



**BETTERMAN**

**LARGE GROUP LEADER'S GUIDE**

# TABLE OF CONTENTS

## 03 INTRODUCTION

---

## 04 EXECUTIVE TEAM

Speaker | Host | Organizer

---

## 05 EXECUTIVE TEAM: Starting Line Actions

Live or Video | Dates & Time | Venue Location & Setup  
Overall Budget & Participant Charge  
Table Leader Recruitment

---

## 07 THE ORGANIZER'S KEY SUPPORT TEAMS

Registration and Communication Team  
Venue Team | Presentation Team

---

## 09 TABLE LEADER OVERVIEW & TRAINING

Overview | Responsibilities | Table Leader Training  
Meeting | Frequently Asked Questions

---

## 15 TIMELINE

---

## 16 APPENDIX

Registration Process  
Communication Process  
Venue Notes



# INTRODUCTION

We, at BetterMan, are excited that you have chosen to partner with us to conduct a BetterMan experience in your community. BetterMan was established out of a deep concern that our next generation of young men has not only lost God's timeless vision of what real manhood is but are being steered by the breakdown of the family and a confused secular culture into what is now being labeled as "toxic masculinity." Young men today know they are drifting, and more and more are asking for help. The BetterMan experience is a proven way for young men, between the ages of 20-40, to get that help. Over 11 weeks, they receive a hands-on biblical vision of masculinity that will inspire and encourage them. BetterMan also uniquely connects these younger men with older, more seasoned mentors (called "Table Leaders") who are coached to invest their lives and their experiences into these younger men throughout the BetterMan journey.

Created to be a dynamic local experience, BetterMan needs leaders like you to make this experience come alive in your community. We provide everything you need (training, support videos, workbooks, etc.) to be a success. This logistics guide lays out the key people, training, timelines, and resources needed to launch BetterMan and details the best practices for conducting this experience.

# EXECUTIVE TEAM

THERE ARE THREE KEY LEADERS THAT GIVE PRIMARY DIRECTION TO THE OVERALL BETTERMAN LARGE GROUP EXPERIENCE:

## 1. The Speaker

Teaches the 11-Session BetterMan curriculum

## 2. The Host

Takes the stage before and after the Speaker, calling the room to order, welcoming the Speaker, and giving all necessary directions and announcements

## 3. The Organizer

Leads the overall experience from the first day of planning to the last day of execution

The importance of the Organizer's role cannot be overstated because as the Organizer goes, so goes the experience.

### **THIS IS NOT A ONE-MAN JOB.**

The Organizer needs to be able to delegate so he can see the big picture and focus on making sure everyone (Speaker, Host, Team Leaders, and Table Leaders) has the instruction and resources they need to succeed.

A critical first responsibility is to recruit a strong leader to oversee each of his three key Support Teams:

1. Registration and Communication Team
2. Venue Team
3. Presentation Team

# EXECUTIVE TEAM: Starting Line Actions

## 1. DECIDE ON LIVE OR VIDEO TEACHING

**Live:** We provide all the tools and coaching needed for a live speaker to master and deliver with excellence the BetterMan teaching sessions. It is hard to underestimate the overall energy a live speaker brings to the whole BetterMan experience, while at the same time building “manhood” credibility and confidence with the men in his community.

**Video:** We have three (with more to come) excellent video speakers for you to use. Each of our speakers teach the same curriculum, faithfully following our BetterMan Workbook, while masterfully framing the material to communicate effectively to their demographic and culture.

## 2. DECIDE DATES AND TIME

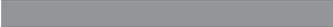
**Dates:** It works best for the 11 sessions to run continuously, uninterrupted by holidays or breaks. We highly suggest the proven starting dates of either right after Labor Day or right after New Year’s.

**Times:** Every community is different, and there is no perfect time and day of the week that works for all. But usually 6 a.m. on a Tuesday or Wednesday works best because in our hyper-busy world, the only scheduling conflict is in giving up a couple of hours of sleep.

## 3. DECIDE VENUE LOCATION, SETUP AND SIZE

**Location:** There are several points to consider when deciding whether to use your own venue (like your church) or to use a venue out in the community (like a hotel ballroom or community center).

- Your own venue allows for easier scheduling and setup as well as reducing the overall cost.
- A community venue makes it easier to partner with other pastors, churches, and organizations because it becomes a community event not a church event. If you do decide on a community venue, be aware that you may need to book that venue as far out as one year.
- A community venue makes it easier for men to personally invite unchurched men to BetterMan.
- One successful strategy is to run your first BetterMan event in your church to gain confidence and strength in your team. In this first year, you can also invite possible community partners to come and observe BetterMan and consider helping you the following year conduct a BetterMan event out in the community. If your first year of BetterMan goes well and your team is energized, we strongly encourage you to take BetterMan into your community at a neutral site like a hotel ballroom or community center.



