



What Is a “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 as you begin building your Area Support System, let’s *simplify*.

When a [Point Man](#) recruits just two active “doers”, exponentially more gets 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 the reasons they would benefit from a Trail Life Troop. Adding new Troops is the primary way Trail Life USA grows, strengthening our foundation nationwide. A *Direct Service Advisor* coach then takes over existing Troops through planning their program, recruiting families, and guiding them and connecting them to resources so they can thrive. With the sales (NTO’s) and customer support (DSA’s) pieces in place, Point Men are free to recruit, train, and oversee additional Area Team members.

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 “sales” 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 former Trail Life Troop Leaders who have mentored another to take their place. Many leaders 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.