



COACHING PROCESS

FOR MINISTRIES

The coaching process at Amplify will not only prepare you to deliver a presentation that results in big ideas and connections, but it will also provide you with valuable insight through a 360-degree look at your ministry.

You will learn, be challenged to think differently, identify opportunities for growth, and have some fun along the way!

Ultimately, we want you to emerge at the end of this journey with increased clarity and actionable items you can implement to propel your organization to the next level.

On the following pages you will find:

1. An overview of the coaching process & expectations.
2. A checklist of items needed from you over the next few months.
3. Details about each coaching session including the prep work to be completed in advance of each session.

If at any point you have questions or need more information, please reach out to one of the Amplify team members below.

We are so glad you are here and look forward to working alongside you to amplify your impact!



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Coaching Overview:

The coaching process consists of six sessions held over a five-month time frame.

Coaches are Christian business leaders, selected thoughtfully for your ministry and come to the table with humility, a genuine interest in your organization's success and expertise to share.

The first session date will be set by email 8-10 weeks prior to your presentation. Subsequent coaching session dates will be determined at the end of each coaching session based on the availability of all coaches.

Session #1: 8 Weeks before your Presentation, 2 hour meeting

Session #2: 6 Weeks before your Presentation, 2 hour meeting

Session #3: 3 Weeks before your Presentation, 90 minute meeting

Session #4: *1 Week before your Presentation, 30 minute meeting (As Needed Basis)*

Amplify Presentation

Session #5 (AMP Session): 1 Week following your Presentation, 60 minutes

Session #6: 3 Months following your presentation, 90 minutes

Details about each session can be found on the following pages.



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Deliverables:

In order to promote your organization and inform our network about your work, we will ask for the following items from you throughout the coaching process. These items will be used in various forms of digital and print communication leading up to your presentation. All communication and marketing pieces can be emailed to marie@amplifymission.org.

Prior to the First Coaching Session:

- Executive Director's Headshot (.jpeg or .png)
- Logos (.eps or .png preferred)
- URL links to your organization's Vimeo, YouTube page, or any promo videos we can share as we promote your organization.

After the 1st Coaching Session:

- Identify and invite key stakeholders and Board members to attend your presentation at the Amplify meeting and participate in brainstorming breakout groups. Simply forward our group meeting email invitations! Guests can RSVP directly to you and you can provide names to Amplify, or your guests can register using the links on our website.

After the 2nd Coaching Session:

- Record a short (1-2 minute) video introducing yourself and the “ask” you will be making (to be created **after your 2nd coaching session**). This video will be included in one of our emails inviting partners to attend your presentation.
 - Record horizontally
 - Introduce yourself, the name of your organization, give a quick peak into your current challenge/ask, and invite the Amplify network to join you on the date of your presentation
 - Upload your video to our Google Drive folder & notify Marie by email:
<https://drive.google.com/drive/folders/1c9f0tG31hDRLR5znTKOAghtBzDKeecY8?usp=sharing>

After the 3rd Coaching Session:

- Provide your final Powerpoint presentation to Marie **14 days prior** to your presentation date. Slides should be wide screen format (16:9 aspect ratio) and without animations/transitions.
- Provide a brief bio/introduction to the coach who will be introducing you at the Amplify group meeting.



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- Review and respond to Marie **within 72 hours** of receiving the Briefing Doc we will be creating for your organization. The briefing doc is printed and distributed to all guests who attend our group meeting, designed to give our guests a quick, but comprehensive understanding of your organization and serve as a supplement to your presentation.

Presentation Day:

- Arrive at 4:45 p.m. and bring along any collateral you wish to display and distribute.
- Attire is business casual..

After the Presentation:

- Provide a brief quote at the end of the evening or morning after your presentation, sharing your initial impressions and feedback on the evening. This will be included in our meeting recap posted on our website and shared by email with our network.
- Complete two surveys providing Amplify with valuable feedback on your experience presenting to our network. The first survey will be sent to you immediately following your presentation and a second survey will be sent six months after your presentation.



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Coaching Session #1

2 hours, approximately 2 months prior to presentation date

The first session is designed to help your coaches get to know your organization! They will listen as you share about your mission, programming & needs. They will also ask great questions, helping you gain insight and clarity in identifying your greatest challenge/opportunity.

Preparation: Complete the following homework prior to the first session. You can share information in a PowerPoint or verbally with well written notes.

1. **Tell your background/origin story:** provide an overview of what circumstances led up to the founding of your organization.
2. **Summarize the current situation:** provide important background facts and info, unmet needs for the service you are providing, data that helps us understand the current need and landscape.
3. **State the idea:** Explain what you are doing simply and concisely. Here is where you can also state your mission.
4. **How it works:** Explain your “program model.” What steps/tactics have you/are you taking to bring your idea to life.
 - Discuss financials/business model
 - Discuss events
 - Discuss current resources
 - Target market
 - Discuss timeline-past present future
5. **Restate/identify the “key benefits”** of your organization or mission or what you are solving for.
6. **Define your need:** What is the critical next step(s) you can identify you need in order to move to the next stage or growth or an obstacle to overcome or an opportunity. What keeps you up at night?



