

LAYMAN'S SCHOOL OF TRAINING  
HOLE 18D - MANAGEMENT BY MEASUREMENT  
LECTURE 1 - GOD CREATED YOU TO BE A CREATIVE WINNER

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The worksheets at the end of this lecture are:- **i)** An Autobiography Exercise Sheet; **ii)** A Circle Sheet; **iii)** A Brainstorm Sheet; **iv)** A Child Training Sheet; **v)** A Square Sheet - (9 + 5 = 7 back to back pages). Students to receive separate "Winners", "Think Green", "Autobiography Exercise" and "Circle" Sheets. Additional copies of these worksheets can be downloaded off my above web-site...

In most organizations there are "six phases" to any project:-

1. Enthusiasm at the start.
2. Disillusionment when its not working.
3. Panic when it fails.
4. Search for the guilty.
5. Punishment of the innocent.
6. Praise and honors for the non-participants.

The purpose of this dynamic course is to make sure our future projects succeed.

**John Foster Dulles:** The **measure of success** is not whether you have a tough problem to deal with, but whether it's the same problem you had last year.

Are we continuously **walking in circles** around the same mountain in the wilderness year after year, or are we conquering our Jericho's.

**Eddy Ketchursid:** If your **horse is dead**, for goodness sake - DISMOUNT!

Those who apply themselves to the 3 sessions of this course will be glad to find themselves riding a strong fresh horse.

**THEME SCRIPTURE:**

**Prov 24:3-4,27 (TLB) ANY ENTERPRISE** (including your church) (i) is built by wise planning, (ii) becomes strong through common sense, and (iii) profits wonderfully by keeping abreast of the facts.

**27 Develop your business** (or church) **first before building your house.**

**i)** Those who **fail to plan, are planning to fail.**

Time spent in planning SAVES you time - not wastes your time. The fact that most don't plan explains why so many are failing.

**Brian Tracy:** Every minute you spend in planning saves 10 minutes in execution.

**ii)** Most people are only using a very small percentage of the 'gray matter' of their God given **common sense.**

One of our major purposes in today's session is to kick-start 'old rusty' again.

**iii)** **Keep abreast of the facts** (if it's not measurable, it's not manageable).

**ILLUSTRATION:** My weight used to fluctuate by as much as **40 lbs**, till I became disciplined to weigh, measure and record my weight on a weekly graph. You don't want to find out after it's too late, after you've put on 40 lbs, but nip it in the bud after putting on 3 lbs. I got tired of winning 40 lb battles, only to loose them again.

**NB.** The moment you start measuring in your church, you'll put yourself in an advantageous position to begin effectively managing. It is impossible to manage and make intelligent decisions without first knowing the facts gathered by accurate measuring.

**THEME SLOGAN:**

**"WINNERS"** know and work their "Key Result Areas" (KRA's) which non-achiever's struggle to get round to.

Each person will establish their own Key Result Areas later on in this course.

To help you focus for success everyday, download the **"Winners" banner** as a motivational 'Wallpaper' off my web-page... [www.LaymansTraining.com/banners.html](http://www.LaymansTraining.com/banners.html)

### **WORLD RATIO'S FOR MANAGERS:**

Japan: 1 Manager for 7 workers  
Germany: 1 Manager for 9 workers  
U.S.A.: 1 Manager for 11 workers (except in the church)  
South Africa: 1 Manager for 47 workers

### **BIBLE RATIO FOR MANAGERS:**

**Exod 18:21 (NAS)** "Furthermore, you shall select out of all the people able men who fear God, men of truth, those who hate dishonest gain; and you shall place {these} over them, {as} **leaders** of thousands, of hundreds, of fifties and of **tens**.

For every leader you'll train and put into a functioning office of spiritual ministry, you'll add 10 to your church.

You **don't get the 10's and then add the leaders**. No, the leaders are the reason the Lord sends the 10's, because they're trained to (i) **Pray** in the harvest, (ii) **Evangelize** the harvest and (iii) **Shepherd** the harvest - their participation making them FEEL your church is their spiritual home.

**Jesus trained 12 disciples** and had 120 in the upper room.

**ILLUSTRATION:** Pastor **Arlan Sapp** told me over lunch he had 35 trained functioning spiritual leaders after 12 years of ministry. It came as no surprise to me that his church was 350 members at the time.

