



NEW MUSLIM MENTOR TRAINING





INTRODUCTION



Zubair Adamjee

- Extensive experience inviting people to Islam
- New Muslim mentor & coach (since 2014) (250 contacts)
- Trainer - Presenting Islam & convert coaching (since 2014)
- Spiritual, personal & relationship development coach
- Cyber security researcher
- Socials: @CoachZubair | coachzubair.com
- Email: z.adamjee@sapienceinstitute.org

Four Gifts



Abu Hurairah and Abu Sa'id Al-Khudri (May Allah be pleased with them) reported:

The Messenger of Allah (ﷺ) said, "When a group of people assemble for the remembrance of Allah, the angels surround them (with their wings), (Allah's) mercy envelops them, Sakinah, or tranquillity descends upon them and Allah makes a mention of them before those who are near Him."

[Muslim].

وعنه وعن أبي سعيد رضي الله عنهما قالا: قال رسول الله صلى الله عليه وسلم: "لا يقعد قوم يذكرون الله عز وجل إلا حفتهم الملائكة، وغشيتهم الرحمة ونزلت عليهم السكينة، وذكرهم الله فيمن عنده" ((رواه مسلم)).

Reference : Riyad as-Salihin 1448
In-book reference : Book 15, Hadith 41

Keep Pumping



As long as you pump in
quality & focus you will
keep getting **massive value!**

(Knowledge, wisdom, facilitation & rewards)

**Who has invited
someone to Islam?**

**Who has invited a new
Muslim to salah??**

Module 1: The Why & the What

- Why spend **time** in Dawah?
- Let's get the **objective** and **metrics** clear
- **Why** invest in Post-Shahadah da'wah & coaching?
- Dawah **risks**, expenses & wins

Module 2: Know Your Audience

- **3 elements for understanding New Muslims**
- **Milestones for a New Muslim**
- **Possibilities & success stories**
- **Refined perspective**

Module 3: Revert Success Teams

- **Customer Success Teams VS Customer Support Teams**
- **Best practices for Revert retention & development**
- **Structure of a Revert Success Team**

Module 4: First Meeting & Development Plan

- **Finding new Muslims**
- **Share resources**
- **Introduction**
- **Discuss common obstacles**
- **Explain**
- **Agree on next steps**
- **Suggest a plan**

Module 5: Regular Follow Ups

- **Process & Culture**
- **Structure & Content**
- **Do's & Don'ts**
- **Common Pitfalls**

Module 6: Personal Development

- **Milestones & Goals**
- **Atomic Habits**
- **Listening, empathy & empowerment**
- **Further learning on personal development**

Q&A





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MODULE ONE: THE WHY & THE WHAT

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Module One

- **Why spend time in da'wah?**
- **Let's get the objective & metrics clear!**
- **Why invest in Post-Shahadah Da'wah & Coaching?**
- **Da'wah risk, expenses & wins.**

Sahl bin Sa'd (May Allah be pleased with him) reported:

The Prophet (ﷺ) said to 'Ali (May Allah be pleased with him), "By Allah, if a single person is guided by Allah through you, it will be better for you than a whole lot of red camels."

[Al-Bukhari and Muslim].

وعن سهل بن سعد رضي الله عنه أن النبي صلى الله عليه وسلم قال لعلي رضي الله عنه : "فوالله لأن يهدي الله بك رجلا واحدا خير من حمر النعم" ((متفق عليه))

Reference : Riyad as-Salihin 1379
In-book reference : Book 12, Hadith 4

FOUR PILLARS OF SUCCESS

SURAT UL ASR

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What is your worldview?



- **Love of Allah**
- **Vacation in paradise**
- **Raising your standard**
 - **Primary goal**
- **Quality of life**
 - **Passion & focus**

Module One

- **Why spend time in da'wah?**
- **Let's get the objective & metrics clear!**
- **Why invest in Post-Shahadah Da'wah & Coaching?**
- **Da'wah risk, expenses & wins.**

Purpose & Effort

What is the end goal of your da'wah activity?

- 1. Create interest to know more**
- 2. Convey (intelligently, confidently, clearly, compassionately)**
- 3. Connect the world with Allah (one soul at a time)**

What are your metrics?



What are your metrics?

- 1. Number of attempts, views, clicks, distribution, conversation?**
- 2. Numbers of shahadahs?**
- 3. Number of people you are regularly developing?**
- 4. Consistent best efforts with or without publicity.**

Module One

- **Why spend time in da'wah?**
- **Let's get the objective & metrics clear!**
- **Why invest in Post-Shahadah Da'wah & Coaching?**
- **Da'wah risk, expenses & wins.**

Why “Develop” New Muslims?

- **Da’wah is very active - nationally and internationally.**
- **Thousands of people are coming to Islam every year.**
- **However, there is not an effective follow-up system or plan for new Muslims.**
- **Little importance is placed on developing new Muslims**

WHY “DEVELOP” NEW MUSLIMS? QUR’AN?

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Qur'an 16:92

وَلَا تَكُونُوا كَالَّتِي نَقَضَتْ غَزْلَهَا مِنْ بَعْدِ قُوَّةٍ أَنْكَا تَتَّخِذُونَ أَيْمَانَكُمْ دَخَلًا بَيْنَكُمْ أَنْ تَكُونَ أُمَّةٌ
هِيَ أَرْبَىٰ مِنْ أُمَّةٍ ۚ إِنَّمَا يَبْلُوكُمُ اللَّهُ بِهِ ۚ وَلِيُبَيِّنَ لَكُمْ يَوْمَ الْقِيَمَةِ مَا كُنْتُمْ فِيهِ تَحْتَلِفُونَ ٩٢

“Do not be like the woman who ‘foolishly’ unravels her yarn after it is firmly spun, by taking your oaths as a means of deceiving one another in favour of a stronger group. Surely Allah tests you through this. And on the Day of Judgment He will certainly make your differences clear to you.”

WHY “DEVELOP” NEW MUSLIMS? HADITH?

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Narrated Ibn `Abbas:

When the Prophet (ﷺ) sent Mu`adh to Yemen, he said to him, "You are going to a nation from the people of the Scripture, so let the first thing to which you will invite them, be the Tauhid of Allah. If they learn that, tell them that Allah has enjoined on them, five prayers to be offered in one day and one night. And if they pray, tell them that Allah has enjoined on them Zakat of their properties and it is to be taken from the rich among them and given to the poor. And if they agree to that, then take from them Zakat but avoid the best property of the people."

وَحَدَّثَنِي عَبْدُ اللَّهِ بْنُ أَبِي الْأَسْوَدِ، حَدَّثَنَا الْفَضْلُ بْنُ الْعَلَاءِ، حَدَّثَنَا
إِسْمَاعِيلُ بْنُ أُمَيَّةَ، عَنْ يَحْيَى بْنِ عَبْدِ اللَّهِ بْنِ مُحَمَّدٍ بْنِ صَيْفِيٍّ، أَنَّهُ
سَمِعَ أَبَا مَعْبُدٍ، مَوْلَى ابْنِ عَبَّاسٍ يَقُولُ سَمِعْتُ ابْنَ عَبَّاسٍ، يَقُولُ لَمَّا
بَعَثَ النَّبِيُّ صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ مُعَاذًا نَحْوَ الْيَمَنِ قَالَ لَهُ " إِنَّكَ
تَقْدُمُ عَلَى قَوْمٍ مِنْ أَهْلِ الْكِتَابِ فَلْيَكُنْ أَوَّلَ مَا تَدْعُوهُمْ إِلَى أَنْ
يُوحِّدُوا اللَّهَ تَعَالَى فَإِذَا عَرَفُوا ذَلِكَ فَأَخْبِرْهُمْ أَنَّ اللَّهَ فَرَضَ عَلَيْهِمْ
خَمْسَ صَلَوَاتٍ فِي يَوْمِهِمْ وَلَيْلَتِهِمْ، فَإِذَا صَلُّوا فَأَخْبِرْهُمْ أَنَّ اللَّهَ
افْتَرَضَ عَلَيْهِمْ زَكَاةً فِي أَمْوَالِهِمْ تُؤْخَذُ مِنْ غَنِيِّهِمْ فَتُرَدُّ عَلَى فَقِيرِهِمْ،
فَإِذَا أَقْرَأُوا بِذَلِكَ فَخُذْ مِنْهُمْ وَتَوَقَّ كَرَائِمَ أَمْوَالِ النَّاسِ ."

