



Champion Guide

Welcome

Thank you so much for your willingness to step up and serve as a Champion for the Small Changes Big Shifts Co. movement – the world, especially future generations, need you!

You play an integral part in the continued growth and success of Small Changes Big Shifts Co. mission and specifically to building the Wellness Consortium community by enthusiastically sharing your passion and gifts as a whole-person wellness professional and advocate. We are truly better together!

By stepping up, Champions inspire other members by sharing their personal journey in the industry – and even the healing that took place in their own lives to get where they are today. These interactions support our community and launch a ripple of well-being for others looking for connection on their own journeys.

We want to make your time as a Wellness Champion as easy, rewarding, and enjoyable as possible.

Your main contact is Jamie Durner, Interim Executive Director –
jamie@smallchangesbigshifts.com / 970-397-5383

The information in this guide explains the Champion role and sample resources so you have a clear idea of what you need to do. It also provides key talking points for the message we wish you to share.

The Big Picture

As of January 1, 2024, our mission and all of our program resources are shared under Small Changes Big Shifts Co., a 501c3 not for profit organization. Our mission is simple: to empower all people by meeting them where they are in their well-being journey and simplifying well-being by educating the community to support generational health change so people can become fully alive. While striving to be healthy can feel daunting, we see that when broken down into small steps and nurtured along the way, people are able to create a sustainable lifetime of well-being.

We carry out our mission in many different programs – corporate wellness, online wellness programs, community education workshops, a 6-month Wellness Discovery program, and the Wellness Consortium.

Through our corporate and community programs, we plant seeds of awareness about whole-person health and inspire teams and individuals to build connections in their communities with providers in our Wellness Consortium group.

The Wellness Consortium is our holistic networking and business support group for wellness providers and vendors who are passionate about whole-person health. We bring members together to collaboratively support business success while also making a difference in people's lives through three pillars: Connect, Build and Support. We see our members as our local partners who help nourish and water the seed we have planted through our educational programs, as they support people on an individual care level. Details about the different levels of membership can be found at <https://smallchangesbigshifts.com/wellness-consortium/>.

Mission of the Champion Program

The mission of the Champion Program is to have a cadre of wellness professionals and like-minded wellness advocates who are committed to living and supporting the organization's mission by serving as role models and advocates in their communities. Champions help build community recognition around the Quadrants of Well-Being framework for whole health as well as support the development of the Wellness Consortium provider network and community programs where applicable.

Champion Definition

As an authorized representative of Small Changes Big Shifts, you speak and act on the mission and message of the organization. In this role, you support and lean on the Quadrants of Well-Being framework while sharing your own unique experience and professional gifts within it.

Currently there are two types of Champions, with some serving in both roles:

1. Wellness Consortium Hosts – see details below
2. Program Presenters – act as part of our expert team of wellness professionals for our corporate clients and community events. These are primarily paid engagements with you serving as an independent contractor.

Champion Roles and Benefits

What Being a Champion Looks Like

- **Willing to serve for at least one year with the Champion program**
- Have an abundance of passion for the mission and are excited about spreading the word and being part of the change in our community
- Comfortable connecting with others and have a go-giver personality
- Articulate well in both small and large presentation arenas
- Value collaboration over competition
- Able to use technology at a moderate level
- **Are excited, able and ready to engage with the community**
 - Are an annual member of the Wellness Consortium*, attend at least four meetings a year, and

commit to bringing at least one guest to those four meetings

- Attend at least one of the semi-annual Better Together events, bringing at least one guest
- Participate in at least 50% of the quarterly champion gatherings
- Complete a 1-to-1 session with Jamie Durner (or future Executive Director) for onboarding and support
- Submit a short bio and headshot to be listed on the website
- Sign the agreement contract and non-disclosure, and provide a W-9 (if part of our corporate engagements and outreach events)

*To provide credibility and consistency in the community we are creating, all Champions need to be a part of the consortium.

Consortium Champion Host Role: act as host/facilitator of the monthly meetings with backend support by the Small Changes Big Shifts staff and the structure of the Growth Zone member portal.

