

Adams

CHANTELLE ADAMS

**COURAGE
COLLECTIVE
LEADER MANUAL**

Welcome...

Woohoo you are here and that means that either you are *in* and the next *Leader* in the *Courage Collective* or you are interested in what this amazing opportunity is all about. Either way I know YOU, you are a heart-centered entrepreneur with a big vision of how you can lead powerfully and create massive positive change in the world.

You know that the best way to create change on a grand scale is to do it with other dedicated, passionate dreamers and doers who are ready to set the world on fire with their passion, create movements that change lives and leave a legacy that lives on long after you are gone.

This movement takes courage.

That is at the core of all you do, you have this courage because you see the big picture, you know this isn't about YOU it is about the collective, it is about those lives you will change because you had the courage to speak up and share your story and message.

The *Courage Collective* is part business training, part mastermind and sisterhood, part speaking mastery and ALL courage. The foundation of every successful thoughtleader, visionary, innovator, entrepreneur, creative, author, speaker is that they had the *Courage* to take action on those big audacious dreams.

Far too many people die with their music, art, spoken words, movement, change, dreams still inside of them and that is what fires YOU up, that is what the *Courage Collective* is all about... it is creating a space where there are no more excuses, no more waiting, no more letting fear decide... **because we know the time is NOW and we are ready to step fully beyond our fear and into the space of COURAGE where we can live fully expressed.**

Mission:

Our mission over the next 5 years is to bring together 10,000 women around the globe who are standing in courage and speaking with conviction to create a massive shift in women leadership and empowerment. Through the *Courage Collective* we are dedicated to building schools around the world, 1 school every 2 months, homes for women and their children in Nicaragua and supporting 1000 women in third world countries to start

successful businesses.

Together we are creating a powerful momentum of forward change through courage, connection, collaboration and ultimately through the power of our voice, as we share our story and message with the world.

Together we can change the world with our voice!

Your role as a Courage Circle Leader:

Your number one role as a leader is to **foster a community of like-minded, heart-centered women who are ready to fully embrace their call, the call to lead, to speak up, to SHINE.**

You will create a safe space where the women who are in your circle feel welcomed, accepted, loved, supported, seen and heard.

As a leader you are to fully embody the vision of the *Courage Collective* and to see this as an opportunity for growth, for visibility and for deep connection.

Your responsibilities:

1. Make sure each person in your group is seen and heard and feels a strong sense of acceptance and belonging.
2. You will promote and share the collective to fill your circle locally using the support, promotional materials and ideas we give you but also getting creative and sharing with the other leaders how you are able to fill your circle. This is a space of co-operation and support, let's grow together!
3. Host the local *Courage Circle* meetings 2/month and if you are away either re-schedule or make sure that someone is able to facilitate the circle in your absence and make sure to give them everything they need to be successful.
4. Communicate with your local group about meetings to remind and to update if any changes need to be made.
5. Be a leader and supportive in the main *Courage Collective* community.

6. Head the event that will be hold locally and get all *Courage Circle* members involved in creating an incredible event following the guidelines and branding that is provided.

7. Participate and support your circle in the *Day of Courage*.

Courage circle framework and schedule for meetings:

>> 2 hours total for meetings and each group will meet 2/month

50 minutes:

:: 5 minutes: **Welcome**

:: 10 minutes: **Share one win, celebrate from the week before.**

Each person in the circle shares and after each person shares, we cheer and clap!

Break off into groups of 5 if you have a larger group for this next section:

:: 30 minutes:

Each person will take their turn, first they will write down their intention, their fear around that intention and will share then with the support of the group they will write their new truth and a dare to take courageous action and help move through the fear:

1) Biz Building Intention, ask each person to down the intention they are setting for the week ahead to complete.

2) What fear is coming up, what is the resistance to the action will you take and the intention you set? Remind this is a safe space where you will be heard, seen and accepted fully, no judgment.

3) Truth and Dare, first write down the fear that was coming up for you and then write down what is a new truth and a dare they will do in their life, have them write it down first and then share.

:: 5 minutes:

Come back together as a group for the next part of the circle. When you come back together invite 2-3 people to share their intention, fear and new truth and dare.

1 hour for next speaking section

:: 12 minutes:

Speaking Opportunity Share: each person must bring one opportunity to share with the group for speaking and one place they reached out to/connected with/pitched. This is an amazing opportunity to get everyone looking for speaking opportunities both online and live and then supporting each other in getting booked to speak.

