

DARREN HERBOLD

THE ONE THING

2014 MINISTRY REPORT

*What is the
ONE NEW THING
that has helped your ministry
EXCEL OVER THE
PAST YEAR?*

ANSWERS FROM

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THE “ONE NEW THING” IN MINISTRY

2014 Ministry Report

*Ministry leaders were asked, “What is the one new thing
that has helped your ministry excel over this past year?”*

This is what they said...

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THE PROCESS & THE TEAM

I SPENT A FEW months researching, asking and talking to some super smart people who were willing to share their experience with us. I have grown to appreciate these people and I fully recommend them to you as not only experienced ministry leaders, but also humble leaders who are willing to serve you and your teams. Friends, most people are willing to write an article if they get paid, but not everyone is willing to write a chapter in an eBook to help others completely free of charge. The contributors in this book are truly on your side and are willing to help you. I asked all of them one question that has been burning on my mind in each of the categories listed below.

‘What is the one new thing that has helped you excel in your current role or area of ministry?’

This eBook contains their answers to this question. Their answers are varied in nature, just as the authors are in personality and specialized ministry experience. Some spoke about ministry philosophy, and others spoke about tactics. Some told me what I expected to hear, and others surprised me with ideas I hadn’t considered. Some even wrote step-by-step instructions while others took a more reflective posture.

Looking at all the answers, I realize there is no one right answer to every question. We so often want a map, don’t we? I know I do. The reality is there is more than one way up a mountain. Instead of a map, I trust that this eBook will serve as a compass to help direct your steps on the path you have chosen.

NOTE FROM THE AUTHOR

HAVE YOU EVER STOPPED and wondered how “that person” or “that church” excels so incredibly at that one specific “thing”? I’m not sure what that “thing” is for you, but for me it’s pretty much everything surrounding church ministry. I often catch myself thinking and wondering how “that person” or “that church” would approach and handle my current situation. My list of “things I think about” includes, but is not limited to:

- How do we create incredible weekends
- What are some of the best guest service steps to follow
- What about killer communication strategies
- What are some new evangelism paradigms I should be aware of
- How do we effectively reach our youth
- So what about our vision. Is ours actually “clear and compelling enough?”
- Seriously, how do we reach the unchurched?
- How do we use technology better...or how do we even start?
- The best church HR policy – Sounds boring, but I should probably know about this
- What about the common mistakes others have made – I should know these before I repeat them
- Where do I start to find some of these answers?

Writing this list makes me realize how much I don’t know. I truly need the cumulative wisdom of others. I need you and we need each other. This eBook is just as much about me learning how to be more effective at ministry as it is about you learning the same thing. We’re in this together.

As you read, I want to encourage you with three specific ideas.

- Take a collaborative approach.
 - » This book is collaborative because I believe group learning is one of the most exponentially powerful learning models available to us. Take the same approach when reading this book. Choose a small team and read this together.
- Evaluate & Plan
 - » We all take in so much new information each and every day. The volume of information isn’t the problem, its finding time to intentionally evaluate and act upon it.
 - » Right now, plan a time and day where you will sit down with a few people and discuss the ideas that stood out to you. What will you do with them?
- Don’t Forget To Celebrate!
 - » I know pastors, probably because I am one. We are some of the most driven people I know. In my own journey, the Lord has been reminding me to take time to reflect on His

goodness and faithfulness. To see all that He has done. To picture Him smiling at me, walking with me. It's a reminder we all need to hear from time to time. The Lord loves you and is proud of you. Yes, He has called you for a diving mission, but everything you accomplish because of Him and for Him does nothing to change the look in His eye when He sees you. Grace, love and pride. You, are His beloved son or daughter. Today, right now, I am praying you would be reminded of that most glorious truth. You are a child of the King of kings.

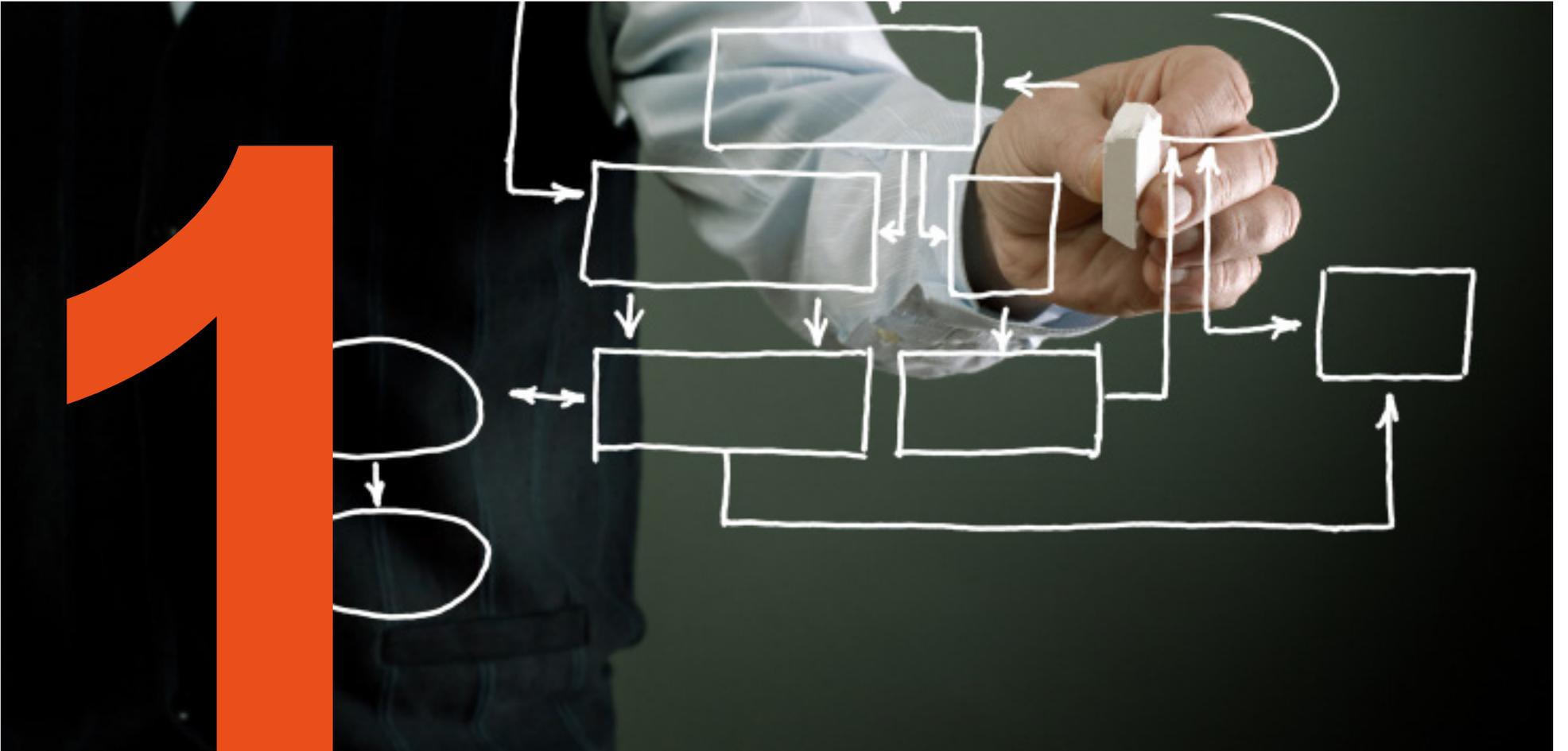
As you read and discover new ideas, or are reminded of good solid principles, my prayer is we would all become more effective for His sake and His Kingdom. Above all, would we be refreshed and reminded anew of this incredible journey we are on. Today, may He bless you richly!

Servant of the Master,

Darren Herbold



EXPLORING NEW PARADIGMS FOR EFFECTIVE EVANGELISM



EXPLORING NEW PARADIGMS FOR EFFECTIVE EVANGELISM

By Brent Dolfo

WHEN IT COMES TO evangelism, most churches in the US and Canada today find themselves in the space between two cultural realities. The reality of what used to work in evangelism is seeing significant decline in results or no longer works. “What will work” is just beginning to emerge, but has not yet been fully discovered or embraced.

The Invitational Model – When Past Success Begins to Wane

In the past 20 years, a key strategy in the growth of large churches has been the **invitational model** of evangelism. These churches have created strong invitational cultures of people inviting friends and family to church where a gifted pastor has shared the gospel regularly and effectively. As a result, tens of thousands of people either come to Christ or have been renewed in their faith in churches across North America. Additionally, these churches have developed a “we do church better” approach which has seen them develop excellent programming for families and various demographic age groups resulting in a constant flow of new people attending and finding new faith or dormant faith revived.

Due to the shifting North American cultural landscape, many of these effective churches are seeing a decline in these time tested strategies and approaches to evangelism. In many parts of the continent, fewer and fewer people are growing up retaining a remnant of the Christian story. Coming to church is becoming, for many, a huge cultural gap which is proving difficult to maneuver.

Recent research by George Barna indicated that of unchurched adults invited to church by a friend, only 18% accepted that invitation and attended. While it's clear that number may change based upon your location, the reality is a significant percentage of the population will never be impacted if we only use the “invite your friends to church” approach.

The New Approach – Circular vs. Non – Linear

What forward-looking larger churches are doing is experimenting with **new approaches to evangelism that will focus on those who do not respond to such invitations**. Our initial research at Leadership Network is ripe with signposts of hope. Along with my good friend, Eric Swanson, we've been encouraged with what we've discovered.

Traditionally we've embraced the paradigm that a Christian's purpose is found in **four core concepts**. Each of us is called to **Believe**, to **Become** (like Jesus), to **Belong**, and to **Bless**. Until recently, we took

a linear approach to Believe, Become, Belong and Bless. Believing in Jesus gave the power to **Become** (like Jesus), the right to Belong to a local church, and with proper discipleship and training classes, behaving, belonging believers could engage in Blessing others.

Today many leaders are thinking differently about evangelism through this same construct.

Believe: There are those who are working on different evangelistic expressions that are more like a series of conversations than information dump. Soularium uses 50 pictures to stimulate spiritual conversations with unbelievers. James Choung uses his Four Circles to communicate the gospel through a story line. Many thought leaders are talking about a thicker gospel or a four-chapter gospel.

Belong: New evangelistic expressions are emerging where believers invite non-believers to Belong even before they are asked to believe. Expressions like “doing life together” and “evangelism happens through discipleship” are becoming more prominent. People long for authentic community. Many are starting by inviting all-comers into the community. Arguably, Alpha has been the most effective in recent years in winning people to Christ—especially in Europe and in post-Christian cultures like Canada. Many churches are now talking about creating communities in our neighborhoods as a lead approach to rub off

on non-believing neighbors. Missional communities are springing up in churches across North America and Europe where believers are actively engaging in friendship evangelism and enfolding those people into their communities long before they begin in believing.

