



TRAIL LIFE USA®

POWER TEAM 3

There is strength in numbers. A herd of African buffalo can thwart almost any lion attack if they stay together. But in a pinch, *just three* Cape buffalo, when huddled back to back—each facing outward—are virtually impenetrable by lions.

Or consider the wisdom found in Ecclesiastes 4:12; “Though one may be overpowered, two can defend themselves. A cord of three strands is not easily broken.”

What’s my point? Well, although there is merit in assembling a large Area Team of many skilled folks, some Point Men have found it daunting to try to “eat that elephant all at once”—especially when doing so much personally serving as a Point Man. So in 2017, let’s *simplify*.

If each [Point Man](#) will recruit two active “doers”, exponentially more will be accomplished. The two key positions are [New Troop Organizer](#) and [Direct Service Advisor](#). Together with their Point Man, these key volunteers make up the **Power Team 3**.

Why are these two roles so important? A *New Troop Organizer* approaches potential Charter Organizations, presenting good reasons why they would benefit from a Trail Life Troop. Gaining new Troops is the primary way Trail Life USA grows, strengthening our foundation nationwide. A *Direct Service Advisor* coaches existing Troops, guiding them and connecting them to resources so they can thrive, not just survive. With these two fronts (adding Troops and supporting Troops) taken off the Point Man’s plate—and handled by active, capable volunteers—the Point Man can focus on facilitating communication, connecting people, planning the calendar, and growing the rest of the Area Team.

Where do you find New Troop Organizers? Seek a person with the passion for more local Troops. The person who says “There ought to be more Troops in our Area”—as long as he has the skills to make it happen—is your man! Direct Service Advisors are even easier to find. Ask experienced former BSA leaders whose sons have “aged out”, or Trail Life Troopmasters who have mentored another to take their place and are ready to move from their Troop role to the Area level, allowing them to share their knowledge and multiply their efforts among many Troops.