



The Unashamedly Ethical local leadership training manual



Dear UE community leader

This document is designed to give you a brief overview of building a successful local UE community. The details of this are shared at our **“Local Leadership Training Programme”** which I strongly recommend you attend. Check our website for details of upcoming courses in your country/region.

The Three Foundations

The Unashamedly Ethical campaign is built upon three foundations, which every local UE community has in common. These three foundations are what bind our entire global community together:

FOUNDATION #1: A **challenge** to people to make a public commitment to **‘ethics, values and clean living’** (these public commitments are made using the relevant Unashamedly Ethical Commitment Forms which are available on our website: www.unashamedlyethical.com)

FOUNDATION #2: An **online directory** of all our signatories (organizations and individuals), also available on our website.

FOUNDATION #3: A presiding **Ombudsman** who holds all signatories accountable, access to whom is available on our website.

Every local community is built upon these three foundations. It is important to understand how each of them works, because they will be central to all that you do within your local UE community. It is these three foundations which bring your local signatories together. They form the ‘reason for being’ of your community, so their importance cannot be over-emphasized.

Also, these three foundations bind all local UE communities together to form one global UE community. Please visit the UE website and read through the information there to give you the full understanding of these three foundations.

Understanding the purpose – Building Community

Our goal is to **form local communities** of signatories all over the world. The forming of **communities** is our goal, because community relationships are most often the source of personal transformation and marketplace ministry. Our faith is that God will use the campaign to send a wave of ethics, values and clean living through Africa, and across the globe.

What ‘Community’ implies:

- 1) **Community implies a common crisis and/or a common cause.** Our common crisis is the moral decay we see in our world. In response, all local community members have signed the relevant UE Commitment Form/s, are listed on the Online Directory and are accountable to the Ombudsman. These things form the ‘reason-for-being’ of our growing community.
- 2) **Community implies growing relationships.** Building a successful community requires ongoing personal contact (fellowship) between members/signatories.
- 3) **Community implies mutual edification.** We believe that as UE community members, we all require consistently good teaching and encouragement from those gifted to do so. Local UE communities are therefore encouraged to come together regularly to hear good speakers, thereby encouraging one another, and inspiring one another on to love and good deeds.



“Come one and all...”

Unashamedly Ethical is without question a Christian led initiative. But it is important to understand that we seek to include all people groups in the UE community, regardless of religion. The relationships that grow within the local communities between Christians and non-Christians will be highly productive for the Gospel in the long-term.

The process of developing a strong local UE community

In addition to the three foundations of the campaign, we also strongly recommend that local communities form using the 3-step process outlined below:

