



Who Owns the Ice House?

Eight Life Lessons From an Unlikely Entrepreneur

BOOK GROUP SET-UP GUIDE

Welcome to the *Who Owns the Ice House?* (WOIH) Book Group Set-up Guide. This is a tool to help you start and organize your book group. The ideas below are intended to help you think through how you want to structure your group. Remember: This is your book group! Feel free to take, leave, or adapt any of the ideas, as you see fit.

PURPOSE: Why are you starting this book group? Are you hoping to bring students or friends together for a social gathering, to help people begin to think more entrepreneurially, or to do something else entirely? Having a general understanding of the purpose of your book group is an important first step.

PARTICIPANTS: The concepts contained in WOIH can reach a broad range of people from middle and high school students to young adults in college, from professionals, coworkers, and retirees to members of the community and faith-based groups, from friends and family to any other group you can imagine. A group of 5-10 participants enables good conversation, even if some people are absent.

FINDING GROUP MEMBERS: There are countless ways to recruit others to join your group. Tap into your networks of friends, family, and colleagues using social media, community bulletin boards, or your public library. Ask invitees to invite others.

LOCATION: Book discussions can take place in a participant's home or in a public space such as a local coffee shop, library, place of worship, school, or clubhouse. You can also meet virtually, using tools like Skype or Google Hangout.

GROUP STRUCTURE: There are many ways to structure your group. You can do one meeting per chapter (eight chapters = eight meetings). You could do two meetings per chapter, which would allow more time for exploration and dialogue. Or you could select another structure altogether.

DURATION: You want to make sure that you have enough time during each meeting to achieve the depth of examination that you want. Depending on how often you meet, one-to-two hours per meeting should give everyone an opportunity to speak and discuss at length. You can also extend the time to invite local entrepreneurs to share their knowledge and experience.

FREQUENCY: How often the group meets will likely depend on the schedules and availability of participants. You could meet once per week, once every two weeks, once per month, etc. It's up to you!

MODERATING DISCUSSION: As the organizer, you could lead every meeting, driving the dialogue. Or, for each meeting, moderation duties could rotate throughout the group. Or, everyone could bring a few questions and ask them organically, with no moderator. How the group is moderated is up to you and the group.

PREPARATION: Think about how people should prepare for each meeting. Should everyone read a specified chapter or range of pages? Should everyone have questions and quotes identified? Are there tasks that participants should complete before they arrive?

VIDEOS. Video clips of Clifton Taulbert introducing each lesson are available at <http://elimindset.com/programs/bookgroup/>. These clips are intended to supplement and enhance the book group experience. You can show them at your book group meetings, have attendees watch them before meetings, make attendees aware of them, or use them in other ways of your choosing.

MEETING STRUCTURE: The dialogue will be best when participants know and feel comfortable with one another. At the first meeting, include an opportunity for participants to introduce themselves and describe what they hope to get from the group. Be mindful of the meeting end time, and determine who will be doing what for the next meeting. Also, establishing expectations and ground rules for healthy, respectful communication will help manage any conflicts that arise.

INVITED GUESTS: Consider inviting guest speakers and local entrepreneurs to meetings (in person or virtually) to share their stories and enhance the dialogue. It's great to hear from people in the field and discuss how their experiences overlap with those of Uncle Cleve and Clifton Taulbert.

SHARED SUCCESS: The ideas explored during meetings can be captured and shared with others using online tools, such as Facebook or LinkedIn to record key ideas and share with members and friends. Also, use the hashtag #WOIHbookgroup on social media to connect with other WOIH book groups.

GET INVOLVED: There are many ways for participants to continue learning and sharing these ideas with others. Encourage others to read the book and start book groups, discuss with a teacher, college professor, mentor, or community leader, and support WOIH at local schools and colleges. If/how you choose to keep the conversation going is up to you!

Please send questions, comments or suggestions to info@elimindset.com.

Website: www.elimindset.com

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Hashtag: #WOIHbookgroup