- Facilitate monthly meetings* at one of the locations including:
 - Support set up and welcoming people
 - Lead the meeting with the agenda key points blended with your own style
 - Follow check-in procedures and send report to SCBS staff
 - Refer prospective members to SCBS staff member for more information and help grow the meetings
 - Send prospects, first-time guests, and new members emails (see Follow Up Protocols on page 8 and 9)
 - Share “What is the Wellness Consortium” handout to guests at meetings
 - Encourage members to use the online directory and post in the member events, coupons, and news briefs section
 - Support all policies and protocols in further sections.
- Regularly do 1:1 meetings with new members and guests
- Share about the Wellness Consortium in your communities and on social media in ways that feel authentic
- Show up to at least **70%** of the Virtual Monthly Champion meetings (First Wednesday of the month from 8:00-9:00 am CST) and listen to the recording if unable to attend
- Act as a back-up host for other consortium champions as needed and able
- Attend other consortium meetings as able
- Share feedback with SCBS staff and participate in an annual 15-minute check-in

*see Champion Checklist for specific details

To Become A Champion Host (personally selected by SCBS team)

- Be part of the Wellness Consortium for a minimum of six months
- Attend a minimum of four location meetings to observe different facilitation and meeting styles within the agenda framework

- Meet with a mentor champion a minimum of two times (usually in conjunction with visiting another location)
- Do a self-evaluation check-in with the Executive Director after three months
- Ask for support if you need it!

Champion Benefits

- Personal satisfaction through service with an aligned mission
- Ability to participate in the Quarterly Champion gatherings to foster deeper relationships, enjoy special programming, and be nourished by the SCBS team
- Speaking, presentation, and event opportunities that will increase business exposure and credibility
- 20% discount on SCBS materials (Snackable deck, quote decks, 21-day programs, books)
- 20% discount off of room rental in the Your Wellness Connection Wisdom Room
- 20% discount off SCBS Business Service Options
- Opportunity to be a Gold Level affiliate and earn 17% off of referred sales.
<https://onlineprograms.smallchangesbigshifts.com/become-an-affiliate/>
- Increased visibility through the website (<https://smallchangesbigshifts.com/meet-our-team/> and <https://smallchangesbigshifts.com/consortium-meeting-leaders/>) and as leaders in your community/Consortium locations
- Build collaborative partners for support, referrals to your own personal mission and niche, and to have peace of mind that your people are taken care of when you refer out
- Expand your own skills through mentoring opportunities, business development, speaking development, and learning new approaches to empowerment and healing
- **Consortium Champions Hosts** receive a champion consortium membership while serving, which includes the following
 - **Unlimited monthly Wellness Consortium meetings for 10 months.**
 - Note: The 2-hour City Wide meetings in January and July are NOT included within the membership.
 - **Quarterly Business Development Events:** Special guests share business and life lessons around creating and maintaining a successful business.
 - **Deluxe Organization Profile listing** which includes all contact information, website, Quadrant Strengths, About You description, and up to 15 Business Categories as well as the ability to show a map, display your logo in searches, show photos, and highlights.
 - **Event Posting:** Increase event attendance with up to four monthly event listings on the public facing Member Event calendar.
 - **Access to the KC Chamber events:** through our membership you can choose to attend events representing your own business in conjunction with the Wellness Consortium. Talk to the Executive Director if interested.
 - **Incentive Program:** in thanks for the work you do bringing in new members, you will receive 20% cash or Consortium Cash per referral that lists your name on the application; cash payouts will be distributed quarterly

Champion Code for Elevated Conduct

As a Champion, you represent the face of the Small Changes Big Shifts and we know you will always act in a professional and ethical way. These guidelines, built from the yogic tradition's behavioral norms, define the code of behavior we ask you to keep in mind while serving as a representative.

While being a Champion provides many win-win opportunities, use of your role solely for personal gain and at the detriment to the movement will lead to immediate dissolution of your participation within the organization.