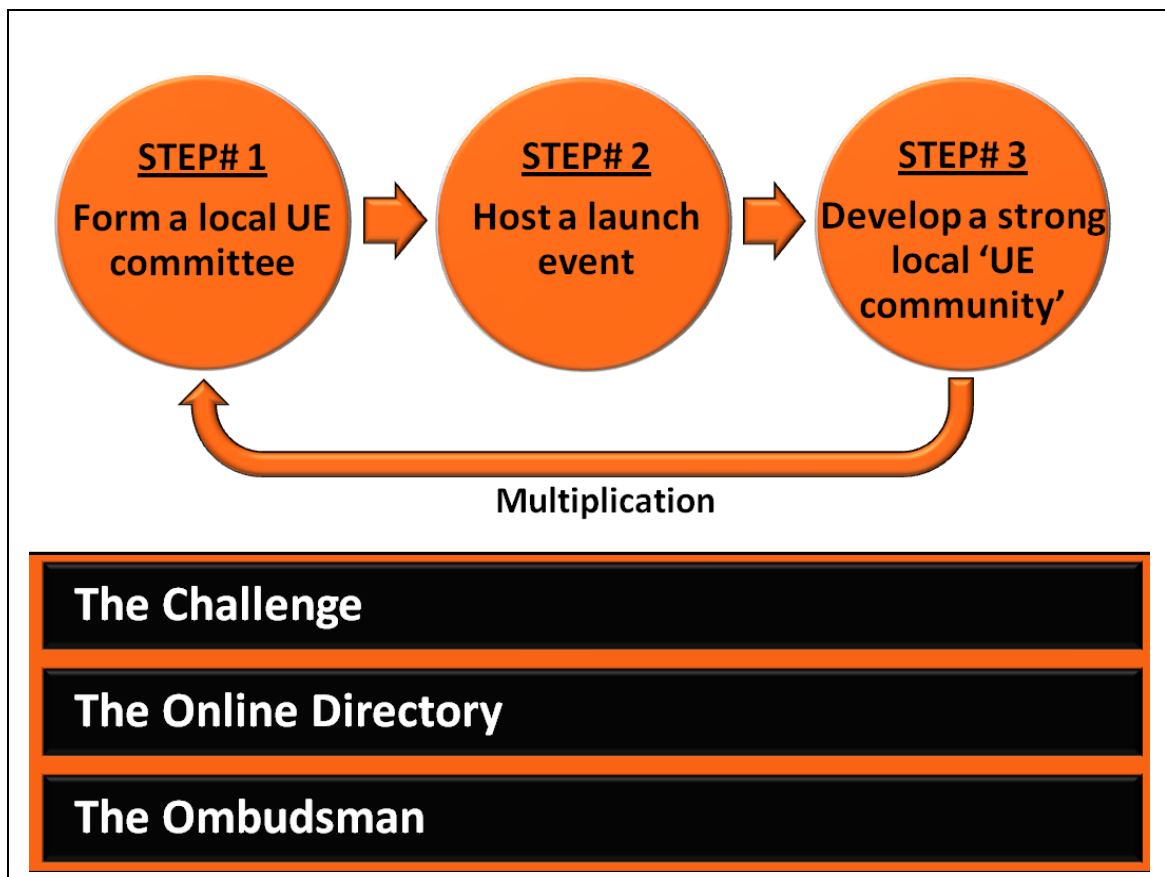


Figure 1: A growing international Unashamedly Ethical community



The 3 foundations within a local UE community

As mentioned above, the 3 foundational elements that every local community has in common are:

- 1) **THE CHALLENGE:** All local members are challenged to sign the Unashamedly Ethical Individual Commitment Form. Then organisational leaders are challenged to commit their entire organizations to the principles of the campaign by signing the relevant Organizational Commitment Forms. The challenge to make these public commitments is a central part of the local community, and should be addressed, or alluded to, at all meetings.
- 2) **THE ONLINE DIRECTORY:** All local signatories are listed on the directory found here: <http://www.unashamedlyethical.com/SearchIndividuals/>. Organizational signatories are listed on the business directory here: <http://www.unashamedlyethical.com/SearchEntities/>. Our encouragement to all local community members and signatories is that they only use fellow UE signatories where possible when sourcing goods and services.
- 3) **THE OMBUDSMAN:** When anyone signs the UE commitment form they submit themselves to the jurisdiction of the presiding Ombudsman. Any member of the public, whether a signatory or not, can lodge a complaint against an UE signatory. These complaints are lodged via e-mail directly to the Ombudsman. Click here for more info: <http://www.unashamedlyethical.com/Ombudsman/>. If your country or region does not yet have a presiding Ombudsman, then one of your tasks will be to establish one. Contact Unashamedly Ethical for guidance in this regard: info@unashamedlyethical.com.

As a leader volunteering to lead a local **Unashamedly Ethical** community, it is highly likely you will be targeting a unique 'community' (e.g. a geographic community, a business organization, an industry, a church community, a school community, an ethnic community, an age-specific community, etc). The more **UE communities** that get 'planted', the better. If your community is geographically close to another local UE community, we recommend that you introduce yourselves to each other for mutual support. You can search for other UE communities on our website.

3 steps, built on 3 foundations

As reflected in *Figure 1* on page 2, once you understand the 3 foundations of the UE campaign, then there are three steps we recommend you take to get your community up and running:

