



Women in the
Marketplace

Faith + Fellowship + Community

SMALL GROUP FACILITATOR GUIDE



“May he equip you with all you need for doing his will. May he produce in you, through the power of Jesus Christ, every good thing that is pleasing to him. All glory to him forever and ever! Amen.”

—Hebrews 13:21



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Mission and Strategy

The mission of Women in the Marketplace (WiM) is to **equip working women to confidently pursue their faith and career for the glory of God**. Our studies are designed to be easy to follow and practical for all types of careers. Each session tackles a specific topic for the workplace and shows Biblical principles for connecting faith to work.

Grow FAITH: Promote spiritual growth in working women. Seek to faithfully follow God's plan for our lives.

Create FELLOWSHIP: Build relationships with respect, integrity, and accountability.

Impact the COMMUNITY: Serve others through supporting faith-based businesses, mission work, and personal development.

Individual small group studies connect the first two strategies of growing faith and creating fellowship. The richest, most lasting insights come from discussing questions and what you learn in small group setting.

The community impact is executed at the ministry level. Anyone in your group who is interested in starting a business, serving your community, doing mission work, or in need of personal development please contact us at info@womeninmarketplace.net.



Launching a New Group

The following materials are provided to help equip you to confidently facilitate a WiM Small Group study. Once you have reviewed the information, please sign, scan and return the commitment document to info@womeninmarketplace.net.

Facilitators

- We recommend **two facilitators** for your group. Work schedules are hectic and life happens. This allows you to split the workload and keep the group on the schedule consistently.
- **Review study materials.** Being familiar with the content will boost your confidence.
- **Know your “Why.”** Keeping the reason for starting a small group in front of you will keep you motivated when challenges occur.
- Schedule a conference call with your **WiM support representative:** Catherine Gates, catherinegates@womeninmarketplace.net.
- Set up a **calendar meeting invite** once group details are established.
- We recommend **weekly meetings** for **one hour** during lunch or before/after work. If you need to meet less frequently or have to skip a week, we highly recommend that you find ways to keep participants engaged between meetings.
- WiM relies on the **generosity of donors** to support the ministry. Monthly support or an annual contribution to help us reach more working women across the country is greatly appreciated.

Participants

- Encourage **working women** of all ages, religions, and fields to attend.
- We recommend a group size of **8-12 participants**. Attendance can fluctuate due to work and family circumstances. You can start small and build over time. Meeting consistently is the key to growth.
- Study guides are available for purchase on **Amazon**. The printed guide is \$12.99 and the eBook is \$4.99.
- Maintain a **group roster** and share it with each participant.
- Encourage **accountability partners and connections** outside of the weekly meeting.



- **Encourage participants to come back** even if they miss a session or two. The study is designed so participants can complete sessions they miss on their own.
- Each session is an **individual lesson** so encourage people to join at any time. No need to wait to the start of a new section.

Types of Groups

Open: Business and Community

- This is the recommended and **preferred group type**, learning from a variety of business industries and people from different churches provides diverse thought and conversation.
- **Ask people you know to invite others** from their company or circle of friends who they think might be interested in attending an information session or attending a group as a guest.
- Use **social media** to announce timing for information sessions.

Church

- You have an opportunity to **serve women in your church who are in the workplace** and may not otherwise be in a small group.
- Inviting women who are not part of your church is a great **outreach strategy**.

Start a Small Group In Your Company

- If you want to start a WiM small group at your place of work, please **speak with your manager or Human Resources department** to receive approval, even if you are doing the study outside of business hours or during lunch.
- Find out if people from outside your company can join or if it needs to be employees only.
- Communicate about the new group to potential members by sharing the invitation via **email** and/or **printed flyer**. Be sure to adhere to organizational guidelines (e.g., email people you know only; post in approved locations, etc.).
- If you can invite people from outside the company, consider using **social media** to get the word out.
- **Ask people you know to invite others** in the company who they think



might be interested to attend an information session. If possible, invite all women who work in the office and let them decide whether they want to participate.

Familiarize yourself with HR policies so you are better able to explain how doing a study aligns with policies. Determine if you need approval to do a study on company property during lunch or outside of regular working hours. Once approved, here are some questions to ask up-front:

1. May I use my company email to invite people? If so, do I need to restrict the list to individuals I know, or can I send an email to a larger group?
2. May I place flyers around the office? What places are acceptable for posting?
3. May we invite people from other companies into our building, or does this need to be for employees only?
4. May I use the company name and my work title when referring to our group in emails and social media?

Asking Permission

If your company requires that you get permission to hold a gathering over lunch, or you simply want to be upfront about what you're doing, here is a simple email you can customize.

To: Senior Leadership

I am interested in pursuing professional development with a small group of coworkers. I plan to use the Women in the Marketplace study *Unleashed: Living a Fully Integrated Life* because it is designed to equip people in the workplace to apply biblical principles to their professional growth.

