




TOWN MEETING '76 / COMMUNITY FORUM CANADA BLITZ TRAINING					
CONSTRUCT OVERVIEW	THE TRAINING PLAN				TRAINING RESOURCES
	TRAINING SET-UP	TM'76 / CFC CONTEXT	BLITZ OPERATIONS	PRACTICAL IMPLEMENT- ATION	

TOWN MEETING '76 / COMMUNITY FORUM CANADA TRAINING BLITZ

This training tool is designed to provide the contextual overview and necessary practical skills for the three-week TM'76/CFC Set-Up Blitz condensed upon at the Global Movement Council: Chicago, July, 1975.

The context happens in two parts, both of which are aimed at eliciting a "yes" to TM'76/CFC and enabling commitment to setting these up by movemental forces. The first, part, which happens at least a week before the major training Week II begins with a Summer '75 briefing and works its way into a presentation of the continental consensus to do a TM'76/CFC set-up blitz. The second part, which is the first section of a three-session major training Week II, which allows the participants to grasp the comprehensive life dynamic of TM'76/CFC and introduces them to the profound simplicity that transforms a day of workshopping into a happening where visions are formed and motivity is released.

The practices of the blitz are divided into two parts: the first dealing with the operations of the blitz and the second provides the nitty-gritty practices that all movement forces will need to ensure an effective TM'76/CFC set-up blitz. The first part introduces global gridding to circuits, the role and securing of sponsors, and operating values in moving into local circuits. The second part allows the participant to grasp the significance of TM'76/CFC as well as the kinds of skills and materials needed and the practices of circuitry.

TRAINING SETUP		COMMUNITY FORUM CONTEXT		BLITZ OPERATIONS		PRACTICAL IMPLEMENTATION	
S'75 BRIEF		G.C.F. CONTEXT		CIRCUITRY CONTEXT		STORY	
3  Campaigns	Spirit Life 	Self-preparation	Imaginal Journey	Global Circuit Contx	Gridding Context	G.C.F. Objective	Product Event
Primal  Community	TM'76/CFC Resolve	Life Methods	Transparent Style	Intra-circuit Grid	Review Local Research	Style of Caller	Significance of TM/CF
BLITZ CONTEXT		WORKSHOPS PREPARATION		BEING SPONSORS		SKILLS TRAINING	
GCF Story 1 Thrust	Circuit Image Blitz	Workshop Function	Individual Work	Sponsor Profile	Steering Committee	Forms Familiariza- tion	Dynamics of Presentation
Short/Long Range Objec.	Engaging Forces	Corporate Reading	Group Reflections	6 Basic Decisions	Event Responsibility	Phone Expertise	The Visit
LOCAL MOBILIZATION PREP		TALKS LAB		SECURING SPONSORS		MATERIALS	
Recruit and Train Callers	Make Advance Appointments	Study Abstract	Individual Work	Framing	Approach	Promotional Packet	Presentation Manual
Circuit Setup	Estab.Coord. Struc & Mat.	Group Sentences	Corporate Presentation	Interview	Followup	Particular Advocacy	Spirit Life
LOCAL RESEARCH		COMMUNITY FORUM PRACTICS		LOCAL PLANNING		CIRCUITRY	
Verify Circuits	Identify Colleagues	Practitioners' Style	Community F. Setup	Definitive Attributes	Community Analysis W/S	Itinerary	Travel Plan
Complete Frame & Screen/Polis	Localize Training Model	The Event	The Keys	Building Time Design	Logging/ Accountability	Assignments	Reporting

TRAINING SET UP

INTRODUCTION

In order to launch the Global Community Forum in each Metro, a pre-training set up session will be held with the metro cadre to brief colleagues on the work and recommendations of S'75 Research Assembly, to contextualize the image of the sponsorship blitz, to lay out the mobilization preparation and research tasks to be carried out prior to the blitz. The objectives of the pre-training session are:

1. Elicit the commitment of metro/regional colleagues in bringing off and participating in the Blitz.
2. Provide the initial images to launch the research and preparation.
3. Relieve anxieties regarding the process.
4. Create a resolve to bring off GCF as the 1st priority of the Movement.