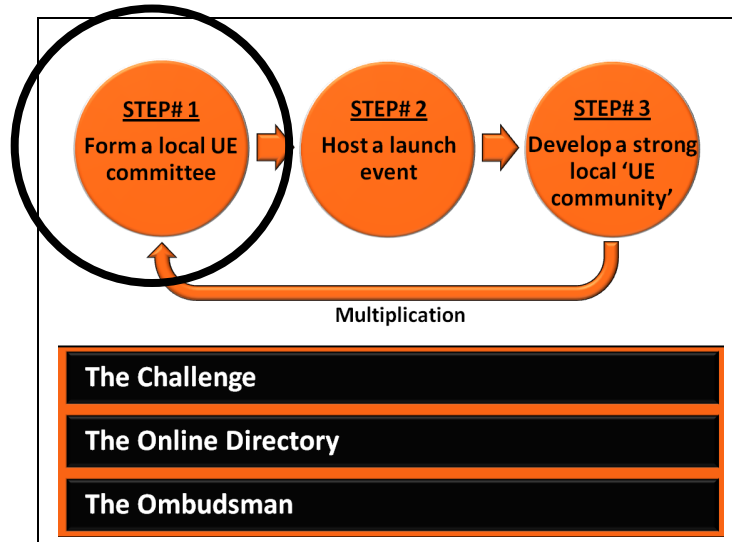
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|-----------------|--|
| STEP #1: | Form a local Unashamedly Ethical committee |
| STEP #2: | Host a launch event |
| STEP #3: | Develop a strong local Unashamedly Ethical community |

Over the next few pages, let's go through these three steps in more detail.



STEP #1

Form a local Unashamedly Ethical committee



One of the great lessons we all learn, to one extent or another, in life is that nothing great can be accomplished alone. The success of your local community will boil down to how good your committee is.

Work hard to approach the right people in a professional way. My advice is that you do so personally. By all means send them information to explain the campaign (use the UE website to help you), but your best results will come from sitting down with your selected people personally and inviting them to join you in serving on the committee.

When selecting who to approach to invite onto your committee, make a list of people who you know are influential in your community, and then add to that list any referrals you may receive to people whom you don't know personally.

If you want to create a Christian environment, then I would also suggest that you invite only Christians to be on your committee. This is obviously up to your own discretion and choice.

What commitment are you expecting from your committee members?

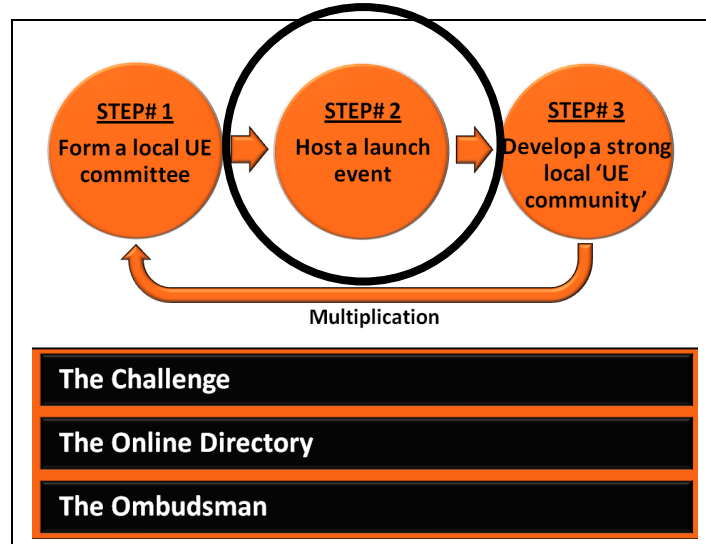
Committee members must be UE signatories, and committed to the **long-term** transformation of their region, and as such should be encouraged to commit to the following:

1. Meeting as a committee at least quarterly (perhaps even monthly)
2. Remaining active for an agreed upon term after the initial launch event (see **STAGE 2** below)
3. Organizing regular Unashamedly Ethical networking meetings (see **STAGE 3** below)



STEP #2

The official UE local launch event



By now you may have already picked the date for your **Unashamedly Ethical launch event**. Your launch event constitutes the birth of your local UE community.

