



BETTERMAN



STUDY LAUNCH GUIDE

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INTRODUCTION

Giving Men what they need most: Clarity & Community

Men today desperately need two things : clarity and community. Clarity around what it means to be a man in the 21st Century, and a community of like-hearted men to journey to with. BetterMan offers both. By leading a BetterMan Study you are providing men with the guidance needed to live the life they crave - a life centered on the life-giving manhood of Jesus.

BetterMan provides the curriculum and resources, but the quality of the experience relies on leaders like you. This guide lays out the details and best practices for conducting a BetterMan Study at your church.

Thanks for partnering with us to empower men to become clear, competent, and confident, on their mission as men. If we can help along the way, please email us info@betterman.com.

THE KEY PLAYERS

These three positions provide the primary direction for your BetterMan Experience:

1. THE HOST

The Host takes the stage before and after the Speaker, calls the room to order, welcomes the Speaker, and shares any necessary directions and announcements. A ministry leader or lay-leader may take this role [the speaker can also take the role of the Host]. The Host leads from the first day of planning to the last day of execution. Depending on the size of your group, the Host will need to delegate responsibilities to others or even create support teams so they can focus on the big picture. The importance of the Host's role cannot be overstated!

2. THE SPEAKER

The Speaker teaches the lessons each week during the 11-session BetterMan Experience. Often, the lead pastor, a teaching pastor, or ministry leader will step into this role. If utilizing one of the pre-recorded video speakers, you will not need to assign a Speaker.

3. STUDY LEADERS

The Study Leaders is the guide(s) at each table, helping lead the men and facilitate discussion.

Below are the key areas the Host will execute and/or oversee.

Communication & Registration Duties:

- Own registration of Study Leaders and Participants through the BetterMan.com registration form, that includes names, table numbers, email addresses, and cell phone numbers.
- Recruit Participants using church platforms as desired (e.g.,: announcements, email, social media, flyers, etc.)
- Send out emails as needed (e.g., reminders, recaps, weather cancellation notices, etc.)

Venue Duties:

- Execute food and beverage plans according to the budget
- If required, recruit and direct a traffic and parking team.
- Recruit and direct a greeter team.
- Recruit and direct setup and teardown team(s) to have round tables with eight chairs each including table numbers, workbooks (week 1), and pens.

Production Duties:

- Order workbooks from the BetterMan website for each Participant. We strongly recommend churches order workbooks instead of asking Study Leaders/ Participants to order.
- Ensure microphones, projectors, and screens are set up each week.
- Play background music before the session begins; something fun and high-energy but at a low volume to allow conversation.
- Create presentation slides (provided on BetterMan's website).

GETTING STARTED

1. DECIDE ON LIVE OR VIDEO TEACHING

Live: The BetterMan website provides all the resources and coaching needed for someone to teach live at your BetterMan Experience. We recommend teaching live as it brings a unique energy to the room.

Video: We offer several excellent pre-recorded video speakers you can choose from for your BetterMan Experience. All pre-recorded lessons cover the same content, yet each speaker is a different age and has a unique background and teaching style, so you can choose which speaker works best for your group.

2. DECIDE DATES AND TIME

Dates: Determine a start and end date, ideally with all meetings running uninterrupted. Starting right after Labor Day or after New Year's makes sense for many groups.

Time: Every Study is different, and there's no perfect time or day of the week that works for all.

The duration of each meeting is 75 minutes with the following format: 35-40 minutes for the video or live teaching, a quick transition allowing men to use the bathroom or refill coffee, and then ending with the small group discussion. Be sure to start and end on time, as this builds credibility with the Participants. If men want to stay after a session - that is great - but clearly communicate that they are free to leave when the 75 minutes is up.

3. DECIDE VENUE LOCATION, SETUP, AND SIZE

Location: Some churches use their own venue, while some use a venue in the community like a hotel ballroom or community center.

- Your own church venue might be easier to schedule and be less expensive.
- Churches will often partner with other pastors, churches, or organizations to create a communitywide event and not a "church event." In this case, we recommend a community venue as a "neutral ground," as it can be disarming for unchurched men.
- Consider running your first BetterMan Experience in your church to gain confidence in your team. Invite other pastors and partners to observe, then discuss co-hosting at a neutral location in the future.

Setup: You need (1) a presentation space with quality AV equipment and (2) a discussion space for an adequate number of eight-person tables. This can happen in one big room, or the presentation can be in one room (e.g., worship center) and then the discussions can move to tables set up in smaller rooms or lobby areas.

Size: Maximum attendance size is limited by (1) the amount of Study Leaders you can recruit and/or (2) the number of tables and chairs your venue can accommodate.

4. DECIDE OVERALL BUDGET

BetterMan Resources are free of charge. There is a free downloadable version of the workbook but we recommend providing hard copies that can be purchased at cost on our website. Hosting the event may include additional costs depending on what you choose to provide to participants (e.g., food and beverages), venue space, etc. Keep this in mind when setting a budget.

5. RECRUIT STUDY LEADERS

The Host, and Organizer should decide who will recruit Study Leaders (Guides).

Tips:

- Think about how many Study Leaders you need.
 - Ideally each table has two Leaders to host six Participants.
 - You can recruit two Leaders for each table, or recruit one Leader, and ask them to recruit their co-leader.
 - The quantity of Leaders affects the number of attendees who can register, and vice versa, so plan accordingly.
- Make a list of men whom you believe have the spiritual and life maturity to lead a table of six younger men. Leaders don't need experience in mentoring, but they do need interpersonal skills.
- Make personal invites. Give them basic information on BetterMan and the role of a Leader. If they're interested, invite them to your Study Leader Training Meeting (more information below) to learn more.