Bless: Asking non-believers to join you in service to the city or those on the margins is also an approach to increase evangelistic effectiveness. Mission trips are changed to service trips. Church-led community service projects now frequently include people from all domains in the community. Good deeds create good will and good will is a platform for sharing the good news. The younger generation seems more attuned to social needs of society. The unchurched are being invited, and joining in, with Christian friends that are working on social transformation projects all across North America. New evangelism training initiatives are arising across North American on how to create community in their neighborhoods, and how to turn secular conversations into sacred conversations amongst friends and co-workers. Some churches have now developed new “missional practices” which encompass their new discoveries in evangelism. Dave and Jon Ferguson’s team at Community Christian have developed the acrostic “BLESS” to help their people learn how to operate in this new world. In their e-book, as part of their Exponential Series, *5 Simple Practices to Change Your World*, these principles are laid out.

Begin with Prayer – praying for your neighbours, co-workers, and friends

Listen to your neighbours, co-workers, and friends

Eat with them, share meals, and invite them into your home

Serve them and serve with them

Story – share your story.

In a shifting cultural landscape, large, effective churches are not just relying on their invitational culture to drive their evangelism but they are also experimenting with new paradigms of evangelism, trying to “go” to those who won’t “come to them”.

Questions for you:

How do you as a church evaluate evangelism effectiveness?

What are you doing to reach people who aren’t responding to an invitation to attend church?

Are you learning from others-their successes and challenges on what’s working and not working in sharing Christ with the unchurched?

What are you doing to help and motivate your people develop relationships with the unchurched in their lives?

Brent Dolfo



He is the co-director, with Eric Swanson on the New Evangelism Paradigms Leadership Community which seeks to help large churches learn from one another in evangelism. Brent has more than 25 years of experience in senior ministry leadership and has consulted worldwide with churches in the U.S., Canada and Europe. Brent

served with Campus Crusade for Christ of Canada as the Chief Operating Officer. He has lead the European Church Planting Network and also serves as a Facilitator to various Leadership Network events and Leadership Communities in the US and Europe.

If you would like to explore new evangelism paradigms and effective models for outreach, learn more about a new Leadership Community opportunity at <http://leadnet.org>.

15 CHARACTERISTICS OF TODAY'S UNCHURCHED PERSON



15 CHARACTERISTICS OF TODAY'S UNCHURCHED PERSON

By Carey Nieuwhof

IF YOU'RE LIKE MANY Christians, you have an authentic desire to share your faith with people who don't yet follow Jesus. I know I do.

One of my deepest longings is that every person would come to know the love and salvation that Jesus extends to them.

Our vision at *Connexus*, where I serve as lead pastor, is to be a church that unchurched people love to attend – a vision we share with all *North Point strategic partner churches*.

But unchurched people are changing.

Even since I started ministry 18 years ago, there's been a big shift in how unchurched people think. Particularly here in Canada, we are a bit of a hybrid between the US and Europe. Canadians are less 'religious' than Americans, but less secular than Europeans.

Gabe Lyons and David Kinnaman have outlined helpful characteristics of unchurched people in *UnChristian* and David tackled it again in *You Lost Me*. I won't repeat those characteristics here.

(Both books are fantastic reads.)

Post-modernism has a deep toe-hold. Here are characteristics of unchurched people that I'm seeing today.

1. **They don't all have big 'problems.'** If you're waiting for unchurched people to show up because their life is falling apart, you might wait a long time. Sure, there are always people in crisis who seek God out. But many are quite content with their lives without God. And some are quite happy and successful. If you only know how to speak into discontent and crisis, you will miss most of your neighbours.
2. **They feel less guilty than you think.** They don't feel any more guilty about not being in church on Sunday than you feel guilty about not being in synagogue on Saturdays. How many Saturdays do you feel badly about missing synagogue? That's how many Sundays they feel badly about missing church.
3. **Occasional is regular.** When they start coming, they don't always attend every week. Giving them easy, obvious and strategic steps to get connected is important. Disconnected people generally don't stick. (I wrote more about the *declining frequency of church attendance* here.)

4. **Most are spiritual.** Most unchurched people believe in some kind of God. They're surprised and offended if you think of them as atheists. As they should be.
5. **They are not sure what “Christian” means.** So you need to make that clear. You really can't make any assumptions about what people understand about the Christian faith. Moving forward, clarity is paramount.
6. **You can't call them back to something they never knew.** Old school 'revival' meant there was something to revive. Now that we are on the 2nd to 5th generation of unchurched people, revival is less helpful to say the least. You can't call them back to something they never knew.
7. **Many have tried church, even a little, but left.** We have a good chunk of people who have never ever been to church (60% of our growth is from people who self-identify as not regularly attending church), but a surprising number of people have tried church at some point – as a kid or young adult. Because it wasn't a good experience, they left. Remember that.
8. **Something is generous.** Because even giving 10% of your income to anything is radically countercultural, the only paradigm of giving they have is a few dozen or hundred dollars to select charities. I hope every Christian learns to live a life of sacrifice and generosity, but telling them they are ungenerous is a poor way to start the conversation. They are probably already more generous than their friends.
9. **They want you to be Christian.** They want you to follow Jesus, authentically. Think about it, if you were going to convert to Buddhism, you would want to be an authentic Buddhist, not some watered down version. *Andy Stanley is 100% right* when he says you don't alter the content of your services for unchurched people, but you should change the experience.
10. **They're intelligent, so speak to that.** Don't speak down to them. Just make it easy to get on the same page as people who have attended church for years by saying “this passage is near the middle of the bible.” You can be inclusive without being condescending.
11. **They hate hypocrisy.** Enough said.
12. **They love transparency.** When you share your weaknesses, everyone (including Christians) resonates.
13. **They invite their friends if they like what they're discovering.** They will be your best inviters if they love what you're doing.
14. **Their spiritual growth trajectory varies dramatically.** One size

does not fit all. You need a flexible on ramp that allows people to hang in the shadows for a while as they make up their mind, and one that allows multiple jumping in points throughout the year.

15. Some want to be anonymous and some don't. So make your church friendly to both. Also see the previous point. This is huge.

You can see the change happening around us as an obstacle, or you can see it as an opportunity. I believe that the more open the church is to embracing people where they're at, the more willing we are to stay true to the message but open on our methods, the more we'll be able to embrace the future in front of us as a time of great opportunity.

Carey Nieuwhof



Carey is the lead pastor of Connexus Community Church, a growing multi-campus church north of Toronto and strategic partner of North Point Ministries. Prior to starting Connexus in 2007, Carey served for 12 years in a mainline church, transitioning three small congregations into a single growing congregation. He speaks globally to church leaders about change, leadership, and parenting. Carey is the author of the best-selling books *Leading Change without Losing It* and is the co-author of *Parenting Beyond Your Capacity* with Reggie Joiner. He and his wife Toni live near Barrie, Ontario and have two sons. In his spare time, you can find him cycling his heart out on a back road somewhere.

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MOBILIZING STUDENT MISSIONARIES



MOBILIZING STUDENT MISSIONARIES

By Jason Ballard

IF WE WANT TO have sustainable growing youth ministries, we must stop being players, and see ourselves as coaches, inspiring and equipping students to live out their faith and impact their world.

While I was in high school, I attended an average sized church, with an average sized budget. I loved my church, my pastor and my youth leader, Ben. He was a compelling speaker and very fun to be with. His passion for prayer and the gospel was obvious and contagious. I often thought to myself, ‘I want to love God with that kind of passion and make an impact in God’s Kingdom.’

Now, let me be clear, Ben did not run what most would call a ‘strategic’ or ‘organized’ youth ministry. Ben did not work from a master plan, or a five year vision, although I think both could have helped him a lot. But in the midst of his disorganization and unguided passion, Ben consistently engaged in five youth ministry practices that mobilized and released a group of high school students to do more than simply ‘attend’ a youth group. This group of students led prayer groups in their schools, invited friends to church, prayed, read their bibles, grew

in character, shared their faith and served faithfully. Many of these students have gone on to be leaders in church, business, arts and education. This small youth group impacted every school in the city.

Again, to be clear, I am not sure that Ben could identify these five practices or if he knew he was even doing them at all. But, as a former member of Ben’s youth group, looking back 10 years later, I am convinced that every youth worker would gain to make each of these five practices an integral part of their youth ministry.

So what are they?

1 – Create Environments of Prayer

Ben always created opportunities for students to pray. He opened the basement of the church every Friday morning at 6:00am, he set aside time on most occasions that we gathered as a youth group, he hosted monthly prayer meetings at the city center track and he encouraged students to start or attend a prayer group in their school (or a near by church/home). I found myself, as a high school student, praying often for my friends to meet Jesus, for our city, for our country, and for the broken to be healed. As I prayed, my passion for Jesus, His Church, and His mission grew.

Prayer changes the world. And, Prayer changes us.

In prayer, as we let our hearts connect with God’s heart, we fall more in love with the thing He loves. In the place of prayer we are filled with God’s Spirit and we find courage, wisdom, and guidance. As we pray, we partner with God in the work He is doing in our communities.

- How is your own prayer life? What is one thing you can do to increase, even in a small way, your commitment to prayer?
- What can you do to engage students in prayer for their friends and community?
- When and Where can you host prayer meetings for students to be a part of?
- How can you include prayer in your regular student gatherings?
- Do you teach on prayer?

2 – Make a Safe Place for Dreaming

For a season, Ben worked with a few other youth pastors from neighboring churches to host a small gathering for students on Mondays after school. We met for about an hour to pray, dream, and encourage each other. One student would say “Only two people came to prayer group at school this week” and another would respond “same for me”. A girl would say “A few of us got together this week and handed out hot

chocolate before class” and then the other students would start imagining and dreaming for their own schools and friends. I found myself sitting there dreaming about how to reach my friends. Ideas were met with encouragement and support from Ben and the other youth leaders. Thanks to them, I felt safe to dream. Allowing students to dream, helps them realize how much bigger God is than the limitations we feel. We were able to put action steps to our ideas and learned that what defines success in the kingdom of God is different than what defines success in the culture of our world. One of the best results of this time was that we were taught how to succeed and fail well. It is possible to succeed poorly and fail well. Stepping out on a limb and taking a chance can be scary for a teenager, but when adults they trust support them and catch them when the fall, it makes their dreams even bigger.

- What are you dreaming for? Have you allowed God to inspire your own imagination?
- What can you do to create opportunities where students feel safe to dream and share ideas?
- How can you coach students through their successes and failures?

Have you made a commitment to be an encourager to your students dreams and ideas?

3 – Give Opportunities for Training and Leadership Development

Twice a year, Ben would take us to weekend conferences. One of those conferences was called ‘Campusfire’. The message and training transformed my life as a young leader. I remember the first year I attended: I attended seminars on prayer, reading my Bible, and sharing my faith. I learned how to lead a prayer group and heard people speak on what it meant to lead as a teenager. Last year, several youth workers and I got together and we relaunched Campusfire Conference with the goal of having the same kind of impact on young people. We use the main sessions to inspire and encourage, and provided seminars to train students in evangelism, service/justice, spiritual disciplines, leadership and apologetics. When inspiration is met with practical application, we set our students up to grow as leaders and live out their passion.

