

LEADERSHIP NETWORK

Marketplace Success / Kingdom Significance Leadership Community

“Innovative churches helping one another discover and create custom-tailored strategies, plans and tools to utilize and mobilize marketplace leaders for Kingdom Significance.”

Marketplace Success / Kingdom Significance – An Emerging Ministry Opportunity

People who have marketplace success experience Halftime, a pause in the middle of the game of life to reflect on who we are and what will matter in the end – to potentially redirect our time, talent and treasure to something that will make a difference in the lives of others. For some it comes when they are facing retirement, for others it comes earlier.

Halftime is not just for the rich, it's not about bailing from corporate America and it's not just a male thing. Halftime isn't even a uniquely Christian phenomenon. It is a generational "cultural" phenomenon and for those who have a faith perspective and call themselves Christ followers these questions have a strong eternal perspective.



The Issue

We will initially address the issue by referring to excerpts from two separate articles.

“In a few hundred years, when the history of our time will be written from a long term perspective, I think it is very probable that the most important event these historians will see is not technology, it is not the Internet, and it is not e-commerce. It is an unprecedented change in the human condition. For the first time -- and I mean that literally -- for the first time, substantial and rapidly growing numbers of people have choices. For the first time, they will have to manage themselves. And let me say, we are totally unprepared for it.”

Throughout history, practically nobody had any choice. Up until maybe 1900, even in the most highly developed countries, the overwhelming majority followed their father -- if they were lucky. There was only downward mobility; there was no upward mobility. If your father was a peasant farmer any place, you were a peasant farmer. If he was a craftsman, you were a craftsman, and so on.”

“Managing Oneself” an article written for the Harvard Business Review
by Peter Drucker



“With about 10,000 people in the United States turning age 50 each day, the mature marketplace is rapidly becoming one of the largest groups of consumers in the country. And, with the Baby Boomers being the ones who are inflating that group, marketers have to rethink how to sell to them.

As with every stage of life they have been through, the boomers, generally defined as those born after World War II until 1964, are expected to make their mark and literally redefine the term ‘mature consumer.’

One in four Americans is now age 50 and the 50-64 year-old age group is expected to grow by 50 percent by the year 2015, making the mature consumer market one that demands attention.”

Excerpt from “Baby Boomers”
The Changing Face of the Mature Market

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You may be wondering what these articles have to do with the Marketplace Success / Kingdom Significance Leadership Community.

EVERYTHING

The facts are:

- Today's 50-plus adults are more fit, better educated and financially secure than any previous generations of mature men and women.
- There are 10,000 people a day turning 50
- One in four Americans is now 50
- 17 million people will turn 50 in the next four years

Based on these facts the church needs to be prepared for these people who have a high capacity to give time, talent and treasure. You may call these people Marketplace Leaders, "Halftimers" or merely people with options -- the title isn't important.

What is important is that there is an unprecedented opportunity for the church to engage these people for Kingdom initiatives.

According to interviews with 20 large churches conducted over the last few months, individuals with options and the church facing boomers have something in common...as Peter Drucker shared, "they (individual churches) are totally unprepared for it (this opportunity)."

The Need

There is a need for churches to grapple with the following questions:

- How to best serve those who are facing Halftime.
- How to cast a vision large enough to capture the attention of people who are equipped to make a difference.



"You can't recruit me but you can cast a vision that is compelling enough for me to happily invest my time, talent and treasure."

Ed Ligon
Fellowship Associates, Little Rock, AR
Former owner of Orbit Valve Company

- How to grant permission to those with options to live the second half of their lives differently
- How to effectively unleash the latent energy that is untapped and sitting in various churches across North America

"Just yesterday we had a very successful young businessman who has adopted four children express an interest in attempting to address the issues the city of Memphis is facing within the Foster care system. At this point we are not sure how to best serve him."

Bob Russell, Assistant to the Senior Pastor
Hope Presbyterian Memphis, TN
Former Executive at IBM

- How to encourage engagement in ministry and not thwart or stand in the way of passionate lay people who desire to make a difference with their lives

"Most churches are designed organizationally to block not foster lay ministry initiatives. We need to determine how to best foster a culture / environment that applauds and supports initiative."