My plan is to extend the invitation to people I know. All are welcome and participation is completely voluntary. Each person would be responsible for purchasing their own study guide. We plan to meet during the lunch hour and ensure that our meeting time does not interfere with job responsibilities.

The study aligns with our corporate values and supports our ability to bring our whole selves to work. I also anticipate that doing this study together will enhance our working relationship and ability to work as a team.

If you would like to learn more about the organization that published this study, you can visit www.womeninmarketplace.net.

Please let me know if you have any questions. I would like your permission to start a study starting [DATE] in the [CONFERENCE ROOM].

Thank you for your consideration.



Starting a Small Group in Your Church

Speak with your **pastor or women's ministry leader** about the potential for an on-site group. You are welcome to invite a member of the WiM leadership team to join you for the discussion with your church leadership. Video conferencing using a tool like Zoom allows us to be together even when we can't be physically present.

Once you have a plan for your small group:

- Communicate about the new group to potential members by sharing the invitation via **email** and/or **printed flyer**.
- Post an announcement in the church bulletin or **weekend announcements**.
- **Ask church members to invite others** from their workplace and community to join them for the information session (even if they are not church members).
- Use **social media** to announce timing for information session.

Inviting People to Your Study

To make it easy for you, we've created simple draft invitation copy you can use and personalize. This invitation can be used in email form or printed and posted as flyers.

Here are the key elements of an invitation:

- **A description of the study.** Be sure to emphasize that this is a leadership study that will help them improve in their work.
- The study **start date and duration, location, day and time.** Decide if it is best to meet using an online platform like Zoom.
- The cost and the **link to purchase the guide.**
- **How they can sign up** - either by emailing you or through a registration tool like EventBrite. Include the link.
- Make sure people know **how to reach you** if they have questions.

You will want to personalize your invitations.



Sample Invitation

We are starting a women's faith and work small group and would like to invite you to join us! We plan to meet once a week during lunch.

The study, *Unleashed: Living a Fully Integrated Life*, is published by Women in the Marketplace, a Christian ministry that's mission is to equip working women to confidently pursue their faith and career for the glory of God.

What you can expect to gain from participating in this study:

- Grow your faith through weekly small group.
- Share stories that encourage and strengthen each other.
- Find meaning and purpose in your work.
- See God working in your life and others.
- Develop relationships with other working women.

We will be having an information session on [insert date/time/location]. Everyone is welcome – regardless of beliefs. We will take this time to meet each other and talk about the study. Feel free to bring your lunch.

Please reply to this email if you plan to attend. This will help us plan space appropriately. If you are interested in joining us, but can't make this session, please let us know.

More information about the ministry can be found at www.womeninmarketplace.net.

We look forward to seeing you!

[insert facilitators names and contact information]



Sample Welcome email

We recommend that you send a “Welcome” email when someone signs up for your study to confirm their participation and make it easy for them to purchase their guide.

Here is an example you can personalize.

I am very excited that you will be joining us for the Women in the Marketplace study *Unleashed: Living a Fully Integrated Life*. I look forward to watching how God uses this study to help us unleash our faith at work. I want to make sure you have everything you need.

Here are the details for our meetings:

Date: [DAY], [START DATE] for 10 weeks

Time: [START TIME] – [END TIME]

Location: [ADDRESS/ROOM/ZOOM LINK], [CITY, STATE]

Cost: \$12.99 for the printed guide or \$4.99 for the Kindle version, both on Amazon

There's still room so feel free to invite a friend or coworker. Let me know if you have any questions.

[Your name, email, phone]



Information Session

An information session provides people with the opportunity to learn more about what they can gain and expect from the study. Not everyone will need this to make a decision, and it's a good practice to schedule one so those who need it can be more comfortable. It's a great opportunity for those who join to invite friends or coworkers.

The information session should include:

- A brief overview of Women in the Marketplace.
- What to expect.
- What they will learn.
- Testimonials from people who have gone through the study.
- Time for Q&A.

Schedule it several weeks in advance of your start date and market it through email, friends, coworkers, and social media.

During session:

- Welcome everyone and have name tags available.
- Individual introductions, if the size of the group allows enough time.
- Introduce co-facilitators, if identified.
- Review the mission and strategy for WiM.
- Review group guidelines.
- Provide a brief overview of the study.
- Invite questions.
- Discuss best date/time for people who are interested, if you haven't chosen a date already.
- Share/determine location for weekly meeting.
- Ask if anyone has an interest in facilitating a group.



Facilitating a WiM Small Group

Facilitator Preparation

Here are things you can do before and after each session to ensure a great experience for everyone.

