

Small Group Launch Training

Session 4

Ongoing Connection That Adds Value to the Member and Life to the Host/Leader:

This session will give specifics on how to provide weekly input that will prepare your hosts/leaders for what's next as well as debrief their last meeting (or progress) so that they can give their members the best experience possible. In addition, this session will help you develop the relationship in a way that adds life to the host/leader themselves.

A. What Business Are You In?

1. You're **NOT** in the accounting business.
 - a. Although you'll be making a weekly contact (by phone or in person), the primary purpose is not to "check on" the host/leader.
 - b. Using the right terminology when establishing your weekly contact makes a difference:

Good: "We want you and your group members to have the best experience possible. When is a good time that we can talk for a few minutes each week?"

Bad: "When can I check on how you're doing?"
2. You **ARE** in the people development business.
 - a. Get to know *their* story.

Listen for all you're worth. If possible take notes.

Ask follow-up questions that show you're listening.
 - b. Empathizing establishes an ongoing point of connection.
 - c. Introduce them to other key relationships.

B. Help Your Leaders Have the Best Experience Possible

1. Be the first to look over their material

2. Anticipate their problems and concerns
3. Let them know what's coming in advance
 - a. When are you hosting your Mid-Series Gathering?
 - b. What will be their next curriculum?

C. Helping the Reluctant Connector

1. Keep your business in mind: Helping your leaders and their members have the best experience possible.

"Today, it is the retailer's job not only to deliver what the customers want, but also what they'd never think to ask for (p. 152)." Peak

2. Don't be surprised by a slow start.
3. Pray before you call or see them.
4. Look for ways to serve them.
5. Remember that they are the customer.

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

- The new HOSTS 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