Warren Schuh, Executive Pastor
Calvary Community Church, Thousand Oaks, CA
Former LN Staff Person

The Leadership Community Experience

Leaders often face challenges or dare to pursue opportunities for which there are few clear or tested strategies. As they develop and implement new initiatives, they sense that their success will be accelerated through collaborating -- sharing their learnings and exchanging ideas with peers who face the same challenges. Ministry leaders with a Kingdom mindset have discovered that peer action learning not only accelerates the development of their ministry, but by working together early innovations can be diffused across the broader church. Over the past two decades Leadership Network has been developing and refining what has now become the science of peer learning. Leadership Network's future program applies this science in a new format - Leadership Communities.

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Leadership Communities are small groups of innovators and thought leaders, pursuing a common ministry outcome, sharing ideas, developing strategy and benchmarking measurements in the context of authentic relationships. Leadership Network discovers emerging ministry initiatives and carefully invites strategic leaders into these communities of peers who are seeking to improve their personal and organizational performance in the focused outcome areas.



The Leadership Community is a process where peers work interactively through a series of gatherings, conference calls, web dialogues and planning tools to accomplish a significant leap in their personal and organizational performance. To these communities, Leadership Network brings a variety of resources and tools that address both the unique challenges of individual organizations as well as the common "mega challenges" of the community as a whole. The communities will also provide a framework for peer and coach accountability to assist participants in reaching their accelerated target outcomes.

Benefits of the Leadership Community Experience

In seeking to design an effective program that addresses client needs, many potential program participants were contacted and interviewed extensively regarding expectations and desired outcomes. As expected, the responses are as varied as the leaders of the representative churches. However, the desired outcomes and resulting benefits can be broadly categorized as follows:

- Connecting and learning from peers. Your learning will be accelerated through the learnings of others and joint problem solving among participating ministries.
- Diverse perspectives in defining the issues critical for reaching your desired ministry outcomes.

- Idea exchange as you develop/refine your own unique strategy, and tackle obstacles in the implementation phase.
- Joint use of outside experts and niche resource people in areas where new solutions or approaches are required.
- Coaching for your team leader in the implementation phase.
- Performance comparisons (benchmarking) among similar ministries, pursuing similar outcomes.
- Accountability and encouragement from peers who desire your success.
- Partnering opportunities where gifts and expertise are complementary.
- Leveraged kingdom impact, beyond your ministry, through the capture and dissemination of the learnings systematically shared among a broader array of ministries seeking similar outcomes.

"What I have experienced today brings chills down my spine. The potential of what God could do through this ministry is unlimited."

Dr. Jim Buskirk, former Senior Minister
Following a Halftime Event at
First United Methodist Church, Tulsa, Oklahoma

Marketplace Success / Kingdom Significance Leadership Community Design

Over a five year period, at least four different Marketplace Success / Kingdom Significance Leadership Communities will meet together. Each Leadership Community will meet for a period of two years, followed by annual alumni briefings and gatherings until the program's conclusion. Over the life of the program, 60 plus churches will participate in the Marketplace Success / Kingdom Significance Leadership Community program.

Program design will be customized to address the needs of the participating teams and will be evaluated annually to ensure the quality and relevance of the program. Leadership Community groups will be resourced by a combination of experienced leaders and practitioners representing various fields.

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A communications plan will facilitate the flow of information while a “knowledge capture” plan will provide a method of recording and synthesizing the learnings of the groups as they move through the program.

Community Gatherings

Two gatherings will be held each calendar year at selected host churches around the country. The first gathering will be three days in length. Subsequent gatherings would be held over a two-day period. Leadership Community group gatherings will be facilitated by the Leadership Network Leadership Community Director and appropriate resource people and/or experienced practitioners in the field. Key resource people or teams will attend Leadership Community group gatherings as needed for training and/or resource purposes for Leadership Community group participants on various issues related to Marketplace Success / Kingdom Significance ministry.



The first Leadership Community group will use a collaborative process that features a variety of collaboration elements including a unique environment, music and real-time graphic information capture and documentation. The process has been used effectively by churches, nonprofits and businesses around the world. The process will result in delivery of effective:

- Review of participating church's Marketplace Success / Kingdom Significance approach.
- Development of a web-based action learning plan.