- Pray for wisdom, insight and understanding. Pray for God's guidance as you lead the study and pray for the participants.
- Read the material with its corresponding scriptures and answer the questions. Make notes of the insights you gain.
- Review the lesson with your co-facilitator, if you have one, and pray together for the meeting.
- Send out an email reminder to all participants on the study time and location at least two working days before your first meeting.

To keep participant's engaged:

Building relationships outside of the study will motivate participants to stay committed to attending. We recommend each facilitator chooses a few people to connect with through a brief weekly email, Zoom or phone call. When possible, schedule time to visit over coffee or lunch.

Group Guidelines

At the start of a new session or when you have new members, remind everyone of the group guidelines to create a space in which everyone feels comfortable sharing their thoughts, questions and personal stories.

- **Safe zone:** Acknowledge that everyone has different perspectives and experiences. Everyone is in a different place in their faith journey. Allow space for people to be heard and accepted where they are.
- **Confidentiality:** Whatever is shared during the group should not be shared outside of group with anyone unless it is your story, or you have received permission from the person who shared it.
- **Respect:** When someone is giving her view or testimony, make sure she has the opportunity to finish her thoughts without interruption.
- **Give your experience, not advice:** When someone shares do not respond with advice unless she specifically asked for it. If you begin a sentence with "you should" then it's advice.



- **Share your story:** We all grow by hearing from each other. God brought you through your struggles to help someone else through hers.
- **Allow time for others:** We want to hear your story, and allow time for others to share as well.

Facilitator Support

WiM Support Representative: A WiM team member will be assigned to assist you with any questions that might come up. Please email questions to catherinegates@womeninmarketplace.net.

Monthly facilitator Q&A conference call: Send your questions in prior to the call so you can get the answers you need. The calls will also be an opportunity to share stories and best practices across groups.

Facilitator networking: Watch for special facilitator only networking events.

Order study guides: You can order guides by going directly to Amazon. Search for “Unleashed: Living a Fully Integrated Life” to ensure you get the correct book.

Finishing Strong

As you approach the last session, keep in mind – this is not the end. We pray that it's a new beginning for all of you. As each of you unleash your faith into your work, not only will you experience greater peace in the midst of chaos, greater clarity as you seek solutions and victory out of the most difficult challenges, you each also share the light and love of Christ with others and inspire them to seek Him at work.

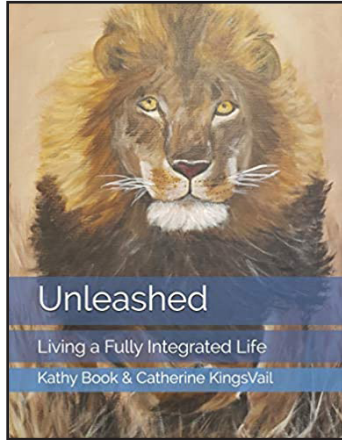
Facilitators **make this impact possible!** And that impact needs to grow through new facilitators as well. Please be on the lookout for participants who could be strong facilitators. When you notice them, you can:

- Give them the **opportunity to facilitate** one of the sessions so they can get a feel for it.
- Let them know about **the potential you see in them** – it can make a huge difference.

Thank you for helping us equip more women to confidently pursue their faith and career for the glory of God!



Unleashed Study Overview



Unleashed: Living a Fully Integrated Life is the result of many months of seeking the Holy Spirit, exploring Scripture and writing on what God says about work. What started as several shorter studies has evolved into one comprehensive guide comprised of 3 studies.

This study was created for time-starved women to help you learn how to find purpose and meaning in your work through your faith by looking at God's Word as it pertains to your work and discussing it with others.

Releasing Power and Purpose in Your Work

Overview: The journey begins with our minds and the choice we have to make to allow the Holy Spirit into ALL of our work, not just the moments of prayer and Bible study. When we allow our faith and relationship with God to be evident in all we do, we find incredible power and true purpose for our work.

Length: 9 Sessions

Building Kingdom Relationships in Your Work

Overview: The next step in the journey is the outward release of the Holy Spirit into the relationships around us. This is a deep dive into Romans 12:2, what it means to love each other in the workplace and why it is so important to God. Successful teams and relationships are built on a foundation of trust and respect for the contribution of each individual. This section will help your small group develop deeper connections with coworkers and each other.

Length: 9 Sessions

God's Plan for the Good Life

Overview: In this section, you'll pull everything together for walking out God's plans for the good life. You'll discuss the framework for living a fully integrated life, where any constraint we might have is removed to allow the Spirit to flow freely. As this happens, the fruit of the Spirit is released in our lives and out to those around us.

Length: 10 Sessions



Role of a Shepherd

Overview

“Be shepherds of God’s flock that is under your care, watching over them—not because you must, but because you are willing, as God wants you to be; not pursuing dishonest gain, but eager to serve; not lording it over those entrusted to you, but being examples to the flock. And when the Chief Shepherd appears, you will receive the crown of glory that will never fade away.”