Reference

: Sahih al-Bukhari 7372

In-book reference

: Book 97, Hadith 2

USC-MSA web (English) reference : Vol. 9, Book 93, Hadith 469

(deprecated numbering scheme)

Why “Develop” New Muslims?

- **Imagine if a competitor were to take your clients.**
- **Which competitor is active?**

**So how do we look in front of
Allah if we FOCUS only on
da'wah to non-Muslims?**

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New Muslim VS Influential Non Muslim

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Qur'an [80:1-3]

عَبَسَ وَتَوَلَّى ١

He frowned and turned 'his attention' away,

أَنْ جَاءَهُ الْأَعْمَى ٢

'simply' because the blind man came to him 'interrupting'.

وَمَا يُدْرِيكَ لَعَلَّهُ يَظُنُّ ٣

You never know 'O Prophet', perhaps he may be purified,

Qur'an [80:4-7]

أَوْ يَذَّكَّرُ فَتَنْفَعَهُ الذِّكْرَى ٤

or he may be mindful, benefitting from the reminder.

أَمَّا مَنْ أَسْتَفْتَى ٥

As for the one who was indifferent,

فَأَنْتَ لَهُ تَصَدَّى ٦

you gave him your 'undivided' attention,

وَمَا عَلَيْكَ أَلَّا يَزَكَّى ٧

even though you are not to blame if he would not be purified.

Qur'an [80:8-10]

وَأَمَّا مَنْ جَاءَكَ يَسْعَى ۝۸

But as for the one who came to you, eager 'to learn',

وَهُوَ يَخْشَى ۝۹

being in awe 'of Allah',

فَأَنْتَ عَنْهُ تَلَهَّى ۝۱۰

you were inattentive to him.

Qur'an [9:122]

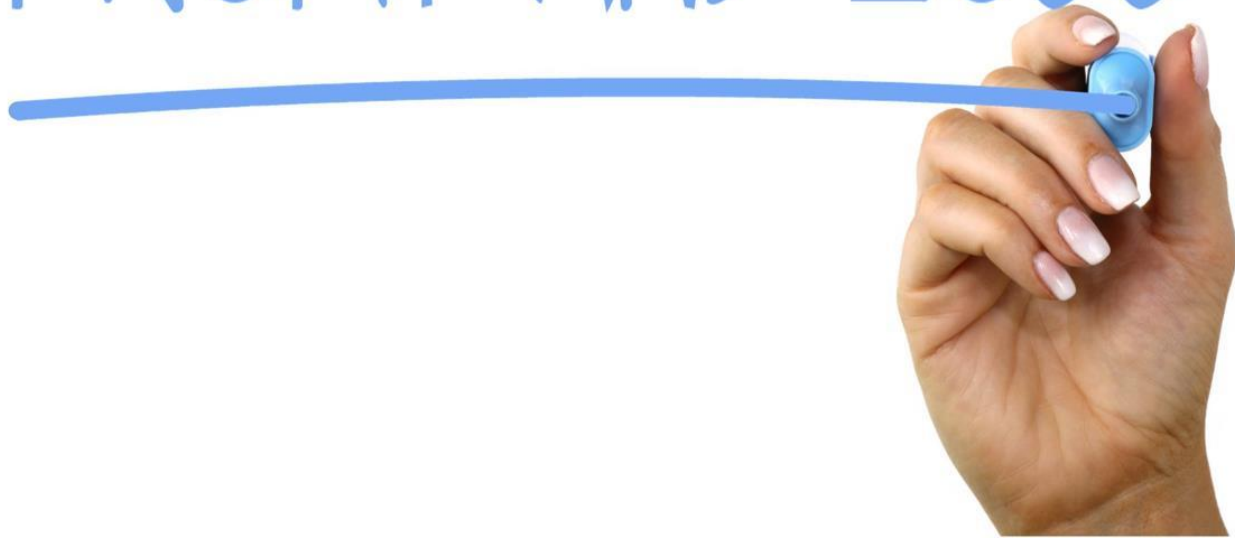
وَمَا كَانَ الْمُؤْمِنُونَ لِيَنْفِرُوا كَآفَّةً ۚ فَلَوْلَا نَفَرَ مِنْ كُلِّ فِرْقَةٍ مِّنْهُمْ طَائِفَةٌ لِّيَتَفَقَّهُوا
فِي الدِّينِ وَلِيُنذِرُوا قَوْمَهُمْ إِذَا رَجَعُوا إِلَيْهِمْ لَعَلَّهُمْ يَحْذَرُونَ ١٢٢

‘However,’ it is not necessary for the believers to march forth all at once. Only a party from each group should march forth, leaving the rest to gain religious knowledge then enlighten their people when they return to them, so that they ‘too’ may beware ‘of evil’.

Module One

- **Why spend time in da'wah?**
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- **Da'wah risk, expenses & wins.**

PROFIT AND LOSS



Business Closing Down

Huge sales but still no profits.



Why?

Business Closing Down

- **Expenses**
 - **Sincerity**
 - Fame, wealth & women
 - **Desensitization**
 - (To sins & evil)
 - **Confusion**
 - Unnecessary shubuhah engaging with people out of your league



Business Closing Down

- **What if expenses are in check?**
- **What else can go wrong?**

Retention & Development VS Refunds



**Do you have the ability &
responsibility to change?**

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Choices

- **How will you spend your time?**
- **Who will you spend your time with?**
- **What will you focus on?**
- **What will you do?**

Module One

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Q&A

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MODULE TWO: KNOW YOUR AUDIENCE

2



Module Two

- **Understanding new Muslims**
- **Milestones for a new Muslim**
- **Possibilities & success stories**
- **Refined perspective**

**Have you ever
witnessed a shahadah?**

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How did it
make you
FEEL?

True OR False?

- **New Muslims usually have stronger imaan than born Muslims because they chose to be Muslims.**

- **New Muslims need extra support because of their situation.**

- **New Muslims are more tested than other Muslims.**



What are the challenges that are faced by new Muslims?

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What experiences do you have in dealing with Reverts?



Top 12 Challenges Faced By New Muslims

- 1. Abandonment by family & friends**
- 2. Forced to leave home or hide one's faith**
- 3. Unemployment or termination**
- 4. Debt & financial difficulties**
- 5. Victim of abuse**
- 6. Legal troubles & can't afford help**
- 7. Developing doubts about Islam**
- 8. Very little knowledge about Islam**
- 7. Not practicing the basic obligations**
- 8. Not receiving enough help from the Muslims**
- 9. Loneliness & isolation.**
- 10. Identity crisis**

Which is because they are a new Muslim?

1. **Abandonment by family & friends**
2. **Forced to leave home or hide one's faith**
3. **Unemployment or termination**
4. **Debt & financial difficulties**
5. **Victim of abuse**
6. **Legal troubles & can't afford help**
7. **Developing doubts about Islam**
8. **Very little knowledge about Islam**
7. **Not practicing the basic obligations**
8. **Not receiving enough help from the Muslims**
9. **Loneliness & isolation.**
10. **Identity crisis**

True OR False?

The social, relationship, financial & accommodation challenges that new Muslims face are because they chose Islam.

True OR False?

The next thing to focus on is to teach them the “how to” of Taharah & Salah.

What happens after?
What's next?

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INSPIRING REVERT STORIES

BY: COACH ZUBAIR



3 Elements for Understanding Reverts

**Motivation &
priority level of
Islam in their life.**

Social situation

- **Relationships**
- **Finance**
- **Cause**

Psychology

- **Their condition**
- **Severity**

True OR False?

A new Muslims development journey is usually forward moving and not like a roller coaster.

True OR False?

A new Muslims usually has a pretty clear understanding of the basics of Islam & the Islamic worldview.

Module Two

- Understanding new Muslims
- Milestones for a new Muslim
- Possibilities & success stories
- Refined perspective

New Muslim Milestones

1. **[MOTIVATION] Strengthen FAITH in shahadah**
 - **Dua**
 - **Environment: Content - Activities -
Companions**
 - **Discussion (1 on 1, Group Calls)**

New Muslim Milestones

2. Learn & Practise (Salah)

3. During Learning Sessions

- **Keep a balance of technical & spiritual content**
 - i. Names & attributes of Allah**
 - ii. Seerah of the Prophet (saw)**
 - iii. Aakhirah**
 - iv. Hadith on virtues (e.g. Riyad us Saliheen)**

New Muslim Milestones

4. 5 daily prayers & Jummah (Friday prayer)

5. Community participation

- **Halaqa / classes / Volunteering**
- **Activity / volunteering / da'wah**

Module Two

- Understanding new Muslims
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- Possibilities & success stories
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**IMAGINE THE
POSSIBILITIES!**





Sent

to

@CoachZubair:

“I wanted to share a quick note with you. [Anon] & I sat in the middle of the sanctuary & somehow by the mercy of Allah I felt very comfortable & easy about it. It’s so unlike me to not freak out in the middle of a massive crowd like that. SubhanAllah!

