

Title: "Group Use for the New DVDs and/or Online Course"

July 18, 2022

Greetings all,

We have gotten a number of e-mails regarding the whole issue of people using our materials as groups, so I thought I would send out an e-newsletter to summarize our thoughts and requests regarding group use.

From what we understand, the usual practice for university courses, professional training seminars (such as the Willow Creek Church Global Leadership Summit), Hollywood movies, or any other source of video content is to charge a much more expensive group-license fee for any situation in which a group of people will be viewing the content. HOWEVER, if you are actually watching it together (for example, sitting together in someone's living room, watching it on the same screen; or even if you are on a zoom call together, with one person playing the DVDs or streaming the course, and then using screen-share so that the rest of the zoom group can view it) -- that is fine, without any additional cost. We are explicitly blessing people to use the DVDs and/or online course in this kind of group setting, without needing a much more expensive group license.

In contrast, if the members of your group want to view the content individually, whenever and wherever it would be most convenient for each individual member, and then only gather as a group for discussions & practice, then please purchase individual copies. In other words, please do not make multiple copies of the DVDs, or share the purchased link, within a group. Again, if your group wants all of the benefits that would come with each group member owning their own copy (again -- each group member enjoying the convenience of viewing the material individually, whenever and wherever it would be most convenient for them to do so), then please purchase a DVD set or online course registration for each member.

I think a good analogy would be a group that wants to use the content from one of our books. If you gather together in one room, and then listen to the group-leader read a chapter out loud, followed by discussion, you only have one copy and you only need one copy. In this context, I have no problem with the group only purchasing one copy, even if it is being shared with the whole group. However, if each member of the group wants to read the material between group meetings, at the times and places that are most convenient for each group member, you would need a copy for each group member, and I would hope that each group member would buy a copy (as opposed to buying just a single copy, and then going to the xerox machine to make "free" copies for everyone else in the group).

Another reference point that might be helpful is to consider the cost of a whole group going to a basic training seminar together. Each group member would of course have to pay their own registration fee, travel costs, hotel costs, and meal costs. Compared to this scenario, owning one registration link or one set of the DVDs and actually viewing them together as a group

would be a bit less convenient, but super, extremely inexpensive. And having a group with members who each get their own copy, so that they can view the material individually, at times and locations of their optimal convenience, would be more expensive than viewing one copy as a group, but still much, much less expensive than all going to a seminar together.

Part of the picture here is that Charlotte and I already give away a LOT of money, time, and materials. Asking people in first-world countries to buy individual copies of our books and videos (again, when they will actually be using the material individually -- each person viewing or reading in the location(s) and at the time(s) that are most convenient for each person), is a big part of what pays our bills and allows us to continue our work.

I hope this makes sense and feels right to all of you.

Blessings,

Dr. Lehman/Karl