

## **Video 1: Intro**

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Learning Objective: At the conclusion of this video, participants will recognize the 3 criteria necessary to become a group leader and understand why each component is important.

### **Transcript:**

So leaders need a safe, fun, great place to become leaders of impact and right now you're thinking... should I start a group, become a group leader, what's involved, how do I do this and this is a great starting point. As a group leader you represent LeaderImpact so there are 3 important criteria you must fit to be a group leader with us. That is commitment, culture and Christian. If you fit those 3 you're in.

1. Commitment. Every leader I've ever talked to says, "there's lots of priorities" so you want to make sure if you want to start a group, if you want to be a group leader, you have the time that is required. And so what does that mean? Well, typically it is about 1-2 hours/week to prep and communicate with your group and these leaders start to depend on you with their own schedules, with their own routines so you want to make sure that whatever you step into that you can commit to do it for at least one year.

2. Culture. In order to have a great culture, everyone must align to the purpose and distinctives of an organization. And what makes LeaderImpact unique are the core distinctives.

- Real Relationships. Creating an environment of trust, openness, connection where real relationships can happen.
- Uncommon Opportunities – means the discussions you're going to have, the events you're going to run, the opportunities around the world that your group members can be a part of, uncommon opportunities that are not going to be available anywhere else.
- Changed lives. We want to see your life changed and we want to see people becoming better and better each and every year they are with your group.
- Positive Outlook. LeaderImpact should be a fun, engaging, warm, welcoming place for every leader. You want them to look forward to it and as a group leader you need to create that environment that makes people feel like "man, this is an energizing, positive place to be."

3. Christian In LeaderImpact, our purpose is to develop leaders of impact by integrating our personal, professional and spiritual lives and that's where we feel impact is really made. When a person becomes that type of leader.

So, if you're a committed Christian and you want to become a group leader, that's fantastic! It's going to be a great opportunity for you to come in, become a group leader, start something amazing.

### **Discussion Questions:**

1. Do leaders need a safe and fun place to grow their leadership? Is a LeaderImpact group meeting a real need in the life of a leader? Start with the why.

2. We all want to be part of a winning team. A successful group takes commitment from the leader. Are you willing to take the time for this? Is this important enough that you're willing to give up other involvements to make this a priority? Others depend on it.

3. Describe LeaderImpact's culture? What is attractive to leaders about this culture that they can't get elsewhere? Have you experienced good/bad cultures – what has been your experience?

4. What can a group leader do to create this culture in a group? What can a group leader do that undermines this?

5. Looking at the Annual Calendar this year, what are the uncommon opportunities available and how can you communicate them to your group? Group Forums can and should be our "faith adventure" similar to global exchanges.

6. Unpack the VENN diagram. The spiritual component is critical. Have you been equipped to share the gospel, when would you do this? In the group or 1-1?

7. What are some practical things you can do to create a "positive outlook" in your group? What prevents this from happening?

8. The leader of the group is the GUIDE, helping others discover the relevance of faith. (Unaware->Curious->Follower->Guide). Discuss the "scale of belief" to help familiarize leaders with this language.

## **Video 2: Group Setup**

Learning Objective: At the conclusion of this video, participants will be able to define the steps to set up their group successfully.

### **Transcript:**

Congratulations on being a group leader. I'm going to help walk you through on how to set up your group for success. Organizing a group is pretty simple and it's pretty scary. Your questions and your feelings are absolutely normal. I've had them many times myself but I've also launched 2 different LeaderImpact groups in two different cities and I've been blown away with the results. There's 3 things you need to know to set up your group.

1. Core leaders. So the first thing you have to do is who are those 1 to 2, maybe 3 core leaders that share your passion for impact that fit the 3 C's of LeaderImpact leadership: commitment, culture, Christian. That core group of leaders are going to be absolutely critical and you're going to need people to bounce ideas off of to create momentum. Remember, you can't do this alone. You have to have that core group of leaders with you to really be effective right out of the gate.

2. Group Logistics. What day should I start? In my experience, the best start date is about 3-6 weeks away. What day of the week? It doesn't really matter which day, we find that Wednesday, Thursday or Friday are typically the best days to have a LeaderImpact group. What time of the day? Well, it doesn't really matter either. We've had morning groups, we've had lunchtime, we've had afternoon, we've had evening groups. In our experience though, the best groups that have the most commitment happen in the mornings. Usually a 7 or 7:30 start, and that's typically the best. How long should meetings be? The length of time is about an hour and 15 minutes to maybe 1.5 hours or 2 hours. The length of time just depends on how often you meet. What is a good meeting rhythm? Are you going to meet weekly, every other week or monthly and that decision is up to you and it typically resides in the type of leaders you have in your group. The leaders who have larger organizations, they're not going to have a lot of time and they might find that weekly meetings are actually too much for them so you can go to bi-weekly. Where should we meet? Most LeaderImpact groups happen in Boardrooms but that doesn't mean they have to happen in a Boardroom. We've seen successful groups happen in hotel meeting rooms, in restaurants, cafes that have a separate area that's private and quiet but the most important piece about your group's logistics is that they stay consistent.