**ILLUSTRATION:** I trained up 1,000 trained functioning spiritual leaders at **Family Harvest Church** over a 9 year period. Interestingly enough our church grew from 3,500 to 10,000 members over this same period.

**ILLUSTRATION:** When I was in Seoul, Korea, in 1992, **Dr. David Yonggi Cho** had 75,000 trained functioning spiritual leaders. Following the Bible formula of each leader adding 10 members, he had 750,000 members.

### **THE CHURCHES GOAL:**

Our goal is to **raise up no less than 10% of our members** as well trained functioning spiritual leaders. This 10% does not include leaders of a servant nature such as Deacons and Greeters, etc., but of Intercessors, Evangelists and Shepherds, who will help you **gather and maintain the harvest**.

For every trained Evangelist who goes out witnessing one night a week, we had 2 anointed Intercessors committed to pray for him and the family he was sharing the gospel with, and 3 caring Shepherds (a cell leader & 2 interns) to receive the souls the Evangelist won to Jesus.

In Summary: Each trained Evangelist was supported by 2 Intercessors in front of him and 3 Shepherds behind him, i.e. a 1:2:3 ratio - your most common **foundation concrete ratio**. No building will endure, unless the foundation is right.

**ILLUSTRATION:** In **modern warfare** today the artillery (intercessors) first bomb the enemy flat before the infantry (evangelists) go in. This minimizes casualties and maximizes victories.

### **PUTTING YOUR HAND TO YOUR KEY RESULT AREAS (KRA's):**

**Luke 1:37 (NAS)** "For **nothing will be impossible with God.**"

God does the impossible - ONLY when we do the possible, e.g. Moses rod; Elisha's stick; Boy's lunch. God blesses the labor of our hands.

**Deut 28:8 (NAS)** "The LORD will command the blessing upon you in your barns and in all that you put your hand to, and He will bless you in the land which the LORD your God gives you."

If you're not putting your **hand to your KRA's** God can't bless them. Can you begin to see how important it is to know what your KRA's are? - (KRA's will become clear in the most important third session).

**Ecc 9:10a (NIV)** *Whatever your **hand finds to do, do it with all your might...*** (i.e. BE DILIGENT to work your KRA's!)

**Jer 48:10a (RSV)** "Cursed is he who does the work of the LORD with **slackness...**" (i.e. neglects his KRA's).

### **PAUL ON MANAGEMENT:**

What counsel would the seasoned Apostle Paul give to young Pastor Timothy (by the inspiration of the Holy Spirit) to help him be successful?

**1 Tim 3:5 (NAS)** *...if a man does not know how to **MANAGE** (i) his own household, (ii) how will he take care of the church of God?...*

The **same principles** that apply to effective home management, also apply to the house of God.

If it's not effectively working in the home, it'll certainly not be working in the church.

According to God's Word, effective management is very important - at home and in the house of the Lord.

Good management will **cause the gospel to spread** far and wide in our community.

How effectively are you discipling your children to Worship; Pray; read and discuss the Bible, confess and memorize the Word; and Witness? Are you discipling your children in the foundations of faith?

**ILLUSTRATION:** How my **unsaved father** discipled his 3 sons in prayer and in the Word everyday of our lives.

Now let's re-read *1 Tim 3:5*, connecting the first part of the verse to last part of the verse, to emphasize what Paul is saying...

**1 Tim 3:5 (NAS)** *...if a man does not know how to **MANAGE...how will he take care of the church of God?*** (i.e. without good management you can't - it just is not possible).

The above Scripture spells out that good success is dependant on effective management - which in turn is dependant on accurate measurement - and once you understand how to apply these life changing principles, God's increased blessings will begin to be greatly multiplied to you.

#### **THE PILLARS OF THE CHURCH:**

My Pastor in South Africa speaking from over 20 years of church growth experience says, "**Even the best church structure will fail, unless it is properly managed.**" That's why he spends thousands of dollars to have this course re-taught as a refresher to all his existing leaders, and as essential training for all his new leaders.

Why is good management so important?

Because the **3 pillars of church growth** are to (i) **Pray** in the harvest, (ii) **Evangelize** the harvest, and (iii) **Shepherd** the harvest...

