



**FIRST IMPRESSIONS**  
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 MINISTRYLIBRARY

# Facilitator's Guide

## The Key to Success is Group Discussion

Learning takes place best in the context of a group discussions.

When you discussion new ideas as a group it drastically increases the rate of learning, interest, participation, engagement, and retention.

## Ways to Use This Workshop

1. Live - All sessions have been pre-recorded but we have put all sessions into one video so that you can just hit play and develop your whole team. This option is great if you're able to get whole team together for a day of transformational learning.
2. On Demand - In this option all sessions are seperate videos that can be watched in or out of order. This perfect for teams that don't have a lot of time but still want to learn and grow together.

## Preparation Checklist

1. Invite Your Team - Learning takes place best in the context of a team.

So be sure to include you team, staff or elders in this workshop so you can learn and grow together. Each session has discussion questions and team exercises. To get the most out of this event you'll to brainstorm and problem solve with others.

2. Order Lunch - Use this Workshop as an opportunity to show your team how much you care for them. Make it fun and make it memorable with some great food!

3. Use The Discussion Guides - Transformational learning requires Teaching, Discussion, Application and Feedback. Each session will have its own Printable Discussion Guide that you can use with your team. This guide will have actionable takeaways, discussion questions, and group exercises.



# Tips For Leading A Brainstorming Session

1. Location Matters- Find a comfortable quiet room that won't be used for anything else as you brainstorm. Caffeine is a plus, as is food, comfy chairs, or anything you can think of that will help the people on your team to be playful.
2. Keep Each Session Short - 5- 10 minutes for each question is perfect! The tight time frame will also keep the session fast paced and exciting.
3. Try Smaller Groups - Try splitting up into smaller groups of 3-5 and brainstorm answers with each group and share your lists with the other groups.
4. Use Reverse Brainstorming - Try having each person come up with a list of answers by themselves first. Then have them share their lists with the whole group. This might help break up the format and you might end up with a much more diverse list!
5. Be Neutral - Consciously or subconsciously, others will cue off your lead. You want everyone in the room to feel heard, to have permission to speak their piece, and to defer judgment during the brainstorm. Pro tip: don't attach people's names to ideas.
6. Postpone Criticism - Criticism is the creativity killer. Evaluating ideas too early will kill the formation of any new ideas. It's up to the facilitator to hold people to this, and to keep the meeting moving in a positive creative direction.
7. Make The Group Prioritize- Generating a huge list of is fun and exciting but it can sometimes be too much. If the list is too big have them narrow it down to the most important 2-3 answers.
8. Make It Visual- As the facilitator it's your job to gather and write down the ideas being generated. Use something that is BIG and Visual. Maybe a whiteboard or maybe giant wall sticky notes.
9. Make It Memorable - Once you've written it down it needs to be saved and shared with the group. The easiest way it to have someone take a picture and email it to the group.
10. Schedule A Follow Up - You're not going to make any decisions during a brainstorming session. It's the first step in an ongoing process. Let the brilliance of your team soak in for a few days before you bring them together to make any decisions.

**BONUS TIP** - In the workshops for each session we have about 2-3 pages of discussion questions. Any of these questions could be used in a brainstorming session.

My **BIGGEST** tip for you would be to look through the questions and pull out 3-4 to use and don't try to fit all the questions into one giant brainstorming session. This also gives you the opportunity to steer the discussion in the direction you think is most helpful!



# All Day Sample Workshop Agenda

9:00 - 9:05 Intro // How to get the most out of this workshop

9:05 - 9:40 - First Impression Mindset w/ Rich Birch

9:20 - 9:40 - First Impressions Group Discussion

9:40-10:15 - Social Media: A First Time Guest Machine

10:15 - 10:45 - Social Media Group Discussion & Social Media Calendar

10:45 - 10:55 - Using your website to build trust with guests w/ Tyler Rominger

10:55 - 11:15 - Website Group Discussion & Website Audit

10:45 - 10:55 - Setting the Scene for Guests w/ Jonathan Malm

10:55 - 11:15 - Group Discussion

12:15 - 1:00 Lunch

1:00 - 1:20 - Environments w/ Brandon Cox

1:20 - 1:40 - Environments Group Discussion & Environments Audit

1:40 - 1:50 - Signage & Communications w/ Paul Fleming

1:50 - 2:20 - Communications Group Discussion & Communications Audit

2:20-3:00 - Follow-up Process w/ Tyler Smith

3:00-3:40 - Follow-up Group Discussion & Follow-up Process Creation