[Anon] sat next to me & when it came time to pray, there was a girl [Anon]’s age directly in front of [Anon] praying with her dad, & this other little girl was praying properly (instead of laying down on her belly she was making suhood properly) & [Anon] was mimicking this. More than that, I could see in the look on [Anon]’s face that she was learning something. There was something stirring inside her heart. She saw another child at prayer & she was feeling a belonging & camaraderie with this little girl. They were in a way praying together, & having a shared experience.

I don’t know how to express how special that moment was to me. I almost wept right there in the middle of the ummah! 🤍🙌👉”

Sent to @CoachZubair:

“I wish I lived in Toronto and I could talk with you in person. You’re my biggest support system. My only support system. Nobody else inspire me to feel hopeful about the future. I’ve got ideas now about getting a drivers licence for the 1st time in 12 years. Taking college courses, shaping an identity. Now only to put it into practice and be a doer. I have for so long been shut inside this apartment, being a spectator and not participating in my own life. It’s so difficult to take a decade of watching my life go by and now trying to summon the bravery to be an actor in my own life.

Thinking about these possibilities has been a very big change for me alhamdulillah. I hope you know that coach. Before, pondering even a possibility of getting involved with anything besides secluding myself at home with my music and movies, would have been a completely foreign concept to me. Yet today I’m at least contemplating possibilities. That’s something, don’t you think?”



Module Two

- **Understanding new Muslims**
- **Milestones for a new Muslim**
- **Possibilities & success stories**
- **Refined perspective**

Consider Shahadah as:

**A brother or sister
returning and
expressing
interest to follow
the Deen**

- **Signing up for
a free trial at a
gym**
- **Sales funnel**

**Don't forget the
competition!**

Refined Perspective

- **They have different motivation levels**
 - **(Can be low in the beginning)**
- **Motivation and faith can go up and down**
 - **(Like a roller coaster)**
- **Progress is likely to be slow**
- **Challenges:**
 - **Habits, culture, desires, company, shaytaan.**
- **They may not have the true picture of Islam**
- **Opportunity of the community is huge**
- **All social issues may not be because of Islam**

Module Two

- **Understanding new Muslims**
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- **Possibilities & success stories**
- **Refined perspective**

Q&A

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MODULE THREE: REVERT SUCCESS TEAMS

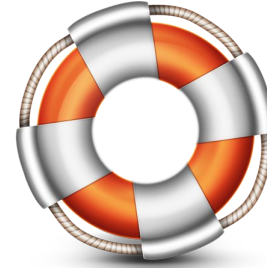
2



Module Three

- **Customer Success VS Customer Support**
- **Best practices for Revert retention & development**
- **Structure of a Revert Success Team**

Emerging Role



Customer Success

Customer Support

Proactive

Reactive

Long-term focus

Short-term focus

Drives product value (Why)

Resolves product issues (Q&A)

Module Three

- **Customer Success VS Customer Support**
- **Best practices for Revert retention & development**
- **Structure of a Revert Success Team**

Contact Exchange

- **Give them your business card, OR...**
- **Introduce your services to:**
 - **Imams / management**
 - **Street Da'wah Teams**
 - **Marriage Officers**
 - **General public / conferences**



How to Fail New Muslims



- **Be careful who you introduce them to**
- **Social events (Working toward integration & empowerment)**
- **Educate general public**
 - **People eager to correct (doing so without wisdom or etiquette)**
 - **Careful about ethnic, political & other comments**
 - **Also prep new Muslims about how to be patient with such things**
- **Be careful with Whatsapp groups (they can be chaos)**

Module Three

- **Customer Success VS Customer Support**
- **Best practices for Revert retention & development**
- **Structure of a Revert Success Team**

- **Proactive Du'aats**
- **Convert Coaches**
- **Passive Teachers**
- **General Helpers**
- **Pr / Social**

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Process & Culture

- **Recruit a team: Committed Individuals with clear weekly commitments (1 to 2 hours a week)**
- **Encourage learning**
- **Weekly status updates (learn, outreach, follow-ups)**
- **Personal growth by seeking Islamic knowledge**

Get the training manual(s) in resources section

Module Three

- **Customer Success VS Customer Support**
- **Best practices for Revert retention & development**
- **Structure of a Revert Success Team**

Q&A

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MODULE FOUR: FIRST MEETING & DEVELOPMENT PLAN

2



Module Four

- **Finding new Muslims**
- **Introduction**
- **Explain**
- **Suggest a plan**
- **Share resources**
- **Discuss common obstacles**
- **Agree on next steps**



**Before we start,
let's clarify
something...**

**What's a new Muslim?
Time? Ethnicity? Or...**

Where & how do you find NEW MUSLIMS?



- **Non-practicing Muslims**
- **Lacking purpose**
- **Emptiness**
- **New faces in the Masjid**
- **Revert marriages**
- **meetup.com or current platforms/apps**

Module Four

- Finding new Muslims
- Introduction
- Explain
- Suggest a plan
- Share resources
- Discuss common obstacles
- Agree on next steps

Introduction

- [Insert name]:
 - “I am part of **Sapience Institute**, we bring several years of experience and are here to coach and empower you in your spiritual journey.”
- How much time do they have?
- What are their hobbies, interests, education level & job?
- Current commitments (such as school or work).
- Asking them to sharing what they know about Islam.

Module Four

- Finding new Muslims
- Introduction
- Explain
- Suggest a plan
- Share resources
- Discuss common obstacles
- Agree on next steps

Explain

- **Islamic worldview: Why are we here?**
- **Who is Allah?**
- **Path to Paradise requires effort!**
- **Loving & believing in Allah necessitates we obey Him**
- **It will be gradual and at your own pace**

How

- **Discuss Not Lecture**
- **Ask open ended questions**
- **Understand their thought process**
- **Check-in with them**
- **Make them comfortable to be authentic with you**
- **Avoid Arabic terminologies and/or explain it to them**
 - **(Don't use them too much)**

Why are we here?

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What is this world like?



What is this world like?



What is this world like?















The Beginning [Qur'an 2:30-31]

وَإِذْ قَالَ رَبُّكَ لِلْمَلَائِكَةِ إِنِّي جَاعِلٌ فِي الْأَرْضِ خَلِيفَةً قَالُوا أَتَجْعَلُ فِيهَا مَنْ يُفْسِدُ فِيهَا وَيَسْفِكُ الدِّمَاءَ وَنَحْنُ نُسَبِّحُ بِحَمْدِكَ وَنُقَدِّسُ لَكَ قَالَ إِنِّي أَعْلَمُ مَا لَا تَعْلَمُونَ ٣٠

‘Remember’ when your Lord said to the angels, “I am going to place a successive ‘human’ authority on earth.” They asked ‘Allah’, “Will You place in it someone who will spread corruption there and shed blood while we glorify Your praises and proclaim Your holiness?” Allah responded, “I know what you do not know.”

وَعَلَّمَ آدَمَ الْأَسْمَاءَ كُلَّهَا ثُمَّ عَرَضَهُمْ عَلَى الْمَلَائِكَةِ فَقَالَ أَقْبِلُونِي بِأَسْمَاءِ هَؤُلَاءِ إِنْ كُنْتُمْ صَادِقِينَ ٣١

He taught Adam the names of all things, then He presented them to the angels and said, “Tell Me the names of these, if what you say is true?”

قَالُوا سُبْحَانَكَ لَا عِلْمَ لَنَا إِلَّا مَا عَلَّمْتَنَا إِنَّكَ أَنْتَ الْعَلِيمُ الْحَكِيمُ ٣٢

They replied, “Glory be to You! We have no knowledge except what You have taught us. You are truly the All-Knowing, All-Wise.”

Why Create Humans?

