



Leaders Start Here Guide

Why Practice Matters Exists

Practice Matters is designed to help worship leaders train and encourage their team members to practice more effectively. It was built on these five premises:

1. **The lack of practice is a huge frustration for worship leaders.**

As I began to intentionally move my own team from a team culture of non-practicing to one that truly values preparation, I realized that my assumptions were wrong. My team's non-practice wasn't due to busyness or laziness or apathy. It was because I wasn't crystal clear as a leader on what I expected from my team members.

Practice Matters helps you get crystal clear on your expectations, which will help you build a team that values preparation.

2. **As a leader you already know this content, but you are busy.**

You don't have time to create your own training material to teach your team. So *Practice Matters* is a turnkey solution for you. It's a done-for-you training that requires little preparation.

3. **Your team members are busy.** (And they have short attention spans.)

I developed *Practice Matters* so they can consume this content in short videos. Each video is anywhere from 8 to 16 minutes. You aren't asking them to watch an entire two-hour training all at once.

4. **Getting your team together for extra training is difficult.**

That's why *Practice Matters* is designed to be used in rehearsals. However, trying to squeeze team training into a rehearsal can rob time from your preparation. Because of that, each *Practice Matters* module is designed to take about twenty minutes, which includes a brief discussion time.

5. **Conversation is crucial.**

Each *Practice Matters* modules comes with a discussion guide to help you ask your team members the right questions and get them talking about the right things. When they process this content through conversation as a team, they'll be more likely to embrace it.

6. **Your team probably needs to hear an outside voice.**

Like I mentioned earlier, you already know this material and are probably saying much of the same stuff. But too often, our team members need to hear this information from an outside source.

Also, I say some things that may upset or challenge some of your team members. *Practice Matters* lets them to be mad at me, not you. So this allows you to more easily engage in a constructive conversation about the issue.

How To Use Practice Matters

In Rehearsals

Practice Matters, as was mentioned earlier, is designed primarily to use in rehearsals with your team. It's a time when many of your team members are there and so it doesn't require them to schedule extra time.

Ideally, your team will watch this training together over the course of nine weeks. It gives them time to discuss and implement the content.

However, most teams have a schedule or rotation, so not every person will be at rehearsal. So you are allowed to post *Practice Matters* content online to a private, hidden-from-search page (see Sharing and Posting Terms below) that team members have access to. That will allow team members who are not at rehearsal to watch the training video.

Team Training Events

Another way to use *Practice Matters* is as a 3 - 4 hour training event. Watching and discussing the videos all at once versus weekly has advantages and disadvantages. Even though videos are short, there is still a considerable amount of content to digest in a short time. But a stand-alone training event is a great way to intentionally train your whole team at once.

Orientation

Practice Matters is a must-watch for your new team members. It communicates expectations for preparation right at the beginning, so these team members will have a solid foundation to build on.

Look for ways to use this with your team members. Here are two ideas:

- Create an “orientation training” that has specific articles, documents, videos, etc. that you feel every new team member needs to read/watch as they are being onboarded. Make *Practice Matters* a part of that.
- Better yet, assign a mentor team member to each new person. Have them watch and discuss *Practice Matters* together.

Review

At the heart of *Practice Matters* is **a vision for an exceptionally prepared team**. But the problem with vision is that it leaks. People forget. Values erode. Standards relax.

So require your team members to review this content at least once a year. At some point, this video will be old and dated, but at that point, you’ll have long-term, committed team members who will be able to teach this content to your new team members. But they won’t be able to if they’re not reviewing it regularly.

Posting and Sharing Terms

Who You Can Share This Training With

You may share these videos with anyone inside a single campus of your local church. Please purchase additional licenses for each campus of your church, unless your total average number of weekly attendees (of all campuses) is less than 500. Please seek permission from Jon Nicol to use this training outside your local church.

Where You Can Post

You may post these videos on a private webpage that is hidden from search. That might include uploading the videos to Vimeo or Youtube and setting them as private or password protected videos. You can also embed these private videos on your own church website. Please make sure that this web page is hidden from search engines.

You can also post these videos to a “secret group” on Facebook. Please note that “closed groups” are different from “secret groups”. “Closed groups” are not secure enough.

If you have any questions regarding appropriate posting and sharing, please direct your questions to help@worshipteamcoach.com.