6. HOST A STUDY LEADER TRAINING

Set a date and prepare for a Study Leader Training Meeting (more information below). At the end of the meeting, ask potential Study Leaders to commit to leading a group.

Also, consider inviting other local pastors or ministry leaders to attend the meeting or be a Study Leader. After the BetterMan 11-weeks is complete, consider partnering with them to host another BetterMan Study on a larger scale in your community together.

7. RECRUIT AND REGISTER PARTICIPANTS

There are two ways to recruit and register Participants:

- 1. Study Leaders recruit and register their six Participants.** This creates tremendous buy-in for the Study Leaders, as they can leverage existing relationships with their sons, colleagues, friends, etc. to find young men to join their table. The Study Leader will provide name, email, and cellphone number to the Host. We highly recommend using this method as the primary means to recruit Participants.
- 2. Open Participant registration through a broad sign-up campaign to recruit participants.** Ideally, this form of recruitment isn't utilized until Study Leaders have attempted to recruit six Participants for their group. As Participants sign up on a web form, the Organizer will assign them to a table that is available for open registrations. Additionally, be ready to register and place at a group any Session 1 "walk-ins" if space permits.

STUDY LEADER TRAINING

PURPOSE

The BetterMan Experience is ultimately a group-led event. The key to BetterMan is the transformative power of face-to-face relationships, which is why Study Leaders are pivotal. Throughout the experience, Study Leaders will be facilitating honest and real table discussions along with mentoring, supporting, and encouraging each man inside and outside of the weekly BetterMan sessions. Their goal is to help these men practically take hold of the fundamentals of biblical manhood and in so doing, experience better relationships with their wives, children, parents, friends, career, and most importantly, with God. These Study Leaders (usually around the age of 40 and up) do much more than host a study. They personally invest themselves into the lives of their younger counterparts (usually aged 20 to 40).

TIMING

Hosting a Study Leader Training, around two months before the BetterMan start date, is an important step in launching a BetterMan event. The men need to hear the vision around BetterMan and why it's important, be encouraged that they are ready to lead, receive guidance, set expectations, and have questions answered.

We have found that having this meeting over a meal builds a brotherhood right from the start and enjoyment that is key to winning with men.

PREPARATION

- **Agenda** - A draft meeting agenda for the Study Leader Training is provided below.
- **Study Leader Training Guide** - After you have an approximate head count for the training, download the Study Leader Training Guide on the BetterMan website and print enough copies for everyone at the meeting.
- **BetterMan Workbook** - Distribute a copy of the BetterMan Workbook to each of the Study Leaders.
- **Sign-in Sheet** - Prepare a sign-in sheet for all potential leaders. Format the sheet for men to commit to being a leader at the end of the training.

STUDY LEADER TRAINING MEETING AGENDA

00:00 Welcome and Thank You

00:10 Play BetterMan Promo Video

00:13 Key Points to Make to Begin This Training

“BetterMan is a gathering designed primarily to reach men between the ages of 20 to 40 with the timeless, life-giving manhood of Jesus.”

“BetterMan is organized around studies of eight men. Two Study Leaders are responsible for recruiting six young men that will join them at their table for this BetterMan Experience.”

“Though BetterMan offers expertly crafted, biblical instruction on manhood each week (show workbook), BetterMan is unique in that it is first and foremost a Study Leader-led experience of honest, life-on-life interaction.” (Elaborate!)

“Every Study Leader will be provided with all the resources, training, and instruction he needs to recruit and win with his men.”

00:25 Distribute Study Leader’s Guide

Read completely through the Study Leader’s Guide

Overview, Responsibilities, Frequently Asked Questions, Registration Process, Communication Process & Timeline

00:45 Announce BetterMan dates, time, and venue

Have everyone fill in this information in their Study Leader’s Guide

00:48 Ask men who are ready to commit to sign up now

00:53 What’s next, thank you, and dismissal

00:55 Closing prayer

MASTER TIMELINE

4 MONTHS BEFORE LAUNCH DAY

- Key players identified
- Getting Started actions taken
- Begin recruiting Study Leaders
- Set dates for all Study Leader Training Meetings

3 MONTHS BEFORE LAUNCH DAY

- Continue recruiting Study Leaders as needed

2 MONTHS BEFORE LAUNCH DAY

- Study Leader Training Meeting
- Order workbooks from the BetterMan online store
- Registration and communication process activated
- Recruitment for BetterMan participants begins
- Participants sign up
- Venue plans finalized
- Presentation plans finalized

1 WEEK BEFORE LAUNCH DAY

- Complete venue walk-through with all team members present:
 - Speaker
 - Host
 - Organizer (and those who had tasks delegated to)
 - Anyone involved with the venue, registration, and production
- Welcome email sent to Study Leaders and Participants

1 MONTH BEFORE LAUNCH DAY

- Finalize list of Study Leaders and tables
- Continue advertising if appropriate
- Begin assigning Participants to tables

1 DAY BEFORE EACH SESSION

- Reminder email sent to Study Leaders and Participants

1 DAY AFTER EACH SESSION

- Recap email sent to Study Leaders and Participants with a video session (for Participants who were absent that week). If not filming, feel free to send one of the pre-recorded session videos.)

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