- **Why create man?**
- **Choice**
- **Who knows everything?**
- **Wisdom of Allah**
- **Our knowledge**
- **Submission & trust**

The Superiority of Adam [Qur'an 2:33]

قَالَ يٰٓآدَمُ اُنَبِّئْهُمْ بِأَسْمَائِهِمْ ۖ فَلَمَّآ اُنْبَاَهُمْ بِأَسْمَائِهِمْ قَالَ اَلَمْ اَقُلْ لَّكُمْ اِنِّىۤ اَعْلَمُ غَيْبَ
السَّمٰوٰتِ وَالْاَرْضِ وَاَعْلَمُ مَا تُبْدُوْنَ وَمَا كُنْتُمْ تَكْتُمُوْنَ ۝۳۳

Allah said, “O Adam! Inform them of their names.” Then when Adam did, Allah said, “Did I not tell you that I know the secrets of the heavens and the earth, and I know what you reveal and what you conceal?”

The Test for Angels & Satan [Qur'an 2:34]

وَإِذْ قُلْنَا لِلْمَلَائِكَةِ اسْجُدُوا لِآدَمَ فَسَجَدُوا إِلَّا إِبْلِيسَ أَبَىٰ وَاسْتَكْبَرَ وَكَانَ مِنَ الْكَافِرِينَ ٣٤

And ‘remember’ when We said to the angels, “Prostrate before Adam,” so they all did—but not Iblîs, who refused and acted arrogantly, becoming unfaithful.

The Arrogance of Satan [Qur'an 38:75-77]

قَالَ يَا إِبْلِيسُ مَا مَنَعَكَ أَنْ تَسْجُدَ لِمَا خَلَقْتُ بِإِيْدِي ۖ أَتَسْتَكْبِرُتَ أَمْ كُنْتَ مِنَ الْعَالِينَ ٧٥

Allah asked, “O Iblîs! What prevented you from prostrating to what I created with My Own Hands? Did you ‘just’ become proud? Or have you always been arrogant?”

قَالَ أَنَا خَيْرٌ مِّنْهُ ۖ خَلَقْتَنِي مِن نَّارٍ وَخَلَقْتَهُ مِن طِينٍ ٧٦

He replied, “I am better than he is: You created me from fire and him from clay.”

قَالَ فَأَخْرِجْ مِنْهَا فَإِنَّكَ رَاجِعٌ ٧٧

Allah commanded, “Then get out of Paradise, for you are truly cursed.

The Test of Adam [Qur'an 2:35]

وَقُلْنَا يَا آدَمُ اسْكُنْ أَنْتَ وَزَوْجُكَ الْجَنَّةَ وَكُلَا مِنْهَا رَغَدًا حَيْثُ شِئْتُمَا وَلَا تَقْرَبَا هَذِهِ
الشَّجَرَةَ فَتَكُونَا مِنَ الظَّالِمِينَ ٣٥

We cautioned, “O Adam! Live with your wife in Paradise and eat as freely as you please, but do not approach this tree, or else you will be wrongdoers.”

The Deception from Satan [Qur'an 2:35]

وَقُلْنَا يَا آدَمُ اسْكُنْ أَنْتَ وَزَوْجُكَ الْجَنَّةَ وَكُلَا مِنْهَا رَغَدًا حَيْثُ شِئْتُمَا وَلَا تَقْرَبَا هَذِهِ
الشَّجَرَةَ فَتَكُونَا مِنَ الظَّالِمِينَ ٣٥

We cautioned, “O Adam! Live with your wife in Paradise and eat as freely as you please, but do not approach this tree, or else you will be wrongdoers.”

The Reaction from Adam [Qur'an 7:23]

قَالَا رَبَّنَا ظَلَمْنَا أَنْفُسَنَا وَإِنْ لَمْ تَغْفِرْ لَنَا وَتَرْحَمْنَا لَنَكُونَنَّ مِنَ الْخَاسِرِينَ ٢٣

They replied, “Our Lord! We have wronged ourselves. If You do not forgive us and have mercy on us, we will certainly be losers.”

The Deception from Satan [Qur'an 7:20]

فَوَسْوَسَ لَهُمَا الشَّيْطَانُ لِيُبْدِيَ لَهُمَا مَا وُورِيَ عَنْهُمَا مِنْ سَوْءَاتِهِمَا وَقَالَ مَا نَهَاكُمَا رَبُّكُمَا
عَنْ هَذِهِ الشَّجَرَةِ إِلَّا أَنْ تَكُونَا مَلَكَيْنِ أَوْ تَكُونَا مِنَ الْخَالِدِينَ ۝ ٢٠

Then Satan tempted them in order to expose what was hidden of their nakedness. He said, “Your Lord has forbidden this tree to you only to prevent you from becoming angels or immortals.”

Here we are [Qur'an 2:38-39]

قُلْنَا أَهْبَطُوا مِنْهَا جَمِيعًا ۖ فَإِمَّا يَأْتِيَنَّكُمْ مِنِّي هُدًى فَمَنْ تَبَعَ هُدَايَ فَلَا خَوْفٌ عَلَيْهِمْ وَلَا هُمْ يَحْزَنُونَ ۝ ٣٨

We said, “Descend all of you! Then when guidance comes to you from Me, whoever follows it, there will be no fear for them, nor will they grieve.

وَالَّذِينَ كَفَرُوا وَكَذَّبُوا بِآيَاتِنَا أُولَٰئِكَ أَصْحَابُ النَّارِ ۖ هُمْ فِيهَا خَالِدُونَ ۝ ٣٩

But those who disbelieve and deny Our signs will be the residents of the Fire. They will be there forever.”

Love of Allah

Narrated Abu Huraira:

Allah's Messenger (ﷺ) said, "Allah said, 'I will declare war against him who shows hostility to a pious worshipper of Mine. And the most beloved things with which My slave comes nearer to Me, is what I have enjoined upon him; and My slave keeps on coming closer to Me through performing Nawafil (praying or doing extra deeds besides what is obligatory) till I love him, so I become his sense of hearing with which he hears, and his sense of sight with which he sees, and his hand with which he grips, and his leg with which he walks; and if he asks Me, I will give him, and if he asks My protection (Refuge), I will protect him; (i.e. give him My Refuge) and I do not hesitate to do anything as I hesitate to take the soul of the believer, for he hates death, and I hate to disappoint him."

Reference : Sahih al-Bukhari 6502
In-book reference : Book 81, Hadith 91
USC-MSA web (English) reference : Vol. 8, Book 76, Hadith 509
(deprecated numbering scheme)

حَدَّثَنِي مُحَمَّدُ بْنُ عُسْمَانَ، حَدَّثَنَا خَالِدُ بْنُ مَخْلَدٍ، حَدَّثَنَا سُلَيْمَانُ بْنُ بِلَالٍ، حَدَّثَنِي شَرِيكُ بْنُ عَبْدِ اللَّهِ بْنِ أَبِي نَمِرٍ، عَنْ عَطَاءٍ، عَنْ أَبِي هُرَيْرَةَ، قَالَ قَالَ رَسُولُ اللَّهِ صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ " إِنَّ اللَّهَ قَالَ مَنْ عَادَى لِي وَلِيًّا فَقَدْ آذَنْتُهُ بِالْحَرْبِ، وَمَا تَقَرَّبَ إِلَيَّ عَبْدِي بِشَيْءٍ أَحَبَّ إِلَيَّ مِمَّا افْتَرَضْتُ عَلَيْهِ، وَمَا يَزَالُ عَبْدِي يَتَقَرَّبُ إِلَيَّ بِالتَّوَّافِلِ حَتَّى أُحِبَّهُ، فَإِذَا أَحْبَبْتُهُ كُنْتُ سَمْعَهُ الَّذِي يَسْمَعُ بِهِ، وَبَصَرَهُ الَّذِي يُبْصِرُ بِهِ، وَيَدَهُ الَّتِي يَبْطِشُ بِهَا وَرِجْلَهُ الَّتِي يَمْشِي بِهَا، وَإِنْ سَأَلَنِي لأُعْطِيَنَّهُ، وَلَئِنْ اسْتَعَاذَنِي لأُعِيذَنَّهُ، وَمَا تَرَدَّدْتُ عَنْ شَيْءٍ أَنَا فَاعِلُهُ تَرَدُّدِي عَنْ نَفْسِ الْمُؤْمِنِ، يَكْرَهُ الْمَوْتَ وَأَنَا أَكْرَهُ مَسَاءَتَهُ ."

QUIZ TIME: What is this world like?