...but the **3 essential supporting pillars** that stabilize the structure are (a) only using well trained leaders with impeccable '**Biblical People Skills**' who know how to treat people right, (b) understanding and implementing the dynamics of '**Management by Measurement**', and (c) understanding the above ministries need to function within an interrelated church structure that has '**Reward Motivation**' built into it to maximize people involvement.

**Noah** built the ark - but God filled it. Noah's ark is a 'type of our salvation'. The physical ark represents structure.

A church must have **defined structure that offers position and training** for leaders of 1,000's, 100's, 50's & 10's.

**Jesus said, "I will build My church"** - not our church. How can we tell if it's His church or our church? It's only truly His church when He's making the decisions, when we're following His plan, building with His basic Bible building blocks.

**ILLUSTRATION: Jack Nicholas**, went once a year to his lifetime coach Jack Grout, and said, "Teach me to play golf!" The man who focused on making sure he was doing all the basics right became the greatest golfer of the 20th century.

#### **THE GREEK MEANING OF MANAGEMENT:**

**Manage** - **Vines Greek 4291 proistemi (pro-is'-tay-mee):** "to stand before," hence "to lead, to direct, to attend to," is also translated "rule".

**Proistemi (pro-is'-tay-mee)** refers to MANAGING the church as one of the 7 'Motivational Gifts' in...

**Rom 12:6-8 (NAS)** *And since we have gifts that differ according to the grace given to us, {let each exercise them accordingly} if prophecy, according to the proportion of his faith;*

7 if service, in his serving; or he who teaches, in his teaching;

8 or he who exhorts, in his exhortation; he who gives, with liberality; he who leads, with diligence; he who shows mercy, with cheerfulness.

8c (KJV) ...he that **ruleth**, with diligence...

8c (NLT) ...if God has given you **leadership ability**, take the responsibility seriously...

8c (ISV) ...if it is **leading**, lead enthusiastically...

8c (Wey) ...he who is in **authority** should be **energetic and alert**...

If we don't have the gift to manage with diligence, we urgently need to **employ** the abilities of a trusted member we've smartly built a good relationship with, and who has a heart to help fulfill our vision.

Trying to operate in a gift you don't have will only frustrate you and greatly stunt the growth of the church. Don't let **pride** hinder you from getting the help you need. I've seen churches **suddenly begin to prosper** the moment they released a man with the Biblical gift of management.

**WARNING:** The power this man is given could hurt you badly down the road IF you don't **maintain a current healthy relationship** with him, but then that goes for all your key leaders (like a gifted worship leader, etc.)

A good manager **releases the Pastor** to focus on prayer, vision and the ministry of the Word. However, there are many Pastors who have the ability to do both as part of their Pastoral gifting and anointing.

### **GOD'S WORD ON ADEQUATELY REWARDING GOOD MANAGEMENT:**

This gift to manage is so valuable to the success of a church, that Paul says to young Timothy...

**1 Tim 5:17-18 (NAS)** Let the elders who **rule WELL** be considered worthy of DOUBLE HONOR, especially those who work hard at preaching and teaching.

18 For the Scripture says, "You shall not muzzle the ox while he is threshing," and "The laborer is worthy of his wages."

**1 Tim 5:17a (NIV)** The elders who **direct the affairs of the church WELL** are worthy of DOUBLE HONOR...

**1 Tim 5:17a (NLT)** Elders who **do their work WELL** should be PAID WELL...

**1 Tim 5:17a (TEV)** The elders who **do good work as leaders** should be considered worthy of receiving DOUBLE PAY...

If you '**pay peanuts**' you employ monkeys - and no one who desires to be successful can afford to surround himself with a troop of monkeys.

If we employ the right man for an identified function, his gift will **generate his salary** in no time at all.

**ONE LINER:** You're only as good as the people you have working with you.

**ILLUSTRATION:** I was a **highly paid** Pastor in South Africa, but then I generated 1,000 faithful trained lay leaders in our local church who (i) Prayed in the harvest, (ii) Evangelized the harvest, and (iii) Shepherded the harvest. Could my Pastor afford me? Rather, he could not afford to operate without me, for he could not afford to operate without those 1,000 faithful trained lay leaders.

The **church board** needs to repent for paying the lowest excusable salaries they can get away with in the name of 'good stewardship', but rather believe and obey the Word, stretch their faith, and do the very best the church income permits them to do for all God's faithful servants.