SUMMER '75 BRIEFING

An imaginal yet informative briefing of the GRA '75 is given to create a comprehensive context and common focus for the task. The briefing would include the following elements: A statement of what Summer '75 was about, namely, the 3 arenas: Global Community Forum; Social Demonstration; Intra-Global Movement; an explanation of the Pentagon, the symbol of the Summer, with emphasis on Primal Community; a brief spin through the Profound Consciousness Triangle; and an articulation of the resolve that Global Community Forum is the major thrust for the future.

BLITZ CONTEXT

The Blitz context is designed to ground local colleagues in the Movemental decision to offer TM'76/CFC to the continent and to catalyze their decision to participate in the Blitz. Through the GCF Story, the single thrust of the Movement is restated. The image of circuits and the Blitz is presented as a means of establishing initial contacts and beginning to do the Town Meeting. The short-range objectives of the Blitz include quickly spreading the name TM'76/CFC across the nation by simultaneously initiating the circuit model. The long-range objective is to call forth a network of sponsors. The holding image is, really, that we have only 6 visits to make in the next 2 years or just one visit in each polis city to catalyze that city's Forum and the 5 micros around it. We launch these strategic visits during this Blitz.

LOCAL PREPARATION MOBILIZATION

Local preparation for mobilization involves the following: Recruiting and training of callers; making advance appointments; creating the circuit schedule; establishing coordinating structures, and preparing materials. Caller recruiting and training includes preparing a story that will elicit a commitment from prospective circuit riders. Making advance appointments, as determined from the research data, precedes setting up a T/L for visiting the designated polis cities. Establishing coordinating structures involves developing a model to coordinate circuit activities such as data interchange/retrieval, travel arrangements; preparing materials for use before, during, and after the Blitz.

TRAINING SET UP

LOCAL RESEARCH

In preparation for the weekend of Blitz training for TM'76/CFC sponsorship, research needs to be done on the local level relative to four major needs. The first step is to verify the circuits over against local wisdom to insure their strategic selection. Once this selection has been verified, contact can then be made with colleagues in each of these communities to obtain key names and positions relative to TM'76/CFC sponsorship. The third step involves the framing and screening of key contacts on the circuit in order to prioritize visits. Finally, it will be necessary to adapt the Council model for the Blitz training weekend to the local situation.

SUMMER '75 CELEBRATION

OPENING



Singing
Summer '75
Songs

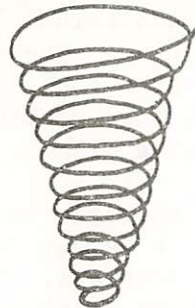
Meal

Conversation
on
Summer
Activities

60

THE EVENT

SPIN



Briefing

Blitz	

45

WORKSHOP

To Elicit

Local Preparation

Local Research	

Decision

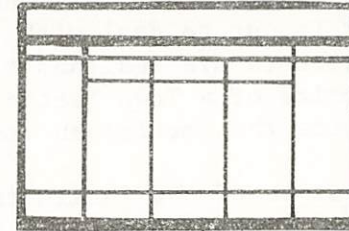
To Do

Blitz

* See resource page

45

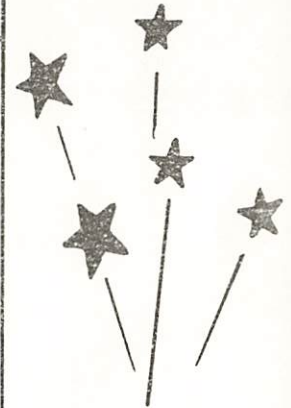
TIMELINE



Preparation
and
Research

20

CLOSING



Announcements

Send Out

10

II.

COMMUNITY FORUM CONTEXT

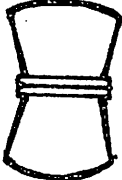
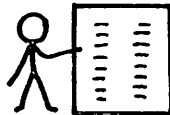
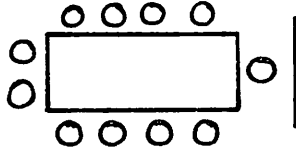
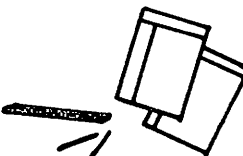
This training construct is a four-hour device that introduces the participants to the Town Meeting design and method, from the Orchestrators perspective. It takes the participant through the entire Town Meeting - 44 hour design and allows him a practical way to get inside the methods and dynamics utilized in Town Meeting 76, which is one manifestation of the Global Community Forum. It begins with a contextual spin that is out to deal with the interior decision to do a Town Meeting. The next three constructs are designed to let the participant get inside the workshops, talks and practices of a Town Meeting. It concludes with a short imaginal Town Meeting which directs the participant to build for himself a continuing training plan.