**A banquet & party
by God, and there
should be no pain.**

A

**Do as you like, it's
all over with death
anyway.**

B

**It's a temporary
test with full
recompense later.**

C

Sharing Islam: Different Resources

- List of resources -  [Link here](#) 
- Customisable slides -  [Link here](#) 
- Playlist presenting the slides -  [Link here](#) 
- Slides -  [Link here](#) 

Practise Introduction & Explain

- **Introduction**
 - **Basics, hobbies, passions, current goals & life.**
- **Islam & worldviews**
- **What's on them now?**
 - **Ownership & progress**
 - **Without overwhelming yourself**

Remember Once Again: How

- **Discuss**
- **Ask open ended questions**
- **Understand their thought process**
- **Check-in with them**
- **Make them comfortable to be authentic with you**
- **Avoid Arabic terminologies and/or explain it to them**
 - **(Don't use them too much)**

Module Four

- Finding new Muslims
- Introduction
- Explain
- Suggest a plan
- Share resources
- Discuss common obstacles
- Agree on next steps

Consider People With Different Goals...

Physical

I want to be fit,
energetic &
healthy

Spiritual

What is a risk to
my faith? How to
recharge?

Career

What do I want to
do with my life?

**What can these people do to
ensure they are successful?**

GOALS VS SYSTEM

**What's the difference between someone
who achieves & someone who doesn't?**

Four Components of Our Coaching



1. Why: The Motivation

- **Take steps to keep yourself motivated & strengthen your relationship with Allah.**
- **Ideas:**
 - **Seek divine assistance (dua or prayers).**
 - **Be in good company.**
 - **Read, watch & reflect on motivational Islamic content.**
 - **Attending Islamic events, conferences & classes.**

2. How: The Do's & Don'ts

- **Spending time to learn & practise how to worship Allah:**
 - **How do I recite & pronounce the prayer?**
 - **Cleanliness - Ablution, wudhu (what makes you unclean?)**
 - **How do I pray and what to do in various situations?**

3. What: Commitments

- **Keep up the focus & growth by setting goals & reviewing your progress:**
 - **Number of prayers a day (combining on boundary, combining general)**
 - **Reading & practise goals**
- **Follow-up & review plan**
 - **Weekly meetings or calls?**
 - **Apps like habitshareapp or whatsapp**
- **Can include other areas of life too**
 - **Job**
 - **Physical health, ect**

4. Review: Empowerment Coaching

- **Review, adjust & empower.**
- **Frequency: Daily, weekly, monthly, etc.**
- **Use the four laws in Atomic Habits:**
 - **E.g. habitshareapp**

Atomic Habits

Read or listen to the book “**Atomic Habits**”

It helps to develop better habits.

Summary of Book: 🖱️ [Link here](#) 🖱️

Video Summary part 1: 🖱️ [Link here](#) 🖱️ part 2: 🖱️ [Link here](#) 🖱️

Free audio book: 🖱️ [Link here](#) 🖱️

Other helpful resources: 🖱️ [Link here](#) 🖱️

Practise: Suggest a Plan

- **Motivation**
- **The How: Do's & Don'ts**
- **Plan & commitment**
- **Follow-up plan**

Four Components of Our Coaching



Module Four

- Finding new Muslims
- Introduction
- Explain
- Suggest a plan
- Share resources
- Discuss common obstacles
- Agree on next steps

Share Resources

- **New Muslim Starter Pack**  [Link here](#) 
- **Apps & Tools display:**
 - **Anthony**  [Link here](#) 
 - **Isa**  [Link here](#) 
- **Playlist of First meetings**  [Link here](#) 

New Muslim Starter Pack

- **New Muslim Starter Pack**  [Link here](#) 
- **We keep it updated**
- **Motivation:**
 - **Duas (Morning & Evening)**
 - **Social Media / Apps**
 - **Basic Series Recorded Courses**

New Muslim Starter Pack

- **Wudu & Salah**
 - **Apps**
 - **Special Transliteration**
 - **Audio Explanation & Pronunciation**
 - **Tips on Praying (Outside, Combining, Wiping, Prayer Mats)**

New Muslim Starter Pack

- **Advanced Topics**
 - **Reading Arabic Resources**
 - **Marriage**
 - **Other Courses**

Module Four

- Finding new Muslims
- Introduction
- Explain
- Suggest a plan
- Share resources
- Discuss common obstacles
- Agree on next steps

Discuss Common Obstacles

- **Embracing Islam vs Muslims**
- **Receiving feedback from Muslims**
- **No one owns the Masjid**

Discuss Common Issues (1)



**Trying to please
everyone.**



**Trying to change
everyone.**



**Being
overwhelmed.**

Discuss Common Issues (2)

Do all or nothing!
Trying to be perfect.

**Being discouraged
because of
technicalities/
pronunciation**

**Lack of
prioritization.**

Discuss Common Issues (3)

**Encourage them
to let you know if
anything is
bothering them.**

**Tap into your peer
network.**

Ask!

**Make
suggestions, not
decisions.**

**Check-in - Did it
help?**

Module Four

- Finding new Muslims
- Introduction
- Explain
- Suggest a plan
- Share resources
- Discuss common obstacles
- Agree on next steps

Action Items & Homework

- **Prepare your script**
 - **Be ready for the first introduction meeting.**
 - **View Resources - Coaches Manual and New Muslim Starter Pack**

Q&A

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LIGHTHOUSE
MENTORING
A PROJECT OF SAPIENCE INSTITUTE

NEW MUSLIM MENTOR TRAINING

1



SAPIENCE
INSTITUTE



MODULE FIVE:

REGULAR

FOLLOW UPS

2



Module Five

- **Process & Culture**
- **Structure & Content**
- **Do's & Don'ts**
- **Common Pitfalls**

Process & Culture

- **Recruit a team: Committed individuals with clear weekly commitments (1 to 2 hours per week)**
- **Encourage learning as a transformative coach**
- **Weekly status updates (Learn, outreach, follow ups)**
- **Personal growth by seeking Islamic knowledge**
- **Monthly Meeting / Office Hours**

Gardener Analogy

- **Do your best consistently!**
- **Success is dependent on your efforts!**
- **Results in this world are a bonus!**

Examples

A - “How are you?”

**B - “I am busy and
stressed!**

So much going on!”

- **BUSY**
- **STRESSED OUT**
- **LOTS GOING ON**

Example responses

- **“I understand that you have lots going on.”**
- **“You are ambitious, there will always be exciting stuff happening.”**
- **“Many times the best way to deal with stress is to step out of the situation.”**

Example responses

- **“I hope you can appreciate it’s about making time for important things that doesn’t appear critical but are very important!”**
- **E.G. a busy / stressed person makes time for a walk or exercise.**

Example responses

- **Coffee breaks VS Salah breaks.**
- **Salah is not meant to make you less successful or stress you out.**
- **It should bring relief and tranquility.**
- **Important: Approach prayer with right frame of mind!**

Example responses

- **“I care for you and I know it’s very important to invest time in building your relationship with Allah. When can you make time to get on a call or meetup?”**
- **Suggest options if required.**

Example responses

- **Don't forget chatGPT and other tools :)**

Still Dead....

Mix it up a little & change:

- Time or day you contact them
- Method of contact (message, call, email etc)
- Frequency (weekly to monthly etc)
- Mentor (have someone else reach out to them)

Mindset Issues for Mentors

- **Getting bored or disheartened.**
- **Not wanting to be too pushy.**
- **You're a gardener; someone who reminds & cares.**
- **You're not a prison guard!**
- **Worst case: Ask them "Am I bothering you?"**

Followup System

- **Create Reminder For Yourself or Schedule Time On Your Calendar**
- **Contact Naming Scheme**
 - **Use MonthYear e.g. Martin 0124 NMM, John 0622 NMW**
 - **NMY - Not Muslim Yet**
 - **NMW - Weekly**
 - **NMB - BiWeekly**
 - **NMM - Monthly**
 - **NMX - No response for 6 or 12 months**
 - **NMO - Integrated / Graduated**

Module Five

- **Process & Culture**
- **Structure & Content**
- **Do's & Don'ts**
- **Common Pitfalls**

Check-in Goals & Approach

- **Catch up / good news / how's life?**
- **Why: Mindset / FOCUS / Who is Allah?**
 - 5 - 30 min (Quran - A Course - Riyad Us Saliheen)
 - Can be a group call too
 - Can be monthly too
- **Goals [Can be whatsapp based too]:**
 - Results
 - Obstacles
 - New plan, goals & activities
- **Salah Practise / Wudu Review**

Remember the Four Pillars!

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Four Components of Our Coaching



WHY?