Students love to dream, but we must give them the skills and practical tools to live out their dreams. That’s what going to these conferences is all about.

- What things can you do to connect your students with practical training? (This might be an event you attend, content online or in a book, or classes you host at your church)
- Think about the following areas: Apologetics, Spiritual Disciplines,

Leadership, Evangelism and Service/Justice. Where can you point your students if they want to grow in one of these areas?

- What are two or three of your top choices for training and leadership development?

4 – Provide Resources for Action

By taking the role of the coach to students, it meant Ben couldn’t be with us every time we stepped out and acted on our faith. Instead, he gave us resources we could use in our schools and as a result we felt empowered to lead on our own. There was a video series when I was in High school called Quest. It was 7 sessions designed to communicate the Gospel and engage students in conversations about Jesus. Someone donated \$250 so that I could get a copy of this resource as a high school student. A team of students from my school got together and we hosted Quest. More than 60 students gathered the first week in the school foods room to hear the message and talk about faith, life and God. In a very practical way, the resource helped bring my dream to life. I wanted to gather students from my school together to talk about Jesus, but I didn’t know how. Quest created the framework for it. In a similar way, World Vision’s 30 hour famine, has helped tens of thousands of students engage in issues of justice and service. Resources, when put in the hands of young people, help

move them from vision to action. **This is not about pressuring students to do one specific thing. Its about making resources and tools available that they can own and use in their school.**

The Alpha Course is another resource that helps more than 60,000 Churches around the world engage their communities in conversations about the gospel. Three years ago, I joined the staff at Alpha Canada and we began to dream about building a resource specifically designed for high school students. Three years later, Alpha’s Youth Film Series launched and is a free resource for youth workers and students to engage young people in a conversation about Jesus. Check it out at www.youthalpha.ca

- What resources can you think of that you can make available to your students to help them bring action to their dreams?

5 – Speak often about Jesus, His Church and the Holy Spirit

Ben taught about Jesus often. As high schools students attending youth nights, we heard the gospel and fell in it.

Ben spoke about the Church. He reminded us that the Church is not a building, it’s a people. We learned that we each represent a unique and special part of Christ’s body and that we were an extension of

the Church to our schools, our families, and our community.

Ben taught about the Holy Spirit. It is the Holy Spirit who fills young students and empowers them to change the world. I believed with my whole heart that God did not only choose the gifted or qualified, but that God was looking to empower willing hearts to do the impossible.

What we teach matters. By pointing to the scriptures we can reveal God’s plan to use everyday people to do extraordinary things.

- Do you have a plan for what you will teach students?
- How can you help students understand the new testament picture of Church and the role of the Holy Spirit.

Ben may not have known it at the time, but these five practices changed who I am as a person, a follower of Christ, and a leader. I am forever thankful for someone in my life who was willing to invest in me, empower and encourage me, and remind me often of the work that God was doing in and through me.

Jason Ballard



Jason Ballard, 25, has been in youth ministry since he was 16 years old at Terry Fox Secondary School in Port Coquitlam, BC. As the leader of a student led prayer group he used

the Quest video series to share the gospel with over 100 of his peers. Over the last 7 years he has spoken to high school students all over Canada. He oversees Youth Alpha in Canada as well as Campusfire Conference which is devoted to seeing a student led prayer group for every high school in Canada.



SERMON SERIES PLANNING



4

Sermon Series Planning

by *Phil Bowdle*

ONE OF THE GREATEST platforms we have to tell the story of God is through what we do in our services and through a sermon series.

Every church has their own rhythm of getting their services or sermon series from idea to execution. Some of you are already planning for Christmas a year from now, while others of you may not know what’s happening this Sunday. Some of you have pastors and team members who love to plan ahead and others aren’t wired that way.

I’ve talked to very few communication leaders, creatives, worship leaders or pastors that are content with their effectiveness in series planning. Here are some practical tips to help change that.

Who Needs To Be Involved

I like to call this the Leadership Triangle

- **Teaching Team:** This may be one pastor or a teaching team. Either way, the content of the message is usually what drives

the structure of a worship service. It’s crucial that this person is a part of the process to guide the content, themes and scripture that services are based around.

- **Creative Arts:** This may be a Creative Arts Pastor, Worship Pastor, Music Director, or something similar. Someone that is focusing on building songs, creative elements and the structure of the worship service.
- **Communications:** This is often the most overlooked area, but a crucial one. The communications part of the team is owning how a series gets branded, promoted, and brought to life with visuals and creativity.
- **Big Picture:** This role is crucial because it needs to be someone that isn’t blinded by looking only at one area, but is looking at the big picture and how everything fits together. This person usually is in the seats during services critiquing and evaluating what’s working, what’s not, what’s missing and what’s confusing.

What’s important to know here is that these roles aren’t always staff people. Often times, they are volunteers with skills in that area. The key here is: ownership. Do you have someone in each of these roles that lies awake at night thinking and dreaming about their area. We have a saying on our team we use often saying, “If you’re worried, I’m not.” Meaning, if you’re worried and thinking

about your area and sweating the details, I’m not worried. That’s a win. Worship services and series planning are too big of a ship to move with one person playing all the roles.

The Plan

“By failing to prepare, you are preparing to fail.”

–Benjamin Franklin

Now that we’ve got the roles figured out, we need to talk about putting some systems in place to guide the process of getting a series from idea to execution.

The biggest frustration I hear when talking to people involved in series planning is the frustration of not being planned out far enough to be able to do your best work.

Reality is, the #1 value for getting a series plan from idea to execution is planning ahead.

Planning ahead is crucial because:

- It gives room for greater creativity.
- It gives you margin to balance your content and be strategic about what you’re doing over a series.

- It saves money, because you’re not trying to do everything at the last minute.
- It shows you value their time and efforts, and sets them up for success.
- It also allows time for promoting a series well.

Moving from a last minute planning culture to a long-term planning culture doesn’t happen overnight. The most important thing is that you are an advocate to help in the process.

The Process

The next phase in creative series planning is what I call the Worship Funnel. This funnel is designed to give us a structure to know what type of meetings you have and what timelines look like.

- Starts with mapping out big picture teaching topics in a series calendar planning.
- The series, teaching topics and key scriptures for each week, are mapped out in a series overview document.
- Creative Arts team meets to discuss the creative direction for the series and how we can bring the topic to life in our services.
- Communications team brainstorms the visual direction and communication strategy.

- Each individual service is planned with songs, creative elements, worship elements and teaching.
- We evaluate each service through the filter of: what worked, what didn't work, what was missing, what was confusing.

The goal is to have an intentional process for each team to move from the big picture vision of the series all the way down to the plan for each individual service.

The Secret to Great Series Design

One question I get asked frequently is, “What is your process for creating series art?” As a Communications Director, I act as the art director for any series design and branding package we do. I rarely am the one creating the graphic, but I work through the creative approach we're taking on the series and direct the process while working with a designer or creative team.

There's one document that I use for each series-branding project that has been crucial to success. It's called a Creative Brief. The creative brief is meant to capture the big idea of the sermon series, and put together resources for a designer to help bring that series to life with art and design.

Here's what I include in the creative brief:

- **Series Title** – the title/subtitle the designer will use for the graphic
- **Series Concept & Summary** – big idea of the series
- **Objectives** – what this project should accomplish
- **Design Approach** – what the graphic should feel like
- **Main Deliverable** – what is the main graphic size that they should begin with
- **File Transfer** – how we'll coordinate viewing comps and deliver final files
- **Budget** – what is the budget for the full project
- **Timeline** – when are the milestones and completion dates
- **Contact** – who their point person is on the project
- **Inspiration** – examples of designs that show what I'm looking for, along with explanations to give context to what I like about each inspiration image

After putting together the creative brief, I figure out who will be the designer(s) working on the project. I typically work with freelancers to do series graphics instead of doing these in-house. What I like about this approach is that I can work with a variety of designers and select one that has a design style that best fits the project. Even when we occasionally do a series design in-house, I still complete a creative brief to refine the creative direction of the series.

After selecting a designer for the project, I setup a Skype/phone meeting to talk through the creative brief, get their initial questions and ideas, and setup meeting times based off the project milestones we’ve established. Then, it’s time to set them free to do what they do best – create!

During the creation process, the designer will check in with me on drafts or ideas to see if it’s heading in the right direction. At the beginning, the comps are usually half-baked ideas to give an idea of the directions they can go on the project. After I give them feedback on which direction I’d like to go, they begin refining the design. The designer will then send updated comps to show progress and I’m able to give feedback for anything that might need to be tweaked. Once we land on a graphic, the designer sends over the final project deliverables.

What You Do Matters!

It doesn’t matter what role you play or how chaotic your process may be. Know this: what you do matters! As you plan each sermon, series and song, know that you play a part in showing others the love and grace of Jesus Christ.

Phil Bowdle



Phil Bowdle is the Communications Director at West Ridge Church in Atlanta, GA. He is passionate about creating high-impact experiences

through communications that lead people to Jesus Christ. You can connect with Phil on Twitter and follow along with his blog at PhilBowdle.com for practical resources on church communications.

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**EXECUTION: THE SECRET SAUCE OF
EVERY HIGH FUNCTIONING LEADER**



5

EXECUTION: THE SECRET SAUCE OF EVERY HIGH FUNCTIONING LEADER

By Darren Herbold

I'M A PLANNER BY nature. Actually, I am an addict when it comes to planning. I love making lists and thinking through systems with the intention that it will help me become a better leader, accomplish more and achieve success in whatever area I'm currently focusing on. There's only one big problem – all my planning, dreaming, and researching hold me back from actually executing the awesome things I have planned. Here's the thing, planning never translates into execution. Leaders who consistently succeed at achieving their goals have mastered, not just the art of planning, they have become masters of execution.

This eBook is a compilation of years and years of collective ministry experience from a lot of effective pastors and ministry leaders. However, don't miss this important point. Beyond all the great resources, ideas and tools within this eBook, it will still come down to your ability as a leader to get the job done. To make it happen. I believe the best leaders lead by staying ruthlessly committed to 4 significant areas.

- They know what they are going to accomplish. (Vision)
- They know the metrics to measure. (Metrics)
- They know the enemies of the vision they will face along the way. (Roadblocks)
- They know how to execute ruthlessly. (Get It Done)

As I sit and think about how to begin my chapter, it was the idea of execution that kept coming to me. I once heard Andy Stanley say, “Vision is painting a picture of the future that creates passion in the present.” When it comes to execution, getting stuff done, I actually want to rephrase the quote.

“If vision is painting a picture of the future that creates passion in people, then execution is actually living the story that people tell stories about.”