7 suggestions for your launch event

Each of your committee members will be key to getting the invitations for your launch event distributed as widely as possible within the community you aim to reach. At your launch event it is crucial that your speaker/s covers the following topics:

- 1) The speaker should highlight some of the challenges you face in your community regarding unethical conduct and unclean living.
- 2) The speaker should share the vision of the Unashamedly Ethical campaign (“**For us to stand together to stop the flow of corruption and unclean living, and to launch in its place a wave of ethics, values and clean living across the globe.**”). I would strongly suggest that you use the UE video to help with this. The video can be downloaded [HERE](#).
- 3) The speaker at your launch event must explain the 3 foundations upon which the campaign is built:
 - a. The challenge to make a public commitment by signing the relevant UE commitment form/s (downloaded from [HERE](#)).
 - b. The online directory which lists all individual and organizational signatories (available at www.unashamedlyethical.com)
 - c. The ombudsman who holds all our signatories accountable, and under whose jurisdiction all signatories place themselves. Complaints made [HERE](#).
- 4) The speaker must explain the importance of community relationships in all of our lives – how most great changes in our lives come about through relationships. Being part of a healthy community helps us grow! This should then lead to his/her discussing the formation of your local **UE community**, stressing the importance of fostering growing relationships within it.
- 5) Further to this, the speaker must explain how communities develop:

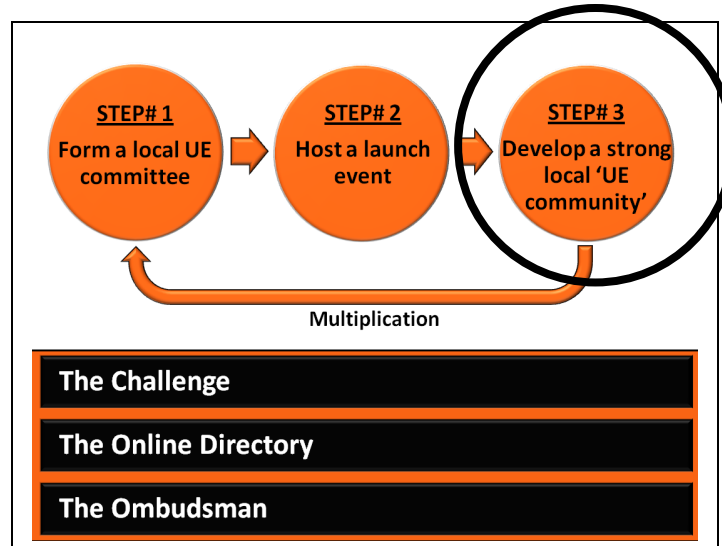


- a. Communities develop around a common interest. Communities have at least one thing which brings disparate people together because it is something that they all have in common (in our case, the three foundations of the campaign which are designed to counteract the moral decay of our world)
 - b. Communities develop when members meet for regular fellowship. Relationships develop best when we meet together physically, and have time to talk and listen to each other.
- 6) The speaker must read through the 10 individual commitments with everyone and challenge the audience to sign the UE Individual Commitment Form. Collect the forms afterwards and enter them onto the UE website [HERE](#) (when capturing new signatories link each signatory to your local community on that page).
- 7) Lastly, the speaker must explain how your community is going to work, and when the first networking meeting will be (I suggest that you make tickets to the next community event available at the launch event – this helps get the ball rolling!).



STEP #3

Developing a strong local 'UE community'



Once you have successfully launched your community, then begins the all important task of building a long-term, strengthening local community of UE signatories. To achieve this we suggest that in addition to any other strategies it wants to implement, your local committee continues to organize ***'Unashamedly Ethical networking meetings'***. Why? Because relationships grow when people spend time together. Our job is to facilitate closer relationships between people based upon the foundation of *"ethics, values and clean living"*. Regular meetings are an essential part of this.

Tips for successful networking meetings.

- 1) Try to meet together as a community at least once a month
- 2) Invite high quality speakers to address your community whenever possible (normally focussing their talk around the 10 UE commitments, or a related topic).
- 3) Advertise the event to your community at least 4 weeks in advance.
- 4) Select a comfortable venue. Charge a fee in keeping with your average member.
- 5) Allow time for your members and guests to talk with each other about the issues of *"ethics, values and clean living"* as it impacts specifically upon them.
- 6) Consistently seek to introduce non-members (non-signatories) to your community. For this reason, members are encouraged to bring guests. To encourage non-Christians to join the community, these events should not be held in a church building.
- 7) Always include the CHALLENGE to sign the UE form (for the benefit of your visitors who are not yet signatories)

Try to ensure that the environment of your meetings is professional and ethically inspiring. This will largely depend on the speaker and the topic you choose for the meeting. One of my strongest recommendations is that you theme your meetings on the 10 UE Individual Commitments. Each month pick a different commitment and ask a good speaker to use this as his/her topic. You can even do the same with the Organizational Commitments. This ensures that your community 'stays on track' and the environment you build never drifts too far from where it needs to be.