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Coaching Session #2

2 hours, 5-6 weeks prior to presentation

The second coaching session is designed to help refine the “ask” you will be making to the Amplify business partners. Your coaches will work with you to ensure your challenge is not too broad or narrow and one our network is equipped to support with valuable ideas and connections. Coaches will also hear your presentation and provide practical feedback during this second session.

Preparation: Prepare a PowerPoint presentation no more than 15 minutes long to share during your session. This will serve as the foundation for the presentation you share at the bi-monthly Amplify meeting.

1. Incorporate the suggestions and ideas provided during your coaching sessions while you cover the following:
 - a. Origin story
 - b. Important data/statistics outlining the problem and solution your organization offers
 - c. Mission slide and overview of what your organization is doing.
 - d. Program model slide(s)
 - How do you operate
 - Financials
 - Timeline-what have you done, are you doing, will do
 - e. Identify and describe your current challenge/opportunity
 - f. The ‘strategic ask’ slide: What do you need in order to move to the next stage of your growth?

2. General Guidelines:
 - Set up your slides in a wide screen format (16:9 aspect ratio).
 - Do not include animations or transitions (the slides will be static images, one slide per click, based our venue’s AV specifications).
 - Make sure you incorporate lots of pictures!
 - Consider including a short video to show the impact of your work (client testimonials tend to work best).
 - Limit the amount of text on each slide, providing lots of white space. You don’t want people reading your power point. Use the note section within PowerPoint to contain your detailed notes/script.
 - 8-10 slides is a good number to aim for.



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Coaching session #3

90 minutes, 3 weeks prior to presentation

The third coaching session is focused on giving you space to practice and make final adjustments to your presentation. One of the coaches will be assigned to introduce you at the Amplify group meeting.

Preparation:

- Prepare final power point presentation-15-minute max!
- Incorporate feedback from last coaching session
- Practice your presentation several times for energy and timing

Coaching session #4

30 minutes, 2 weeks prior to presentation

The fourth coaching session is held on an as needed basis if there are final issues to discuss.

Amplify Presentation

5:00 p.m. – 8:00 p.m. Meeting, 15 minute presentation

It's your time to shine! You will be joined by one other ministry at the meeting, each of you sharing your 15 minute presentation to a room full of business leaders. Facilitated brainstorming sessions will provide you with specific ideas and introductions to people who can help address your challenge. A summary report will be provided to you following the meeting.

Meeting Agenda:

- 4:45 p.m. Your Arrival Time (bring any ministry collateral you wish to display)
- 5:00 p.m. Light buffet dinner
- 5:30 p.m. Welcome & Special Music
- 5:40 p.m. Guest speaker
- 6:00 p.m. 1st presenting ministry
- 6:15 p.m. 5 Minute Q&A
- 6:20 p.m. 2nd presenting ministry
- 6:35 p.m. 5 Minute Q&A
- 6:45 p.m. Brainstorming Breakout sessions
- 7:15 p.m. Closing, Dessert, Coffee & Fellowship



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AMP Session

60 minutes, 1-2 weeks after Amplify presentation, typically held at 8:00 a.m. on Tuesday, Wednesday, or Thursday the week after you present. This date will be set during the 3rd coaching session and promoted to the entire Amplify network.

The AMP Session is a one-hour meeting approximately one week after your ministry presentation. Coaches and other interested Amplify partners gather to discuss the summary report generated from the facilitated brainstorming sessions. You are encouraged to lead the meeting, beginning with any questions the report created, discussing additional thoughts/ideas and finally narrowing the conversation down to identifying tangible next steps in working toward addressing the challenge issue and moving toward the next stage of growth for your organization.

Preparation:

- Review the detailed summary reports with feedback from business leaders who heard your presentation. This feedback report will be provided to you by Friday, the week of your presentation.
- Identify questions the report created along with the ideas and connections you would like to explore in more detail.
- Consider what steps you might take in the next 90 days and be prepared to discuss a 90 day action plan during the AMP Session.

Coaching Session #6

90 minutes 3 months after presentation

The final coaching session will provide time for you to reflect and check in on your action plan. As you reflect on what is working and what hasn't worked, coaches will help problem solve, identify key next steps and assist you in writing a revised action plan to guide the next 90 days.

Preparation:

- Reflect on the progress you have made over the past three months in addressing the challenge/opportunity you presented.
- Bring a list of things that are working and not working

Ongoing Support: Mentorship



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You will be offered a mentor (preferably one of your coaches) to continue meeting with on a consistent basis for support, encouragement, accountability and direction.



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