1. Ahimsa - Non-violence and loving kindness. Abstain from harming with thought, word, or deed.
 - I will treat myself, professional member colleagues, organizational partners, and the public with loving kindness and respect.
 - I will remain positive during conversations and interactions with others as a representative of this organization and encourage the same.
 - I will respect the unique gifts that each person brings to this space and look for good in any given situation.
 - I will use my words mindfully and refrain from engaging in gossip and negative talk about the organization and others.
2. Satya - Truthfulness. Adhering to truth in thought and word.
 - I will remain truthful in my interactions with others in this organization and as part of all the work I do for Small Changes Big Shifts.
 - In every respect, I will try to make my communications with others honest and clear.
 - I will take responsibility for my words and take the initiative to address any misunderstandings between myself and others.
3. Asteya - Non-stealing. Respecting the belongings of others including their space, time, and energy.
 - If I do any presentations at Your Wellness Connection or another host site, I will respect the space as my own, caretaking all items in the space appropriately. I will actively maintain this respectful space by turning off lights, fans, and secure the doors as appropriate each time that I leave the space.
 - I will honor the gift of others' time by keeping myself on schedule.
 - I will honor Small Changes Big Shifts and its professional members by promoting activities and events of the members and organization.
 - I will respect the email addresses/phone numbers/addresses of the members and collaborative partners. All personal information collected by Small Changes Big Shifts is only for the use of the organization and will not be used for any personal marketing promotion unless specifically shared.
 - I will honor another person's intellectual property. I respectfully give the collaborative partners and Small Changes Big Shifts their due recognition.
4. Brahmacharya - Virtuous modesty.

- I will maintain a professional and ethical attitude when dealing with members, collaborative partners, and the public in my role as a Champion.
5. Aparigraha - Unselfishness, non-attachment. Allowing others to advance energetically, financially, and emotionally.
- As a go-giver, I will promote other members of Small Changes Big Shifts and the Wellness Consortium whenever possible.
 - I will strive to be a good listener.
 - I will celebrate the achievements of Small Changes Big Shifts as a whole and help promote all the Champions.

Role of the Small Changes, Big Shifts Staff

Support the Champions in all ways!

- Provide each new Champion with the Champion Guide to clearly communicate the partnership
- Provide marketing and messaging material as needed. Current materials are available and updated in the [Champion Shared Resources OneDrive](https://smallchangesbigshifts-my.sharepoint.com/:f:/p/jamie/EsElmGiHCw1BgdlROWkGtFMBv3u6vFhv6O0BDtSfa_iSEw?e=gZhRPO) - https://smallchangesbigshifts-my.sharepoint.com/:f:/p/jamie/EsElmGiHCw1BgdlROWkGtFMBv3u6vFhv6O0BDtSfa_iSEw?e=gZhRPO
- Listen to Champion needs to develop and create additional support material
- Provide backend support for Wellness Consortium meetings including providing printed handouts and invoicing for non-members/guests
- Schedule all quarterly Business Development speakers based on member feedback and needs
- Schedule and/or coordinate Champion speaking engagements as they arise and provide technical support for virtual events
- Provide PPTs and handouts for Small Changes Big Shifts developed presentations that the Champion is presenting; provide PPT and handout templates for any presentation a Champion is creating and presenting
- Provide quarterly gatherings that focus on connection, support, and professional/personal development
- Support the Champions' personal and professional goals in any way possible
- Provide connections and referrals as appropriate
- Provide regular communication between Champions through time sensitive email updates, monthly meetings, and quarterly gatherings
- Do annual one-to-one check-ins to get individual feedback and provide support

Wellness Consortium Policies and Procedures

Registration Procedure

Access Growth Zone through login - <https://growthzoneapp.com/>

User: support@smallchangesbigshifts.com

Password: wellchamp22&

First and foremost, make sure that you are registered for all the meetings you are hosting! This can be done from within your Member Hub portal (login at <https://smallchangesbigshifts.growthzoneapp.com/MIC/Login>) or directly from the Wellness Consortium Events Calendar (<https://wellnessnetwork.smallchangesbigshifts.com/consortium-calendar>).

