

5 Keys to a Big (GroupLife) Start in 2014

1. Start with the End in Mind
 - Annual Calendar
 - Best time of the year to launch NEW groups.
 - Allow sufficient time
 - Avoid compromise without acknowledging cost

2. Review the menu of next steps and narrow the focus
 - Identify all competing events and programs

3. Review your existing leader roster, looking for hundred and sixty-fold coaching candidates
 - The first key to sustaining new groups is coaching

4. Take advantage of the second best time of the year to launch NEW groups
 - End of January/early February
 - Choose a study that appeals to unconnected people

5. Choose the follow-up study before you even begin
 - This is the second key to sustaining NEW groups.