Each of the 10 UE commitments presents a slightly different challenge to different types of people. Because your UE community represents a unique demographic, your members have their own challenges to living a clean and ethical life. For example, being “entirely truthful in all I say” (UE Commitment #1) represents a different challenge to a teenager as it does to a corporate executive. Local UE communities should always focus on ‘clean and ethical living’ as it relates specifically to the communities they try to reach, and so bear this in mind when selecting your speakers and topics.

Capturing signatories on the UE website

At all of your events, especially your launch event, you will receive a pile of hard-copy A4 commitment forms completed by your guests. These need to be entered into the Unashamedly Ethical database so that these people/organizations can be listed on the directory, and linked to your community.

The way you will capture these forms is by using the relevant commitment pages on the UE website found:

- Here for individuals:
<http://www.unashamedlyethical.com/CommitmentForm/?form=Individual>
- Here for youth: <http://www.unashamedlyethical.com/CommitmentForm/?form=Youth>
- Here for business organizations:
<http://www.unashamedlyethical.com/CommitmentForm/?form=Business>
- Here for church organizations:
<http://www.unashamedlyethical.com/CommitmentForm/?form=Church>
- Here for government organizations:
<http://www.unashamedlyethical.com/CommitmentForm/?form=Government>

You will need to appoint a data-capturer to do this. Make sure that your data-capturer links all these signatories to your local community (see below).

Using the Unashamedly Ethical online community administration system

You will receive your own administration page on the UE website which you will use to administer your community. You can access this administration section on the page which lists all of our local communities (find your community on the list, then click the “ADMIN” link next to it, then enter your password). Here you will be able to load all your events online. Once you have loaded an event online all of your local members will automatically be notified on their personal UE member’s page.

Using the admin section on the UE website you will also be able to download a spreadsheet of all signatories linked to your community (your ‘members’). Use this spreadsheet to communicate with your members. For this reason it is important that when capturing new commitment forms your data-capturer links the members to your community on the system.

Marketing your events

Ensure that you show your members how to login to their individual member’s profile on the UE website. Explain to them that this is where they will be able to get the latest details on upcoming events. Then make sure that you are diligent to update the event details on your community admin page!



In addition, I would suggest that, using the spreadsheet of members downloaded from your Admin page, you also send a few e-mails to your members advertising your upcoming event.

Other options also include starting a Facebook group for your local community, getting onto Twitter, using bulk sms's to advertise events, etc. Your launch event will probably also include some kind of public advertising. Get creative!

Forming 'Forums' within your community

It has been well said that the most powerful form of fellowship is small groups. Deep friendships, transparency, accountability, personal growth, mutual submission and brotherly love all blossom in a small group which meets regularly. By small group, we mean between 8 and 12 people.

And so we recommend that, while your UE community continues to meet as a whole on a monthly basis, multiple 'Forum' groups should form within it too. These small groups should meet regularly on their own in addition to the large monthly community networking meetings. It is within these small groups that the real transformation in people's lives will begin to take place! Your committee will decide when your community is ready to launch small groups.

Forums: a blueprint for successful small groups

Because running a successful small group is a complicated task, it helps people tremendously to have a blueprint for how to do it. Unashamedly Ethical has formed a close relationship with the '**Forums**' group who specialise in this very thing.

The '**Forums**' organization provides world-class resources and guidelines on how to conduct these small groups successfully. Their documentation and short video series are superb, teaching anyone who wants to lead a Forum all they need to know. Please contact us for these resources – they can be passed onto all your potential 'UE Forum' leaders.