**NB.** Being a 'good steward' of God's money does not mean you're now supposed to be a **penny pincher**, but rather it means you're to direct the money wisely into it's intended purpose, i.e. as instructed in the Word (as in *1 Tim 5:17*). The steward doesn't own the money, the Master does. A 'good steward' unquestionably obeys the Master.

A **low salary** sends a subtle message, "I'm not worth much", which doesn't encourage a man to put in his very best effort - in fact it's a major cause of discouragement and distraction.

Half the Pastors in America have to **wheel and deal on the side** to make ends meet - this is unscriptural and wrong. God demands our full attention, time, energy and devotion - or else our cities will go to hell.

**Deut 18:1-5 (NAS)** "The Levitical **priests**, the whole tribe of **Levi**, shall have NO PORTION OR INHERITANCE WITH ISRAEL; they shall eat the LORD'S offerings by fire and His portion.

2 "And they shall have NO INHERITANCE AMONG THEIR COUNTRYMEN; **the LORD is their inheritance**, as He promised them.

3 "Now this shall be the **priests' DUE** from the people, from those who offer a sacrifice, either an ox or a

sheep, of which they shall give to the priest the **shoulder** (representing our labor or income, which we want God to bless) and the **two cheeks** (Heb. - jaw for your eating of God's best) and the **stomach** (representing prosperity derived from God's abundant blessing).

4 "You shall give him the FIRST FRUITS of your grain, your new wine, and your oil, and the first shearing of your sheep.

5 "For the LORD your God has chosen him and his sons from all your tribes, to stand and serve in the name of the LORD forever.

Congregations that **stifle their Pastors income** have cursed themselves.

**NB.** A **Universal Biblical Law** I've discovered:- God treats and blesses the members in the same way they treat and bless their Pastors - you can take that to the bank.

Only when Pastors have the heart and the time to **give God their all** will they know the fullness of the power of His burden breaking, yoke destroying anointing - not when you're spending half your day wheeling and dealing.

If you have to '**make tents**' let it be quick short season so you can get back to your calling. One would hope that full-time church leaders are not making tents because of frustration and unfulfillment in the work of the ministry.

### MANAGEMENT MAINTENANCE:

Vines says **Proistemi** also signifies "**to maintain**"...

**Titus 3:8a** (NKJ) *This is a faithful saying, and these things I WANT YOU TO AFFIRM CONSTANTLY, that those who have believed in God should be careful to maintain good works.*

To manage is to actively **maintain the momentum** of the members in the vision of the church. Leaders failing to do this is the reason for many backsliding (this will be greatly expounded on in session 2).

Management maintenance means this requires your weekly attention.

**ONE LINER:** The members will make what the **Pastor weekly demonstrates is important to him**, important to them.

**ONE LINER:** People do not do what you expect, but **what you inspect**.

**ILLUSTRATION:** A well **maintained car** will look after you, whereas a poorly maintained car will let you down when you can least afford it. When it's too late you'll wish you had taken the necessary maintenance steps.

### JOSEPH THE MANAGER:

**ONE LINER:** The **man who can manage** is the man who will lead.

**Gen 45:8** (TLB) *Yes, it was God who sent me (Joseph) here, not you (my brothers)! And he has made me a counselor to Pharaoh, and **MANAGER of this entire nation, ruler of all the land of Egypt.***

**Joseph** got where he got, because as Jacob's favorite son, he was kept at home, being **schooled to manage** his fathers prosperous estate.

The management principles Jacob taught to his son Joseph quickly elevated him to become the manager of **Potiphar's prosperous estate**, then the manager of the **jailhouse**, and finally of **all Egypt**.

**Jacob** acquired his estate with hard work, shrewdness, good management and the blessing of the Lord. He certainly was one who diligently practiced this Biblical truth...

**Prov 27:23** (NAS) Know well the condition of your flocks, {and} pay attention to your herds...

If it's not measurable, it's not manageable. If you're not measuring your flocks, you can't manage them.

**ILLUSTRATION:** My Pastor in South Africa, in a church of 10,000 members (back in '94), knew well the condition of his flocks, down to the last member, as he went through the **20 Pastoral offices every Friday afternoon**, for 2 hours. Sunday's accurate measured attendance would be transferred into a computer on Monday morning. All Pastors would receive a printout of their 1 week, 2 week, 3 week & 4 week absentees. Because it was measured, it could be managed, and the appropriate steps would be taken to get them back into right relationship with God.

