

Spouse Orientation Leader Development (SOLD)



What is SOLD?

- Structured, integrated system for providing services to Army spouses in their journey through Army life
 - helping connect them to the Army
 - to grow through education and training
 - to develop as community leaders



Goals of SOLD

- **CONNECT** - positively connect spouses to the Army at the earliest opportunity
- **GROW** - Empowering spouses to become self-reliant and achieve their personal goals
- **CONTRIBUTE** - Create Army Community contributors
- **LEAD** - Develop spouses as community leaders



What is the Personal Development System?

- **Web application associated with SOLD**
 - **Life Skills Matrix:** a data base of information designed to help users become self-reliant
 - **Volunteer Component:** opportunities to become ambassadors, coaches, mentors
 - **Personal Portfolio:** (under development) a system designed to track learning, experience, accomplishments

SOLD Ambassadors

- Two USAREC spouses selected to become SOLD Ambassadors
 - Maureen Weeks (Mid-Atlantic)
 - Karen Nichols (New Orleans)
- Receive Training August 18-20, 2003
 - New Orleans, LA
- Responsible for getting the word out in USAREC



What is a SOLD Ambassador?

- Official spokesperson
- Responsible to informing others about SOLD
 - official briefings
 - one-on-one interactions with spouses
- Prepare others to become SOLD Ambassadors
- Recommend 20 hours/month

What is a SOLD Lifeline Coach?

- A friendly connection who is focused motivating, supporting and serving as an anchor to those new to the Army or new to an installation or military community.
- Volunteer interested in becoming **Lifeline Coaches** will be able to apply through the SOLD website.



What is a SOLD Mentor?

- Volunteer confidant who has expertise or personal experience in certain aspects of Army life and who is willing to share that knowledge with other Army spouses, families, and significant others.
 - Provide guidance online through the SOLD website



What is the Life Skills Matrix?

- Comprehensive database containing a catalog of knowledge, skills, and abilities (KSA's) that relate to four different skill sets associated with different levels of leadership
 - Skill Set 1 - Self Reliant Participant
 - Skill Set 2 - Direct Leader
 - Skill Set 3 - Community Leader
 - Skill Set 4 - Strategic Leader

www.MyArmyLifeToo.com

- Your access to all the resources and services
- Power by SOLD
- The more you utilize the SOLD Personal Development System the easier it will be for you to tailor the site to meet our unique needs



Will I have to register on the SOLD website?

- Anyone will be able to view the public pages of SOLD
- Only authorized users will be able to take advantage
 - Lifeline Coaches
 - Mentors
 - Portfolio Tools

Why has the Army Developed SOLD?

- Family members have a tremendous impact on the soldier's decision to join and stay in the Army
- The earlier the spouses develop a positive connection to the Army - the greater the likelihood the soldier will make the Army a career.
- Retention Tool



Questions?

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