Check In, Share the Load.

This is the takeaway slide. Tell them to photograph it.

ASK FOR ONE COMMITMENT: "Name the one member you're going to check on this week." Have them say a real name to themselves.

15 Lead the Whole Person.

SLIDE 15 — CLOSE: Lead the Whole Person.

Deliver the charge in your own voice — this is where a guest presenter should sound like himself, not like the slide.

"Take care of the people, and the people will take care of the show."

Thank them, hand back to Dr. Jones.