Kingdom Advisors

STARTING A NEW KINGDOM ADVISORS STUDY GROUP

Version 2020.2

STARTING A NEW KINGDOM ADVISORS STUDY GROUP

Thank you for your interest in starting a new Kingdom Advisors Study Group. Study Groups are professional small group communities of Kingdom Advisors members committed to advancing their knowledge and application of biblical financial wisdom into their client advice and financial practice.

Study Group Leaders make a significant impact in the lives of fellow advisors and ultimately in the lives of their clients. Leading a study group is a rewarding experience as you provide the latest Kingdom Advisor teaching on biblical financial wisdom, share practical advisor and client-facing tools, discuss best practices for application and facilitate relationship-building among advisors in your group.

NEXT STEPS TO GET STARTED

- **Frequently Asked Questions (FAQs)** – Review the included FAQ section to learn more details about starting and leading a new Study Group.

- **New Study Group Information Form** – Complete the included form and return by email to Randy Glass – Director of Leadership Development:
  - randy.glass@kingdomadvisors.com

- **Study Group Video Training & Listening Guide** – If you have not yet experienced the monthly Study Group Video Training, watch the latest online training and download/review the associated Listening Guide tool. These resources are the two key resources for group meetings. Visit online at www.kingdomadvisors.com and click on the Study Groups link at the bottom of the page under the Events header. Click on the tab "This Month's Study Group Video Training" to watch.

- **Follow-Up Call** – Upon receiving the completed New Study Group Information Form, Kingdom Advisors will contact you to schedule an introductory phone call to answer any questions and to discuss next steps.

Kingdom Advisors

NEW STUDY GROUP INFORMATION FORM

Study Group Name/City:

- Name:
- City/State:

Study Group Leader:

- Name:
- Address:
- City/State/Province/Zip:
- Country:
- Phone:
- Email:

Study Group Co-Leader *(if applicable):*

- Name:
- Address:
- Email:

Study Group Administrative Contact *(if applicable):*

- Name:
- Address:
- Email:

Study Group Meeting Location:

- Location Name:
- Address:
- City/State/Province/Zip:

Study Group Meeting Schedule:

- Week of Month:
- Day of Week:
- Time *(start and end):*

Study Group Format (*check all that apply)*

- *Open – open to all advisors and all disciplines*
- *Closed – open only to a specific group of advisors (ex-firm or church)*
- *In-Person – group meets in-person at a specific location*
- *Virtual – group meets online via video and/or audio teleconference*

Date/Estimated Date of First Meeting:

Study Group Video Training Presentation Format *(select one)*

- Online Streaming
- DVD

Available Dates/Times for Follow-Up Call:

Other Information You Would Like to Share:

FREQUENTLY ASKED QUESTIONS (FAQ)

FAQ-GENERAL INFORMATION

1. What is the Purpose of Study Groups?

- Training - to provide Kingdom Advisors members the latest application-based financial advisor training, teaching and tools on biblical financial wisdom.
- Community - to provide members the opportunity to network and build valuable relationships with other Christian financial advisors in their local community or firm.

2. Why are Study Groups Important for Kingdom Advisors Members?

- Study Groups are designed as one of the most important elements of the "Advisor Journey" with Kingdom Advisors.
- Study Groups provide the latest Kingdom Advisors training, tools, best practices discussion, and encouragement from other advisors.
- Members consistently share the encouraging community and relationships they build within Study Groups are one of the most valuable parts of their personal Advisor Journey.

3. How do Study Groups Advance Kingdom Advisors?

- Growth - expanding the growth of Kingdom Advisors by increasing the organizational footprint and by attracting new members.
- Member Engagement - encouraging an increased level of member engagement (Membership, CKA® designation, Kingdom Advisors Annual Conference, and other training and development opportunities).
- Leader Development - to provide members with various leadership opportunities within Kingdom Advisors.

4. What are Key Activities of Study Groups?

- The primary function is conducting the monthly group meetings. Many groups also choose to have special events, perform volunteer community service, and provide coaching and mentoring opportunities for other advisors.