If you're like me, not only do you want to be effective and on mission, but you want to live an inspiring and motivating life. I want others to see how much they are capable of accomplishing and how God can truly use them to change the world. Did you catch that? God can use you to change the world! To do so, we must learn how to execute the plan.

The role of the leader is simple. Take an idea from concept to full execution. Put another way, it means a leader must go from just

understanding the idea, to then casting a compelling vision for it, and then, the hardest step, making it happen. Executing the plan. Execution is not only the hardest step in the process, it is the secret sauce that takes ideas and turns them into life changing reality. In ministry, at least in my own experience, I’ve never been short of ideas. In fact, it’s fun and exciting to cast a compelling vision. The problem for most of us has never been finding new ideas or sharing them with people. The problem has always been, and will always be, doing the hard work of making it all come together. So, to start, let’s look at two common enemies of execution and a simple strategy to help us all raise our level of execution.

Execution: The Secret Sauce of Every High Functioning Leader

I have found that there are 2 primary enemies every leader will face in the battle of staying focused and executing at a high level. If knowing is half the battle, when it comes to execution, you’ll be half way there in just a few minutes.

“Know your enemy...and you can fight a hundred battles without disaster.”—Sun Tzu

The Big Idea: Know Your Enemies

ENEMY #1 – THE CHAOS

If you’re like most people, your average day is very full. It’s called life. There is little to no room to add another thing to your schedule. In fact, just recently, over 50% of women said they did not have enough time for themselves.¹ Often, it feels like life is in a constant state of chaos. In fact, the word Chaos is often linked to the mythical figure “Chronos.” In Greek mythology, there are two figures who represent time. There was Kairos and his counterpart Chronos. The Greeks considered Kairos time as a gift. It is time filled full of promise, opportunity, vitality and purpose. It is a sacred time. Mark Buchanan in his book, *The Rest of God*, explains it like this: “In Kairos time you ask not what time is it, but what is this time for? Kairos time is the servant of holy purpose.”²

Chronos was the exact opposite of Kairos. Chronos was considered the devourer—always demanding, always pushing, always consuming. “Chronos” consumes you and your time—your ability to accomplish the extraordinary. The famous painting by Goya, named, “*The Devourer Chronos*”, inspired me to name this idea of consuming time as simply “The Chaos.” The Chaos is the idea that life is all consuming—that Chaos takes all of your energy, creativity, and consumes it for its own

pleasure. It prevents you from focusing on your goals and accomplishing the thing you were created for! The Chaos is your enemy! It is also a part of life and something we battle on a daily basis.

Sean Covey in “The Four Disciplines of Execution” calls this the “whirlwind.” He defines it as, *“the massive amount of energy that’s necessary just to keep your business and/or your life going on a day to day basis; and, ironically, it’s also the thing that makes it so hard to execute anything new.”* As I like to call it, “The Chaos,” is the key reason the majority of people are not able to execute the plans they make, thus never reaching their goals. We spend much of our time trying to manage The Chaos, instead of executing our goals in the midst of the chaos of life. This is an important distinction. This is not about how to manage your life better and all the stresses that come along with it. I actually believe that stress, challenge and difficulty are inherently part of life. Chaos is alive and well and here to stay. The reason Chaos is so effective in keeping us from reaching our goals is that he lies to us and we buy into it all the time. He doesn’t want you to reach your potential, to live a more fulfilling life. Beyond you living a more fulfilling life, he’s scared stiff thinking about you reaching your potential. Why? Because the biggest difference you can ever make is changing the lives of others. To make such a big difference in so many people that you end up changing the world. Chaos thinks this is his world, and he sees you as a threat. He will do

anything to keep you from reaching your goals and weakening his hold on others. However, most of the time he has it quite easy. He doesn’t have to work too hard to distract us. He’s been telling a lie for years that we keep believing. The lie is this:

“Try to do better at more so that you can find the time, in the future, to start working on your own goals.”

The lie is that he actually cares about you reaching your goals. Instead, he wants to distract you by spending more time on the things that will never help you live the life you were called to live. To fulfill your God given vision and passions. I believe there are two key tactics he sends our way that keep The Chaos alive and well in our lives. I call them the

ENEMY #2 – THE EVIL TWINS OF EXECUTION: MULTITASKING & EXCESSIVE GOAL SETTING

EVIL TWIN #1 – MULTITASKING:

Simply defined, multitasking is the performance of two or more tasks by one person at a single time. Let me be blunt: If you haven’t already heard or experienced this for yourself, multitasking simply doesn’t work! So, why do we continue to do it? It’s quite simple. We feel more satisfied when we multitask. It satisfies an emotional need. We feel

we are being productive and that makes us feel good. Zheng Wang, assistant professor of communications at Ohio State University, found this in his recent *study* on multi-tasking.³

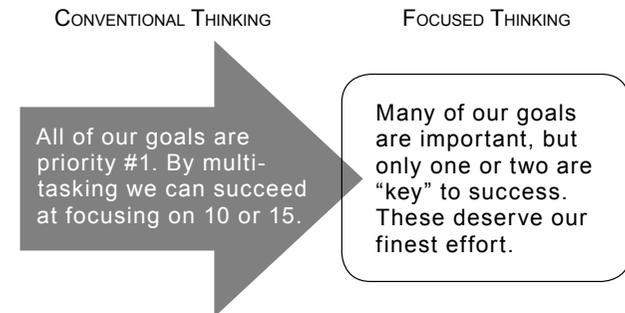
“[People who multitask] are not being more productive —they just feel more emotionally satisfied from their work.”

Another reason we like to multitask is because we tend to mimic those who look like they have things figured out. Wang’s study shows that we are copying how we think we are suppose to behave and work, according to societal norms. We want to be like the “multitaskers” because they look like they have life figured out.

Quick Question: Do you compare your self to other pastors and church leaders who “look” like they have it all figured out?

Don’t get me wrong—I don’t mind mimicking an effective strategy to achieve remarkable results. It’s just that it doesn’t seem like the majority of stressed out multitaskers are achieving greatness on a regular basis. Don’t take my word for it. You can find a summary of research examining the impact of multitasking on the American Psychological Association’s web site.⁴ Those many studies highlight, over and over, how so-called multitasking is neither effective nor efficient. Shifting

focus from one task to another causes lag time for your brain. The more you multitask, the more lag time that occurs the more inefficient you become. Simply, you are allocating less time to each task versus focusing on one at a time. When it comes to multitasking, conventional thinking has it wrong. Focused thinking is key to achieving success.



Whether we multitask in order to copy what society is modeling for us or to try to accomplish more in less time, in the end, it doesn’t matter. When it comes to living your life and accomplishing your goals, make sure you define only one primary purpose. We all have tendencies to want to do a lot of good things. Not only us, but also the ministries we serve and lead. The difficulty comes when you have to choose to narrow it down to one great thing. Saying “no” to good ideas is one of life’s greatest difficulties. Multitasking will lie to you and say, “you can do it all, just multitask”. The truth is, you can try, but you will be less effective overall. Do yourself a favor—stop multitasking. Focus ruthlessly on one thing at a time. You’ll be more productive.

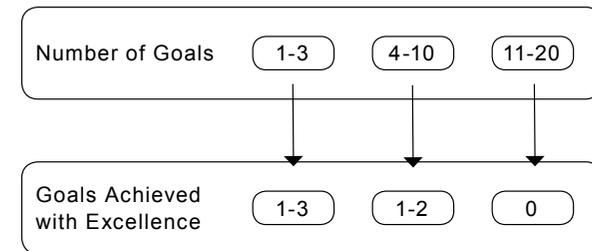
Do you want our ministry to look like you are accomplishing something...or do you actually want to accomplish something?

EVIL TWIN #2 – EXCESSIVE GOAL SETTING: (LACK OF CLARITY)

I'm not sure if you've noticed, but it seems like goal setting has become a craze over the past few years. Please don't misunderstand me, I'm all for goal setting. Jim Collins in "Good to Great" made famous the idea of the "Hedgehog Principle." The nutshell: you need to have one thing that you are passionate about and in which you want to achieve greatness. Instead of a hedgehog, I like to call it the "Driving Primary Purpose" (DPP). Here's an example of an organization without a clear DPP:

- I remember interviewing for a position with an organization. When it was my chance to broach my questions, I asked, "What does this organization want to be great at?" Their answer took over five minutes, was not clear, and listed about 20 different key areas on which they were trying to focus on. History has shown organizations that don't have a clear and concise goal, will struggle with mediocrity.
- Another giveaway that an organization doesn't have a clear DPP is that they have many goals, Key Performance Indicators (KPI's) and strategic ends. A key clue that they will remain

average is the lack of knowledge amongst the employees about the main goal and focus of the organization. You will find that no one seems to know the organization's Driving Primary Purpose. How in the world will all of those KPIs and various goals matter in the long term? In many cases, they may even be competing against each other. If you focus on too many goals, you can be assured of one thing: Mediocrity at best and failure at worst.



Quick Question:

- **Are you focusing on too many "great" things?**
- **Test the clarity of your vision with staff.** If you are the Sr Leader, ask your staff to take an anonymous survey asking them one question.
 - » **Question:** "What would you say is my (Sr. Leader's name here) primary passion and vision for this organization. What am I the most passionate about?"
 - » **Application:** The reason I ask leaders to personalize the

question around the Sr leader is because they are the primary vision keepers of the church. If the staff is unclear around what the driving purpose and goal of the SR leader is, it will be highly likely that the organization as a whole lacks clarity and focused energy around the vision of the church.

It's time to fight back and conquer our enemies!

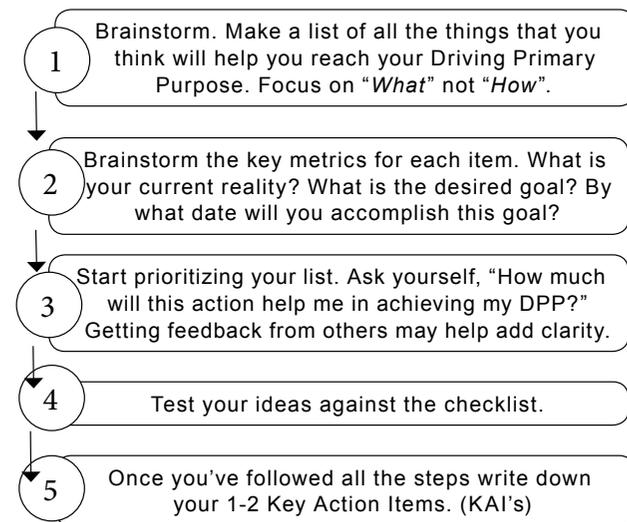
Application Step: Focus On One Key Action Item (KAI)

As I close this chapter on execution, I wanted to leave you with a very tangible way to focus your energy and time in order to execute more effectively. I know many people agree with the statement “less is more.” The problem is we don’t seem able to implement our belief. I am increasingly convinced of the idea that the more goals you set the more likely it will be you accomplish none of them. It’s time to begin fighting our enemies “The Chaos & Evil Twins” by choosing to focus on one—or, at most 2, key action items that will help you achieve your organizations Driving Primary Purpose. Here are your application steps:

CHOOSE YOUR TOP 1-2 KEY ACTION ITEMS (KAI)

- Choose one primary purpose/goal (DPP) for this next 3, 6 or 12 month period.