**Matt 18:12-13** (NAS) *"What do you think? If any man has a hundred sheep, and one of them has gone astray, does he not **leave the ninety-nine** on the mountains and go and **SEARCH** for the one that is straying? 13 And if it turns out that he finds it, truly I say to you, he rejoices over it more than over the ninety-nine*

*which have not gone astray."*

**Many churches can't search for their straying sheep** because they either (i) don't know whose missing and/or (ii) don't have the trained leaders in place to do the necessary follow-up. Consequently good potential sheep are constantly falling through the cracks.

#### **DEFINITION OF A MANAGER:**

One who has the ABILITY to **enlist the willing co-operation of people** to achieve pre-determined goals.

Later on in this course we're going to establish our pre-determined goals.

On a subsequent 3 session "**Biblical People Skills**" course we're going to learn the 30 principles to tactfully enlist the 'willing co-operation of people'.

**Vance Havner:** A leader is a person with a **magnet in his heart** and a **compass in his head**.

Magnet:- Are you attracting people like a magnet attracts?

Compass:- Are you pointing people towards an exciting clear vision like a compass directs?

**A leader is a dreamer** - like Joseph.

His dreams caused him to have a **clear vision** - which causes you to get out of bed everyday with a spring in your step. Your churches exciting vision should also cause you to feel this way.

What is a **God dream/vision**?

Something **bigger than you** can accomplish - **out of reach, but not out of sight**.

You must be able to see it with the eye of faith. If you can see it, you can believe it, pray it, preach it and prophecy it.

It's something that excites you, that revs your motor - but also scares you, drives you to your knees to pray.

**ILLUSTRATION: Moses** had a God vision - get 3M people out of the brick pits of Egypt and into the promised land. If this was ever going to happen it had to be God. It certainly was part of the reason Moses could be found in the tent of meeting first thing everyday.

**ONE LINER:** What's true of **biology** is also true of leadership - if it isn't growing, it's probably dead.

**John Maxwell:** Leadership is INFLUENCE.

**A leader is an INFLUENCER.** Anyone who can influence people to **change the direction of their lives**, and willingly give of their time, energy, talents and resources for a noble cause, is a good leader.

He has a **burning vision** in his heart which he **passionately shares** with his leaders and congregation.

He has an amazing ability to influence others to **join the team**, to help fulfill the God given dream.

**ILLUSTRATION:** My Pastor in South Africa sat me down and **spoke about his vision** on a deck chair around his pool, after which time I was so excited and revved up, that I wanted to run with it.

Many cannot do this, because they don't have a clear vision with a corresponding plan.

**Bobb Biehl:** Every organizational unit is a **direct reflection of the leadership** it's been given, whether good or bad.

People have always followed good leadership. If people are not following or if our organizational unit is in disarray we need to improve our leadership skills.

**Benjamin Hooks:** He who thinketh he leadeth and hath no one following him is only **taking a walk**.

**HUMOR: Disney cap** - I'm their leader, which way did they go?

#### **MANAGEMENT PROMOTION:**

The most important "responsibility" of a manager is to **train and develop leaders** - helping them to be as successful as you are.

A good manager will **work himself out of many of his current jobs**, to make room to take on greater assignments - just like Jesus did (i.e. with confidence He was able to leave the finishing of His work in the hands of His well trained disciples, that He might become our great intercessor at the right hand of God).

When a trained subordinate can do a superiors job just as well, you have proof of successful leadership.

**ILLUSTRATION:** I worked myself out of a job, having led **Rodney Pienaar** to Jesus, disciplined him as a effective soulwinner and discipler, trained him as a Bible lecturer, and finally the director of the "Layman's School of Training" at our home church in South Africa.

Working yourself out of a job leads to a **promotion**.

### **MANAGEMENT SKILLS:**

A **good Pastor**, with **well trained leaders**, is simply an effective manager of human resources.

They know how to **dream, plan, train, delegate and manage**.

Generally speaking, **Pastors are the worst managers**, of every profession in the world (our outstanding Christian Management Trainer came to discover this after a lifetime of training many of the top leaders in South Africa).

In many cases it's **purely by grace** that some church doors are still open.