The style of the instructors utilized in this training tool is the same as a leader in any Town Meeting. That is, non-defensive and affirmative. It is out to affirm both the participant and his relationship to doing future Town Meetings. The style of the four-hour session is celebrative, utilizing singing of Town Meeting songs and group and small-group and individual participation. It is four hours of fun dealing with the future of the movement.

This construct will be very helpful in training local Steering Committees, sponsoring groups, and as a possible follow up for any group who has experienced a Town Meeting. With minor adaptations it is usable in almost any situation where Town Meeting training is needed.

The space in which this training occurs is intentionally decorated with Town Meeting logos and quotes. The tables are covered and a participants packet is placed at each chair, consisting of Town Meeting song book, leaders manual, participant's workbook and registration form. The setting is one of intentionality that demonstrates the dimension of care that Town Meeting is to the world, and conveys to the participant the seriousness in the midst of fun that a Town Meeting is designed to communicate.

This construct was tested, refined in the Global Research Assembly: Chicago, July, 1975, and was used in groups of from 30 to 60 participants. The total construct was printed and distributed to "house" personnel.

CONTEXTUAL SPIN	WORKSHOP PREPARATION	THE TALKS LAB	PREPARATION PLAN
			
<p>ORCHESTRATOR SELF PREPARATION</p> <hr/> <p>IMAGINAL JOURNEY INTENSIFIES PREPARATION</p> <hr/> <p>GLOBAL COMMUNITY FORUM LIFE METHODS</p> <hr/> <p>TRANSPARENT STYLE</p> <hr/> <p>30 minutes</p>	<p>4 MOVEMENTS OF WORKSHOPS</p> <hr/> <p>WORKSHOP FLOW</p> <hr/> <p>WORKSHOP DYNAMICS</p> <hr/> <p>WORKSHOP PROCEDURES</p> <p>60 minutes</p>	<p>CONTEXT FOR TALKS</p> <hr/> <p>PURPOSE OF TALKS</p> <hr/> <p>GROUP IMAGE CREATION</p> <hr/> <p>REPORT AND REFLECTION</p> <p>60 minutes</p>	<p>ISSUES</p> <hr/> <p>CHALLENGES</p> <hr/> <p>PRACTICAL PROPOSALS</p> <hr/> <p>TACTICAL STEPS</p> <hr/> <p>30 minutes</p>
<p>THE ORCHESTRATION PRACTICS</p>		<p>THE STYLE</p> <hr/> <p>THE SET-UP</p> <hr/> <p>THE EVENT</p> <hr/> <p>THE KEYS</p> <hr/> <p>30 minutes</p>	

GLOBAL COMMUNITY FORUM BLITZ OPERATION

Overall rational aim: This session is designed to ground what is involved in the blitz operation by giving a global context to the local circuits, delineating the requirements of being a sponsor, outlining procedures for securing sponsors, and initiating brooding on an effective local plan for covering the circuits.

Existential aim: To create willingness to move into blitz operation as challenging, significant, and possible.

Circuit context

Aim: To excite the group to appropriate global gridding as a screen for circuitry, by using wall grids and explaining the rationale.

Being a Sponsor

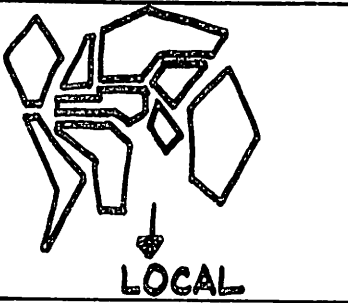
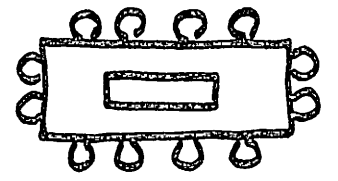

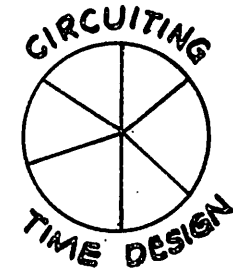
Aim: To get the group clear about who a sponsor is and what he is expected to do, by using 'Sponsors Committee Guide.'

