

Guest Star

(Content Expertise & Workshop Development)

What This Function Exists to Do

Guest Stars bring deep, real-world expertise into School of Ranch workshops and actively collaborate in developing workshops that translate that expertise into practical, usable learning for adults.

Guest Stars are responsible for shaping *what* participants will learn and demonstrate. Workshop Production and facilitation structure determine *how* that learning happens. Development is collaborative, guided, and structured—Guest Stars do not work in isolation or design workshops independently.

When this function works well, workshops are grounded in real expertise and delivered in a way that is accessible, engaging, and aligned with School of Ranch's skills mission and social mission.

Required Capabilities (Non-Negotiable)

Guest Stars must be able to:

- Bring deep, practical expertise in their domain
- Articulate key concepts, decisions, and tradeoffs clearly
- Collaborate in a structured workshop development process
- Use guided tools (including GPT-based planners) to develop content
- Accept facilitation guidance and constructive feedback
- Distinguish between content ownership and experience design
- Communicate clearly with adults of varied backgrounds and skill levels
- Stay open, curious, and respectful in diverse learning environments

Teaching credentials are not required. Coachability and clarity are.

Communications with SoR and Technology

- Communication: We require an acknowledgement/response to our communications via text, email, or phone, within one business day.
 - Technology: You will need to be able to manage an electronic calendar, use email, and open documents in Word or Google Docs. School of Ranch uses Google Workspace, but we are happy to assist you with other formats if necessary.
 - Hardware: Minimally, you must have a phone with internet access. For some work it would be easier to use a tablet, PC or a Mac.
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Core Responsibilities

Workshop Development (Upstream)

- Collaborate with School of Ranch staff to develop workshop content
 - Use structured planning tools (including GPT-based planners) to:
 - Identify core learning objectives
 - Define practical takeaways
 - Select demonstrations or activities
 - Clarify what participants should *understand*, not just *do*
 - Refine content through feedback and iteration
 - Prepare materials or demonstrations required for the workshop
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Workshop Design Assumptions

School of Ranch workshops are designed as **collaborative learning experiences**. This means:

- Participants regularly work in pairs or small groups
- Activities often involve discussion, comparison, or shared problem-solving
- Learning happens through doing, observing, and talking—not passive listening
- Not every activity is hands-on, but every workshop is participatory

Guest Stars are expected to contribute content that supports this collaborative format.

Content & Demonstration (In-Workshop)

- Share accurate, experience-based knowledge
- Demonstrate skills, tools, or processes in a practical, hands-on way
- Explain not just *what* to do, but *why* it works
- Support participants as they observe, practice, or discuss

Collaboration with Workshop Production and Operations

- Review the final workshop plan before delivery
- Coordinate timing, flow, and transitions with Production
- Within three days, supply dates options when requested, and honor the option chose for the workshop
- Follow facilitation guidance during the workshop
- Avoid defaulting to lecture or extended monologue
- Trust Production to manage the room, pacing, and participant dynamics

Participant Engagement

- Engage respectfully with participant questions and experiences
- Encourage curiosity without judgment
- Recognize that participants bring different backgrounds, beliefs, and skill levels
- Contribute to an environment where people feel safe to ask questions and learn

Performance & Assessment

- Participate in post-workshop debriefs
- Receive and respond to feedback from Workshop Production
- Reflect on participant outcomes and engagement
- Demonstrate improvement and adaptability over time

What This Function Is Not

- It is not a “show up and talk” role

- It is not independent workshop design
 - It does not require managing logistics or facilitation
 - It is not a lecture, keynote, or personal platform
 - It is not a good fit for people who resist structure, guidance, or iteration
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What Success Looks Like

- Workshop content reflects deep, real-world expertise
 - Learning objectives are clear, practical, and achievable
 - Demonstrations support participant understanding
 - Content integrates smoothly into the facilitated experience
 - Guest Stars feel ownership of content and trust the process
 - Participants leave with usable skills and confidence
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