**Setup:** There are two critical requirements (1) an effective presentation space complete with quality audio and visual equipment and (2) an effective discussion space where each eight-person group can gather around their own table after each presentation to process what they just heard. This can either happen all in one big room or the presentation can be in one room and then the discussions can move to tables setup in nearby smaller rooms and lobby areas.

**Size:** Usually, your maximum attendance size is limited by two things (1) the amount of Table Leaders you can recruit and/or (2) the number of tables and chairs your venue can accommodate.

#### **4. DECIDE OVERALL BUDGET AND PARTICIPANT CHARGE**

A few costs, like coffee and workbooks, are required, but others are variable depending on the venue chosen, food served, etc. It is important to decide on how to cover these costs; whether they will be covered by donations or by the participants themselves, or by some combination of the two. Some organizations underwrite everything to make everyone feel well served, while others prefer the Participants to pay something. There are no right or wrong answers here. It just needs to be decided early on and communicated well.

#### **5. BEGIN TABLE LEADER RECRUITMENT**

- As the Executive Team, first make a list of as many men as you can who you believe have the spiritual and life maturity to lead a table of 6 young men. They do not have to be experienced in mentoring, but you do need to have confidence in their personal skills.
- Set a date for the first Table Leader's Training Meeting.
- As the Executive Team, personally invite the men you listed as potential Table Leaders to consider teaming with you for launching a BetterMan event. Give each man some basic information on BetterMan and the role you are inviting them to play as a Table Leader. Invite the ones who show interest to your first scheduled Table Leader Training Meeting to learn more. Those who agree and attend will be asked at the end of this meeting to make a commitment to lead a table of young men. They will also be asked to recruit other potential Table Leaders to your second scheduled Table Leader Training Meeting in approximately one month.
- Also consider inviting any community pastor or ministry leader you know to come to BetterMan. For those who do accept your invitation and are interested in being involved, ask them to consider leading a table of men they know that they would recruit. After BetterMan is over, a few of these leaders may even want to lead a future BetterMan event of their own in their church or organization and/or partner with you to conduct a BetterMan event out in your community.

# THE ORGANIZER'S KEY SUPPORT TEAMS

## 1. REGISTRATION AND COMMUNICATION TEAM

Recruiting, registering, and communicating with Table Leaders and with Participants requires organizational, communication, and technical skills. The responsibilities are:

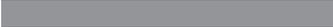
- Maintain a registry of Table Leaders and Participants with their table number, name, email, and mobile phone number
- Maintain table rosters and a list of tables willing to take open registrations
- Regularly send updated table rosters to the Organizer during the recruiting process
- After each session, send a video link to your Table Leaders to send on to any Participant who missed that week's session.
- Send out emergent emails as needed (like a weather cancellation notice)
- Design and execute a marketing strategy (website, social media, flyers, church bulletins and announcements, media stories and interviews, etc.) to recruit BetterMan Participants

*(See Appendix for detailed registration and communication procedures.)*

## 2. VENUE TEAM

Finding, securing, setting up, and taking down the venue requires organizational and logistical skills. The responsibilities are:

- Understand the food and beverage requirements and the budget in order to arrange a solution
- Recruit and direct a traffic and parking team complete with signage to welcome and direct Participants
- Recruit and direct a greeter team complete with signage to welcome and direct Participants
- Recruit and direct a setup team to have round tables with eight chairs each including table numbers, workbooks (week 1), and pens
- Recruit and direct a takedown and cleanup team



### 3. PRESENTATION TEAM

Supporting the audiovisual needs of the Speaker and the overall presentation requires organizational and technical skills. The responsibilities are:

- Wireless microphones (handheld for the Host and handsfree for the Speaker) with excellent sound quality throughout the room (no loud or quiet spots)
- Background music before session begins (fun and high-energy but not too loud)
- Projectors and screens so that everyone in the room can easily read the slides
- Presentation slides (an operator with a laptop computer connected to the video projectors)
- Lectern or music stand for the Speaker
- Stage and BetterMan backdrop (if using)
- Ordering of BetterMan Workbooks for each Participant from BetterMan (one BetterMan Card is included with each workbook purchased)

# TABLE LEADER OVERVIEW & TRAINING

## 1. OVERVIEW

More than anything else, the BetterMan Large Group experience is a TABLE LED EVENT! Yes, BetterMan seeks to offer manhood basics and biblical wisdom, but NOT through just a speaker and a workbook. The key to BetterMan is the transformative power of face-to-face relationships. That's why Table Leaders are such a PRIORITY for the BetterMan experience. They are indispensable to unleashing life-changing interaction. First by personally recruiting young men to BetterMan, and then over 11 weeks, facilitating honest and real table discussions along with mentoring, supporting, and encouraging each man inside and outside of the weekly BetterMan sessions. These Table Leaders (40 and up) do much more than host a table. They personally invest themselves into the lives of their younger counterparts (20 to 40). 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.

