

Consider this ...

## WHY DO I NEED TO COACH LEADERSHIP TEAMS IN MY DISTRICT?

Ministry to men and through men in the local church has a history of starts and stops.

When a local church is ready to make men's ministry a top priority - the church will need some guidelines for developing and sustaining that ministry. C&MA Men offers *Blueprint: A Strategy for Ministering to Men* as a starting point and the Coaching Handbook as a follow up to assist leadership teams in meeting the challenges and road blocks associated with reaching and building into men. A coach will have a personal history of developing a Christ centered disciple-making ministry to men.

**A Men's Ministry Coach** helps the men's ministry leadership team to develop a ministry that:

- **encourages leadership teams** to apply the principles and framework presented during the Blueprint Seminar (a follow up, accountability)
- encourage leadership teams to **think outside the box**
- has a clear **vision**, an understanding of the **end product**
- focuses on **relationships, relationships, relationships**
- does potentially **fewer** events and activities but does them **better**
- has a leadership **team** with clear roles versus **one** men's ministry champion
- searches and studies the **scriptures** to understand **biblical manhood**
- takes advantage of the wide selection of **national resources** available for men
- **equips** men for personal ministry
- reaches out to touch the **heart** of a man and not just his **mind**
- has **focus** on a unified theme versus a **clutter** of disconnected events
- mobilizes men by giving them **tools** versus just exhorting them with **challenges**
- understands that **numbers count** and men need to be part of a **critical mass**
- has a feature entry point that develops a **tradition and reputation** as a winner
- builds a purposeful **masculine context** into everything that it does
- visibly supports the **pastor** and receives visible support from the **pastor**
- has **measurable results** in the number of men involved and the number growing
- disciples men who will serve as the **future leadership** of the local church

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- moves the men's ministry from a **fellowship** into a **force**

As a coach you will:

- Assist in leadership development. You are an outside resource who can encourage leadership teams to think outside the box.
- Provide a help desk for your leaders

As a coach, you have experience in leading a men's ministry. You have experienced success, frustration and failure.

Men do not ask for directions, right? However, a coaching arrangement is your investment in the success of men's ministry throughout the district.

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## WHAT IS COACHING?

We have adapted the definition of coaching from the International Coach Federation:

*Coaching is partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential.*

*Professional coaches provide an ongoing partnership designed to help clients produce fulfilling results in their personal and professional lives. Coaches help people improve their performances and enhance the quality of their lives.*

*Coaches are trained to listen, to observe and to customize their approach to individual client needs. They seek to elicit solutions and strategies from the client; they believe the client is naturally creative and resourceful. The coach's job is to provide support to enhance the skills, resources, and creativity that the client already has.*

Therefore, the purpose of our coaching ministry is to help leadership teams achieve their full potential in organizing and developing ministries that lead men to a victorious Christian life. A men's ministry coach assists leadership teams in planning, developing and implementing events and activities that help men grow in their faith. The leadership team is the focal point. The men's ministry coach encourages the leadership team. He does not send in plays, but assists the team in designing plays they can use in their situation. Our purpose is to "*enhance the skills, resources, and creativity that the [leadership team] already has.*"

Let's be clear, we do not know how to do men's ministry in your local church. Every church is unique. Coaching merely facilitates the leadership team as it fleshes out the skeleton presented in the Blueprint seminar and putting those principles into practice.

The C&MA Men's Ministry Coaching ministry begins where the Blueprint Seminar leaves off. As a coach, you will help build on the foundation laid by Blueprint.

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## HOW DO I CONNECT WITH A LEADERSHIP TEAM?

Establishing an agreement between you and the team is beneficial. Such an agreement can include:

- The benchmarks or the term of the relationship
- The coach's commitment might include:
  - Frequency of contact
  - Communications: How often and by what means
  - Meeting or communicating with the pastor or member of the pastoral staff
  - Assist in developing a comprehensive men's ministry schedule tailored to the specific needs of the church
  - Facilitate development of a small group ministry
- The church's commitment might include:
  - Mobilizing prayer for ministry to men
  - Providing the coach information on the church
  - Committing pastoral support to champion the men's ministry
  - Covering expenses of the coach
  - Developing communication tools to give visibility to men's ministry
- Communications. Distance is a challenge when coach and leadership team are not geographically close. Therefore, there need to be arrangements for periodic contact. Communications between the leadership team and the coach will depend on where each is located. Here are some obvious ways that can be established in the "contract:"
  - E-mail – for Q&A
  - Telephone
  - Conference calls
  - Face-to-face (where possible)

Note: With respect to conference calls, there are several ways to conduct the call. Often districts will use a conferencing service and pay for all of the connections, but it is also possible for them to use free conferencing services which charge each caller for their own line rather than billing the central number. A third option is an online meeting service for coaching communications. Microsoft has a service that may be purchased on a 'per use' basis. The service is called Microsoft Live Meeting. You can check it out on the Internet.

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## FOLLOW UP ON AN INITIAL CONTACT, A REFERRAL OR A REQUEST

Dear Pastor \_\_\_\_\_,

I enjoyed meeting you and your men at the recent Blueprint training seminar on \_\_\_\_\_(Date)\_\_\_\_\_ at \_\_\_\_\_(Location)\_\_\_\_\_. I am following up on your interest in my working with your men's ministry leadership team over the coming months as you develop an effective men' ministry (or move your men's ministry to the next level). Regarding your interest, here is a summary of how I cast a compelling vision for men's ministry to pastors and leaders.

