



## LEAD Journey Press Kit for LEAD Messengers

We want to begin by thanking YOU for serving as a vital partner. As a LEAD Messenger, you are a part of our LEAD Team inspiring leaders to join us in transforming our church. This is urgent, faithful work as we follow God into a new era of the Christian faith. People need to hear stories of pastors and lay leaders working together and transforming their congregations. Together we are shaping a new path, with metrics that look more closely at how we listen to God in our neighborhoods and share the grace of God with people around us in irresistible ways.

Please use these three resources to engage your leadership in this important conversation:

- Share [this video](#) of pastors and lay leaders talking about their direct experience on the LEAD Journey.
- Use the flyer on the next page as a handout when you speak about LEAD. Print this, email it to leaders and put this on your website as a PDF.
- Use the short talking points below as you talk about our shared work. Feel free to add local illustrations. If you plan to include the names of local pastors, leaders or congregations, please get their permission to tell their stories.

### Talking Points:

**What is the LEAD Journey?** The LEAD Journey is for pastors and lay leaders who are ready to create a new future for their congregation within a safe, encouraging cohort of leaders who are on the same journey. The Journey is a process, not a program, to learn new skills, new mindsets, new knowledge and new practices that will transform your personal faith and the life of your congregation. The LEAD Journey has an outward focus on the neighborhood and includes listening to God in scripture and prayer, as well as in the congregation. Cohorts gather every six months for a Learning Seminar to keep up the momentum and gain new skills. Each congregation's pastor and team facilitator also receive monthly coaching for accountability to maintain focus. Over 70 congregations are somewhere on this journey right now. Isn't it time for your congregation to move to a proven strategic plan that offers so much to you personally?

### What are people saying about the LEAD Journey?

"This is so much more than I expected. I am looking at my church in new ways. I have hope for my congregation and feel like I know how to lead. This experience is changing our understanding of why we exist."  
—Lay leader, Baltimore, MD

“We are amazed at where our church is today, after two years on the LEAD Journey. The changes happened first in us, as a leadership team, then in others in the congregation. We are truly engaged in our neighborhood with new partners. It’s not easy to take on new behaviors but thanks to our coach and all we have learned, things are moving forward.”—Facilitator of a LEAD Team, Houston, TX

“Our congregation took a while to really listen in the neighborhood. We were anxious because the people around our congregation are very different from our members. Now that we have started listening, we are amazed at how grateful people are that we are showing up and caring about what they have to say. We aren’t sure exactly what will come out of this, but we know we will not be the same congregation in three years. It is exciting to think about the possibilities.”

### **What is the LEAD Assessment?**

This digital assessment measures LEAD’s Four Growth Indicators as vital behaviors. The Assessment includes a Congregational Overview to be completed by the pastor or council president. It is one great starting place as the congregation launches into important conversations that make a way for the future. Note: The LEAD Assessment is only one of the tools used for consultation and coaching.

### **What is a LEAD Cohort?**

Networked leaders entering into a three year journey to transform their congregations through intentional processes. This pilgrimage walks a congregation into their local neighborhood, clarifies purpose and values, seeks to align ministry, explores staffing, governance, and stewardship, and finally connects learning groups, hospitality, outreach, and communication over the course of a few years. You set the pace.

### **What is LEAD Coaching?**

Mastering new behaviors normally takes practice and is faster with a coach. These behaviors are a lot like a workout program—they are easier to commit to if we have a coach alongside us. Think of this as a perfect Continuing Education opportunity. Most leaders admit they seldom use what they learn at conferences but evidence is clear: a coaching session, one hour a month in the midst of your real congregational and personal life, is transformative. Coaching is learning in the context of the ups and downs of ministry, customized for your own goals or using one of our LEAD Processes.

