



BETTERMAN

Small Group Best Practices

Key Ideas Behind the BetterMan Small Group Experience

1. BetterMan is primarily designed to be an outreach to churched and unchurched men between the ages of 20-40.
2. BetterMan offers both face-to-face and virtual small group options.
3. A BetterMan small group generally consists of two spiritually seasoned leaders and six to eight men.

How to Start a BetterMan Small Group

1. Listen carefully to the "Small Group Best Practices" audio training.
2. Read the BetterMan Licensing Agreement.
 - Then, fill in the information form and then click "Agree" to the BetterMan Site License Agreement.
 - Once submitted, links to all of our BetterMan resources will be emailed to you free of charge.
3. Find another spiritually seasoned man to co-lead the small group with you.
4. Select a time and place to meet that is both comfortable and private.
5. Choose one of our video presenters to teach your weekly BetterMan sessions.
6. Recruit six to eight men to be in your small group.
7. Provide a BetterMan Workbook to each small group member. Workbooks can be ordered at BetterMan.com/store or the Workbook pages can be downloaded in a PDF format. The workbooks are offered to you at our cost, with no mark-up.
8. Become familiar with the BetterMan Workbook once you receive a copy.
 - Each Workbook will have a BetterMan Card included with it.
 - You will hand out the BetterMan workbooks in Session 1, but the BetterMan Cards will not be handed out until the end of Session 11.
 - Look over the 11 sessions in the Table of Contents and then scan through the weekly sessions.
 - Notice that after Session 2 and before Session 3 there is a "My Life Story" storytelling meeting (video training for this meeting is provided in the emailed BetterMan resources).
9. Look over the BetterMan Card that comes with your BetterMan Workbook. Your men will use this card to write down the three action steps they intend to take to upgrade their manhood once BetterMan is over.

10. Look at the "Next Steps" mentioned in Session 11 of your workbook. Go to BetterMan.com/next-steps and look over the list of resources featured there that your men could use in the future for bettering their manhood.

Once you have completed these 10 steps, you are ready to launch your BetterMan Small Group!

Best Practices & Recommended Flow for Your BetterMan Small Group

1. Reach out to men personally and invite them to join your group.
2. Early mornings have shown to be the best and most productive meeting time for groups.
3. Provide coffee and lead brief small talk before each session begins.
4. Watch the BetterMan video session (each video session is 40-50 minutes long).
5. Take a 5-minute break after the video concludes (bathroom, fresh coffee, etc.).
6. Provide a light breakfast for your men that they can eat during the small group discussion time.
7. After the video session, lead your weekly small group discussion (30-35 minutes). Remember this simple discussion rule: "Every man should participate; no man should dominate."
8. Always start and end on time.
9. Each BetterMan session should last 90 minutes.
10. Develop and maintain expectations.
11. Remember you are the leader.
12. Authenticity is better than expertise.
13. Set aside time to be available to your men between sessions. Reach out and care for those men who may need special attention.