As we **add effective management to God's grace**, so much more can be accomplished.

Everything God has ever done in this dispensation, He's **always done through a man** - a man with vision, faith, motivation, ENERGY and organizational skills - like **Nehemiah**.

### **AUTOBIOGRAPHY EXERCISE:**

Write down every possible thing you can think of that you've succeeded in in life.

Say this before you start...

**John 14:26 (NAS)** *"But the Helper, the Holy Spirit, ...will teach me all things, and **bring to my remembrance all** (good things I've accomplished)..."*

**David killed Goliath** on the remembrance his past victories of killing the lion and the bear.

Once completed, break into **groups** and read your list to the others - vote the best group representative to re-read his list to the whole class.

See - you are a winner! You have what it takes.

How does that make you **feel**?

You've done it before - you can do it again.

**ONE LINER: Winners never quit** and quitters never win.

I'm of the first category - I choose to be a Winner - how about you?

**ONE LINER: Quitting is a permanent choice for a temporary problem**.

**Winston Churchill:** Never give in, never give in, never, never, never, never - in nothing, great or small, large or petty - never give in.

**Winston Churchill: Continuous effort** - not strength or intelligence - is the key to unlocking our potential.

I don't care how **bad your past** is, in Christ you are...

**2 Cor 5:17 (KJV)** *...a **new creature**...old things are passed away; behold, all things are become new.*

This is a **new day** for you.

Lets build on what you've already done - which is nothing compared to what you're still going to do, because...

*...You are from God, little children, and HAVE OVERCOME them (the spirits of this world); because **greater is He** (the Holy Spirit) **who is in you** than he who is in the world - **1 John 4:4 (NAS)**.*

Develop your autobiography further - type it out - paste it on your mirror.

If the **devil ever tries to discourage you**, telling you you're a loser, boldly read your autobiography list out aloud to him.

Now **add** a few of "**What I'm still going to do**" to your list - focusing on things you'd like to improve and do for the Kingdom - laying up treasure in Heaven.

### **COMMITTED TO BECOME CREATIVE:**

Decide to dedicate yourself to **become more creative**.

You are **created in the image** and the likeness of a creative God.

**Acts 17:28a-29 (NIV)** *'For in Him we live and move and have our being.'*

29a (NAS) **"Being then the offspring of God..."**

Even the most creative people are only using a **small percentage of their brain.**

**Prov 23:7a (NAS) For as he thinks within himself, so he is.**

**Say this...** "Because I think I can, I can."

**Num 11:23a (NAS) And the LORD said to Moses, "Is the LORD'S power limited?"**

The only limitation is the gray matter between our ears - man's small mindedness limiting God's power.

**John 11:40 (NAS) Jesus said, "... (only) if you believe, you will see the glory of God?"**

Some get nervous, thinking we're promoting humanism. Well God is the one who gave us a **brain**, and I'm sure He's well pleased when we use it.

Secondly, God ideas come from the Holy Spirit, into your spirit, from where it **pops up into your brain.** Sometimes He reminds you of something you've learned; other times it's a fresh idea you've never thought of before.

**1 Cor 2:10-13 (NAS) For to us God revealed them through the Spirit; for the 'Spirit' searches...the depths of God.**

**11b...the THOUGHTS of God no one knows except the 'Spirit' of God.**

**12 Now we HAVE received...the 'Spirit' who is from God, that we might KNOW the things freely given to us by God,**

**13a which things we also SPEAK...**

**John 14:26 (NAS) "But the Helper, the Holy Spirit, whom the Father will send in My name, He will teach you all things, and bring to your REMEMBRANCE all that I said to you."**

**THOUGHTS, KNOW, SPEAK and REMEMBRANCE** indicate mental capacities. Where did this knowledge come from? From the Holy Spirit in your spirit. Where did it end up? In your brain.

I get nervous of Christians who're scared to use their brain - just as I do of Christians who let their brain override the leading of their spirit.

#### **CIRCLE EXERCISE:**

Write anything that has a round shape in each circle, e.g. ball, plate, etc.

**Say this before you start...**

**1 Cor 2:16b (NAS) ...I HAVE the mind of Christ.**

**Phil 4:13 (RSV) I can do all things in Him who strengthens me.**

Now let's see who can complete the circles in 2 minutes.

