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BETTERMAN

SMALL GROUP LEADER'S GUIDE

TABLE OF CONTENTS

03 INTRODUCTION

04 WHAT DO YOU NEED TO DO
TO GET STARTED?

05 SOME IMPORTANT "NEED TO KNOWS"
FOR YOUR BETTERMAN JOURNEY

06 YOUR SMALL GROUP LEADER
BEST PRACTICES

08 KEY QUESTIONS AND ANSWERS



INTRODUCTION

Thank you for being willing to lead a small group of men through the BetterMan experience. There are few greater investments of your time than helping men, particularly younger men 20-40, discover or better understand God's timeless vision of what real manhood is and what it offers.

Today, the need for small group leaders like yourself is great! A "coming up short" manhood is now everywhere. USA Today reported that of the 4 steps to traditional adulthood — marriage, kids, a job, and living on your own — the percent of young men achieving all four by age 35 dropped from 45% in 1975, which was considered low then, to 24% in 2018. We are clearly in a manhood crisis. So again, thanks for being willing to encourage and build up the men around you with a biblical vision of masculinity that works!

WHAT DO YOU NEED TO DO TO GET STARTED?

BELOW IS A STEP-BY-STEP CHECKLIST FOR DOING YOUR BETTERMAN SMALL GROUP RIGHT:

1. First, it is **HIGHLY RECOMMENDED** that you recruit and enlist another spiritually grounded man who can assist you in co-leading your small group. Having another leader join you will provide greater personal attention to the guys in your group which is extremely important. That's because the best small groups are highly relational. In addition, if you must miss a session, your co-leader can fill in for you rather than having to cancel the meeting for that week and breaking your momentum.
2. Next, you and your Co-Leader should each listen to the "Small Group Best Practices" audio segment found on our BetterMan website. Then together, look through and become familiar with this Small Group Leader's Guide and the complimentary BetterMan Workbook you were mailed. The clearer you are **TOGETHER** on what BetterMan offers, and what it takes to lead a group of men through it, the better!
3. Decide how many men you want to include in your small group. Small groups work best when they are between 3-8 men (not including you and your Co-Leader).
4. Together, decide on a time and place your group can meet. As leaders, you want to be able to meet for 11 straight weeks if possible. Skipping a week always hurts the BetterMan experience. Work hard to avoid that. You also want to meet at a time that is good for every man. Early mornings (6 - 7:30 a.m.) have consistently proven to work best. Arrange for a location that will be comfortable and free of distractions. You don't want your meeting times interrupted by others.
5. Together, make a list of the men you want to invite. Though **any man** will benefit from the BetterMan 11-week experience, younger men, ages 20-40, with so much of their lives still ahead of them are the target audience. So, if possible, **please include these younger men** in your group. And BetterMan is not just for Christian men. It is designed to reach men of all types: churchd, unchurchd, and dechurchd.
6. Next, invite the men on your list with a starting date. When your group is formed, order a BetterMan Workbook for each man from the BetterMan website. You will give the men in your group their workbooks at the first session. Also, select which video presenter you will use over the 11 weeks. Do not mix these video speakers week to week. Choose one and stay with him for continuity. For any man who misses a session, you can send him the video link of that session so he won't fall behind.

WHEN YOU HAVE COMPLETED THESE SIX STEPS, YOU ARE READY TO BEGIN!

SOME IMPORTANT "NEED TO KNOWS" FOR YOUR BETTERMAN JOURNEY

1. You will see in the small group resources we emailed to you that there is an "outside" storytelling meeting in addition to the 11-week BetterMan video series between the regular weekly Sessions 2 and 3. This "outside" storytelling meeting is explained in the BetterMan Workbook at the end of Sessions 2.

2. When you receive your BetterMan Workbooks, you will find included with them a "BetterMan Card" for each workbook. These are to be given to your men at Session 11. At that time, each man will share with the group the three action steps he has chosen to personally commit to (from the weekly "BetterMan Questions" in Sessions 2-10) to become a better man. After this sharing, you will hand out these cards and have the men write down their three action steps on the back (using a black permanent marker). These can then be kept like a credit card in each man's wallet as a quick reminder.

3. In Session 11, you will see under the "What Now?" section a reference to "Next Step" Options on our website. You should look at this before Session 11 and become familiar with what it offers. There you will find some of the best men's video studies available that could be used by your men after BetterMan is over. You will look at this site with your men in Session 11 and then discuss the possible use of one or more of these studies in the year ahead.

4. In Session 11, you will see "A Call to Commitment" statement. This is for you to use as you finish Session 11. You will lead your men in unison and recite this commitment like vows in a wedding.