19



Motivation & Inspiration (WHY)

- Delegated & Checkin or Self Deliver
- Subscribe them to social media / YouTube
- Show them the duas (simple habits)
- 1 on 1 or group Qur'an Study (more on this later)
- 1 on 1 or group Riyad us Saaliheen
- Teach them content from basic courses / series
- If / when they are motivated enough, assign them self study modules from the Learning Platform or other ecourses mentioned in the starter pack & discuss progress, main ideas, and do a weekly Q&A...

Knowing Allah

His Oneness (Tawheed)

- Lordship
- Names & Attributes
- Worship

Shirk (Associating Partners)

- The gravest sin.

Implication

Rab, meaning “Lord”:

- **Creator**
- **Owner**
- **Sustainer**
- **Protector**
- **Giver/Taker**

Implication

**Al Hakeem (The Most Wise), Ar Raheem
(The Most Merciful), Al Qadeer (The
All-Powerful)**

- **Choice / Decree**
- **Hope for better**
- **Able to do all things**

Empowerment from the Qur'an [65:2-3]

فَإِذَا بَلَغَ أَجْلُهُنَّ فَأَمْسِكُوهُنَّ بِمَعْرُوفٍ أَوْ فَارِقُوهُنَّ بِمَعْرُوفٍ وَأَشْهِدُوا ذَوَى عَدْلٍ مِّنكُمْ وَأَقِيمُوا الشَّهَادَةَ
لِلَّهِ ۚ ذَٰلِكُمْ يُوعَظُ بِهِ مَن كَانَ يُؤْمِنُ بِاللَّهِ وَالْيَوْمِ ٱلْآخِرِ ۚ وَمَن يَتَّقِ اللَّهَ يَجْعَلْ لَهُ مَخْرَجًا ۚ

Then when they have 'almost' reached the end of their waiting period, either retain them honourably or separate from them honourably. And call two of your reliable men to witness 'either way'—and 'let the witnesses' bear true testimony for 'the sake of' Allah. This is enjoined on whoever has faith in Allah and the Last Day. And whoever is mindful of Allah, He will make a way out for them,

وَيَرْزُقُهُ مِّن حَيْثُ لَا يَحْتَسِبُ ۚ وَمَن يَتَوَكَّلْ عَلَى اللَّهِ فَهُوَ حَسْبُهُ ۚ إِنَّ اللَّهَ بَالِغُ أَمْرِهِ ۚ قَدْ جَعَلَ اللَّهُ لِكُلِّ شَيْءٍ قَدْرًا ۚ

and provide for them from sources they could never imagine. And whoever puts their trust in Allah, then He 'alone' is sufficient for them. Certainly Allah achieves His Will. Allah has already set a destiny for everything.

Empowerment from the Hadith

On the authority of Abu Abbas Abdullah bin Abbas (may Allah be pleased with him) who said:

One day I was behind the Prophet (peace and blessings of Allah be upon him) [riding on the same mount] and he said, "O young man, I shall teach you some words [of advice]: Be mindful of Allah and Allah will protect you. Be mindful of Allah and you will find Him in front of you. If you ask, then ask Allah [alone]; and if you seek help, then seek help from Allah [alone]. And know that if the nation were to gather together to benefit you with anything, they would not benefit you except with what Allah had already prescribed for you. And if they were to gather together to harm you with anything, they would not harm you except with what Allah had already prescribed against you. The pens have been lifted and the pages have dried." It was related by at-Tirmidhi, who said it was a good and sound hadeeth. Another narration, other than that of Tirmidhi, reads: Be mindful of Allah, and you will find Him in front of you. Recognize and acknowledge Allah in times of ease and prosperity, and He will remember you in times of adversity. And know that what has passed you by [and you have failed to attain] was not going to befall you, and what has befallen you was not going to pass you by. And know that victory comes with patience, relief with affliction, and hardship with ease.

عَنْ عَبْدِ اللَّهِ بْنِ عَبَّاسٍ رَضِيَ اللَّهُ عَنْهُمَا قَالَ: "كُنْتُ خَلْفَ رَسُولِ اللَّهِ صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ يَوْمًا، فَقَالَ: يَا غُلَامُ! إِنِّي أُعَلِّمُكَ كَلِمَاتٍ: احْفَظْ اللَّهَ يَحْفَظْكَ، احْفَظْ اللَّهَ تَجِدْهُ تُجَاهَكَ، إِذَا سَأَلْتَ فَاسْأَلِ اللَّهَ، وَإِذَا اسْتَعَنْتَ فَاسْتَعِنْ بِاللَّهِ، وَاعْلَمْ أَنَّ الْأُمَّةَ لَوِ اجْتَمَعَتْ عَلَى أَنْ يَنْفَعُوكَ بِشَيْءٍ لَمْ يَنْفَعُوكَ إِلَّا بِشَيْءٍ قَدْ كَتَبَهُ اللَّهُ لَكَ، وَإِنْ اجْتَمَعُوا عَلَى أَنْ يَضُرُّوكَ بِشَيْءٍ لَمْ يَضُرُّوكَ إِلَّا بِشَيْءٍ قَدْ كَتَبَهُ اللَّهُ عَلَيْكَ؛ رُفِعَتِ الْأَقْلَامُ، وَجَفَّتِ الصُّحُفُ". رَوَاهُ التِّرْمِذِيُّ [رقم: 2516] وَقَالَ: حَدِيثٌ حَسَنٌ صَحِيحٌ. وَفِي رَوَايَةٍ غَيْرِ التِّرْمِذِيِّ: "احْفَظْ اللَّهَ تَجِدْهُ أَمَامَكَ، تَعْرِفْ إِلَى اللَّهِ فِي الرَّخَاءِ يَعْرِفْكَ فِي الشَّدَّةِ، وَاعْلَمْ أَنَّ مَا أَخْطَأَكَ لَمْ يَكُنْ لِيُصِيبَكَ، وَمَا أَصَابَكَ لَمْ يَكُنْ لِيُخْطِئَكَ، وَاعْلَمْ أَنَّ التَّصَرَّمَعَ الصَّبْرُ، وَأَنَّ الْفَرَجَ مَعَ الْكَرْبِ، وَأَنَّ مَعَ الْعُسْرِ يُسْرًا".

Reference : Hadith 19, 40 Hadith an-Nawawi

Practice a Simple Followup

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سَمِ اللَّهُ الرَّحْمَنَ الرَّحِيمَ ①
الرَّحْمَنَ الرَّحِيمَ رَبِّ الْعَالَمِينَ ②
يَا كَقَبْدُ وَيَا كَشْتَعِيرُ ③
الْصَّرَاطُ الْمُسْتَقِيمُ ④
عَلَيْهِمْ غَيْرُ الْمَغْضُوبِ عَلَيْهِمْ ⑤
وَلَا الضَّالِّينَ ⑥
وَلَا الضَّالِّينَ ⑦

The Speech of Allah

Is there nothing like it?

- **Cure**
- **Guidance**
- **Happiness**
- **Success**

Reflect On Every Verse

- **What does it tell me about my Lord?**
- **Who is it talking about?**
- **Which qualities is it talking about?**
- **How do I do in terms of those?**
- **Who/what does Allah love and not love?**
- **What is it reminding me to FOCUS on?**
- **Does it have a promise from my Lord?**
- **What does it teach me about a powerful & smart mindset?**

Quranic Reflections & Empowerment

- Sample Series AlFaatiha - AlBaqarah more to come in sha' allah

HOW?

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Technical Mindset: Taharah & Salah

- **Arabic? The Alphabet?**
- **“Bis Milla hir rahmaa
nir ra heem”**
- **Demo Video** 🖱️

(NOTE: it took 6+ months to get there)



Technical Mindset: It's Not About Your Arabic!

- **Being concerned about pronunciation.**
- **It's about submission, discipline, trust, love of Allah over other things and other people.**
- **What does it mean when one does not pray?**
- **I am busy and overwhelmed.**
- **Is it a liability and a burden or a source of strength?**

Practice & Discuss Learning Salah

- **Mindset**
- **How to**

WHAT?

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Atomic Habits

- **Learn about habitshareapp**
- **WhatsApp checkins 1 on 1 or group based**
- **One prayer a day, ten minute youtube etc**
- **Rewards (treats, new clothes, fun budget etc)**
- **Penalties**

Module Five

- **Process & Culture**
- **Structure & Content**
- **Do's & Don'ts**
- **Common Pitfalls**

True or False?