- Review the needs of men today
- Describe what the next generation of leaders needs to look like
- Define the need for Spiritual leadership in the home
- Define the need for men to establish a personal ministry

Our goal is to build healthy churches by assisting the men in our churches in establishing effective men's ministries that produce spirit-led men.

Assist with:

- Encouraging and supporting the leadership team
- Defining values, vision and mission
- Developing events that move men to a deeper life
- Measuring progress
- Measuring success

I hope this is helpful. I look forward to working with you and your men.

Living the call together,

Enclosure: Suggested Coaching Agreement

If the initial contact was with or the request was from a layman, it is vital to bring the pastor into the process at the outset. Therefore, you will need to recast the above letter and encourage the layman to alert the pastor as to what is transpiring.

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## COACHING AGREEMENT

A coaching agreement is an excellent way of gauging the level of commitment of a pastor and the leadership team in establishing an effective men's ministry. Between your own church responsibilities and men's ministry responsibilities, you can ill afford to invest time in encouraging a leadership team that is at best, lukewarm toward moving forward.

A coaching agreement should provide a church with coaching expectations and the coach with the commitment of the church. The following is a list of commitments that should be tailored to the specific church and your availability.

The discussion and format described below may be more formal than you need. It was developed by a full-time regional men's ministry leader who coaches leadership teams in churches larger than the average Alliance Church. Also, coaching was one of the sources of ministry funding.

### My commitment:

1. **Meet** with the Men's Ministry Leadership Team. Agree with the team on how often to meet. This may be fairly frequent if travel is not a problem. An alternative is a conference call with the team. Topics to be covered during these meetings/calls will depend on how the team is coming together and the ministry is developing. Topics may include:
  - Leadership - defining and understanding the role of each man on the team
  - Events – guidelines for successful men's gatherings
  - Small Groups or Mentoring – organizing and conduction
2. **Communicate** 2x/month (email) with the Men's Ministry Leadership Team. The purpose of this communication is to discuss the implications of one of the following books on their men's ministry:
  - Effective Men's Ministry" (Zondervan)
  - No Man Left Behind (Moody)
  - How to Build a Life-Changing Men's Ministry (Bethany House)
3. **Meet with the pastoral staff** as requested. Again this can be done by telephone. As a coach, staying in tune with the pastor and his vision for the church is important. Men's ministry must compliment other ministries in the church – not compete.
4. **Outcomes.** Identify specific objectives that you and the leadership team want to achieve during the relationship. For example:
  - Help develop a comprehensive men's ministry schedule with purpose statement, goals and objectives, time line and measurable results.
  - Help identify events that move men down the funnel or levels of commitment.
  - Help plan a mentoring ministry.
5. **Conduct a Blueprint Seminar** (if the leadership team has not already been to a seminar). The agreement should establish an agreed upon date for the seminar.
6. **Schedule a regional men's ministry event** or assist the team in leading the charge for a series of entry points specific to men at the church.

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7. **Small Groups/Mentoring.** Help to implement a small group ministry or one-on-one discipling ministry.

**The churches commitment:**

1. **Mobilize prayer** at \_\_\_\_\_ Alliance Church for the ministry to men.
2. **Cover Coaching Expenses.** Estimate your expenses over the period of the agreement. In addition, you may wish to charge a stipend for your services that would go to your district's men's ministry.
3. **Commit pastoral staff** to champion men's ministry.
4. **Develop communication tools** to give visibility to men's ministry.

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## WHERE DO I START?

Begin the coaching process by understanding the church you will be coaching. For example:

- What is the size of the church? Much that is written about effective men's ministry is from a "large church" perspective. Even materials for "small churches" assume a Sunday morning attendance or membership list of 200. In the C&MA, we have "really small churches." How do you do a men's ministry when you have a population of 30, 40 or 50 men. Much of the guidance that is available assumes a cadre of men who can focus their attention on men's ministry. Many Alliance churches do not have that luxury. Spiritually mature men in small churches are spread thin across a number of ministries.
- How many men are there in the church? AND How many men do they minister to? – Two different questions.
- At what stage is their men's ministry? Do they want to get a men's ministry going? Do they have men's breakfasts but nothing beyond. Or, perhaps they have a lot going on but are not seeing changes in the lives of their men.
- Where is the church located?
  - What geographical region?
  - Are they an urban or rural church?
  - What is the principle make up of the congregation: professionals, businessmen, technical, services, retired, young families, etc?
- Is there a regional coalition of men's ministry? This can provide valuable resources for churches (Doing together what we can not do alone).
- And last, but most important, where can you (we) help?

One size does not fit all! An effective men's ministry must be tailored to the needs of **their** men and **their** church. Men's ministry is not a cookie-cutter operation. What works in one church may not work in another. What worked last year may not work this year.

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## WHAT DO I NEED TO COVER?

This handbook will address the hard spots in men's ministry. It will prepare you to address issues such as:

- Forming a leadership team,
- Developing mission, vision and values,
- Identifying activities that create, capture and sustain momentum, i.e., work through the "funnel" on page 40 in your Blueprint workbook,
- Establishing relationship building activities,
- Discipling men through large groups, small groups, one-on-one relationships, and mentoring,
- Taking advantage of community, regional, district and national resources,
- Equipping men for personal ministry (Ministry through Men), and
- Focusing on a theme versus a clutter of disconnected events.

Our coaches can provide you with supplementary materials to assist in generating ideas and organizing and developing your ministry.