:: 20 minutes: **Speaking Tip/ exercise/ strategy/ activity** to improve speaking (this will be shared with leaders each month)

:: 18 minutes: **Speaking Opportunity:**

2 members will speak each meeting, prepare a 3-5 minute speech then they will receive feedback from the group as a 'Strength' and 'Take it to the next level' feedback. Please keep the feedback positive, empowering and encouraging and everyone gets a standing ovation when they deliver their speech!!!

5 minute speech, 3 minute discussion/feedback

:: 10-15 minutes: **Close**

Give a speaking focus for next meeting for those who will be speaking (topic/description)

Choose 2 to give a 3-5 minute speech

Share the main ah-ha that each person received from today's *Courage Circle*.

Courage collective online business training:

Every month you will receive in the main group a monthly business training for the month for each stage of business growth plus a speaking exercise to use for each meeting, these exercises will be different and focus not only on developing your storytelling, performance, confidence and speaking in terms of your business and movement but also will help you to find the messages you most need to share, find the courage to speak up in other areas of your life and find your unique voice and way of being in this world.

There will also be **Monthly Get It Done Master Classes** with myself or other Guest Experts where we will dive deep into one area and make sure people are moving forward and getting things **DONE!**

Truth and Dares will be a part of our culture, writing new truths and living them while facing fears and daring to do what our soul calls us to do.

Monthly Facebook Challenges will also be happening to make sure you take action and keep moving your work forward in a beautiful and courageous way. Plus these challenges will be a TON of fun!

Courage Circle Curriculum:

We will focus all monthly trainings in each of the four main areas and we will focus on one area per quarter:

- >> **Courageously Speaking**
- >> **Courageously Creating**
- >> **Courageously Building**
- >> **Courageously Leading**

There are two more focuses that will be on-going and a big part of our culture in the *Courage Collective*. We will be focusing on Courageously **LIVING** and **GIVING** because these are the foundation of all the other work we do in business!

Pricing and Commissions:

Each leader is required to sign up for the *Courage Collective* at a discounted **\$30/month** where they will get access to all the same trainings, support and higher level opportunities as well, like PR training.

The **\$30/month** investment also covers the design of your own *Courage Collective Leader Sales* page, which is how we will track your members and give you the commissions for each monthly membership of your collective. It will also go to create promotional materials for you to share and promote your collective in your local area plus the training and support you will receive.

Right now we are going to limit the collectives to **15 individuals** but would look at increasing this as demand grows and if we feel that it is in the best interest of the collectives, this decision will be made by Chantelle Adams as she sees how the circles are functioning and what is optimal for growth.

Each leader will receive **40% commission** on the monthly membership from their collective. If

you have 15 ladies sign up at **\$49/month** then you will receive **\$294.00/month** as your commission for leading 2 monthly *Courage Circle* meetings.

Prices may change depending on demand and promotions.

Giving Back:

A huge part of the mission and vision of the *Courage Collective* is to give back. We will have give back projects where 10% of all memberships will be going to a specific project including building homes for women in Nicaragua, building schools around the world, building wells in 3rd world countries, supporting women entrepreneurs in 3rd world countries to create income for their families.

The first project we will be focusing on is building 10 homes for women and their children in Nicaragua. Where we have helped build a school and this community is very near and dear to me. These women are in desperate need and have a plot of land to share, which was given to them and this will be a huge blessing in their lives!

We will also have a Day of Courage once or twice a year where every *Courage Collective Member* will be invited to do ONE thing that scares them and then we will be raising awareness and money together for a cause that is dear to our hearts. This is inspired from my own *Courage to Fly Project* where I jumped out of an airplane to face one of my biggest fears and fell 10,000 feet to raise \$10,000 to build a school in Nicaragua.

Marketing:

We will provide marketing resources, swipe copy and images to make it as easy for you to share and promote your *Courage Circle*. You will also receive, as mentioned, your own leader checkout page and we will promote you on our website and in big launches throughout the year. We will send people to YOU when they are ready to sign up and join and they will be able to find the city and leader closest to them.

We will be sharing marketing ideas and supporting you ongoing in filling your *Collective*.

You will be able to use meetups 2/year or more where you will host free events that will teach

the power that is in speaking and masterminding and this will then be the way to invite those in attendance to join. We will provide you with materials to be able to lead these workshops in your city.

It is important that you follow the branding guidelines for the *Courage Collective* and only use the items provided (promotional copy and images) for you to market the Collective. We want to be sure to keep everything unified and branded across the globe and so you must only use the branding materials and promotional materials that are provided, unless otherwise approved.

Here are the branding guidelines:

THE LOGO

The Chantelle Adams logo is the most fundamental part of our corporate identity. It is crucial to express our logo in a consistent manner across all channels of communication.