An extraordinary amount of work has been put in by the entire BetterMan team, both nationally and locally, to set Table Leaders up to win with their men. One thing we know: the more honestly a Table Leader shares from his life's journey (challenges, successes, failures, etc.), the more his men will trust him, open up to him, and be transformed by their relationship together.

## 2. RESPONSIBILITIES

### **Co-Leader:**

A Table Leader's first responsibility is to recruit a Co-Leader. It is important that each table is led by two men. It helps with recruiting. It helps with shared wisdom during the table discussion times. It helps with the off-site meetings. And the Co-Leader provides a critical backup if a Table Leader must miss a session because of illness or a scheduling conflict.

### **Registration:**

Please see the Appendix for a detailed explanation of how Table Leaders register the men they recruit. But in short, a Table Leader needs to "own" his table; meaning he and his Co-Leader should feel the responsibility of both recruiting and registering the six men that will sit at their table. Doing so creates a bond and builds good relational connection between Table Leaders and their Participants even before BetterMan begins.

### **Communication:**

Please see the Appendix for a detailed explanation of how a Table Leader should communicate with his men. But in general, a Table Leader will be asked to email his guys each week before a session to remind them to attend, and after each session to encourage them. He will also be asked to send a video link to any man who missed a session so he can view the presentation he missed. A follow up email or call by the Table Leader to check in on the man who missed is also encouraged. Most young men have NEVER had an older man value them deeply enough to care for them like this. When a Table Leader initiates communication outside the BetterMan meetings to his men, it creates deeper connection between them.

## 2. RESPONSIBILITIES (continued...)

### Attendance at Each BetterMan Session:

A Table Leader should be at his table at least 15 minutes before the start of each of the 11 BetterMan sessions so he can welcome and interact with his men as they arrive (turn off all cell phones in order to be fully present for the BetterMan session). A Table leader who must miss a session, should make sure his Co-Leader has been informed beforehand and is ready to lead the group.

### Outside Storytelling Meeting:

Table leaders will be asked to schedule and host the "outside" meeting at their homes which provides extended interaction time between the men. The "outside" happens between Session 2 and Session 3 of BetterMan. At that time, men will share their life stories with one another. This powerful moment produces a healthy dose of honesty and transparency between the men which then enriches their later discussions.

- Host the "My Life Story" off-site meeting after Session 2
- Get by-step instructions for conducting this meeting from BetterMan

It is extremely important that you, as the Organizer, prepare your Table Leaders for the storytelling sessions that occur after Session 2. You can do this by sending an email like the one below 48 hours prior to Session 2:

Because the "My Life Story" experience will be your single most significant step in building the life-changing brotherhood you want around your table, you have two important tasks to complete before Session 2:

1. Watch this short "My Life Story" instructional video at [BetterMan.com/mylifestory](http://BetterMan.com/mylifestory)
2. Discuss with your Co-Leader when and where you will host this meeting so you can discuss the details and options with your table members at the end of Session 2.

### 3. TABLE LEADER TRAINING MEETING AGENDA

*Though not required, having this meeting over a meal (breakfast, lunch, or dinner) builds right from the start the brotherhood and enjoyment that is key to winning with men.*

**00:00 Welcome and Thank You**

**00:03 Play BetterMan Promo Video**

**00:05 Key Points to Make to Begin This Training**

"BetterMan is an 11 week large group 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 tables of eight. Two Table Leaders are responsible for recruiting six young men that will join them at their table for this 11 week 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 Table Leader led experience of honest, life on life interaction." (Elaborate)

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

**00:10 Distribute Table Leader's Guide**

**00:12 Read Completely through the Table Leader's Guide**

Overview, Responsibilities, Frequently Asked Questions, Registration Process, and Communication Process

*Pause for questions after each section.*

**00:30 Read Completely through BetterMan Timeline**

**00:33 Announce BetterMan Date, Time, and Place**

Have everyone fill in this information in their Table Leader's Guide

**00:35 Speaker Inspires Men with His Passion and Vision for BetterMan**

**00:40 Ask Men Who Are Ready to Commit to Sign Up Now**

**00:45 What's Next, Thank You and Dismissal**

Announce Next Table Leader Training Meeting

## 4. FREQUENTLY ASKED QUESTIONS

**Q: Where do I find young men I can recruit to my table? I'm 60. I don't know many young men between 20-40. How do I find young guys who would want to join me at my BetterMan table?**

**A:** First of all, that's a question many Table Leaders are going to have. If we're honest, looking for young men, especially ones in their 20's or 30's to join your table can feel intimidating. You may not know any guys this age! At least not any well enough to invite to BetterMan. So, what do you do?