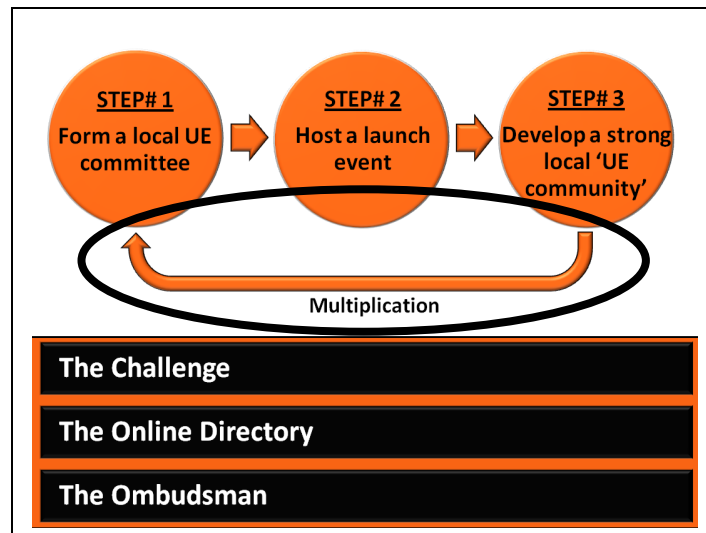
Other ways of strengthening your community

In my opinion, the best way to strengthen your community is to start small group 'Forums' within your community, and then invest into the lives of the leaders of the Forums. But there are infinite other creative ways of strengthening a local community. Here are just some ideas:

- 1) Discuss commitments #9 and #10 and see what you as a community can do together.
- 2) Give members the opportunity in your meetings to share 'testimonials' with the rest of the community – stories of how they were challenged in the area of one of the commitments, what they chose to do, and what happened as a result.
- 3) Encourage your members to use each other's businesses. Find ways to stimulate this.
- 4) Encourage all community members to display the Unashamedly Ethical logo on their business stationary, vehicles and signage. This will breed a great deal of 'team-spirit' within your community, and is a great way to start conversations with non-members about the cause. This will lead to further growth of your community.
- 5) This next suggestion is 'way out there', I'll admit! But music is such a powerful unifying factor. So why not get a theme song for your local community!



Multiplication



Having said everything I just have about building close relationships within your community, here's a suggestion that will seem contradictory: **Don't get too attached to your community.**

A healthy community is like a peaceful pool of water in a fast flowing mountain stream. The fresh water in the pool only stays fresh and clean if the water in it keeps flowing out and fresh water keeps flowing in.

Unashamedly Ethical is all about leadership development

The Unashamedly Ethical campaign will only ever cover the earth if we focus on **leadership development**. Our goal is to find and develop leaders, and if you have potential leaders within your community, you must be looking for the right time to send them out to start their own UE communities, so that they can do what leaders do: LEAD!

UE communities are therefore encouraged to multiply. This should happen organically as your community grows too large for effective meetings.

Every person finds themselves in some form of community (e.g. school communities, church communities, geographic communities, social communities, professional communities, racial communities, sports & hobbies communities, etc). Each person within your community is plugged into other communities. So absolutely anyone can start their own fresh UE community. Members of your initial community might decide to leave and 'plant' their own communities. This is good, and should be encouraged! In fact, I would suggest that as the leader of the 'mother' community, you take the responsibility of coaching your new leaders one-on-one (telephonically once per month is fine) as they take their journey into the unknown of launching their own communities.

You can also facilitate multiplication by inviting potential leaders from neighbouring areas / organizations / industries / etc, who would like to start their own UE communities. These potential leaders would join you for one of your meetings in order to see the vision. They can then register their community online at our website and go through these **STAGES 1 – 3**.

Networking with other local UE community leaders



There are probably other UE communities that meet in your geographic area, and we will try to host regular meetings for the leaders of these separate communities. It is extremely important to us that you, as the leader of an UE community, get to spend time with other UE community leaders. You will learn much from each other and be encouraged to continue your good work. Keep an eye out for invitations from us for events like this and try not to miss them!

The big picture

Imagine a world in which hundreds of millions of people have made a written commitment to ethics, values and clean living. Imagine a world in which countless millions of people are brought into a community which opens discussions about the issues of clean and ethical living. Imagine a world where millions of people who rarely get any challenging and healthy input into their lives are now a part of small groups which lovingly lift them up to live a clean and upright life. Well this dream starts with you. Will you play your part? I trust that you will, and may God bless you as you do!

Faithfully

Steve Johnstone

Unashamedly Ethical – International Coordinator

www.unashamedlyethical.com