Securing Sponsors

Aim: To excite the group about the possibility of securing sponsors, by presenting and demonstrating available resources to familiarize them with flexible approaches to sponsors.

Local Planning

Aim: To initiate brooding in preparation for the circuit planning dealt with in the following session, by giving perspectives on community analysis, designing use of time and reporting procedures.

PRELUDE	CIRCUITING CONTEXT	BEING A SPONSOR	SECURING SPONSORS	LOCAL PLANNING	POSTLUDE
<p>Songs (might include TM/CFC songs)</p> <p>Overview of Blitz Operation Session</p> <p style="writing-mode: vertical-rl; transform: rotate(180deg);">PROCEDURES</p>	 <p>LOCAL</p> <p>Introduce philosophy of gridding (geo-social care) (2 min.)</p> <p>Talk on gridding Global - Local (6 min.)</p> <p>Art form polis/micro circuits</p> <p>-Look at state map(s) with pre-drawn circuits</p> <p>-Art form conversation, including local and personal experience and research done (17 min.)</p>	 <p>Image sponsor's task</p> <p>Corporately list attributes of sponsor (10 min.)</p> <p>Introduce steering committee image</p> <p>Give task overview of steering committee and amplify (15 min.)</p> <p>Dialogue for clarity (questions, answers issues) (19 min.)</p> <p>Sponsors are finally responsible to bring off GCF (1 min.)</p>	 <p>Spin -- sponsor/ advocate vignettes (5 min.)</p> <p>Walk through framing chart (30 min.)</p> <p>Overview of actuation tools</p> <p>-Potential sponsor visit</p> <p>-Presentation of materials</p> <p>-12 Practical tasks of Sponsors Committee (5 min.)</p> <p>Dramatization of follow-up tools (5 min.)</p>	 <p>CIRCUITING TIME DESIGN</p> <p>Look at community attributes (walk through pages 7-13 & 33B on Sponsorship set-up manual) (15 min.)</p> <p>Brainstorm alternative communities for micro circuits (15 min.)</p> <p>Present and short-course abstract time design for a daily circuit (Get out emphasis on this as a tool for spirit nurture)</p> <p>Context reports and records as logging and accountability</p>	<p>Reflection</p> <ol style="list-style-type: none"> 1. What excited you abt. morning work? 2. Where sense you need practical work to move you out?
<p>TIME</p>	<p>5'</p>	<p>25'</p>	<p>45'</p>	<p>45'</p>	<p>35'</p>
<p>MATERIALS</p>	<p>Song books or Song sheets</p> <p>Prepared grids and maps</p> <p>Town Meeting Set Up manual</p>	<p>Town Meeting Sponsor Committee Guide</p>	<p>TM'76 Sponsorship set up task manual (pages 30, 31, 32, 33, 33b)</p>	<p>Sponsorship set-up task manual</p> <p>Grid of circuits</p> <p>Log notebook</p>	

IV PRACTICAL IMPLEMENTATION

The emphasis of the fourth section of the blitz training is skills training in actually doing the home-work and making a marketing call. The "yes" of a prospective sponsor may depend on the skill of the caller; "Saturday afternoon" session is intended to move the caller from a stance of "willing to go" to a state of "able to call".

Story: Quickly review the training session to this point and rehearse the revolutionary significance of Town Meeting '76/CFC.

Style: Visual Image--speaker(dressed for a marketing call) describes his appearance and spins a moment on non-chalance (we have no plan for the sponsor's life), levity, and profound consciousness.

Actuation Lab

Materials- The purpose of this section is to familiarize the prospective caller with his tool kit. The tools include promotional brochures, manuals, and local advocacy materials as well as spirit life resources that will sustain the callers. (see attached workshop procedures)

Skills Training - Marketing skills training is an intensive, practical experience which allows participants to practice effective methods of marketing TM '76/CFC in polis circuits so that it is appropriate for the particular grassroots situation. (see attached workshop procedures)

Circuitry- The section on Circuitry is a dynamic send-out -- that movement of the day which gets the circuit riders out the door. In the circuit board exercise and the reporting, the circuit riders claim the promise of their assignment and, in advance of the "battle" rehearse the victory that is at hand.