Please know that the idea of being a better man is as attractive to non-believers as it is to believers. Many of our BetterMan events have large numbers of unbelievers in them because manhood is a subject most men want to hear about. And BetterMan itself is seeker friendly. The opening sessions are ones any man will feel comfortable attending. By the time the material turns more spiritual, most men are usually hooked. So, just knowing this should expand your horizons on who you can recruit to BetterMan.

That said, here are some ideas to get you started:

- Lots of men ask younger men they currently work with to BetterMan. For instance, a bank president asked a number of promising young bank employees to join him at BetterMan, and they did.
- A plumbing contractor led a table of his plumbers who he put on the clock for each session.
- A father and his thirty-something son partnered to lead a table of the son's friends who are navigating the challenges of a wife, career, kids, purpose, etc.
- Asking a younger man (35-40) to co-lead with you and then leaning on him to help you recruit is always a great idea.
- You can also network within your church. Ask staff members you know well or those leading a young married's class for help in finding young men to invite.
- Finally, don't forget to pray and ask God to lead you to some men. You may be surprised at how He answers you and who He connects you to. There's nothing better than a divine connection!

**Q: What is the BetterMan event seeking to accomplish?**

**A:** Generally, three things: First, to call every man who participates in BetterMan to personally embrace God's timeless vision of manhood. Second, to call every man who lacks a saving relationship with Jesus Christ to hear the call of the gospel, believe, and be born again. Finally, to bring every man into an understanding that manhood doesn't just happen. It is a journey that requires lifetime learning in the context of close, trusted male relationships. BetterMan is just the first step in that journey.

## 4. FREQUENTLY ASKED QUESTIONS (continued...)

### **Q: What makes a good Table Leader?**

**A:** A good Table Leader is a man who is excited about the opportunity he has of investing himself into the lives of 6 young men he will be with during the 11 week BetterMan event. A good Table Leader commits himself to opening his life to his men, willing to spend extra time with the guys who need help, making sure everyone stays up with the material and creates a personal manhood plan, and when BetterMan ends, helping each man find a good next step to continue growing as a man.

### **Q: You said that BetterMan lasted 11 weeks. But then you mentioned an "outside" storytelling time. Does that mean BetterMan lasts 12 weeks?**

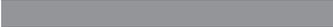
**A:** No, BetterMan lasts for 11 weeks. But during those 11 weeks we squeeze in 1 additional "outside" [U\Y]b[. So after Session 2, but before the next week's Session 3, table groups will meet in the evening at a Table Leader's home for a 2-3 hour relaxed "My Life" storytelling time. So over 11 weeks, you have 11 weekly BetterMan sessions and 1 overlapping "outside" storytelling session.

### **Q: I don't feel qualified to lead a group of young men. What do I need to prepare?**

**A:** If you are over 40 and know you know Jesus as your Lord and Savior, you are qualified. BetterMan is not looking for spiritual supermen. We want real men with real world experiences, good, bad, and ugly. All you need right now is a commitment to love on the men at your table, lead the table discussions — which is nothing more than asking the questions that are in the workbook — and being as real and honest to your men as you can. Everything else you will need to succeed, will be provided by BetterMan.

### **Q: I'm ready to lead a table. What do I do now?**

**A:** Your first step is to register as a Table Leader with your leadership team. They will instruct you on how to do that. Second, it's important that you team up as soon as possible with someone who can serve as your table Co-leader. If you already have someone in mind, great! If not, you can work with your leadership team to find someone to be your partner. Last, you and your Co-leader should begin to recruit 6 young men between the ages of 20-40 to join you for this BetterMan experience. You will recruit them with basic details such as when BetterMan begins, the location, time of the meetings, costs involved, and what generally to expect in attending. Your leadership team will give you all this information.



