

# Small Group Launch Training

## Session 1

### Roadmap: Clarifying the Win

This session will give an overview of the launch strategy, a timeline, and a brief overview of the role of a Launch Phase Coach/Community Leader. Beginning with the end in mind will allow your team to see and experience some detail that will help them recognize behavior that will produce a win.

#### A. Launch Strategy:

##### 1. Small Group Launch: The Basic Concept

Use the weekend messages in August to recruit HOSTS who have a:

- Heart for their community, and will be willing to
  - Open their home for six weeks
  - Serve a few refreshments and
  - Tell a few of their friends
2. These new small groups will be launched using an easy to use church-wide small group curriculum
3. Connect each new small group leader with a coach (you) who will help them have a good experience and increase the chances that the group will stick.

#### B. Timeline:

#### C. The Role of the Launch Phase Community Leader

1. Key takeaway: Do to and for the leader what we want them to do to and for their members.
2. Basic responsibilities:
  - a. Take advantage of the 4-week training
  - b. Host your small group leaders at their orientation.

- c. Make weekly contact by phone or in person beginning with the orientation and continuing through the six-week small group series.

**Important:** Next week's session covers in detail what you do when you contact your leaders.

- d. Host a mid-launch gathering of your leaders in week 3 or 4.

D. How will define a "win" in this effort? Two ways:

- The new leaders will feel supported and encouraged (determined by a survey taken in week 5 of the launch series)
- We will sustain at least 70% of the groups launched