The remaining Leadership Community group gatherings will include various learning methodologies: peer group discussions, presentations, interactive group and team exercises

led by experienced practitioners, and coaching from other leaders and teams more experienced in the field of ministry to Marketplace Success / Kingdom Significance.

Community Gathering Schedule

Meeting 1: January 10th – 12th, 2006

Location: Dallas, TX

Meeting 2: June 6th – 8th, 2006

Location: TBD

Meeting 3: January 9th – 11th, 2007

Location: TBD

Meeting 4: June 5th – 7th, 2007

Location: TBD

Communication Plan

A multi-faceted communications plan will facilitate the flow of new ideas and information and extend the relational connections formed during the Leadership Community process. Communications channels will include, but not limited to:

- Electronic newsletters – E-pubs will be used to communicate general information, topical information of interest, logistical details of upcoming events, gatherings, etc.
- Conference calls – Throughout the two-year learning cycle, Leadership Communities will participate in regular conference calls for the purposes of reporting, peer learning and access to some learning resources.

Knowledge Capture and Distribution Plan

LN will contract with trusted writers, editors and other resource providers to attend Leadership Community gatherings for the purpose of capturing and recording key learnings on Marketplace Success / Kingdom Significance ministries. These resources will assist the program staff in developing a systematic process of collecting and recording information that can later be synthesized and developed into a comprehensive body of knowledge on Marketplace Success / Kingdom Significance ministries in churches. Special reports and articles will be produced and distributed to all Leadership Community groups and to the broader church community.

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Marketplace Success / Kingdom Significance Leadership Community

Goals of the Marketplace Success / Kingdom Significance Leadership Community

The ultimate goal and outcome of the Marketplace Success / Kingdom Significance Leadership Community is to accelerate the learning, knowledge and application of various Marketplace Success / Kingdom Significance ministry approaches. Specific outcomes include the following:

- Leaders in participating churches will feel well served (see benefits) by their participation in the group and will be able to articulate the value added personally and for their organization.
- Thirty percent of the participating churches will disseminate the learnings captured during their involvement in the Leadership Community either through new or existing "teaching churches" approaches.
- The "broader church" will be served by resources and tools developed by the groups resulting in growth of the Marketplace Success / Kingdom Significance movement.

Who Can Participate

Churches will be invited to apply for entrance into the Marketplace Success / Kingdom Significance Leadership Community program and will be approved for participation based on the following selection criteria:

- Churches must either be currently engaged in Marketplace Success / Kingdom Significance ministry or planning to launch a Marketplace Success / Kingdom Significance ministry within one year of entering the program. This plan must include dedication of staff and the involvement of a key lay leader.
- Churches must anticipate and be committed to significant advancement, not incremental improvement, of their approach during the two-year action learning program.
- Churches must sign an agreement with LN to fully participate in a two-year Leadership Community. Full participation includes attendance at all four gatherings within the two-year learning program.

- Churches must agree to bring a team of at least three individuals to each gathering. In addition to the three on-going team members, churches may bring up to two additional team members to participate. The participation of these additional team members may rotate depending on the challenges and issues scheduled for specific gatherings during the two-year learning cycle.
- Each Leadership Community will be limited to 15 churches. Careful attention will be given to achieving the "right mix" that will maximize participant benefits.

Cost

Participation in the Marketplace Success / Kingdom Significance Leadership Community costs \$2500 per year. This covers program fees and selected meals for three team members for the two-year program. Up to two additional team members may participate for \$200 a person per gathering. Travel and lodging are not included.

Application Process

Churches must submit completed application forms by September 30, 2005. The Leadership Network Leadership Community Director will notify churches of their acceptance into the program by October 15, 2005. Qualified churches not selected for this Leadership Community will potentially be invited to participate in future leadership communities. This Leadership Community will meet for the first time in Dallas, TX.

Registration Process

Churches approved to enter the program will submit their signed Leadership Community agreements, the names of individual team members, and the first year's payment of program fees to the LN Leadership Community Director by November 1, 2005.

Refund Policy

In the event that a church breaks its agreement with LN and chooses early withdrawal from the program, partial refunds will not be granted.

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