During the meeting, welcome and check-in and register attendees

1. Use the attendance sheet sent by the SCBS staff to mark each registered person either Attended or No Show.
2. If a person cancelled ahead of meeting, note this on the sheet but this cannot be done with the app
3. For people who have not registered, **add in through Growth Zone**
 - Ask if they are a member or non-member. If non-member, ask if they have attended another meeting previously or if this is their first ever consortium meeting. If the latter, share that you would like to give them a “welcome gift” of attending this first meeting at no charge and that you offer this to guests for one meeting at any one of the locations (make sure it is clear they cannot attend a first meeting at every location for free). If they have attended before, let them know you will be happy to add them and that they will be receiving a \$25 invoice and make sure they agree to this.
 - Click Events and select your specific meeting
 - In the top right corner, select the Person + Icon
 - Members
 - Add quantity 1 to Member Registration
 - Search their first and/or last name. Select the correct person and it will auto-fill the details.
 - Tap the box next to Send Event Confirmation Email to Registrant and click Submit
 - Non-Members
 - Add quantity 1 to Non- Member Registration
 - Can search their name to see if they are in the database; if not, fill in their first name, last name, email, phone number and company
 - If non-member, non 1st time guest, set Payment Information for Invoice
 - Tap the box next to “Pay by Invoice” and add their name to Bill To
 - The Amount details will auto-fill, no changes needed
 - Tap the box next to Send Event Confirmation Email to Registrant and click Submit
 - If first time guest (never attended a meeting for free)
 - Tap the box next to “Pay” and add their name to Bill To
 - The Amount details will auto-fill, no changes needed

- Enter promo code **WCGUEST2023**
- Tap the box next to Send Event Confirmation Email to Registrant and click Submit
- **If unable to use the GZ app**, use the attendance document provided by SCBS staff
 - Marked registered people with a X if attended, a NS if didn't make it, or a CXL if cancelled ahead of time.
 - For unregistered people
 - Members simply write the name with a M afterwards
 - Non-Members write in the name, email, phone number and company with a NM if not first time guest and FTG if this is their very first meeting
 - Email computer doc or photo of printed document to Dr. Victoria within 24 hours of meeting

Prospect and New Member Follow Up Protocols

As part of your role, you support the growth and retainment of location members through follow up contact.

- Schedule and do quarterly outreach calls/emails for regular members who have not been in attendance or new members who are close to your location but have not gotten started; add notes in the "**Lapsed-Non Attending Member Outreach**" [document](#)
- Send prospect welcome emails when copied in by Dr. Robin and the SCBS

Prospect Outreach Samples

*So great to connect with you! Our Leawood meeting is the 3rd Wed of every month at 8am at CommunityAmerica Bank at 95th and Nall. With our next meeting coming up this Wednesday, we'd love for you to join us if you can! If this is your first time attending any Wellness Consortium meeting, you can join **your first meeting for free** as our welcome gift by using the discount code **WCGUEST23** during the check-out process. The code can be used ONE TIME per person for any of the five meeting locations or our virtual meeting. See and register for upcoming meetings at our [Wellness Consortium Event](#) calendar. Please let me know if you have any questions and feel free to text me too if that is easier at 913-213-1272.*

I look forward to connecting with you and learning more about your XX business! I help facilitate the Shawnee Wellness Consortium along with Robyn Stevens. Feel free to reach out to either of us if you have any questions.

- Send new member welcome when copied in from SCBS staff email based on closest location for member

Champion New Member Welcome Samples

1st Champion email: Welcome to the Wellness Consortium! We are so excited to have you join

our wellness community and attend our [location] meetings! XXXX and I are the co-host of the [location] Wellness Consortium. [Share something about you/ your business and the impact the Wellness Consortium has had on both]. I have connected with you on [social site]. I can't wait to meet you in person and learn all about your business and how we can support you [If you know who they are/ what they do share something you are excited about]. Please reach out if you need any support!