- Now, it’s time to brainstorm key action items. Make a list of all the things that you think will help you reach your DPP.
- Start prioritizing your list. Ask yourself, “How much will this action help me in achieving my DPP?”
- Get feedback from others
- Choose the 1-2 tasks that will have the greatest impact on helping you reach your DPP.



PREPARE YOURSELF: FOCUSING ON YOUR KEY ACTION ITEMS WILL BE DIFFICULT:

- Every battle is difficult. Every battle has logistical preparations and mental preparations. Prepare your self mentally for the fight ahead.
- This may go against your natural tendency. Most people want to accomplish more—not less—and focusing on just one or two

tasks just may not feel "right." You will face a mental battle.

- It's incredibly difficult to say no to other great ideas. In order to reach your DPP, you will likely have to say no to many good opportunities that come your way in order to make room for the best opportunities for achieving your DPP.
- You may feel frustrated with this step. It takes time to brainstorm and narrow down your list of key action items. I would give yourself at least a week. For you type "A" personalities, taking the time will be difficult. How do I know? Because that's me. Anything that feels slow frustrates me. Spend intentional time every day looking at your list, solicit feedback from trusted friends, coworkers and, above all, enjoy the process.
- You will likely be an outlier amongst your peers. Remember, the majority of society is under the influence of "the evil twins of execution".
- Failure to accomplish your DPP will make any other accomplishment feel secondary at best. At worst, it will have sidetracked you from achieving your DPP.

1. http://www.washingtonpost.com/blogs/on-parenting/post/survey-half-of-women-say-they-dont-have-enough-free-time/2012/03/25/gIQAtBHteS_blog.html
2. The Rest of God. Mark Buchannan
3. <http://researchnews.osu.edu/archive/multitask.htm>
4. <http://www.apa.org/search.aspx?query=multitasking>

Ideas for your Key Action Item	Current Reality (From X)	Desired Goal (To Y)	Deadline (By When)	Priority Ranking

Final 1-2 Key Action Items

1. _____

2. _____

Darren Herbold



Born To an entrepreneurial family that had the privilege of traveling, Darren was raised in the business boom town of Edmonton, Alberta, the mountains of British Columbia, and the beaches of Hawaii. Having broad ministry and business experience, Darren has served in leadership and development roles in

the areas of online marketing, management development, telecommunications, while also starting his own projects.

Darren is passionate about creating and leading teams that make a significant impact to those they serve. He finds energy in large and compelling visions that seek to change the world. Beyond a pastor, he is an active blogger, online entrepreneur, an author in learning and one day a documentary producer. (at least that's on his bucket list)

The best thing is to check out his About Page.

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MAKING VISION REAL



MAKING VISION REAL

By Paul Alexander

ONE OF THE CORE competencies of leadership is to dream a preferred future. And for most leaders, dreaming is something that comes natural to them. They’re wired up to push towards the future and bring people with them. After all, at its very essence, leadership is about designing a pathway for people and organizations to move from their current reality to a desired destination.

However, churches are notorious for getting stuck when it comes to understanding and developing clear actionable steps that are necessary to actually make that vision become reality. After all, who cares if you can dream it, if you can’t make it happen?

If what you’re asking people to do is confusing, chances are they’re going to stay put right where they are. Or worse, they’ll end up moving in a completely different direction than you intend. I understand that your idea and message may seem obvious to you. As the leader, this dream is something that has been birthed in you. You’ve lived with it, tasted it and can see it better than anyone. But can you communicate it in a clear and compelling manner that moves people to take a step?

If you want people to take a step that will move them and the organization in a preferred direction, then it can’t be complicated. If you’ve ever put together IKEA furniture, you understand what I mean. It’s amazing how they can fit a 6x6 foot entertainment center into a box the size of a Rubik Cube! And for some reason there always seems to be parts left over! The best process is always a simple process. Think less, not more.

Let me be clear. By no means am I saying that helping people take steps towards making vision real is easy in the sense that it is painless, peaceful, or comfortable. Moving people towards a preferred future by its very nature is difficult and painful. Since when have you ever heard that changing anything in a church setting is easy? Rather, I’m asserting that simple solutions to complex problems are the definition of elegance and lead to natural movement. Just because it’s simple, doesn’t mean it’s going to be easy.

If you are going to be intentional about forming the culture of your church, a part of this journey is going to be creating an environment that tells people where they should naturally move towards and how they should behave. This is why hospitals employ the architecture that they do. Their beacon entry philosophy literally tells people where to go when they arrive on the campus of a Hospital so they can easily find the emergency room and get the help they need. The

architecture tells people how to behave and what next step they should take. Genius! Great church leaders understand this principle and they intentionally architect the culture of their church to help people get where they need to go by taking the next natural step.

Interested in building a plan to get from where you are to where you want to be? Here are three simple approaches you can take to design a pathway that leads from your current reality to a preferred future.

1. **Sequential:** Sequentially driven execution is all about taking any number of steps in the correct order. It’s as simple as following the directions on Christmas Eve to put together that toy your kid has been begging you for all year. Which isn’t always as simple as it sounds. Miss one of the steps in the directions and you’ve got a long night ahead of you, or a really disappointed kid on Christmas morning.

Key Question: What is the next step?

2. **Chronological:** Chronologically driven execution is all about deadlines. It focuses on the deadline for delivery. Great change can be implemented by delivering on a number of small deadlines over an extended period of time. But miss the deadline and you miss your window of opportunity.

Key Question: When is this due?

3. **Priority:** Priority driven execution is all about values. Understanding the values of the organization, and making decisions that simultaneously reflect and build a culture that embodies those values. The values of the organization begin to act as a filter to help you determine how to put what Peter Drucker calls, “First things first.”

Key Question: What is the most important thing to get done?

I’ll be the first guy in line to say that clear vision is needed in any effective organization or church. But clear vision by itself simply isn’t enough. And the gap that unfortunately exists in so many churches today between a God-breathed dream in the heart of the leader and their current reality, can only be met through the hard work of charting a course forward and intentionally developing next steps. At the end of the day, even a mediocre strategy with great execution trumps the best vision that is stuck at the starting gate.

Leadership Exercise: 7 Questions Every Church Sr. Leadership Team Must Answer to Make Vision Real

1. THE MISSION QUESTION: WHY DO WE EXIST?

This is the timeless answer to why your business, organization or church is on the planet in the first place. For those of us in church-world, we don't get to pick our mission, Jesus did that for us.

2. THE VISION QUESTION: WHERE ARE WE GOING?

This is the next hill that needs to be taken. Organizational vision typically changes every 3-10 years. Vision changes because once you get there and have taken the hill, there will always be the next hill to take.

3. THE GOALS QUESTION: HOW DO WE GET THERE?

Goals are actionable and attainable steps or objectives to be met that move the organization in the direction of the vision. You know you're winning and moving in the direction of accomplishing the vision when you are meeting your goals!

4. THE STRATEGY QUESTION: WHO DOES WHAT NEXT?

Strategies are the decisions that need to be made to coordinate the application of the resources (people, time, money, information and other assets) of the organization to meet the goals.

5. THE STRUCTURE QUESTION: HOW DO WE ORGANIZE OURSELVES?

This is the way you intentionally put together all the various parts of the organization to work together in order to support the strategies.

6. THE CORE VALUES QUESTION: HOW DO WE BEHAVE?

These are the core beliefs that drive how the people in the organization interact with one another and the organization as a whole behaves towards others outside of the organization.

7. THE SYSTEMS QUESTION: HOW DO WE REPRODUCE IT?

Essentially systems are made up of complex independent parts working together to perform a function (think skeletal system, or solar system). For our purposes, building a system is the art of connecting the Core Values, Structures, Strategies, Goals, and Vision to work in alignment building a culture that leans towards accomplishing the Mission.

Paul Alexander



Paul Alexander serves as a ministry consultant at The Unstuck Group. <http://theunstuckgroup.com/> He is a pastor, speaker and strategist who has a passion for helping churches make vision real. For more than 12 years he has served on the senior leadership teams of some of the nation's leading mega-churches.

Currently, Paul serves as the Executive Pastor at Sun Valley Community Church, <http://www.sunvalleycc.com/> a large multi-site church located in the Phoenix area. He's been married to his wife Lisa for more than 17 years. Together they have four children Kennedy, Mia, Lincoln, and Wyatt

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WHY YOU NEED TO RETHINK YOUR SMALL GROUP MINISTRY



WHY YOU NEED TO RETHINK YOUR SMALL GROUP MINISTRY

By Daniel Sangi Im

HOW WOULD YOU FEEL if 25% of your church was involved in some form of mid-week group or programming? Would you feel disappointed at first, but then rationalize it, and make yourself feel better by saying that this is better than most churches? Perhaps you would consider padding the statistic, as you get ready to present it to your board or to fellow pastors at a conference. Or maybe you wouldn't even present it, and instead focus on your weekend attendance as the sole measure of your church's success.

Well, let's add one more factor to the above story. What if your weekend attendance continued to increase by 30%, but that 25% number stayed the same? How would you feel then?

That was the case at my church, and I was hired to do something about it.

Being a learner, entrepreneur, and systems thinker, I quickly learned and piloted every small group technique and method under the sun

(not all at the same time though – I'm not that crazy). I wanted to experience the astronomical growth that the books promised me. I tried everything from a semester model to a sermon-based group model. I even launched new groups every month, in addition to piloting online groups. Sure, I saw growth and new people getting connected regardless of the method that I used, but there was always a bottleneck and people who didn't want to join. The growth wasn't exponential, it was additional – and that wasn't good enough for me.

Now I know about the myth of the silver bullet – and it's not that I was trying to debunk that myth like they do on the TV show “MythBusters,” but there had to be a better way. After all, isn't God a God of multiplication? Doesn't God long for the unconnected to find connection, and for the lost to be saved, even more than any of us do? But what kind of small group structure actually does that well for the majority of the church?

Sure, small groups can be “missional,” but most of the time, any “missional” activity is relegated into a one-time service project that is only organized by a couple of the individuals, and attended by half of the group. Small groups just don't have the critical mass to embark onto sustainable “missional” activity.

I understand that small groups can have an “open chair,” but how many times have you been stood-up by people whom you have

invited? Or maybe people came once, but didn't return. Why do you think that happened?

Lastly, let's talk about the elephant in the room. We all know the beauty of spiritual multiplication and how compelling that vision is. But when is the last time you've seen a small group multiply and both groups thrive? Let's say you've seen this success, how often have you seen the multiplied group then multiply again and all four groups thrive? I'm Korean and I have pastored in Korea, so I know what a cell church model looks like. And to be frank with you, let's stop being so idealistic about the small group model.