YOUR SMALL GROUP LEADER BEST PRACTICES

1. Your primary role as a small group leader is to be a mentor. That doesn't mean you have everything together. Not even close. We are not looking for spiritual supermen. We want real men with real world experiences who are willing to be open and honestly share the good and the bad of their lives. That said, having a real and growing relationship with Jesus is essential! And so is having a commitment to support, serve, love on, and spend time with the men in your small group. In other words, your main role as a small group leader is relational and interactive. It's helping men address key issues in their lives, deal with their faith (or lack of it) in God, and make practical changes for the better. It is not just hosting a group of men to watch a video and fill out a workbook.

2. Each of your BetterMan small group video sessions should last approximately **90 minutes**. Generally the format will be as follows:

- 10 minutes to welcome, get coffee, and get settled
- 45 minutes for the video presentation
- 5 minute break for coffee refills and easy food to be served
- 30 minutes for small group discussion.

Staying with a fixed time is important to your men. Be sure you start on time and end on time every week! If men want to stay longer to keep interacting after a session, fine. But be sure after 90 minutes you let the men know the session is over so those who need to can excuse themselves and leave.

3. Good small group leaders keep in touch with their men via phone, text, email, or whatever channel their men prefer. This means sending out weekly reminders to the men of the next group meeting, following up with some men on questions raised, offering encouragements where needed, and checking up.

4. Good leaders provide refreshments for each video session. This may include coffee, juice, water, tea, etc. in welcoming the guys in at the beginning, and then serving something up that's light and easy like sausage biscuits, donuts, protein bars, etc. after the video session has ended to enjoy during the small group discussion time.

5. Good leaders will host "outside" storytelling at their homes. This



6. After Session 6, when the gospel is shared by the video presenter, a good leader will **make sure he knows where each man is with Jesus**. He will seek to call any man who lacks faith in his group to believe in Jesus.

KEY QUESTIONS & ANSWERS

Q. What is the 11-week BetterMan Small Group experience seeking to accomplish?

A. Specifically, three things: First, to call every man who participates in the small group 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 and practical applications in the context of close, trusted male relationships. BetterMan is just a first step in that journey.

Q. You said that BetterMan lasted 11 weeks, but then you mentioned an "outside" storytelling time. Does that mean BetterMan lasts 12 weeks?

A. BetterMan lasts 11 weeks. But during those 11 weeks we squeeze in an additional "outside" [U\h Y]b[. So, after Session 2, but before Session 3, your group will meet in the evening for a 2-3 hour relaxed storytelling time. So over 11 weeks, you have 11 weekly BetterMan sessions and one overlapping "outside" storytelling session.

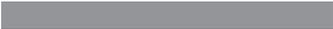
Q. You said BetterMan is good for all men, but targeted specifically to younger men, whether believer or unbeliever. I would really like to reach guys like that to encourage them. But I'm 58. I don't know many young men between 20-40. How do I find young men who would want to join me to go through BetterMan?

A. That's a question many older Christian men have. They want to connect. The desire is there. They just don't know how to reach out to guys between 20-40. They may not know any they feel comfortable inviting to a small group. For many older men this is a big deal. So, here's some ideas that could help you:

Network within your church. Talk to leaders or young men within a young married class about your intention. Enlist one of the interested young men there to join your group and help you recruit other young men.

If you have a son between 20-40, ask him to partner with you to recruit some young men. They could be both his Christian and non-Christian friends. Surveys tell us these guys want to know what manhood is. It's a big subject to them. They just need a trusted connection to you, like through your son, to come on board.

Some men who lead a business have invited the younger men in their company to a BetterMan Small Group. He also may offer to put them "on the clock" if needed for these early morning meetings to show them how important this is to him. And it works!



Look around in your workplace. Oftentimes, there are young men who you've become friends with professionally who would take you up on a BetterMan invitation.

Pray and ask God to lead you to some younger men. You may be surprised at how He answers you and who He connects you with. There is nothing better than divine connections!

Finally, don't forget to lean into the man you've invited to be your Co-Leader. He may have a network of younger men you can draw from.

Q. Can you do a virtual BetterMan Small Group?

A. Yes. Men can do a virtual small group by being sent the BetterMan video presentations to watch by a leader and then coming together online for the small group discussions. A virtual BetterMan Small Group works best when men have well-established relationships beforehand. But as an outreach to younger men, where men are getting to know one another, a live, face-to-face BetterMan is clearly superior to a virtual one.

Q. What should I do if I get stuck preparing for, or leading a BetterMan Small Group?

A. If you ever need help, please email us at support@BetterMan.com. We are here to help.