The **result of this exercise** is a rough guide to let you know how well the creative side of your brain is developed.

#### **THE BRAIN:**

Can be conceived as consisting of 2 parts.

The **green side** used for creative thinking.

The **red side** used for judicial thinking.

We need both, but in most instances the first is highly underdeveloped.

We need to learn to '**Think Green**' in the face of every challenge - scheduling regular brainstorm sessions.

Because the majority of input during our upbringing was negative, most people live on the **red side of the brain 98%** of the time.

Whenever someone has an idea, in a flash they can give you 10 reasons why it can't be done.

However, they can't give you one reason how to make it work.

They will **never succeed.**

**ILLUSTRATION:** They're like the children of Israel wondering around the wilderness for 40 years, but instead of a **slave mentality**, they have a **looser mentality**. It's just as bad. It'll keep you on the devils no win merry-go-round for the rest of your life.



Coming from a country of many large churches, I've discovered that many Pastors in America have a **conditioned mentality** (through no fault of their own) **for a small church** (80 being the average size church in the U.S.A.).

**Zech 4:10a (TLB)** *"Do not despise this small beginning, for the eyes of the Lord rejoice to see the work BEGIN..."*

God says small is OK to begin with - but not to settle for, because we have a mandate to reach our community with the gospel of Christ.

The **creative potential is present within us** and must be resurrected.

If God can say about unregenerate man...

**Gen 11:6 (NAS)** *...NOTHING which they **purpose to do** will be impossible for them.*

...how much more shouldn't this apply to those who have the light of God within them.

When we're **brainstorming** (or green-lighting) we must discipline ourselves to stay on the green side of our brain and become OUTRAGEOUSLY CREATIVE.

**PASS BIBLE AROUND ROOM EXERCISE:** (to stretch your creative thinking).

Each person must have at least 2 chances to tell us how to make the worlds BEST Bible - one that is so inviting that it would be the highlight of everyone's day to spend time in the Word.

If you get stuck pass the Bible on.

Out of 100 brainstormed ideas, it only takes one or two to make you rich - or transform your church.

After the brainstorm session get back on the red side of your brain to discuss and rate each idea, selecting the best ones.

#### **THE NEED FOR BRAINSTORMING:**

- i. **Good ideas** are an organization's greatest asset.
- ii. **People** are an organization's only appreciable asset.
- iii. But **creative people** with good idea's are an organization's most needed asset.

How creative are you?

As a leader, do you **provide an environment** that encourages original ideas and enterprising solutions among your people?

**David Kelley** (founder of IDEO product Development): The most important thing I have learned from big companies is that creativity gets stifled when everyone's **got to follow the rules**.

**Shunryu Suzuki:** In the **beginner's mind** there are many possibilities, in the expert's mind there are few.

**American Proverb:** Nothing is ever accomplished by a **reasonable man** - (we don't want to be reasonable, we need to become outrageously creative).

#### **RULES FOR BRAINSTORMING:**

Appoint a **scribe** to write down all brainstormed ideas.

Write the persons name or **initials followed by his idea**.

They must be **short crisply worded ideas**.

No idea is allowed to be expanded on or ridiculed.

Anyone who squeaks any **negative comment** during a brainstorm session is fined a dollar each time. Each participant must put **5 x \$1,00 bills** on the table at the start of the session. It's amazing how 'George's beady eye' will help control critical tongues.

It takes hard work and effort to be creative. EXERCISE your brain muscle by 'Regularly Stretching' it.

#### **DEVELOPING CREATIVE THINKING ATTITUDES:**

- i. Be **open minded**.
- ii. Have an **inquiring mind**.
- iii. **Never be satisfied** with the 'as is' situation - I'll guarantee it can be improved.

- iv. Don't be put off by the **opinions** of others - most **great ideas were ridiculed** before they were accepted. (Earth round, flying, first car - powered by steam - traveled at 4 MPH with a man running in front waving a red flag shouting, "Danger Danger!!!")
- v. Understand the **importance and reward of creative effort** - do it regularly.
- vi. **Get out of your rut** (which is simply a grave with its ends knocked out - it has the stench of death).
- vii. Determine to **stay out of the red side** of your brain (during a brainstorm session).
- viii. Remember - **one person's bad idea** can spark off the million dollar idea.  
**ILLUSTRATION:** We were brainstorming a name for our new Shepherding program to sell it to the church. Someone came up with the useless name, "The **Watchdog** Program." His bad idea sparked off a good Biblical idea in someone else's mind, "The **Watchman's** Program," which later evolved into the "The Prayer Friend Program". Today it's been replaced with the dynamic 'Add100' Home Cell program - one member adding a 100 members to their church in 2 to 3 years.
- ix. Only when you have a long list of good creative ideas may you **switch to the red side** of your brain and rate the list to discover the best ideas.