5. Are Study Groups Open to Non-Members of Kingdom Advisors?

- Study Groups are specifically designed for Kingdom Advisors members and are one of the most valuable member benefits offered.
- Study Groups are also one of the best ways non-members learn about Kingdom Advisors and the value of becoming a member.
- Non-members are welcome to visit group meetings for a limited time, which offers the opportunity to experience the value of membership. Both Kingdom Advisors and the Study Group Leader collaborate to encourage non-members in their membership decision.

6. What are the Different Types of Study Groups?

- <u>Open Groups</u> - freely available to any Kingdom Advisor member and comprise a diversity of financial disciplines. Open groups are the preferred format and are the most common type of group.
- <u>Closed Groups</u> – closed and limited to a specific group of members usually within a firm, church or around a specific financial discipline.
- <u>In-Person Groups</u> – group meetings are in-person and at a physical location.
- <u>Virtual Groups</u> – group meetings by video conference and/or audio teleconference rather than in-person. Kingdom Advisors provides conferencing services if needed.

7. How do you Create Awareness and Promote New Study Groups?

- Kingdom Advisors works closely with the Study Group Leader to develop a promotion/marketing plan for the group, especially prior to the first group meeting.
- This plan includes elements such as building an advisor invitation list from local contacts as well from the Kingdom Advisors database, promotional emails from Kingdom Advisors prior to the first group meeting and other local promotional efforts.

FAQ-STUDY GROUP LEADERS

1. What are the Requirements to Start and/or Lead a Study Group?

- Any member of Kingdom Advisors can begin the process of starting a new study group. However, once the group begins meeting, a specific Study Group Leader who has a current CKA® designation (or is in process to do so) leads the group and facilitates group meetings.
- Study Group Leaders agree to lead the group for a minimum of one-year to allow the group to mature and have leadership consistency.

2. Why is the CKA® designation Required for Study Group Leaders?

- Study Groups are a vital part of the Advisors Journey with Kingdom Advisors and CKA® members are the best qualified and experienced advisors to lead other advisors.

3. What are the Primary Roles for Study Group Leaders?

- Promotion/Communication - Promoting and creating awareness for the study group and for group meetings.
- Preparation – Preparing for group meetings and previewing the Study Group Video Teaching and associated Listening Guide.
- Group Meetings – Organizing, hosting and facilitating the group meetings,
- Study Group Leader Dashboard - General informational management for the group including submitting group meeting attendance through the Study Group Leader Dashboard.
- Engagement - Encouraging the group to increase engagement with Kingdom Advisors through Kingdom Advisors membership, obtaining CKA® designation, and the Kingdom Advisors Annual Conference.

4. How do Study Group Leaders Obtain Resources for Group Meetings?

- The Study Group Leader Dashboard is designed as the central hub for group leaders to manage their group. Access to the Dashboard is located on the leaders MyKA (member profile page). The Dashboard provides the following key functions:
    - Leader Resources – links to all the resources needed to conduct group meetings (Study Group Video Training, Listening Guide, promotional email templates, and special leader announcements from Kingdom Advisors.
    - Group Meeting Attendance – online group meeting attendance submission after each group meeting.

    - Group List Management– adding/deleting/status changes of group members including email address changes.
    - Group Invitations – manual and automated emails to invite advisors to be part of the study group and to attend group meetings.

5. How Much Time is Required for Study Group Leaders?

- Kingdom Advisors has developed simple processes and supporting tools to easily manage the time required to be an effective Study Group Leader.
- Aside from monthly group meetings which last approximately an hour on average, additional time is needed to communicate with the group before and after meetings, to prepare for the group meeting, and to report group meeting attendance through the Dashboard.
- Many Study Group Leaders spend extra time developing the group and conducting outside activities based on their specific vision for the group.

6. Is there Required Formal Training for Study Group Leaders?

- Currently, the only training requirement for a Study Group Leader is basic training for the Study Group Leader Dashboard. The Dashboard is an online tool to manage the administrative functions of the group such as attendance, group lists, group logistics and communication.
- Kingdom Advisors is in process of designing future leadership and small group training for Study Group Leaders.