—1 Peter 5:2-4

As a facilitator for Women in the Marketplace, you share in the privilege of being called a shepherd of God’s flock. There are several characteristics that Peter describes about this shepherd that we are going to ask you to model as you facilitate your group:

- Watch over God’s flock
- Willing and eager to serve
- Not lording over
- Be an example

Watch over God’s flock: How to care for your sheep

PRAY

- Regularly during the week.
- In room prior to their arrival.
- At the close of each group.

LOVE FULLY

- Treat each member equally.
- Welcome & acknowledge.
- Accept each member for who they are.
- Thank each person for sharing or opening up.
- Reach out to anyone who misses several meetings.
- Be available for a 1:1 meeting outside of group, if necessary.



Willing and eager to serve: How to serve your sheep

BE PRESENT

Presence of Mind: Mental preparation is instrumental in facilitating your group.

- Clear your mind of distractions.
- Set aside your agenda.
- Maintain a positive attitude.
- Prepare yourself to share a personal story, if necessary.

Presence of Body: Non-verbal communication is important in creating an environment where people want to share and engage openly.

- Make eye contact.
- Be aware of your facial expressions.
- Maintain an open posture – arms and body.

Presence of Spirit: Allow the Holy Spirit to work through you to lead.

Examples:

- Follow the Holy Spirit's prompting.
- Allow the Holy Spirit to pour out of you to build up and encourage others.
- Practice humility with confidence in the Holy Spirit.
- This is a time for you to give, not receive.

Not lording over: Facilitating not leading

GENTLY GUIDE, NOT DIRECT

- Speak truth in love.
- Pull back in when getting off topic.
- Allow silence to be comfortable.
- Allow everyone the opportunity to speak.
- Don't force anyone to speak who is uncomfortable doing so.



KNOW YOUR FLOCK

- Understand the mood of the group.
- Look for body language that is unusual.
- Probe deeper when appropriate.

GIVE GOD CONTROL

- It's not your role to fix any problems.
- It's not your burden to carry.
- You don't have to know all the answers.

BE A ROLE MODEL

- Use the Bible as the standard for truth.
- Be empathetic – do not judge.
- Resolve conflict respectfully and quickly.
- Prepare for study each week.
- Be vulnerable and share openly.
- Listen to engage
- Ask questions to clarify, if needed.
- Repeat back the essence of what was said or what you think was meant.
- Thank her for sharing.
- Ask if anyone else wants to share thoughts on the topic.



Frequently Asked Questions

Q: What if my co-facilitator and I can't attend on a given week?

A: Ask if the group wants to still meet and have lunch together without covering a session. If it is agreed to cancel, communicate in advance to the group and assure them the meeting will be on the next week as scheduled.

Q: Can we meet bi-weekly?

A: It is not recommended because of the inconsistency of schedules. Having bi-weekly meetings can mean that some may attend only once per month or less and can make it challenging to keep the group engaged. If it is the only option, we strongly recommend finding ways to connect in the off weeks to keep people engaged.

Q: What if we can't cover all the material in a given week?

A: You can split session up into multiple weeks to allow for deeper conversation or you can pick the questions you want to have the group cover during your time.

Q: What if someone in the group is going through a rough time and needs to talk about it?

A: Allow the Holy Spirit to guide you. Spend as much time as needed and then pick back up with the study. There is no deadline for completing a given session.



AS A WOMEN IN THE MARKETPLACE FACILITATOR, I COMMIT ...

... I have read the facilitator guide and watched the Role of a Shepherd video training.

... to follow the examples of a shepherd as I watch over the flock God has entrusted to me.

... to follow through on my commitment to lead a group and be willing to participant in learning and networking events.

... to encourage my group to participate in weekly study as well as other programming.

... to spending time with God through devotion time, Bible reading, prayer, or church attendance.

... to use the Bible as my ultimate standard of truth. It is God's word and is more accurate than my culture, opinions, feelings, passions and perspectives.

... to live a life of integrity, modeling my behavior after Christ and the Bible's teachings.

... to resolve conflict immediately by going directly to the person I have a concern with prior to enlisting support from other people. If after the initial difficult conversation, I still don't feel right, I will seek guidance from someone in WiM leadership.

... to trust those in Women in the Marketplace, Inc. leadership. I will remember that when a decision is made, I may not have all of the information nor the responsibility of those in leadership.

... I will uphold the integrity of Women in the Marketplace, Inc. through upholding our mission and curriculum established by WiM leadership.

... to fully engage with WiM facilitator responsibilities. I will attend required trainings, respond to emails about my group, maintain group roster, etc.

... to participate in conference calls and provide feedback on successes and suggested improvements to WiM leadership.

I, [_____] agree to live by these commitments.

Signed: _____

Date: _____