Reflection - Celebration - Commissioning: The training ends with a brief reflection on the weekend, some form of a closing celebration, and a commissioning of the circuit riders.

Global Movement Council
Chicago

SUMMER '75 CELEBRATION

July, '75

MEAL AND
CONVERSATION

One suggestion for sharing the wisdom of Summer '75 with local colleagues is a festive event around a meal. The meal might be an informal one such as a barbeque or dessert party. The singing itself would convey some of the spirit of the Assembly. The meal conversation might be a sharing of the individual journeys of the summer by all present.

SUMMER '75
BRIEF

The two 4 x 4 sections "Summer '75 Brief" and "Blitz Context" might be done as a spin by the prior or some other Assembly participant. The "Summer '75 Brief" is imaged as an imaginal exploding of the summer symbol leading to the global consensus that TM '76/CFC is the primary thrust of this year.

BLITZ CONTEXT

The "Blitz Context" includes four arenas. Suggestions are given on how each arena might be dealt with. The Global Community Forum story may be rehearsed as the TM '76/CFC being the one thrust. To do the "Circuit Image/Blitz" the document "Town Meeting Set-up" (Report of Task Force F), pages 12-15 and the Circuit Layout prepared by your area meeting can be shown, and then move to an explanation of the continental consensus to initiate the circuits through a simultaneous blitz. "Short/long range objectives" might be done by showing the document "Sponsor Committee Guide" to emphasize the simplicity of the task. "Engaging Forces" is a quick look at the 2 remaining 4 x 4 sections in preparation for the workshop that follows.

INTRODUCTION
(10 min.)

- A. Getting the Show on the Road - Sing a song.
- B. Retelling the STORY -
 1. Rehearse that we are on the third section of the weekend workshop.
 2. Lay the context that this is the practical, nitty-gritty, "how-to" section of the weekend.
 3. Recall the profound significance of Town Meeting '76 and/or Community Forum Canada in awakening masses of people to the possibility of engaging their being in building the future.
- C. Delineating the STYLE -
 1. Do a short spin on the importance of all the elements of style-clothes, hair, speech, manner - in communicating an appropriate image.
 2. The emphasis is not on telling people what style to have. but enabling them to develop their own, helpful style through the image projected by the workshop leader.
 3. The key words are brevity, levity, nonchalance and profound consciousness.

I.
MATERIALS
(30 min.)

- A. Hand out the materials -
 1. Before the weekend begins, all materials should be gathered, collated and assembled into neat, professional looking packets for each participant.
 2. At this point in the weekend, each participant is presented with his tool kit, with the appropriate solemnity.
- B. Cataloging the materials -
 1. Encourage participants to page through their materials.
 2. Pass-out a worksheet (or have participants create their own).

3. Each participant lists each element of the materials packet and decides how it could be used in calling.
- C. Art Form Conversation -
 1. Pull back into a group and reflect on the materials together.
 2. What are some of the tools in the packet? Which one did you notice first? Which one impressed you most? What characteristics did you notice about the materials?
 3. Which tool will be most useful to you? Where would you use it? How would somebody else use it? Which tools have more of a back-up function? What tools will you add to your own arsenal?
- D. Spirit Life Materials -
 1. Look through and identify any materials that relate to the caller's symbolic life.
 2. Context the record-keeping function as a powerful journey-reflection tool, as well as a crucial practical activity.

3. Short course the importance of an intentional symbolic life in sustaining the callers on the long march (long bus ride?) and in maintaining a corporate thrust.
4. Split up into three groups and assign a meeting space for each.
 - a. Group 1 quickly creates a ritual(s) that can be used by the calling teams, or the entire group.
 - b. Group 2 designs a common decor piece that can be used on the inside of a briefcase, on the dashboard, etc.
 - c. Group 3 (the most creative) creates a short skit which underlines the cruciality of record-keeping in the context of the historical significance of the task.
5. Come together and present the ritual(s), art form and skit.
6. Shouting, cheering and singing are appropriate.