## 4. FREQUENTLY ASKED QUESTIONS (continued...)

### **Q: What should I expect when we meet for our first BetterMan session?**

**A:** As a Table Leader, you should plan to arrive 15-20 minutes before the first session begins so you can find your assigned table and be ready to greet your men as they arrive. The session should kick off on time with the BetterMan Host welcoming everyone and sharing a few BetterMan instructions. He will then introduce the BetterMan Speaker who will teach Session 1, either live or on video, for about 45 minutes. When he concludes, your Host will once again take the stage and move you quickly into your table discussion time. As a Table Leader, you will lead this discussion. You will guide your men through the questions found at the end of the Session 1 outline in your workbook. A good rule for you to follow in leading this discussion time is, "Everyone should participate; no one should dominate." After 30-35 minutes of table interaction, your Host will again take the stage and end the session. You should know that BetterMan will always start on time and end on time. Total time for every BetterMan session is 90 minutes.



# TIMELINE

## 4 MONTHS BEFORE LAUNCH DAY

- Executive Team Formed
- Starting Line Actions Taken
- Begin Recruiting Table Leaders
- Set Dates for Two Table Leader Training Meetings

## 3 MONTHS BEFORE LAUNCH DAY

- Three Key Support Team Leaders Committed
- First Table Leader Training Meeting
- Continue Recruiting Table Leaders as Needed

## 2 MONTHS BEFORE LAUNCH DAY

- Second Table Leader Training Meeting
- All Table Leaders Signed Up
- Registration and Communication Process Activated
- Advertising Launched to Recruit BetterMan Participants
- BetterMan Participants Begin to Sign Up
- Venue Team Members and Plans Finalized
- Presentation Team Members and Plans Finalized

## 1 MONTH BEFORE LAUNCH DAY

- Finalize List of Table Leaders and Tables
- Continue Advertising to Sign Up BetterMan Participants
- Continue Assigning BetterMan Participants to Tables

## 1 WEEK BEFORE LAUNCH DAY

- Complete Venue Walk Through with All Team Members Present:
  - Speaker
  - Host
  - Organizer
  - Registration and Communication Team
  - Venue Team
  - Presentation Team with full sound and video check
- Encouraging email sent to Table Leaders and Participants

## 1 DAY BEFORE EACH SESSION

- Reminder email sent to Table Leaders and Participants

## 1 DAY AFTER EACH SESSION

- Encouragement email sent to Table Leaders and Participants

# APPENDIX

## 1. REGISTRATION PROCESS

Ideally, the Organizer, with the help of the Speaker and Host, recruits and registers the Table Leaders who then recruit and register their table's Co-Leaders. Then the two Table Leaders recruit and register their 6 table Participants.

### Table Leader Registration

- Organizer approves all Table Leaders
- Table Leader provides name, email, and mobile phone number
- Table Leader is assigned a table number
- Information is forwarded to the Registration and Communication Team

### Co-Leader Registration

- Table Leader recruits his Co-Leader
- Co-Leader provides name, email, and mobile phone number
- Information is forwarded to the Registration and Communication Team

### Participant Registration

- Table Leader and Co-Leader recruit their 6 Participants
- Participant provides name, email, and mobile phone number to his Table Leader
- Information is forwarded to the Registration and Communication Team

### Open Participant Registration (for men not recruited to a particular table)

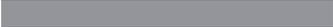
- Participant provides name, email, and mobile phone number via a signup card or web form
- Information is forwarded to the Registration and Communication Team to assign to a table that is willing to take open registrations
- Also, be ready to register and place at a table any Session 1 “walk-ins”

## 2. COMMUNICATION PROCESS

After every session, the Registration and Communication Team will send an email with a video link of each session to all Table Leaders.

Table Leaders will then be asked to forward the video link to any Participant who missed that week's session. Table Leaders are also asked to email all of his guys each week before a session to remind them to attend, and after each session to encourage them.

Note: Experience is showing that many young men only use email when they must, preferring instead to use other apps for personal communication. Table Leaders should discuss this reality with their table to see if another app (like WhatsApp) would increase their engagement. It is usually easy to forward emails to these alternative apps.



### 3. VENUE NOTES

- 5' round tables will comfortably accommodate 8 men
- Try to have as much space as possible between tables to provide:
  - Easier entry and exit
  - Ability for men with their back to the stage to turn their chairs around
  - More privacy during discussion time

#### **Coffee Guidelines:**

- There are approximately 16 cups of coffee per gallon
- Estimate 2 cups of coffee per man
- For Session 1 and 2, the Registration and Communication Team should provide each Greeter with an alphabetically sorted roster complete with table number assignments so they can direct men to their table.
- For Session 1 and 2, the Registration and Communication Team should place a printed roster on each table complete with contact information so everyone can check their information and make any necessary additions or corrections directly on the sheet. After the session, the Table Leaders should return sheets with changes to the Registration and Communication Team.