Something had to change if I really wanted to see my church getting into community and being the church in the community – that's when we embarked on this idea of mid-size communities.

The Spectrum of Mid-Size Communities

There is a wide spectrum of how churches are currently doing mid-size communities or missional communities of 20-50 people. On the one side of the spectrum, the mid-size community is like a mid-week church gathering with worship, teaching, and prayer – it's lay led, rather than staff led. On the other side, the mid-size community functions as the church – sort of like a house church model, with a monthly

celebration where all the mid-size communities come together for corporate worship. There is also another spectrum that runs parallel to the above spectrum, let's call it the missional engagement spectrum. On the one side, there are mid-size communities with a shared mission. On the other side, there are mid-size communities of missionaries.

A New Model For Mid-Size Communities

I don't know if it's because I'm Canadian and I love to keep peace, but after all of my research on mid-size communities, I wanted to see if there was a model that embraced the both/and. What would it look like if we created a model that drew from the strengths of small groups **and** the strengths of medium sized gatherings? Using questions like this one, I developed a different model where mid-size communities would meet every other week, and smaller groups of individuals would meet in the off weeks.

The beauty of my model is that it still leaves room for the important dynamic of the small group environment. It does not minimize the importance of small groups, it rather embraces its strengths. Since small groups are a personal space for people to connect and support one another in more vulnerable and intimate ways, they are a great environment for bible study, spiritual growth, accountability, and depth in

relationship. Those are all values that are hard to keep intact when you **only** have the mid-size community gathering environment. Since the best small groups are ones that form organically and naturally, and since relational chemistry is of the utmost importance for a great small group, the mid-size community provides the ideal environment for people to discover whom they best connect with. After all, for most churches above 200 people, it becomes increasingly difficult for newcomers to quickly connect and engage in enough conversation and relationship to figure out whom they would like to journey deeper with. To force them into an existing small group too quickly could be detrimental for both the newcomer and the small group, as many of us might already know.

On the flip side, within group life, I found that there were three major areas that work better when a mid-size community embraces the both/and model – drawing from the strengths of small groups and the strengths of medium sized gatherings.

1. THERE IS A HIGHER RATE OF ASSIMILATION:

- More individuals can be quickly integrated into a mid-size community.
- Newcomers will not feel obligated to keep coming, nor are they the center of attention.

- It’s easy to step into a mid-size community environment, since the environment is conducive to this. After all, it is large enough that you won’t be the center of attention when you are new, but it is also small enough that you are bound to find others you connect with.
- It’s great to meet a lot of new people.

2. MULTIPLICATION:

- In small groups, multiplication is an incredibly hard and painful thing, whereas in mid-size communities, multiplication doesn’t feel like radical surgery since there are so many more people. You can go with those you most connect with.
- When multiplying your mid-size community, there is less ambiguity around who goes where because multiplication happens with the focus of mission.

3. DISCIPLESHIP:

- The mid-size community lead team is an incredible environment for discipleship. In-depth discipleship happens here where it’s a co-discipling environment.
- All mid-size community leaders receive training and ongoing coaching and support from church staff.

- Through a mid-size community, a disciple grows in knowledge (discussion nights and off-week small groups) as well as puts his/her faith to action, since every mid-size community has a mission focus.
- Individuals can form smaller groups with those they most connect with, which results in a greater level of trust and life transformation.
- Above all else, through a mid-size community, individuals discover that all of life is discipleship, rather than it just being a weekend thing.

So what does a mid-size community gathering look like?

Imagine how it would feel if you belonged to a community where love was a verb and was characterized by action, rather than shallow words that didn't do or mean anything? Where blessing each other wasn't a second thought, but it was a normal part of our daily schedule? Where apathy and indifference wasn't the normal attitude, but we were all filled with passion, filled with God's Spirit, filled with his strength, and where everything we did was towards serving one another and Jesus?

Can you see this? Can you imagine this sort of community? Can you taste it?

This is what mid-size communities are all about. I'm not merely

theorizing based on the beautiful picture laid out in Romans 12 or Acts 2, but I am simply describing the reality that many of our mid-size communities are experiencing.

To conclude, I'm not saying that mid-size communities are a silver bullet, but they are working. From research to implementation, the process took me 24 months, but since beginning the process, we have now connected over 500 people into mid-size communities and we only went public with the concept at month 21. The fascinating thing is that over 90% of the 500 were not in any other form of community before hand. It seems like we are onto something viral.

I could keep talking about the different facets of mid-size communities, how to launch them, and the best practices in leading them, but there is simply not enough room for that. I will end with a section here on the top 10 things that I learned about launching and growing Mid-Size Communities.

If you would like to read more about mid-size communities or engage in a conversation with me, check out some other posts on my site <http://www.danielim.com/category/ministry/mid-size-communities-ministry/> or email me at daniel@danielim.com. I'd love to talk.

The Top 10 Things I Learned About Launching and Growing Mid-Size Communities:

- 10.** Plan your gathering schedule 3-4 months out at a time.
- 9.** Meet bi-weekly with your leadership team to have a meal where you are discipling one another, rather than a meeting where you are planning together.
- 8.** Share resources, lessons, and email template ideas with other mid-size community leaders.
- 7.** It's better to delay the launch date of your mid-size community than starting it with a thin or small leadership team.
- 6.** The gathering focus of your mid-size community (affinity, geography, or societal need) becomes your mission focus.
- 5.** Don't create rules to obtain behavior; instead, be a cultural architect that shapes an ethos, which leads to your desired behavior.
- 4.** Inclusivity and smaller groups meeting in the off weeks are key factors for depth and growth.
- 3.** Don't let attendance become your success factor. Instead, look for vital behaviors that you can control to measure success. In other

words, create a dashboard for health.

- 2.** A clear mission focus for your mid-size community will keep it on track and ensure that it does not become a lame social gathering without purpose.
- 1.** The health of the leadership team determines the health and longevity of the mid-size community.

Daniel Sangi Im

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HOW TO ENGAGE A HEALTHY STAFF



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HOW TO ENGAGE A HEALTHY STAFF

By Ron Edmondson

ONE OF THE MORE frequent criticisms I hear in leadership from team members, especially in the church, is that people do not feel part of the vision. They often feel leadership doesn't listen and decisions are already made. They are forced to be implementers of someone else's vision.

I hear equally from stressed out pastors and senior leaders who wish people were more engaged in the process in their church or ministry. They contend they want and need help with the weight of decisions they carry, but can't find people who will own decisions and are consequently forced to make them independently.

Obviously, both can't be true. Or can they? Could it be the two scenarios are true, but they work against each other? Perhaps the problem is more communication of expectations than an unwillingness to engage others in the process. In fact, there may be an underlying issue, which is larger than a communication issue.

In working with dozens of churches and pastors through this very issue, I've discovered many leaders simply do not know how to engage people

in leadership. Simply put, they don't know how to delegate effectively.

With that in mind, here are some considerations of how a healthy engagement process might be structured.

Defined vision – Everyone must be clear on what the overall mission of the church is, for which they will be held accountable. People are less likely to engage if the direction is nebulous. They will stay on the sidelines waiting to see if and when a vision takes shape in which they can believe and participate in.

Clear Expectations – People need to know their role in accomplishing the vision. There should be measurable goals and objectives the church or organization is trying to achieve. I believe it is best if the people responsible for achieving them get to help create these, but they should certainly know what a win looks like. The question, “Why are we doing this?” should be answered clearly in their mind.

Abundant Knowledge – The leader should ensure team members they want engaged, have received coaching and education. The leader should also remain available during the process, so questions or uncertainties of details that arise can be answered. Too much information is always better than too little.

Adequate Resources – A fully engaged team has adequate resources and money to accomplish the task assigned. Nothing is more frustrating than being asked to complete a project without the tools with which to do it.

Intentional Accountability – Proper engagement involves follow up and evaluation of the delegated assignment. This is healthy for the delegator, the person receiving delegation, and the organization. It will keep people engaged longer if they are able to see their progression towards completion. That requires intentional accountability to make sure goals and objectives are being met.

Celebratory Appreciation – The process of engagement isn't complete until the delegator recognizes the accomplishment of the one who completed the task. Failing to celebrate, limits the leader's ability to continue healthy engagement. Again, people want to see their progress and know what the work they did matters. They want to know they met the expectations of the leader and their efforts are appreciated.

Constructive Evaluation – In order for the engagement process to continue, there must be a concerted and systematic process of constructive evaluation. What worked? What didn't work? Why didn't it work? How could this process be done better? Who else should be involved in the process next time? Asking honest questions helps the system of

engagement to remain healthy and keeps people motivated to participate. No one wants to be a part of something that isn't working. Paid workers may stay to keep their job, but there will be little enthusiasm and eventually burnout, frustration and stagnation will occur.

Creating a healthy and engaged staff isn't difficult. Okay, maybe it is, because it requires leaders who are humble enough to recognize the value of engagement and the willingness to release the right to control.

The good news for leaders is that it actually makes things run more efficiently. That makes the life for a leader easier. Everyone wins.

Chances are, however, that either side of the coin you are on, either as a leader wanting a more engaged staff or a team member feeling disengaged, you wish things would change. Now is the time. Maybe it begins with an awkward conversation, but the result is worth the effort. Who is making the first move?

Ron Edmondson



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7 KILLER MISTAKES CHURCH LEADERS MAKE

9



7 KILLER MISTAKES CHURCH LEADERS MAKE

By Scott Williams

IT’S A HARD FACT, but if you’ve even been in leadership, you know it’s true: every mistake gets ten times more attention than a success. Maybe there’s a positive way to spin it—it’s only natural that a mistake would stand out more against a flawless track record.

The thing is, leaders are supposed to have wins. People trust their leaders on the basis of a track record of success. As a result, successes are often overlooked. Even though people know their leaders are human—on paper, anyway—mistakes make them nervous that maybe, just maybe, their trust is misplaced.

I’ve had the joy (and headache) of being a leader for many years, in many different contexts: publicly traded corporations, political entities, correctional organizations and ministries. More recently, I’ve spoken at conferences and consulted one-on-one with church leaders all over the world. And guess what? As a leader, and as a consultant to leaders, I have made and witnessed many leadership mistakes. No big surprise there—leaders are human, and humans make mistakes.

What singles out the successful leaders isn’t a flawless track record. It’s the ability to learn from their mistakes and failures.

If you’re one of those leaders, read on. Here are 7 common-as-the-common-cold mistakes that I’ve found ministry leaders making:

7 Killer Mistakes Church Leaders Make

- 1. Blame It On Ministry** – Ministry leaders will blame their unwillingness to make tough decisions on the fact that “it’s ministry” or “I know they are not doing so-and-so, but we are a church.” Yes, we know it’s a church/ministry role; that’s no excuse for not holding people accountable! Ministry leaders, like any other leader, should be expecting excellence and demanding a high level of performance. If anything, a ministry leader’s standard should be higher: not only perform, but perform with integrity.