2nd Champion email: *Hey XXXX! Welcome to our wellness community. XXXX and I are so happy you will be joining us at our [location] Wellness Consortium meetings. [Share something about you/ your business and the impact the Wellness Consortium has had on both]. I have also connected with you on [social site] and can't wait to get to know you at our meetings! Let me know if you have any questions!*

Hi Clarissa ~ Eager to meet you and learn more about what you do! Welcome to the WC!

- Send **first-time visitor follow up email** within 48 hours after the meeting with the template and copy in SCBS staff.

Thank you for joining us at our [location] Wellness Consortium! [Reiterate something they said or shared to let them know they were heard- make connection to quadrants or our 4 pillars]. Our location meets every [Date and time], we would love to see you again. I have copied in xxxxx, my co-host and Jamie Durner, the Wellness Consortium Director! If you need any support or have questions, please feel free to reach out to any of us. Jamie will be following this email with more information about the Wellness Consortium.

Share any important feedback or issues with staff

Cancellation Policy

Because our number one goal is to provide consistent access and space to network and connect, we do NOT cancel meetings based on low registration.

- If the group is smaller, use the opportunity to do mini-1:1s to allow for deeper sharing with the whole group.
- Even if no one is registered, we hesitate to do this as many times people show up who are not registered. That said, if a couple hours from the scheduled meeting, if no one is registered, check-in with the Program Director about cancelling.
- Meetings will be cancelled if there is a weather issue. Cancellations will only happen if the school district in one's area has cancelled classes. If this is the case, work with Cameron Cobb, the Administrative Assistant or Zach Cole to have a notification email and text sent out to registered attendees as well as a note put on the event page.

Host Subbing Protocols

We know you are all volunteers whose benefits do not compensate you for all the time and energy you give. We thank you and know that sometimes you will need to miss a meeting. The great news is that you have a group of others happy to help.

Here is the protocol to make the process smooth and stress-free from all the Champions and present a professional experience for members and guests.

- The absentee host (person who will miss the meeting) reaches out to the other champions. Use the contact information in the OneDrive as needed.
- The absentee host communicates with co-host and staff (Dr. Victoria/Jamie) about the change.
- The regular or absentee host does the regular monthly admin tasks as above with the spotlight speaker and Facebook posting.
- The regular host arranges a time to go through meeting duties with the sub host (in-person, phone, video) including deciding if the regular host wants to lead the meeting and use the sub host as support or whether they will share the leadership duties as normal, who will take attendance, etc.

Member Spotlight

Protocols (One Drive folder [https://smallchangesbigshifts-my.sharepoint.com/:f:/p/jamie/EuqU-5oOi25GmdZaw-pTR_kBSRiVEpSUq\\$gXXysw3dfkDw?e=egmnNC](https://smallchangesbigshifts-my.sharepoint.com/:f:/p/jamie/EuqU-5oOi25GmdZaw-pTR_kBSRiVEpSUq$gXXysw3dfkDw?e=egmnNC))

1. Identify which person on the team will do what
2. Book and enter the speakers with the following guidelines
 - Person must be an ANNUAL member
 - Membership includes 1 spotlight opportunity per year.
 - Must not have presented at ANY location within the past 12 months
 - This may mean you need to call people outside of your group and invite in new members – use the Current Member list in OneDrive for outreach as needed
 - Schedule in the spreadsheet a quarter at a time in order to leave room for newer members to have an opportunity
 - All groups should be including this as it is part of our structure and stated benefits
 - Keep the **spreadsheet** updated monthly to help the other Champions schedule (<https://smallchangesbigshifts-my.sharepoint.com/:x:/p/jamie/EU3pvBCV8EVIgkx3--z8NN0BAMr69Oib29gHk9gg5lc69w?e=Ky06Wm>)
3. Prepare the speaker – it is the Champions responsibility to do this
 - Identify which format the speaker wants to use – offer these and communicate to help them prepare (experiential/demo, short presentation, Q&A)
 - If doing a Q&A, there is a template in the folder that you can send as a baseline then work with the speaker to personalize as desired.
 - Send a reminder email no later than 1 week out - an email template is in the folder.

- If a speaker falls through, find a backup or make a plan as partners to do a different business or support activity.