- **It is compulsory upon any new Muslim to take a bath after taking their Shahadah!**
- **It is compulsory upon any new Muslim to change their name when they accept Islam!**
- **It is compulsory upon any new Muslim man to get circumcised!**
- **A new Muslim woman cannot stay with her non-Muslim husband!**

Do's & Don'ts

- **What is their commitment level?**
- **What are the priorities?**
- **Is this an agreed upon issue?**
 - **(Check with others)**
- **Harms vs Benefits**
 - **(less of evils, greater good, etc)**
- **Let it be their decision**
 - **(force can seed doubts in the future)**

Module Five

- **Process & Culture**
- **Structure & Content**
- **Do's & Don'ts**
- **Common Pitfalls**

Common Pitfalls (1)

- **Coaches being too passive**
- **Coaches too shy to get to the main goal**
- **Reverts aiming at perfection**
 - **Technical**
 - **Overall**
- **Mirror/Validation**
- **Seeking education/ guidance in non-vetted public forums**
 - **Google, Facebook groups, whatsapp groups etc.**

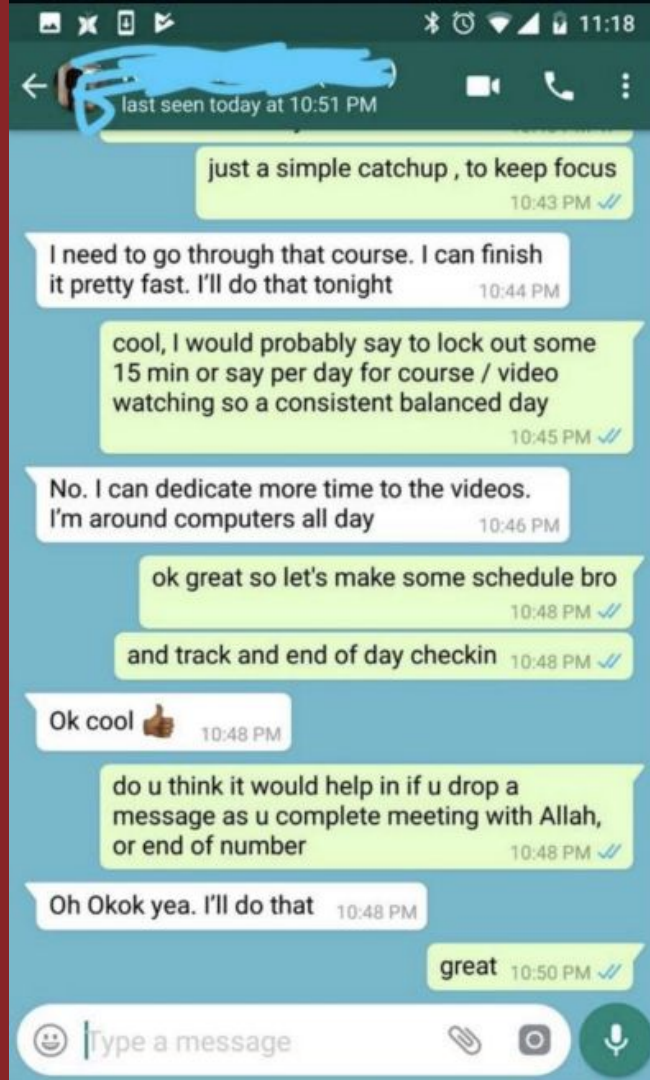
Common Pitfalls (2)

- **Following too many people.**
 - **Keep it simple**
 - **Prioritize! (Focus on which is most important first)**
 - **Qur'an & Sunnah!**
 - **Seek help from Allah**
 - **Act on what you know**
 - **Be practical! (Is it really important to reach a conclusion on a particular debate?)**
 - **You are still Muslim either way!**

Join Whatsapp Community

- <https://chat.whatsapp.com/LBY8K7lbtJKCYe0Kd63FQA>





Good morning. I prayed all 5 yesterday.

4:09 AM

Awesome may Allah. Bless u

8:38 AM

Goals

- 5 meetings (Salah) with Allah
- 15 min on New Muslim Academy or 15 min on Youtube Islamic Content
- Friday Meetings - in Masjid in prayer with Allah
- Work on an arabic phrase of prayer daily - send an audio
- reflect on why meetings were missed if missed and what can be done better



8:40 AM

5✓

9:18 PM

Awesome

9:22 PM

Not combining right



9:23 PM

So far no

9:23 PM

Great

9:27 PM



9:27 PM

10/26/2018

Bad two days. Only prayed Fajr yesterday (fell asleep when I got home and woke up late and lazy). Got busy at work this morning and the next thing I know it's sunrise and I missed Fajr.

8:02 AM

I will be attending mosque after work though, not that it makes up for yesterday and this morning.

8:02 AM



Getting back up after falls is important though



10:39 AM

Module Five

- **Process & Culture**
- **Structure & Content**
- **Do's & Don'ts**
- **Common Pitfalls**

Questions?

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NEW MUSLIM MENTOR TRAINING

1





LIGHTHOUSE
MENTORING
A PROJECT OF SAPIENCE INSTITUTE

MODULE SIX: REGULAR FOLLOW UPS

2



SAPIENCE
INSTITUTE

Module 1: The Why & the What

- Why spend **time** in Dawah?
- Let's get the **objective** and **metrics** clear
- **Why** invest in Post-Shahadah da'wah & coaching?
- Dawah **risks**, expenses & wins

Module 2: Know Your Audience

- **3 elements** for understanding **New Muslims**
- **Milestones** for a **New Muslim**
- **Possibilities** & success stories
- **Refined perspective**

Module 3: Revert Success Teams

- **Customer Success Teams VS Customer Support Teams**
- **Best practices for Revert retention & development**
- **Structure of a Revert Success Team**

Module 4: First Meeting & Development Plan

- **Finding new Muslims**
- **Share resources**
- **Introduction**
- **Discuss common obstacles**
- **Explain**
- **Agree on next steps**
- **Suggest a plan**

Module 5: Regular Follow Ups

- **Process vs Culture**
- **Structure & Content**
- **Do's & Don'ts**
- **Common Pitfalls**

Module Six

- **Milestones & Goals**
- **Atom Habits**
- **Listening, empathy & empowerment**
- **Further learning on personal development**

Milestones & Goals

- **Knowledge - Motivation - Inspiration**
 - **Are they consuming any?**
- **Company & friends**
 - **It doesn't have to be you, your masjid etc.**
 - **College, city events etc.**
- **Weekly or monthly meetings and check-ins**
- **Prayers**

Other Activities

- **Social events**
 - **Let them know based on interest**
 - **Use announcement groups**
- **Volunteering**
- **Sports**
- **Classes & conferences etc**

Gratitude

- **Breathing**
- **Listing what's going well**
 - **Health**
 - **EVERYTHING! Think about how life would be without:**
 - **Food**
 - **Shelter**
 - **Family etc.**
- **Past successes**
- **Hope for the future and goals**