PHOTO BACKGROUND APPLICATIONS

The logo can be placed on photography when the use of a solid background is not applicable or desirable. To ensure maximum legibility, place the logo in a white box. In this case, the clear space rules can be tightened by up to 50% — as long as there are no other elements within the same box as the logo.

The placement of the box and logo should be positioned in an area that does not interfere with the subject matter of the photograph. The logo can also be placed on a solid colour background.



OFFICIAL COLOURS

If the use of the official version (full colour colour logo on white) is impossible, you may use the reversed colour version of the logo on its designated colour background.



Official Purple

C = 72
M = 85
Y = 34
K = 22

R = 85
G = 58
B = 100

#543963



Gold

C = 0
M = 21
Y = 69
K = 0

R = 255
G = 204
B = 105

#ffcc67



Official Pink

C = 1
M = 84
Y = 21
K = 0

R = 238
G = 78
B = 131

#ee4e83



Secondary Gold

C = 8
M = 15
Y = 47
K = 0

R = 235
G = 210
B = 149

#ebd296



Official Teal

C = 63
M = 0
Y = 36
K = 0

R = 82
G = 193
B = 180

#51c1b4



Secondary Teal

C = 21
M = 0
Y = 16
K = 0

R = 200
G = 231
B = 219

#c7e5da

OFFICIAL FONTS

For web applications, we have selected two free Google web font to carry-out the branding in text applications.

FONT FAMILY

Raleway

abcdefghijklmnopqrstuvwxy
z
1234567890 @\$#%!?.;:”/(){}[]

FONT WEIGHTS

Raleway Thin
Raleway Extra Light
Raleway Light
Raleway Regular
Raleway Medium
Raleway Semibold
Raleway Bold
Raleway Extrabold
Raleway Heavy

FONT FAMILY

Open Sans

abcdefghijklmnopqrstuvwxy
z
1234567890 @\$#%!?.;:”/(){}[]

FONT WEIGHTS

Open Sans Light
Open Sans Regular
Open Sans Semibold
Open Sans Bold
Open Sans Extrabold

Items needed for courage circles:

A timer or way to make sure you are keeping the meeting on time and on track.

The outline for the *Courage Circle*

The teaching points for business and speaking for that specific *Circle*

Ways we will grow in the future:

Courage Boxes:

I want to have incredible products that support each member in the collective and some of these products will include:

Truth and Dare Card Decks

Truth and Dare Journals

Courage Bracelets

As leaders you will receive these materials for free and will also receive:

Branding Materials for the local events

And more goodies as we grow!

1 Million Stories of Courage Movement:

Have the opportunity for *Courage Collective* members to share their story of courage as part of the 1 millions stories of courage movement and take the *Courage* Is picture to submit which we will share on our social media channels.

Leader Trainings and Retreats:

Have leader trainings and retreats where you will be able to meet with and mastermind with some of the most incredible courage leaders in the world and gain more support and training from me while being together to learn and grow from each other.

Opportunities to lead in your area of expertise:

As the Courage Collective Leaders I want to be able to highlight you in the global community and give you an opportunity to share your work in the group through Master Classes or Q&A opportunities.

Speaking Contests

There will be an opportunity to have speaking contests within your collectives and to be able to nominate a speaker to speak at other larger events I host.

Certification and Awards

As we grow I would like to have different opportunities where you as leaders and all in the Circles are recognized for different achievements. Also adding in different certifications or ways for advancement. This is something that I feel will grow and naturally happen over time as we grow together.

Speaking and PR opportunities

With everyone bringing a speaking opportunity to each Courage Circle there will be a lot of great opportunities shared but I also want to be having someone actively looking for opportunities to speak both online and live as well as in the media

Legalities:

You will be asked to sign a contract as an affiliate of the program to receive commissions based on those in your *Courage Circle* and a **Facilitator Agreement**.

These legalities will be clearly outlined in the contract you will sign as a *Courage Collective Leader*.

These are put in place to make sure that what we create is of the highest integrity and same high standards across the board and that will come as everyone follows and implements the trainings and curriculum as is shared and outlined by **Chantelle Adams Enterprises Inc.**

Gratitude

Thank you for being here, for seeing the vision, for knowing the impact you can help create in your community and globally as you step up and lead with courage.

If you have any questions please do not hesitate to reach out to **leadersupport@chantelleadams.com** and we will be sure to get in touch within 24 hours of receiving your email.

Thank you for being a light in the world and knowing the power you have to make a difference with your voice! Let us all speak up and shine!

With Love + gratitude

Chantelle Adams

CEO, Chantelle Adams Enterprises Inc.

Founder of The Courage Collective

www.chantelleadams.com



Adams

CHANTELLE ADAMS