7. Can Study Group Leaders Engage Other Members to Help Lead?

- Yes, in fact having a core group of members is a preferred best practice. Many groups have co-leaders and administrators with specific group responsibilities including group meeting attendance, group meeting discussion, group communication and promotion, food and catering, and membership recruitment/member engagement.

8. Is there a Cost to Lead a Study Group?

- No. There is no personal cost or expense to start or lead a group. All needed resources are provided by Kingdom Advisors.
- Some Study Groups, at their own discretion, create their own “petty cash” funds for various supplemental expenses for discretionary group activities.

9. How Long Does it Take to Start a New Study Group?

- The recommended time frame for most groups is 60 days. The time is focused on finalizing group meeting logistics, promoting awareness for the group and first group meeting, and general Kingdom Advisors coaching and preparation for the new Study Group Leader.

FAQ-STUDY GROUP MEETING

1. What are the Key Elements of the Study Group Meeting?

- Group meetings are designed to last between 60 and 90 minutes. The core elements are an approximate 30-minute Study Group Video Training and 30 minutes of group discussion, Q&A and best practices sharing.
- An associated Listening Guide is provided as a meeting tool and takeaway outlining the training and providing various advisor and client-facing tools.
- Additional time can be allotted for networking, fellowship, member presentations, or other group business.

2. Do Study Group Meetings Provide Continuing-Education (CE) Credits?

- A majority of group meetings do have approved industry CE throughout the year.
- For members of Kingdom Advisors who have their designation ID's noted in their MyKA profiles, CE is automatically submitted for the CFP®, IMCA and PACE designations upon group meeting attendance submission through the Dashboard. CE is not provided for non-members.
- Kingdom Advisors can also supply a training curriculum outline upon request for member to manually submit CE approval requests for other designations such as CPA, JD, etc.

3. What is the Optimal Group Size?

- Study Group meetings average between 7-10 advisors. Newer groups can average slightly less, while more mature groups can average more.
- A group size of 8-12 is ideal to allow for deeper group discussion and best practices sharing. As a result, once a group reaches a consistent average attendance of 12 of more after the first year, we encourage groups to replicate by starting a new group in the area.

4. When do Study Groups Meet?

- Study Groups meet monthly on a consistent monthly schedule (example – 3rd Wednesday of each month at 7:00am).
- Most groups meet in the mornings and over lunch for attendance convenience.
- Meetings are held in professional environments with adequate space, technology and privacy to present the Study Group Video Training and for group discussion. Most groups meet at office locations in board/conference rooms, while others meet in private clubs, public facilities, churches, or restaurants.

5. Is Food and/or Catering Recommended at Study Group Meetings?

- Most Study Groups provide light refreshments (coffee, drinks, snacks), while some provide boxed lunches or other light catering depending on the meeting time and desire of the group.
- However, catering in general is not recommended due to the limited meeting time available and the added complexity for the Study Group Leader.

6. What Training Topics are Presented at the Study Group Meetings?

- Training topics are both foundational and supplemental to help members of Kingdom Advisors practically apply biblical financial wisdom.
- Topics center around the areas of biblical financial understanding/ application, personal modeling, advisor/technical proficiency, client financial advice, client counseling/coaching, client discipleship, and advisor leadership and development.
  - Past Study Group Video Trainings can be watched by visiting the Experts Library on your member profile or “MyKA” page at www.kingdomadvisors.com. Select Study Groups under the Programs filter.

Kingdom Advisors

Kingdom Advisors Contact Information

RANDY GLASS – Director of Leadership Development

- randy.glass@kingdomadvisors.com
- (404) 406-0576
- For information/assistance with:
  - Starting New Study Groups
  - General Study Group Leader and Group Coaching
  - Study Group Leader Feedback

MICHELLE DAVIS – Community Development Coordinator

- studygroup@kingdomadvisors.com
- (404) 487-7684
- For information/assistance with:
  - Material, Resources and Advisor Lists
  - Changes/Updates of Group Email Addresses
  - Study Group Leader Dashboard Support