#### **MORE TIPS ON CREATIVE THINKING:**

- i. It is **impossible** to think judicially and creatively at the same time.
- ii. **One judicial comment** immediately puts a stop to the free flow of creative ideas.
- iii. **Schedule regular brainstorm sessions** with the 'A Team' of positive spiritual leaders, to solve even the smallest problems.
- iv. **Developed creative powers** will make you successful.
- v. **Concentrate** - tune in to what you're doing - avoid distractions. Cut all telephone calls and lock your door.
- vi. When the **mind is hot** the ideas will keep flowing.
- vii. **Build big ideas** from little ones.
- viii. **Be enthusiastic** and confident. It's better for wet blankets to leave the room. No firemen allowed in a brainstorm session.
- ix. **NB. Talking about a small idea** clarifies your thinking and expands on it. Talk about your ideas to "**Faith Friends**" all the time. Everytime you do you'll add more detail to the fuzzy picture - soon it'll become crystal clear.
- x. Don't be afraid to **work alone**.
- xi. A creative person has a **desire to achieve** - he's prepared to put in **extended effort** to be successful.
- xii. **Husbands and wives** (and families - yes you need to teach this to your children) need to brainstorm regularly.

**ILLUSTRATION:** We have 2 very strong willed children who contest every instruction we give them. It can be exasperating. Brainstorming brought the God idea of the **Check & Cross** system - a Heaven sent way to discipline your children. Every disobedience earns a cross. 5 Crosses earns a spanking. Good behavior earns a check which cancels out a cross. This wonderful system has saved my wife and I a heap of frustration. See the details of this wonderful system on my web-page... [www.LaymansTraining.com/Train\\_child.html](http://www.LaymansTraining.com/Train_child.html)

**ILLUSTRATION:** We brainstormed how to **keep strife out** of our home - it usually comes in through the kids fighting and acting ugly - being selfish and unreasonable. Whenever they behave this way they get a cross, and have to go and chill out by spending 10 to 20 minutes (or whatever it takes) worshipping Jesus with an anointed CD. Only when I'm satisfied that their disposition has completely changed, may they may continue with what they were doing.

#### **APPLYING CREATIVE THINKING TO THE MINISTRY IN A PRACTICAL WAY:**

List **five problems** in your organization that you feel a creative approach might help solve.

Let's **all agree on one problem** to solve today - maybe 'how to get 20% of all visitors to join your church'.

Break into groups of 5 and let's have an **outrageous brainstorm session** to solve this problem.

Let each group call out and explain their 3 best ideas to the whole class.

It has been proven that the best brainstorm ideas start coming out from around idea numbers **30 to 60** -

usually the first 30 ideas are only mediocre ideas.

**SQUARE EXERCISE:**

Everyone put a **dollar on the table**. If you haven't got a dollar borrow one. It's going to cost you a dollar to raise your hand and whisper your answer into my ear. If you get it wrong you loose your dollar. The first one to get it right earns all the dollars to take his/her spouse out on a romantic date. If no one gets it right, the dollars go to the hosting Pastor to spoil his spouse on a romantic date.

**Say this before you start...**

**Dan 1:17a (NAS)** As **God gave** (Daniel and his 3 friends) **knowledge and intelligence...** - I receive the same in Jesus name.

Only those who use **creative thinking** will find the last square.

Answer:  $3 + 2 \times 3 + 1 \times 2 - 2 \div 3 - 3 + 4 \times 2 - 11 \times 9 - 9 \div 3 - 14 \div 2 - 8 \times 9783 \div 4165 + 7 \times 5 - 15 \times 5 \div 4 \div 5 \times 6 + 17 - 7 \div 4 - 5 \times 4 - 20 + 30 + 1$ .

Not only must you have the right answer, but you must be able to **prove** how you derived at it.

**QUESTION & ANSWER SESSION**