3. Group Content. Every group at LeaderImpact starts with Foundations. It is the key philosophy, it has different exercises from the leader assessment, all the way through to life history, core values, mission, goals etc. Don't rush it. Remember you want to create real relationships, real value and real impact in these people's lives. And if it takes you a little bit longer, that's totally fine. Now that all these 3 elements are in place, you're now ready to invite other leaders to join you. And that's when the fun begins.

## **Discussion Questions:**

1. Why is a core group absolutely critical? Do you need help on how to do this?
2. What works best for marketplace leaders in your context? Why?
3. What factors are important to help you determine a good meeting location?
4. Should all groups start with Foundations? Why or why not?

## **Video 3: Group Recruitment**

Learning Objective: At the conclusion of this video, participants will be able to determine when and how to invite the right people to join their group.

### **Transcript:**

Now the fun part begins. We get to recruit and invite leaders to join your group. This is where it gets real and you start to put yourself on the line, so there are 3 things that are absolutely important for you to remember.

1. Plan the timing. This means planning well in advance to give the leader you want to invite enough time to get it into their schedules and that's why we said that your start date needs to be 3-6 weeks in advance. It's going to be almost impossible to get a leader to commit to a new group or something else on their calendar a week or two in advance.
2. Know the leaders. The vast vast majority of every group I've ever seen formed is because someone personally invited them to come so don't worry about mass emails, people need to be asked one on one. You want to make sure that that first group is rock solid. There's going to be plenty of time to advertise and talk about it on social media down the road. It's not about how many people come to the group, it's about the quality of the leaders that are there. Quality attracts quality. Don't settle for just anyone who is interested. Really understand who you are inviting. Start to make a list of the leaders you know in your life, and your co-leaders and start to map that out.
3. Communicate. Now you know the leaders that are on your list, it's time to reach out to them and talk to them. The absolute best way is through a personal email and or a phone call. Yes, it does mean that you have to send 20, 25 maybe even 30 personal emails to invite someone to your group but it's the absolute best way to get results. And how you actually start it off is what I call the "I'm thinking of" email and it doesn't really give you a hard commitment but it's saying, "Hey Pete, I'm thinking of starting a LeaderImpact group. And you go through "here's the purpose of the group - it's to develop leaders personally, professionally and spiritually" and then say "here are the logistics, here's the other people who will be joining me - which is why it's so important to have your co-leaders with you, but you always want to put a deadline in there. So, if your group is going to start on October 20th, I always put a deadline in there that says, "let me know by October 5th if you can make it." That gives you 2 weeks to order all your materials and make sure you are ready to go. And if you do that, you're going to see people wanting to form a group. And now that people are coming, ensuring that they have an amazing group experience is the next step.

## **Discussion Questions:**

1. Discuss the fears leaders have about recruiting. What advice does Braden give that will increase your success? Discuss this from the perspective of "taking a step of faith".
2. Discuss "quality attracts quality" Why should you be selective and strategic in who you invite to join your group? What happens if you're not? Discuss the scale of belief in relation to who are we inviting.
3. Why is having a good script is essential whether sending an email invitation or inviting personally. What works in Braden's script? Why?
4. Why is a deadline important?

## **Video 4: Group Experience**

Learning Objective: At the conclusion of this video, participants will be able to describe the components of a great group experience.

### **Transcript:**

Now that you have leaders coming to your group, you need to make a great group experience. People come for content but they stay for relationship. So there's 3 things I've learned over the last 10 years of running that I think is really important.

1. Connection. Make time for connection. So what I do at the beginning of every meeting, it's 10-15 minutes and it's just standing up and usually you have coffee and snacks and I put on a little background music and create a bit more atmosphere and what you want to do is when people come in, be overly excited to see them. That's such a great responsibility, it's such a privilege. Hey, they took the time out of their busy schedule to show up, to be prepared, to be in your group. And then I start every meeting with "okay guys, bring it all in, we're going to get started" and I always reiterate what LeaderImpact is about, what the purpose is and why we are here.

