

Common Unresourceful Ways to Enroll... and the Alternatives

Unresourceful: Enrolling only by email, Facebook or text.

Resourceful: Using email or social media alone will neither support others in the enrollment process nor produce much relationship. Relationship is the context for all enrollment. Have your enrollment conversations by phone or in person. This will create relationship and give you an understanding of how to be with that person and speak to what it is they value. Email, Facebook, and texts are supplemental to the enrollment process, not the primary mode of communication.

Unresourceful: Contacting only a handful of people.

Resourceful: Reality check: On average, maybe one person will register out of the seven to ten enrollment conversations you are in. You need to cast a wide net. If you are committed to enrolling five people, that could mean talking to over 35 people. And talking to those individuals is unlikely to be just one-time conversations. It may take multiple interactions to get to a decision point. This is not always the case, but it is based on many team members' experiences.

Unresourceful: I have to enroll all by myself.

Resourceful: Sometimes your greatest way to enroll is to take the time to ask GAP graduates to enroll *with* you! Ask yourself, who are the people I know who believe in the value of this training or Workshop and might be willing to enroll one or more people? List out their names, have conversations, and make the request.

Unresourceful: I feel like I am selling them something.

Resourceful: This is a common conversation that arises on many teams. If you feel like you are selling something, then each time you are with someone you have the opportunity to ask yourself, "What is the purpose of my communication right now?" Are you doing this for some self-serving agenda or solely trying to get them to register? Check yourself. Who is this about: you or them? If it's about them, then you are more likely to be coming from a place of care. If you're slipping into a sales pitch, then you are likely to start experiencing resistance from others.

Unresourceful: Thinking the other person "needs" the training.

Resourceful: No one, I repeat, *no one* "needs" this training. Saying someone "needs" the training is like saying that they need to change. And if you think they need to change, that judgment will be communicated in some way or another. This may, in turn, create resistance. This stance also implies that the training is the only way to have something new. The training is one tool of many to choose from; a powerful tool in your experience, yes, but not the only one available to them.

Unresourceful: Covertly trying to bring up the training in a conversation.

Resourceful: Just be open, forthright, and clear when engaging conversations about the upcoming training. Waiting until “the perfect moment,” or lobbing it out there at the end of a long conversation is not going to necessarily support you or them. It’s okay to be calling someone for the purpose of seeing their interest in the training! That is, as long as you’re coming from care and being *for them* in the process.

Unresourceful: Asking them if they are interested without knowing where they would like to see something new.

Resourceful: Sometimes team members throw out the information about the training, rush to ask if the person wants to attend, and don’t have any conversation about the value and how the training could support them in what they want for their life. Then, those same team members wonder why they’ve talked to so many people, but no one is seeking out more information. Be in the process of curiosity with them, and know that it often takes more than just giving “the skinny” on training details.

Ways to Get Unstuck When Enrolling

1. Make a list of grads who have been through the training and ask them to enroll with you. Ask them if you can check in every so often to see how it’s going and to support them in their conversations.
2. Take five minutes to stop and remember the final day of your own training. What did you feel? Now envision the final day of this upcoming training. Whose faces would you love to see celebrating in the room? Make a list of all of their names and go again with your conversations.
3. Talk with your Team Buddy, Team Captain, and/or Sponsor. Share with them the kind of internal conversations that are going on in your head about enrollment and during enrollment. Share some examples of enrollment conversations you’ve been in and ask for feedback about what they are hearing and seeing that could be supportive for you in re-engaging the process.
4. What you resist persists. Ask yourself, “What am I resisting in these enrollment conversations? Who am I resisting?” Sit with those questions and the internal responses. Get honest with yourself about what’s coming up, and don’t make it bad, wrong, or broken. Just ask yourself what will come from it, and, if necessary, what needs to shift in order to have something new with others.
5. Be in prayer for those you are contacting. It’s amazing what opens up sometimes when we intentionally invite God into the process. This does not mean God will answer by that person enrolling necessarily! It is a means of inviting Him to work together with you for their good, whether they register or not. Live in curiosity and expectation each day for who He is going to bring along your path to talk to about this opportunity.
6. Share the names of the people you are in conversations with to the Intercessory Prayer Captain to pass on to the Prayer Team. Keep them updated as things happen.
7. Take some time to think about who you may not be seeing as possibilities. Who is right in front of you that is off your radar? Who do you make up in your head are the people you *can* talk to about the training and the people you *can’t*? Interrupt any stuck patterns of thinking that it can only look a certain way. Get curious and be open to other possibilities you may not be aware of.

8. Thoroughly look through the GAP Community website and watch the videos to support you in learning language that has been effectively used to communicate what the trainings are about.