Spotlight Speaker Invitation email sample

Subject Line: Would you like to be a Spotlight Speaker at the South Overland Park meeting?

Hi NAME,

Every month, every Wellness Consortium location highlights one of our annual members. I thought this could be great for you to meet members because XYZ.

This 10-12-minute time frame is an opportunity to shine the spotlight on you and your business so members can learn more about the magic of what you do. You can choose how you want to share the information - show and tell, an interview type format where we pre-arrange questions and then the meeting host will ask you them, a demonstration, something experiential. I recommend providing some basics about your business as well as something educational that the participants can take-away - could be top three favorite seasonal recipes or 10 top nutritionist tips, etc - that brings the information into people's lives.

Let me know if this is something you are interested in, and which month would be your preference. I'm also happy to answer any questions about this.

Spotlight Speaker Email Confirmation sample

Subject Line: Spotlight speaker details for the September virtual consortium meeting

Danielle, thanks for speaking with me today and agreeing to be our spotlight speaker on September 5th for the city-wide virtual meeting.

The meeting is from 12-1 on Zoom. Please [register](#) (attaching the link is helpful) for the event right away. Once you do so, you will receive the Zoom link in the confirmation email. Please add that to your calendar.

Per our conversation, you and Devin will use the 15-20 minutes in a show and tell format to share about what you do. Loved your idea of doing mock up patients and sharing some exercises or activities that anyone can benefit from in terms of how to better care for our mechanical quadrant.

Skylore and I will be co-facilitating this meeting. If you have anything you'd like me to say about the company or you as part of the intro, please send my way.

Other than registering, all you need to do is show up and shine, which I know you've got covered! Let me know if you have any other questions. Thanks much!

Sample Questions for Wellness Consortium Spotlight

- Tell us a little about your background and how you came to work at [business] or in this field?
- Is there a specific type of person you work with?
- What's your role?

- What types of services do you offer to clients?
 - Are there any unique services or key differentiators between your practice and other [industry] practices in KC?
- Where is your practice/business located?
- What's the process for getting a client seen for someone who has a referral?
- What are your service payment options?
- What's the one "takeaway" you'd like people in our meeting to remember about [name of business]?

Go-Giver Nominations

As part of the monthly member newsletters, there is a Go-Giver section which highlights one of the members. Nominations for this come from the Champion group and are usually shared during the monthly Champion Host meeting. However, feel free to email the Program Manager or Administrative Assistant nominations at any time, providing the name and why you are nominating them, based on the criteria considerations below.

Nomination Criteria Considerations:

- Consistent at monthly meetings
- Attends multiple locations regularly including the virtual
- Follow up with monthly 1:1s and shares on social media
- Super referral spreader
- Shows up at other member's events
- Celebrates members on social media
- Uses the Member Portal sections to list events, news updates, promotions, etc
- Posts helpful information on the Facebook page or Forum
- Says YES to sub as host, do volunteer events, support, etc

Early Bird Renewal Process

This process is done by the SCBS team. This information is only for your reference.

- At the beginning of each month, Zach pulls a membership report and sends an email to all members who are 2 months out from their membership expiration
- The member must send an email back stating their interest
- Zach puts a 15% credit on their invoice and sends them an email with step-by-step instructions on how to pay it; must be paid within 30 days
- If the invoice is not paid during the early renewal period, an invoice for the regular amount is automatically sent by Growth Zone.
- If this is not paid by the renewal period + a 2-week grace period during which our team will double check with the member, the membership is automatically dropped.

In the Active Members document (<https://smallchangesbigshifts-my.sharepoint.com/:x:/p/jamie/EcurUts2milGr1JuW0C2WJwBYirTcSt5c9HaXmLMqih9Cw?e=5nJfB3>) there are columns that show when the early bird emails got sent and corresponding actions.

Consortium Host Checklist – your streamlined prep document

<https://smallchangesbigshifts-my.sharepoint.com/:w:/p/jamie/Eb1pe1Y9kbFMkMKfU4moApwBFepQB2XYwHIjY3sTnUcrHQ?e=cDUpf3>