2. Engaging everyone. Now your job as the leader of the group is more like a facilitator so usually what we do in the first meeting is I ask people, "okay, let's go around, tell me your name, what you do - because leaders love that- and why you're here and tell us one thing people don't know about you." It just brings it to a whole different personal level than what leaders are used to which is "hey this is my company and I'm really successful and I'm a big deal." So you want to be able to break down those barriers and get people to be open, get them to be real and authentic. If you ask an open ended question that says, "hey, what do you think about X?" You're typically going to get some silence and typically the same people answering a lot usually the extroverts in the group. What you want to be able to do is ask specific people the random questions so "hey Frank, what do you think about X?" Oh, that's really interesting. Sally, what are your thoughts? Do you agree with Frank? And then each week, always start with a question, "give me one way professionally, personally or spiritually" and you'll be amazed at what happens but it starts to really create that dialogue and that movement which is what you want.

3. Involve people. Get people involved. And I've said this a lot. LeaderImpact is not a program to take, it's a movement to belong to. And if you've ever belonged to anything, you have to be invested in it, you want to be an owner and that only happens when they start to take risks, when they start to invest either more time, money or energy. Give assignments to your group members. You need them, you need people involved. Don't try to take it all on yourself and become the hero of the group where you feel you have to everything because when you give people ownership they will rise to the occasion. So focus on the first 3 sessions, make it a great experience, set it up well, make it your own, have fun with it, be a leader and people are going to love

### **Discussion Questions:**

1. Describe a great group experience you have had. What made it great?
2. "Always reiterate what LeaderImpact is about, what the purpose is and why we are here." Why is this a good idea?
3. What things can a leader do to help the group connect? List.
4. What happens when some in the group don't speak up?
5. How can a group leader get authentic communication happening? What are some barriers to authentic communication?
6. What is the difference between a program to take and a movement to belong to?
7. What are some ways you can involve group members to help them feel needed?

## **Video 5: Group Communication**

Learning Objective: At the conclusion of this video, participants will own the responsibility of communicating with group members and commit to establishing a rhythm to do this well.

### **Transcript:**

I'm going to let you in on a bit of a secret. Your group members don't care about LeaderImpact as much as you think they do. I know, shocking. But they're busy, they've got lots of stuff going on, and for them, you are their only conduit to what's happening. So, I've got 3 Be's of Effective Communication.

1. Be the leader. Now that means that you are the one that has to send out the information. I do 2 things: 1. I always send out a recurring meeting to all the group participants. That means it's in their schedule, in their calendar, all they have to do is accept it, and they'll see it right there every single session you have. 2. Weekly group email. Typically about 3 days before and that weekly email just says here's what we're doing and it's super easy for everyone to follow.

2. Be Consistent and Clear. I set a calendar invite for myself 3 days in advance and what I do, I have it, it takes me about 15 minutes, and I have the same format. I kind of say, here guys, here's what we're doing, read this, here's the homework, here's who is bringing the snacks. I'll see you on Friday. That's it!

3. Be in Contact. And what that means is that you need to be the first one to touch base with people. Not everyone is going to show up every single week to your group, even if it's fantastic, even if it's amazing because it's a group for leaders. Leaders are busy, they have lots of things going on. So if they don't show up, send them a text, shoot them an email. It doesn't mean that they're not committed to your group, it means that they are busy, they're still committed to the purpose, so as a group leader, be in contact, reach out, show them love, make people feel that this is a group that they belong to, that they are always welcome no matter what their circumstance.

Well, I'm excited for you. If you've gone through these videos it means that you know how to set up a group, you know how to invite and recruit leaders to come, you know how to set up a great group experience, and you know how to communicate to keep them coming back and informed. If you have any questions....

### **Discussion Questions:**

1. The group leader is the conduit to what's happening. Discuss how the Group Leader connects the group with other opportunities happening with LeaderImpact in the city: forums, training, global exchanges...
2. Why is communication the role of the Group Leader?
3. How can a Group Leader facilitate "relationships that matter" through leading "Group Communication?" What are some practical ways you can do this?
4. What are some of the individual conversations the group leader should have with each member?
5. How much time should a group leader allocate in his/her calendar for communicating with the group?

## **OTHER**

### **Retell:**

Retell in your own words the speaker's content.

Prompts:

- "The most significant idea was..."
- "An idea that captured my interest was..."
- "I'm not sure that I understood (or agree with) his statement..."

### **Relate**

Analyze the content based on your experience; books you've read, media, related topics, life experiences, feelings

Prompts:

- "This reminds me of ..."
- "Something I identify with..."
- "What I found meaningful was..."
- "This relates to my life because..."

### **Reflect**

Share insights and personal conclusions supported by reasons for your ideas.