Don’t Blame It On Ministry!
- 2. Copy Cat** – Ministry leaders try to replicate what they see popular churches, ministries or pastors doing. Don’t get me wrong, it’s important to learn from other successful ministries, and apply those ideas, concepts, practices, systems and theories contextually. The Copy Cats’ problem is that they listen to a pastor at a conference, or see something another ministry is doing, and

try to 100% replicate this new idea, without understanding the unique history and context behind it. *Don't be a Copy Cat!*

3. **Only Learn From Within Christian/Ministry Circles** – Ministry leaders make the mistake of limiting their learning circles. They only learn from other Christian leaders, Christian books, other pastors, church leaders etc. Ministry leaders should open up and expand their arsenal. For example, ministry leaders can learn a ton from major corporations and industries as well. In matters such as leveraging technology, leadership principles, HR practices, talent search and understanding customer service, industry is normally 10+ years ahead of ministries in both strategy and practice. In particular, the sports industry can teach ministry leaders a lot of valuable information, provided ministry leaders are willing to seek and learn. If we open our eyes, we can learn from Christian principles even in places where Christ isn't the focus. *Don't Exclusively Learn From Within Christian/Ministry Circles!*
4. **Hire The Wrong People** – Just because Johnny was successful at so-and-so church, and has so-and-so seminary degree, doesn't mean he is the person to take your ministry to the next level. Don't limit your hires to individuals that only have ministry experience. For that matter, don't hire someone simply

because they have a good heart, or because they were a good volunteer. Every hire is of extreme importance to the success of the ministry, so take your time and give each hire the consideration they deserve. *Don't Hire The Wrong People!*

5. **Think They Own Their Staff** – Just because your staff members have accepted their calling, and signed on the dotted line, doesn't mean they can't leave and go somewhere else. I've seen so many ministry leaders get bent out of shape because a team member decides to leave their ministry for another. The reality is this: the staff are not yours in the first place. They're God's. And your ministry is not yours, it's God's. (Remember?) If God is the one doing the “calling,” He can pick up the phone and call a team member to a different ministry at any time. If someone wants to move on, create an environment where they can come to you openly about their decision, without fear of repercussion. You must learn to live with an abundance mentality and God will send you more than enough great team leaders. *Don't think that you own your staff!*
6. **Trade Success For Learning** – Success can be the greatest impediment to future success. Success overshadows failures, and covers up blind spots. As ministry leaders have more success, they tend to have the attitude of: “Look where

we’ve arrived! What could so-and-so possibly have to teach us?” Ministry leaders must be lifelong learners and not allow their success to be a substitute for learning, development and growth. *Don’t trade your success for learning!*

7. **Don’t Seek God** – This one should be common sense. But you’d be surprised. Many times, a leader will make a huge decision without taking any time to seek God. It might even work out in the short-term. The long-term results, however, are tragic. *Don’t Leave God Out Of The Equation!*

Now, we both know that this isn’t an exhaustive list. These mistakes are ones that I frequently observe, but someone else who has been in leadership as long as I have could probably point out seven different ones! Every leader has their own blind spots, and every ministry has its own mistake-making pattern. So share this list with your leadership team! Form an alliance to be on the lookout for these mistakes, and the unique ways they come about in your ministry. You’ll never eliminate every mistake; then again, you can get pretty close.

Scott Williams



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over 3,500 people. Currently, he is the Chief Solutions Officer for Nxt Level Solutions, a consulting company he founded to help businesses, non-profits and individuals with both internal and external growth. Scott is speaker, strategist, consultant and a respected thought leader. He is an avid blogger at BigIsTheNewSmall.com, and leverages Social Media to make a Kingdom impact. Scott is passionate about leadership development, organizational growth and diversity. He is the author of “Church Diversity – Sunday The Most Segregated Day Of TheWeek.”



WANTED: A KILLER DIGITAL STRATEGY

10

WANTED: A KILLER DIGITAL STRATEGY

By *Tim Nations*

A Difficult Task

TECHNOLOGY HAS ALWAYS BEEN tough to predict. Recently I read that, in 1860, a group of experts and ‘futurists’ were gathered in New York City to discuss what the next 100 years would hold for their bustling city. They studied the current trends alongside the projected future impact of technology and came to a unanimous (and startling) conclusion: New York City would not exist in 100 years. Their reasoning? Considering the rate of population growth in the city, the number of horses (the current travel technology) required to move those people around would create such volume of manure that the city would become uninhabitable. However, just a few short years following the delivery of this harrowing prediction, a new technology—the automobile—emerged that rendered those prognostications obsolete (and made the prognosticators look rather foolish).

Today’s rate of technological advancement is far greater than that of the late 1800’s. The moment you write anything down about the

present reality, much less the future, it becomes outdated. Trying to develop a killer digital strategy for your church will often mean making discussion on data that is quickly becoming old news. It’s a most difficult assignment. But it is one of the most important present/future endeavors every church should embark upon. Why? To borrow from a *recent editorial* in the latest edition of *Leadership Journal*, **it’s where the people are**. If churches are going to remain effective at reaching and mobilizing a culture that is becoming increasingly ‘digital first’, we must develop strategies that will activate the people of God to carry the message of Christ to those that are far from Him, to the very ends of the physical and virtual worlds.

My Goal

A quick Google search for information regarding technology, websites, social media, online communication, mobile web, and their associated trends and tactics will generate more than you could possibly digest in a single sitting (unless you’re the *Joey Chestnut* of data consumption). How do you boil it all down into 3-4 pages that are useful for growing churches of all stripes, shapes, and sizes? (I didn’t know either.)

After a few failed attempts, my goal in this chapter is simply to provide you with three things:

1. **Reflections on my conversations with church leaders and technologists.** As a Director for *Leadership Network*, I have the privilege of connecting with hundreds of church leaders and Kingdom-minded individuals around the globe each year. Because of my role in the *Beyond Digital Initiative*, I’ve had the opportunity to dialogue with individuals and teams about the current and future role of technology in the Church. I’ll share some of the key ideas that have emerged from those conversations, along with action steps you can take to dive deeper.
2. **Links to some helpful resources.** I do want to point you in the direction of some articles, research, individuals and organizations that may be helpful to you and your team. You’ll find those sprinkled throughout as well as at the end.
3. **A process you can follow to develop a killer digital strategy that will accelerate the mission of your church.** At Leadership Network, we’re all about good process. Over the last dozen or so years we’ve watched our peer-centered, collaborative process serve as a catalyst for accelerating the learning and multiplying the impact of churches all around the world through our *Leadership Communities* and *InnovationLabs*. Three of the key principles of that process are Knowledge, Understanding, and Decision/Action. At the end I’ll outline a simple process you can

go through with your team to accelerate the development of your digital strategy and multiply your impact through technology. (For more on the importance of process, check out chapter one of *Decisive*, by the Heath brothers.)

What I’m Seeing

Through my conversations with church leaders and technologists in North America and Europe, I’ve learned there is great variety when it comes to the tools and tactics that are being used effectively by the Church. The context, culture, and size of each congregation play a role in determining which strategies succeed and which ones ultimately fail. However, several shared, critical success factors (CSFs) have emerged that can be applied to any church, anywhere. Here are a few for you to consider, along with some ideas and actions you can consider:

CSF #1: UNDERSTAND THE “WHY” OF YOUR DIGITAL STRATEGY

If planning your digital strategy begins with a discussion of the latest tech tools, you’re walking a treacherous path. In our tech-centric culture, it’s far too easy for leaders like yourself to get distracted by all the ‘shiny things’ that come your way. Each year, churches around the globe invest countless dollars and hours chasing after the latest thing, only to waste it all when implementation fails or when the

projects get scrapped in favor of something else (read ‘newer’).

Rather than focusing on the latest ‘what’, churches that are successful in developing and implementing a digital strategy can articulate a clear and compelling ‘why’ behind that strategy. Understanding the ‘why’ allows leaders to:

- Deploy a strategy that is tied directly to the mission of the church.
- Provides clarity on what is best so they can say ‘no’ to what is merely ‘good’.
- Prevents technology from becoming an end to itself.
- Paves the way for a holistic, aligned strategy rather than a disjointed collection of tools and tactics.

IDEA: Rather than get blinded by all that could be, invest your resources in developing a holistic vision and strategy for the use of technology that is firmly grounded in the mission and culture of your church. How do you do that? Start by asking a different question.

ACTION: With your team, watch the Simon Sinek video “How Great Leaders Inspire Action” from TED and discuss the ‘why’ of your digital strategy. Although poor in production quality, the content by Sinek provides a simple yet powerful model that I believe is central to developing an effective digital strategy.

CSF #2: DEVELOP AN ALIGNED DIGITAL STRATEGY

While many churches invest in digital tools and tactics, few take the time to create alignment and focus around a single strategy. Instead, they employ a variety of disjointed tools (many of which were picked up at the latest conference or modeled well by ‘Church X’) often with the primary intent of pushing content. Leaders that are successful digital strategists start with their mission, and then utilize a few, strategic tools and processes that move in a unified direction and support key metrics.

IDEA: Don’t let the technology tail wag the dog! Instead of focusing on the latest technology that is available (you Apple fanboys), start with your core discipleship strategy and figure out which tools and tactics best serve that process.

ACTION: With your team, outline your core church strategy in detail. Then walk through this scenario together: Imagine we are a ‘digital only’ church. How would we translate our core, life-on-life process into a full digital strategy? What tools and tactics would be necessary? Which would be a luxury? How can we effectively extend spiritual life beyond Sunday through digital means? Discuss what learnings emerge.

CSF #3: KNOW YOUR AUDIENCE

Churches that use technology well operate with a clear understanding of their target audience, plain and simple. They employ tools that connect well with that audience and avoid those that don't. They also use technology as a listening and learning tool, not just as a glorified digital megaphone.

IDEA: Get to know the digital profile of your church and neighborhood.

ACTION: “Walk the Neighborhood” through social media. Just as the evangelists of old would spend time knocking on the doors of their members' homes and tracing the ‘ant trails’ of their community, carve out time over the next 30 days to listen in and engage in conversations through the channels your church and community members use. Its amazing (and sometimes scary) how much personal information people share with the world. What can you uncover that will help you understand those you serve better?

CSF #4: UNDERSTAND THE TOOLS

As I mentioned before, churches are finding success through a wide variety of digital tools. There is no one-size-fits-all tool. What works in one context may fail miserably in another. Take the time

to know the strengths and limitations of the many tools available to you, and how they work together.

IDEA: Ensure that your existing tools effectively meet the needs of your core church strategy and primary audience(s).

ACTION: Write each current digital tool on a piece of newsprint or giant post-it note and hang them around your meeting room. Write the purpose, strengths, and weaknesses of each tool, along with the names of 2-3 alternative tools, on each sheet. Have an open discussion about the effectiveness of each tool, what your team understands and doesn't regarding each tool and its function within your strategy, as well as any metrics associate with each tool. Are you using each tool effectively? Why or why not? Is it a tool or tactic issue?