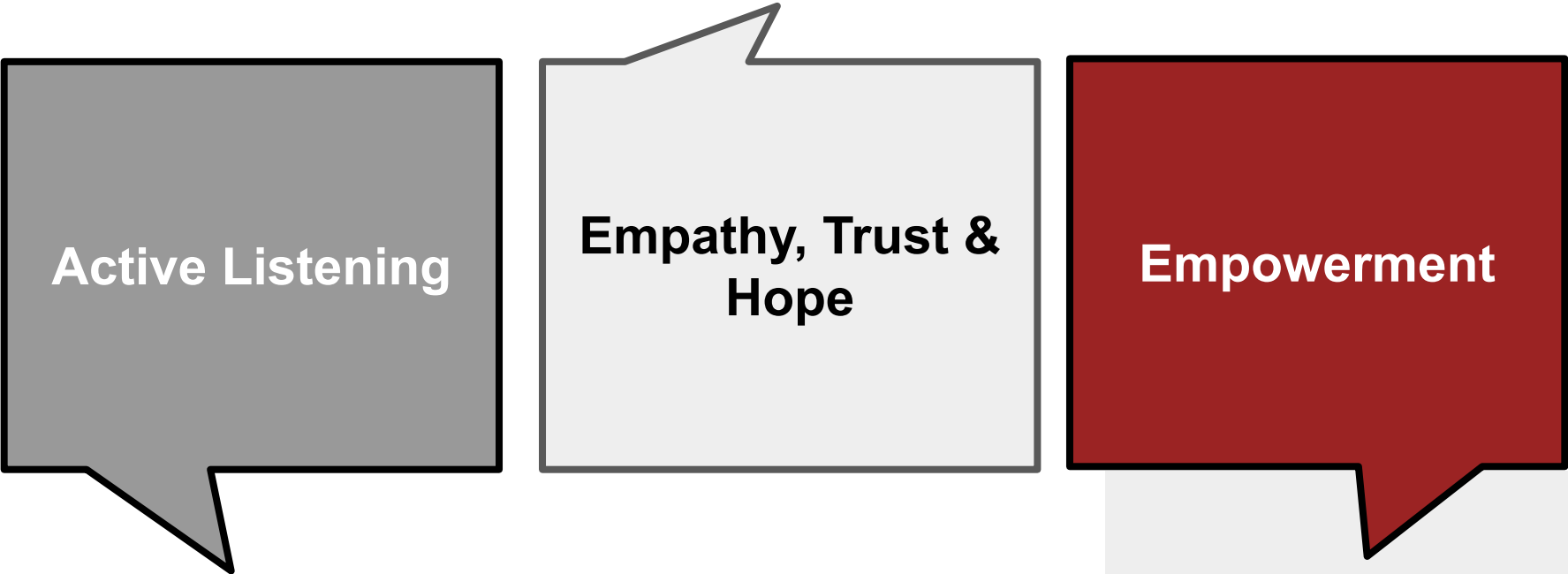
Guilt Trips VS Celebrations

- **Celebrate small wins**
- **Be careful about destructive guilt trips**
- **Seeking forgiveness**
- **Making dua**
- **Basic steps - One battle at a time:**
 - **Just showing up**
 - **Just wudhu**
 - **Just standing up**

Atomic Habits

- Let's see from the manual
- Learn about **HabitShareApp** & **WhatsApp** check-ins
- One prayer a day
- Ten minutes on YouTube
- Rewards (shopping, treats, fun budget etc)
- Penalties
- [Atomic Habit resources](#)

3 Step Tactical Coaching Methodology



The diagram illustrates the 3 Step Tactical Coaching Methodology using three speech bubble shapes arranged horizontally. The first bubble is gray and contains the text 'Active Listening'. The second bubble is light gray and contains the text 'Empathy, Trust & Hope'. The third bubble is dark red and contains the text 'Empowerment'. The bubbles are connected by a thin line, suggesting a sequential process.

Active Listening

**Empathy, Trust &
Hope**

Empowerment

What is a Coach?

- **A Coach speeds up your progress and efficiency in reaching your goals. They start by helping you clearly set your goals by asking questions, suggesting ideas, inspiring, encouraging, challenging and pointing out personal conflicts you may have. Once the goals are set a coach aims for the following:**
 - **Strengthening desires and passion by connecting the goals with strong emotions**
 - **Setting daily & weekly habits and rituals**
 - **Regular check ins or follow ups for progress checks, reviews and accountability**
 - **Identifying Obstacles by asking questions, making observations, tapping into their or other's experiences**
 - **Suggest ways overcome obstacles and being more resourceful**
 - **They don't do the work for you and may not have achieved the same goals as you.**

“What is a Coach?” By Coach Zubair



Empowerment

OPTIONS:

- They
- You
- Qualified others

PROS & CONS:

- Lesser of Evils
- Greater good

THEY DECIDE!

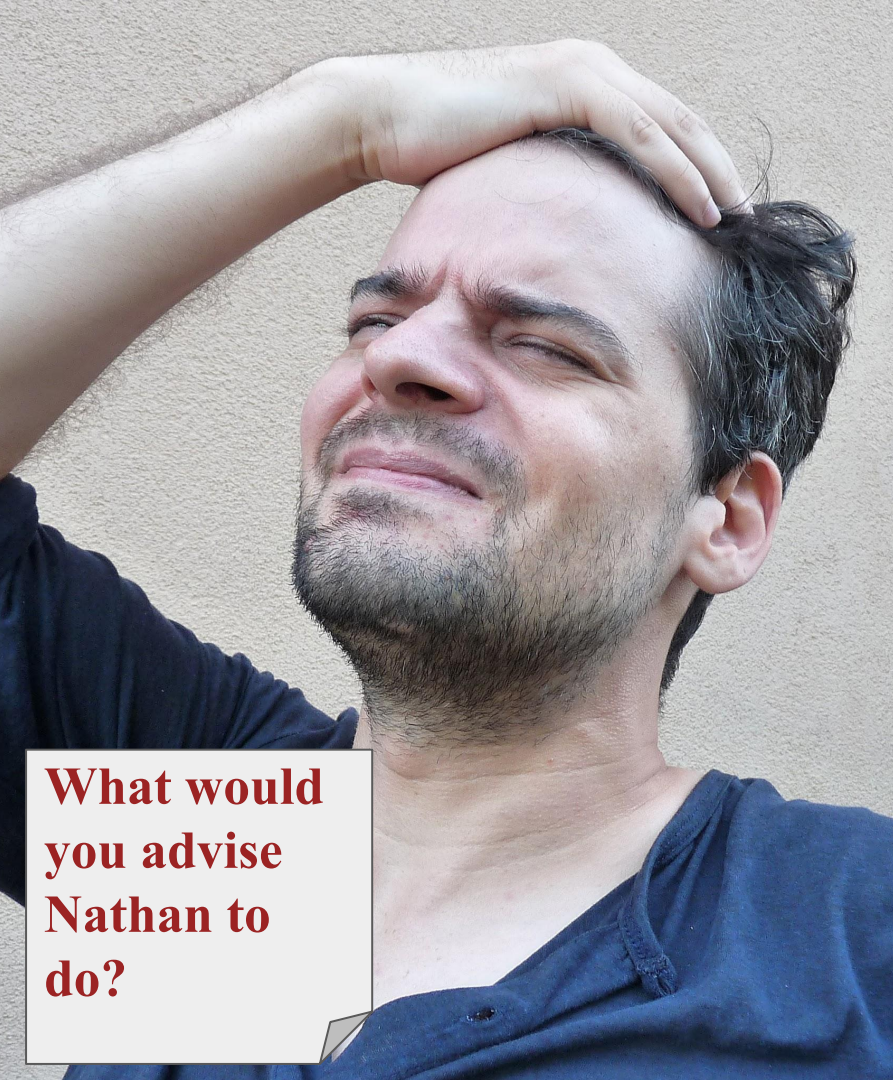


**What would
you advise
Dan to do?**

Case Study 1

Dan has accepted Islam 6 months ago, however he never dared informing his parents about his new way of life.

Lying to them and hiding his beliefs starts becoming more and more difficult for him and he doesn't really know what he should do.



**What would
you advise
Nathan to
do?**

Case Study 2

Nathan feels really low! He keeps wondering: “Why are my parents not guided?”

What he finds the most difficult is the fact that when his parents die he won’t be able to make du’a for them. Each time he thinks about this, it makes him feel depressed.



**What would
you advise
John to do?**

Case Study 3

John says to you:

**“I don’t know if I should tell you,
but I have done so many bad things
in the past and there are still many
sins I find difficult to stop!”**

**“I feel really disgusted about myself
and I really don’t think I deserve to
be a Muslim.”**

Further Learning on Personal Development

- **See our training document/manual:**
 - **Personal Development & goal setting with five pillars of success**
 - **Empowering new Muslims | Personal development 101**
 - **Emotional mastery**

CHAMPIONS OF CHANGE CALL TO ACTION!

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Only one question remains....

**WHO IS READY
TO CHAMPION
REVERT
SUCCESS?**



Champions of Change

- **Dua**
- **Share & raise awareness**
- **Be the champion in your community**
- **Practise**
- **Create a team of dedicated people**
 - **Even if small**
- **Keep in touch**

CHAMPIONS OF CHANGE

WHATSAPP GROUPS

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CHAMPIONS OF CHANGE

Announcements for coaches:

<https://chat.whatsapp.com/LBY8K7lbtJKCYe0Kd63FOA>

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CHAMPIONS OF CHANGE

Content for reverts:

<https://chat.whatsapp.com/ByVghA0qtmNBoAr5jcZG7p>

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Contact

- **Email: z.adamjee@sapienceinstitute.org**

Other Resources

- Q&A Mufti video playlist:  [LINK HERE](#) 
- Empowering Muslims:  [LINK HERE](#) 
- Personal Development:  [LINK HERE](#) 
- Slides & Worksheet:  [LINK HERE](#) 

NEXT STEPS

- Email me your feedback
(z.adamjee@sapienceinstitute.org)
- Is this is for you?
- Put time aside for this work
- Raise awareness
- Download & review slides
- Practise with a buddy
- Search for new Muslims
- Setup first call / meeting

Q&A

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