II.
SKILLS
TRAINING
LAB

Principles
of Phone
Pitch for
Appointment
(10 min.)

Aim: Participants learn methods of securing appointments by phone by saying as little as possible.

A. Short Course Principles -

1. Be prepared to briefly tell the story of TM'76/CFC and ICA
2. Avoid trap of discussing the project over the phone - You need not risk selling TM'76 or CFC over the phone.
3. Refer to examples in addendum - "Phone Pitch for Sponsorship Appointment" in Chicago-Illinois Lab Task Forces G, H.

B. Role play two or three phone pitches.

Aim: To give a context on the operating principles of marketing call.

General
Marketing
Short Course
(15 min.)

A. State the principles and illustrate as needed:

1. Construct closing statement - objective of call is done first
2. Familiarize yourself with proofs of validity - These are any materials which show that the project is what you say it is.
3. Express support and agreement with the person interviewed - Your style is reinforcement of concerns expressed.
4. Know benefits of project - These do not need to be exhaustively stated, but you need familiarity with as many as possible.
5. Objection handling - Two ways of doing this: clarify objection by restating in question form and point out other benefits (do not minimize objection).
6. Probing - Depending on length of call you may need to find out by non-direct and direct methods information relating to sponsors willingness and capability to handle project.

B. Always keep in mind your audience and tailor to need.

Practicing
the
Marketing
Call
(60 min.)

A. Workshop -

1. Brainstorm the benefits, objections, and proofs of validity of the TM'76/CFC

B. Practice marketing calls

1. Demonstration call by pedagogues
2. Reflection and questions
3. Using "Potential Sponsor Visit Sheet," participants construct their own call flow.

4. Participants role play and reflect after each session.

*Possible question:

- What insights?
- What was easy?
- What was difficult?
- What was working or effective?
- What homework do you need to do?

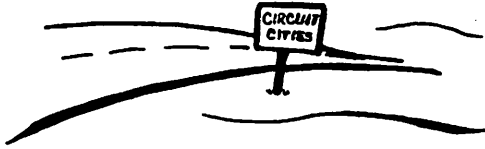
Data
Sheet
(5 min.)

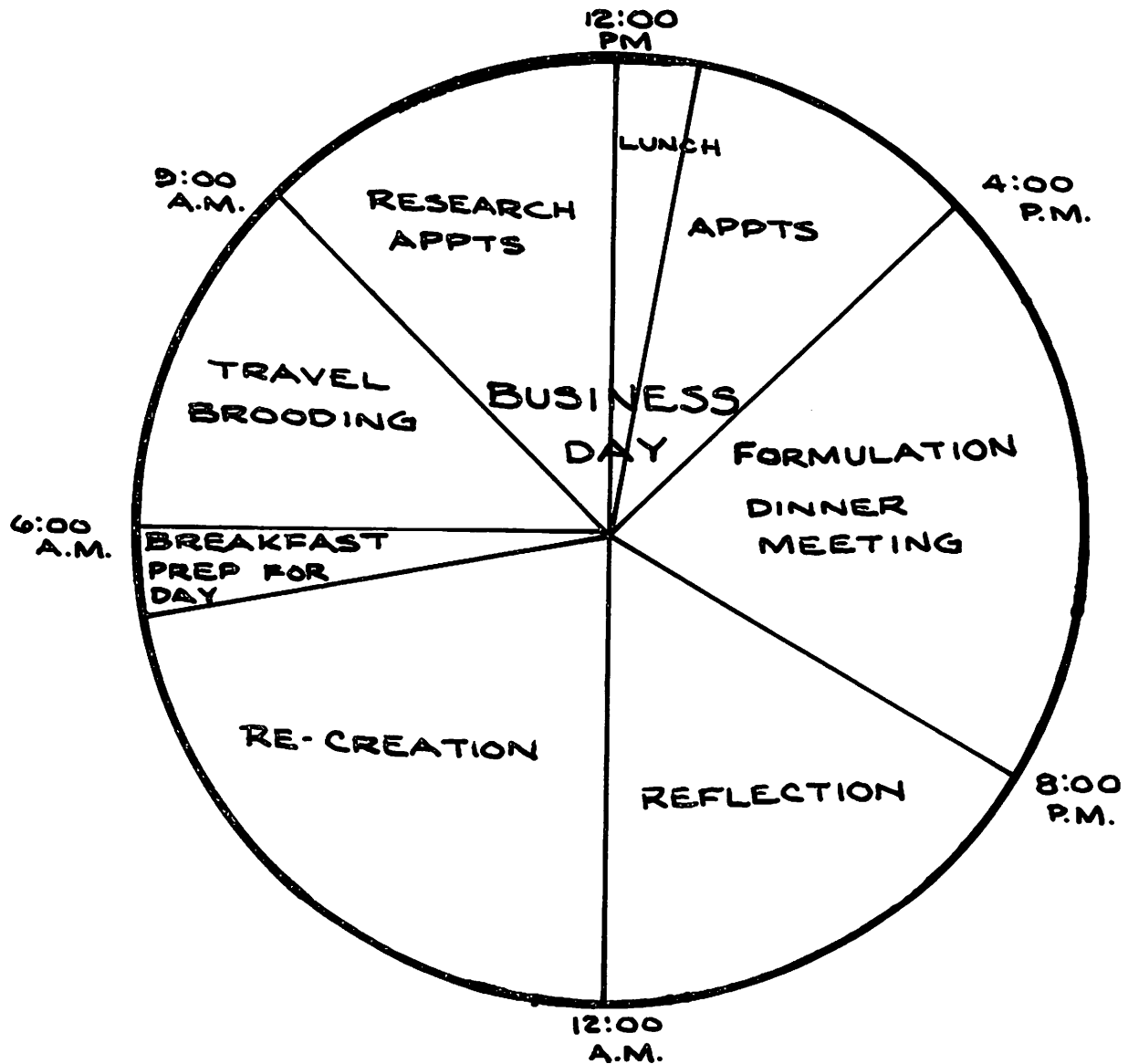
Aim: Briefly look at data sheet as necessary tool for ongoing task.