### **What happens at Learning Seminars?**

The LEAD Journey includes strategic seminars that meet you where you are and encourage new learning to take your leadership and the congregation forward in mission. Each seminar is filled with stories, proven practices, new skills and training that support congregational leaders as they lead their church. You can look forward to leaving with a new toolbox every six months throughout the journey.



### Commitment and Team

Your congregation is ready for the journey if you are looking for more than the status quo and have a pastor and team who are ready to learn new behaviors and listen to God in new ways.



### Seminars and Coaching

Your pastor and team will join others to learn at seminars, focus through monthly coaching, and deepen faith together as they lead your congregation in listening to God in the neighborhood.



### Discern and Discover

The Holy Spirit is already at work in you and your congregation. The Journey is a three year discovery of what God is already doing as you discern your congregation's call in your location.

# The LEAD Journey

**A PROCESS FOR REVITALIZING CONGREGATIONS BY GROWING LEADERS**



#### Others on THE LEAD JOURNEY TELL US:

“This process has grown my faith, empowered me to take risks, and given me courage to listen to our neighbors.”

“The LEAD coach is fantastic at helping us discover what we know and follow through.”

“The LEAD learning seminars are action-packed with tons of new things to think about. They raise new questions and help our congregation catch up in a changing world.”



For the past 5 years, LEAD has been empowering leaders to grow their congregations deeper in faith and wider in mission. This is a process, not a program, so every congregation has a different

destination. Revitalization doesn't happen overnight. Making a three-year commitment provides space for steady, thoughtful change led with intentionality.

## Journey with us.

Your synod is committed to supporting you and your congregation through the LEAD Journey. They are investing in your future.

LEARN MORE ABOUT LEAD at [waytolead.org](http://waytolead.org).

Your local contact people are:

**Pastor Pete Reuss** [reuss@semnsynod.org](mailto:reuss@semnsynod.org)

**Pastor Beth Krolak** [pastorkrolak@gmail.com](mailto:pastorkrolak@gmail.com)

**Commitment deadline is February 22, 2019.**

**The next Cohort launches on April 26-27, 2019.**

## THE LEAD JOURNEY

is a journey of faithful leaders committed to a three year revitalization process that moves a congregation into mission. The path includes:

- ⊕ LISTENING intentionally to God in scripture and prayer, in the congregation, and in the neighborhood for a year.
- ⊕ CENTERING by clarifying the congregation's purpose, values, and goals.
- ⊕ EXPLORING systems for alignment of staff, governance, generosity, and practices.
- ⊕ CONNECTING in and beyond the congregation by growing diverse relationships and living every day as disciples.

### THE LEAD JOURNEY

Why we do this...

Jesus replied, "This is the most important: 'Hear O Israel, the Lord our God is One Lord, and you shall love the Lord your God with all your heart and with all your soul and with all your mind and with all your strength.' The second is this: 'Love your neighbor as yourself.' No other commandment is greater than these." - Mark 12:29-31

### FAQs:

**How much does this cost... and what do we get?** This is a commitment to 6 seminars and 3 years of coaching. The cost varies depending on the investment your synod can make and the size of your worshiping community. A sliding scale is used to support funding for this process. There is an annual financial commitment from the congregation and from the synod that covers the cost of the LEAD staff and all the resources needed.

**How much time will this take?** The congregational LEAD Team generally spends about 4 hours a month on this process. The meeting rhythm varies in each congregation. In addition, leaders on the team attend a 9-hour seminar every 6 months, usually on Friday from 6-9 PM and Saturday from 9 AM-3 PM. The pastor and team facilitator also receive one hour of coaching per month.

**What are the outcomes?** The results vary for each congregation as gifts, setting, and call impact how God will use your congregation. Success looks like congregations with a clear purpose and strategy for loving God, neighbor, and themselves.

**Will this grow our church?** The LEAD Journey grows the congregation deeper in faith and into an authentic relationship with their neighborhood. Numerical growth depends on what you measure. There may not be more people at meetings but there will be more people partnering to be the church in the neighborhood and world.