CSF #5: THEY ARE INTENTIONAL ABOUT REACHING AND RELEASING TECHNOLOGISTS

One of the guiding principles of our Beyond Digital Initiative is the belief that our tech-centered culture gives churches the opportunity to activate the ‘latent energy’ of untapped tech talent in their pews. As highlighted in [*this blog post*](#) from our first [*Code for the Kingdom Hackathon*](#), many Christian technologists feel their talents have no place in the church. However, churches that are successful in deploying their

digital strategies have figured out ways to connect with, empower, and release their tech minded members for Kingdom impact.

IDEA: Create a ‘most wanted list’ of tech minds to engage in your church. Then engage them!

ACTION: As a team, list all of the roles and areas of expertise needed to take your digital strategy to the next level. Who do you know that fits each area of need? Develop a plan to engage each individual and explore opportunities for their gifts and talents to be used for the Kingdom. Just understand that some of the best uses of their gifts may take them outside your church to tackle broader Kingdom issues. That’s a good thing.

Good Process

As you prepare to take a strategic step forward with your digital strategy, take some time to outline a good process that will allow your research and the best thinking of your team to shine. The following outline is a process you could follow as you make technology decisions. Feel free to tweak it so that it serves your church and the people you are called to serve.

DECIDE ON A GOAL

It’s always important to begin with the end in mind. The first step to move forward as a team is to agree on a destination. What is your goal? What do you want to accomplish? What does success look like? What is your timeline?

DISCERN THE ‘RIGHT’ PEOPLE

Having the right people in the room makes all the difference in the world. To have the most effective conversation, create a list of key stakeholders, decision makers, and implementers. Think about who can provide valuable outside input as part of a focus group. Getting everyone together at the same time for an extended session will accelerate results, far more than separate groups meeting for shorter periods across time.

DRAW UP AN AGENDA

Once a goal is chosen and the people are secured, design a meeting that will lead to results. Make time to bring the right content into the room, but realize that time for processing, understanding, and testing information is even more critical. Utilize some of the “Action” recommendations above along with the resources listed below. A sample agenda can be found [*here*](#).

DIG INTO RESEARCH

Ask your team this question, “What do we need to know in order to make the best decisions possible?” Assign a couple of staff members the task of researching the top two or three knowledge areas and have them prepare presentations for your session. Combine some of the tools listed below, such as segmentation data from Nielson or Percept Group’s *Ministry Area Profile*, along with Pew’s *State of Social Media Users* report or one of Comscore’s *State of the Internet* reports to develop profiles of your ‘users’, both attenders and non-attenders. Make use of available data to highlight trends that are relevant to your audience, and bring that to your planning session (or assign it as a reading beforehand).

DEVELOP AN ‘EXPERT’ PANEL

When it comes to technology, it’s practically impossible to stay abreast of all the latest trends and best practices. Instead, solicit the experience and expertise of those who live in that world. Bring in local practitioners, or leverage the ease and cost savings of video platforms, such as Skype or *Zoom.us* to ‘bring into the room’ thought leaders from around the world. Don’t limit yourself to the information that is within view. Allow others to join the conversation in order to widen your view.

Do It!

Once you’ve set a date, stick with it! Guard this time as sacred. Find a place out of the office where your team can spend several uninterrupted hours together. Make sure you have plenty of space to interact, the ability to put stuff up on the walls, and the technology to make use of video conferencing or on-the-fly research. If there is a good co-working space in the area, that could be a good place to rent some space for the day.

DON’T FORGET TO FOLLOW UP

Even if you design a great meeting, bring in superb data and expertise, and follow an effective process, failure to take action on decisions made is the same as not making any decisions at all. One of the biggest obstacles to progress in churches that I see is a lack of follow up. When you outline your action steps, remember to include who is responsible, target completion dates, and measures for success. And then hang it all up in a conspicuous spot where everyone can see it. Every day.

Last Word

Remember this: technology is neutral. It is simply a tool (albeit a powerful one!) that is subject to the hands that wield it. With that in mind,

technology has an amazing potential to maximize your efforts and multiply your impact for the Kingdom. Why? It’s where the people are. A well-defined, integrated strategy can reach more people through online tools, connect them to offline experiences, and release a new generation for powerful Kingdom impact.

Resources for Making Good Decisions

Decisive, by Dan and Chip Heath

Thinking Fast and Slow, by Daniel Kahneman

Predictably Irrational, by Dan Ariely’s

Nudge, by Cass Sunstein and Richard Thaler

Technology Research

2013 State of the Church Online [<http://www.monkdevelopment.com/free-resource-state-of-the-church-online-report/>]

Pew Internet Research [<http://www.pewinternet.org>]

Nielson [<http://www.nielson.com/us/en/nielsen-solutions.html>]

Comscore [<http://www.comscore.com/>]

Tech Organizations to Consult With

Monk Development [<http://www.monkdevelopment.com>]

Buzzshift [<http://www.buzzshift.com/>]

Ovenbits [<http://ovenbits.com/>]

Plain Joe Studios [<http://www.plainjoestudios.com/>]

Roar.pro [<http://roar.pro/>]

BookShout! [<http://bookshout.com/>]

Ministry Organizations and Individuals to Follow

Code for the Kingdom Hackathon Series [<http://www.codeforthe kingdom.org>]

Social Media Church [<http://www.socialmediachurch.net>]

iMinistry Conference [<http://www.iministry2013.org/>]

LifeChurch.tv [<http://www.lifechurch.tv/resources/church>]

Percept Group [<http://www.perceptgroup.com/>]

Tim Nations



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WHY YOUR VISION DOES NOT STICK



WHY YOUR VISION DOES NOT STICK

By Tim Peters

THE BEST WAY TO grow your church is not through big events, sermon series or raising more and more money ... it's better communication. These ministry practices are not wrong, but will not be effective without great communication.

Here's how you know your communications aren't working:

- No one in your church knows what really matters.
- Your staff is on the same page.
- Each Sunday, you're asked to announce 5 events before you start your sermon.
- Everything is urgent, but nothing is important.
- Your congregation is restless, frustrated, and just don't get it.
- Your communications are full of clutter.
- You feel like you are communicating everything, but nothing sticks!
- You're frustrated because things are always falling through the cracks.

Here's the good news. You can turn chaotic communications into clear

communications. You can move people from complacent to engaged through better communications. In fact, this is the catalyst behind every growing church that I've studied, worked with or been a part of. Better communications will help you overcome almost any obstacle to growth.

Growing your church is hard. It's certainly not for the faint of heart and it likely won't happen overnight. But, if you can identify the God-given vision for your church, communicate it clearly and make it stick, you'll be on a path to reach more people.

You've heard it said that...

“Your beliefs become your thoughts, your thoughts become your words, your words become your actions, your actions become your habits, your habits become your values, and your values become your future.”

If you're looking for a single solution to grow your church, you won't find one. But, I can tell you this... if you can change the way you think about communication, the way you communicate and the systems you use to communicate, then that will change the future of your church.

The missing ingredient to making vision 'stick' is systems. You can cast vision over and over again, but without communication systems the vision of your church will slowly disappear.

You could have a very clear vision, but without systems your vision will not stick. Integrating communication systems is the missing ingredient to your vision moving beyond a whiteboard or piece of paper. All of the growing churches I’ve worked with integrate streamlined systems to ensure what are most important remains most important.

Andy Stanley says,

“We all have systems, processes, and methods that we employ, and these systems elicit behaviors in ourselves, our families, our friends, and our co-workers. If you aren’t getting the results you desire from your team, your congregation, or yourself, it’s probably because you have absent or ineffective systems.”

You need communication systems. Systems on how you will communicate your vision, systems on how-to hire people based on your vision, systems on what events you will do and not do and systems on how you spend money.

Rick Warren says,

“A lot of people have a great vision. But you’ll never see your vision become a reality unless you communicate it well to others. Many great God-given dreams die in the vision-casting stage. In fact, there

are seven particular things you need to make sure your people understand in the process of sharing your vision with them.

Vision casting is an important part of your role as a pastor. God has a vision for your church. Your job is to help your members get behind that vision.

Here are six questions to ask yourself. The answers to these questions will help you understand where you are on the path of knowing where God is leading your church.

1. Who are you, really?
2. Where are you going?
3. Why are you going there?
4. How can people help?
5. What will you do to get there?
6. What will the rewards be when you get there?

As leaders it is imperative to spend time wrestling with these questions. The above questions will guide your team to identify who you are and where you are going. Remember ... the key is creating systems to communicate what really matters. Use the following articles

to help with developing systems to keep the vision the main thing.

Recommended Reading

How to Create Systems and Clean Up the Clutter of your

Communications

5 Ways to Execute a Communications Strategy

The 5 Essentials to an Effective Communications System

Tim Peters



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A FINAL THOUGHT & FREE GIFT

*Focus is a principle found
throughout nature.*

When you focus the sun's rays to a fine precision point you can ignite a fire that the expansive rays alone cannot. It is the same with human potential and ministry effectiveness. Once you begin to **FOCUS YOUR TIME AND EFFORT ON THE ONE OR TWO KEY ACTION ITEMS** that will help you reach you and/or your organizations Driving Primary Purpose, you will begin to accomplish the remarkable and change the world.

I trust that some of the best practices and thoughts shared in this book ignited a new idea or reignited the dream God has already given you. Instead of just a imagining a painting of the future, my dream has always been that I, that you, by Gods grace, would be able to live the life that is burning deep inside us, placed there by the King of kings. Not for our sakes, but for His. So that thousands would come to know Jesus because we, have done the hard work of staying ruthlessly focused on executing our vision with the utmost precision. In closing, my prayer for you is to go and change the world with the life changing message of Jesus Christ. He's already given you His vision, now go and get it done!

FREE GIFT: I have recently published a premium eBook dedicated to the **conversation of identifying, executing and living the God given dreams and purposes** within us. As a fellow dreamer, worker and servant

of Christ I would like to provide you with a 100% discount code to get a free a copy of this book or be able to put the discount towards one of the resource packages.

Just add the discount code to get it for Free. My prayer is you would find it helpful and that you would continue to create, lead and change the world for the name of Jesus!

I so love the church and am thankful for brothers and sisters just like you. Be blessed. Be a difference maker. Today, make the name of Jesus famous!

To Him be the glory

YOU CAN FIND IT HERE:

www.darrenherbold.com/books
DISCOUNT CODE - *theonething*

CREDIT WHERE CREDIT IS DUE

I want to say a very big thank you to the contributors of this eBook. In one way or another you have all inspired me and taught me. Not only has your wisdom impacted my ministry, but you have each highlighted the nature of Christ to me. Thank you for your willingness to share your ministry experience with others. You have, once again, highlighted your humility and servants heart. Personally, thank you for investing in my life and making me a better servant of the Master. I am so grateful to know you and to serve with you.

With much gratitude and thanksgiving,

Darren Herbold

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