- A. Review Forms
- B. Fill out as much as possible relative to the given time and information accessible.

MOVEMENT	Instruction
ON STAGE	
INITIAL BENEFIT STATEMENT	
PROOFS	
PROPOSAL	
PROBING	
REINFORCE- MENT	
CLOSING STATEMENT	
OFF STAGE	

Image: "Getting the Show on the Road"

2 min	<p>Song--"Men of Tao" (Winds of Change) mood of invitation, irresistible momentum</p>
2 min	<p>Context--count-down time has arrived, we are now moving into the ready room for final last minute checkout before entering the travel vehicle.</p>
7 min	<p>Circuit Kit--</p> <ol style="list-style-type: none"> 1. polis notebook 2. daily time design 3. road maps 4. itinerary 5. journey log 6. ritual <p>This section is imaged as being used to familiarize circuit riders with contents and use of the Circuit Kit. The "polis notebook" contains research which has been done on the polis, the daily time design provides an imaginal tool for comprehensive planning of the day. A model of the "journey log" is found in S '75 document, Sponsorship Set-Up Task, Task Force G and H, p. 37.</p>
10 min	<p>Circuit Board--</p> <p>(for model, see accompanying "Chisholm Trail Circuit")</p> <p>(6) teams of at least two persons each are assigned to create their own Circuit Board, using poster board 22" x 28", drawing the actual circuit they intend to make, and writing in the names of prospective sponsors with whom appointments are anticipated. A Report needs to be prepared (see Reporting) on two of the appointments as though they had already been completed. The Circuit Board exercise ends with each team "naming" their circuit, and writing in that name at the top of their board.</p>
6 min	<p>Reporting--</p> <p>Each team takes approximately one minute to report on two of their visits, including response of prospective sponsor, materials left with him, and next step. Use ritual to receive each report. Put up Circuit Boards as room decor.</p>
3 min.	<p>Song--"The Sign" (Triumphal Entry March, from Aida) mood of resolve, destinal assignment</p>
30 min.	



The _____ **Circuit**

Journey Log

Date	Team	Daily Summary and Remarks	Next Steps

Blocks

Hints

Blank area for recording blocks.

Blank area for recording hints.

HOUSTON
REGION

CHISOLM TRAIL CIRCUIT

Abilene²²
METRO

