

## **33 The Series | Leader Notes for Large Group Presentations**

The purpose of *33 The Series* is for men to engage in the Authentic Manhood Movement – a movement that leads men to the life of truth, passion and purpose they were created to live. This requires strong leadership. As the leader, your job is to ensure a quality environment and presentation of this DVD series for your men. You can do this by closely following the recommended guidelines and leader notes contained in this document and on the Group Leader Resources disc.

**VIEW THE ENTIRE SERIES IN ADVANCE.** Take notes in your Training Guide. Write down your own Strategic Moves and begin to build your Action Plan. Read through the Training Guide and become familiar with the stories and articles that support each session. These are critical steps to making *33 The Series* successful for you and your men.

**PROMOTING YOUR SERIES | The Group Leader Resources Disc** (Disc 2) contains helpful tools like the *Tips for Group Leaders* video, a promo trailer and graphic designs that you can use to produce banners, inserts, business cards, flyers, newspaper ads and posters to promote your series. (You can find an online version of the promo trailer at [www.33theseries.com](http://www.33theseries.com) that can be forwarded to your men by email.)

**EVERY MAN NEEDS A TRAINING GUIDE.** This is much more than a workbook of outlines with blanks to fill in. The Training Guide contains valuable information and supplemental resources to support each session. Make sure you have a sufficient number of Training Guides available for each man who will attend your gathering. Make them available each week. Additional copies can be ordered at [www.authenticmanhood.com](http://www.authenticmanhood.com)

**THE BEST TIME OF THE YEAR TO BEGIN** (for groups in the United States) is at the beginning of a semester. In our experience, there is a lot of energy that you can leverage in the fall as school is starting. Pick a date that will allow you to conclude the series before Thanksgiving, and put it on the radar early so men will know it is a high priority.

Each volume of *33 The Series* contains six sessions each. This provides great flexibility to you as the leader. For instance, you could offer one volume in the fall, then take a break and start another volume in January that would conclude before Spring Break followed by another volume that would conclude before the summer.

Semester schedules have been the most successful and that should be your first choice. However, you could offer a secondary opportunity in the summer – a make-up series for those men who missed the fall and spring sessions. The summer could be a perfect

opportunity to encourage men to take advantage of the mobile app and download the sessions to experience in small groups. This option allows men the opportunity to engage anytime and anywhere.

**YOUR ENVIRONMENT** must have a consistent quality week-to-week. When men have a good experience and know what to expect they are more likely to connect and engage. Here is a list of proven elements to help create this kind of environment:

- Make sure the room is warm and inviting with comfortable seating and easy access. If you are using folding chairs, place them a little further apart to accommodate men.
- Coach your volunteers to be relaxed and welcoming, helping those who need to acquire a Training Guide or be connected in a discussion group.
- Offer refreshments that are as simple as coffee and donuts or just beverages.
- A good video and audio system is vital. The video image needs to be bright enough without having to turn off all of the lights so men can see to take notes in their Training Guide.
- As men are arriving you could show sports clips from DVD collections or live broadcasts. No audio is necessary when you incorporate the next element.
- Create a pop/rock mix of good secular music that men of all ages can identify with. The sound level should be on the verge of being too loud so the conversations are energetic. The environment should feel more like a men's gathering than a Bible Study or church service.
- Always start on time and end on time. If you respect their time and create a predictable environment, men are more likely to stay engaged.

**YOUR CREATIVITY** around each session will make the entire series more enjoyable and relevant. By viewing the entire DVD series in advance and thinking about the content as a whole, you will be better equipped. Here are a few ideas:

- Start a session with a movie clip that goes along with the day's topic. Choose clips from movies that men will connect with. Some editing may be necessary. Never let these clips run longer than 3 minutes. Shorter is always better.

- Share your personal applications and Strategic Moves.
- Have some of the men in your group briefly share what they are learning, how their life is changing, and some of their Strategic Moves.
- Have some drawings during the series for a book giveaway, round of golf, dinner for two, etc.

**DISCUSSION GROUPS** are vital to the success of the series. Men need to connect with other men and process the material. This is expressed several times in the sessions. You need to emphasize the importance of this element as well and be very intentional about how the men in your gathering can experience it. Here are some tips:

- Be aware of the running time of each session. Start each session at a time that leaves you at least 30 minutes for small group discussion.
- The best time for discussion is immediately after the session. It's okay if your room will not accommodate tables. Some of the most successful large group gatherings have used a freestyle approach in an auditorium style seating arrangement where men simply pick up their chairs or spread out and form groups. This can be less intimidating to new men who enter a room with pre-arranged groups at tables.

If men are given the option to leave and discuss the material in a restaurant or coffee shop, or even in another part of your building, you must lead strong and place a high priority and value on processing the material with other men. The more time and space between watching the session and processing it with another man or group of men, the less likely it will be that men will experience this vital part of 33.

- Discussion groups should be limited to six men. That will allow about five minutes each if every man participates. It is best to be with men you enjoy and relate to for the series, so encourage men to come to 33 with their group already formed. New groups should be formed for men who come without a group or they should be guided to existing groups who have room. The leader should initiate the formation of groups with the help of volunteers.
- No training is required for the discussion group leaders. Anyone can read the questions at the end of the session and facilitate the discussion. Here are three guidelines to keep the discussion groups on track:

1. *Don't re-teach the session*
2. *Don't dominate the discussion*
3. *Be sure everyone has a chance to talk if they want to*

**STRATEGIC MOVES AND ACTION PLANS** are designed to help a man take the principles of authentic manhood and integrate them into his life. These will be mentioned several times in the series. As the leader, you need to emphasize the importance of making it personal and encourage men to list their Strategic Moves. The goal at the end of each volume of 33 is to synthesize all of the Strategic Moves into a challenging but doable Action Plan.

Consider having a series closer where men gather to eat and share their story of the impact of 33. You could have them bring their Action Plan and read it to their group or feature some of them as part of the program. Meaningful ceremonies are powerful tools to mark key moments in a man's journey toward authentic manhood.

This is a suggested timeline using an early morning example. Adjust for your group's time and venue.	
6:00-6:10 a.m.	Men arrive with upbeat music playing. Serve coffee or other beverages (maybe donuts) and hand out Training Guides to those men who haven't already received them.
6:10-6:15 a.m.	Welcome and introductory comments with creative elements (movie clip, personal stories, etc.)
6:15-6:45 a.m.	View session (each session is approximately 30 minutes)
6:45-6:50 a.m.	Closing remarks, instructions and reminders; transition to discussion groups.
6:50-7:30 a.m.	Small group discussion
7:30 a.m.	Music plays (low volume) signaling the end of the session.