

**An eLetter to the ceCommunity
from the AGTS Office of Continuing Education
March 2006**

What's Below?

ceLines - A few words from the ceDirector

ceWhat – A few things that make you go hmmm...?

ceLinks - A few web sites you can surf

ceSources - A few tools you can use

ceCourses - A few classes coming your way

ceLines:

I recently read an inspiring quote from Dr. Blaine Lee, the founding vice president of *FranklinCovey*. He said, "*Great leaders are like the best conductors - they reach beyond the notes to reach the magic in the players.*"

As I reflect on my own leadership, a couple of other conductor metaphors come to mind:

- a *train* conductor yelling "all aboard," hoping somebody will get with my program.
- an *electrical* conductor channeling a lot of energy indiscriminately through the system

In both cases, I'm making a lot of noise and creating huge bursts of energy, but I'm not sure it sounds like a symphony.

If you're lucky enough, as I am, to work with incredibly gifted and skilled people, you probably get to see bursts of magic on a fairly regular basis. But until I read Lee's quote, I didn't realize the potential reward of being the kind of leader that inspires people to create this magic. In my case, it's clearly the talent of the players I work with that generates the magic, not my efforts to draw the magic out of them.

Or, if you haven't seen any magic lately, then may I suggest that you focus some of your attention toward those around you. I suspect any number of them are capable of creating it, and probably do so regularly. Unfortunately, you may not see it because you aren't looking for it, or wouldn't recognize it if it happened.

Oh to be a *maestro* leader—seeing beyond the technical skill (or lack thereof) of a team member to the fire that burns deeply within them yearning to create something that lasts. This is a leadership that inspires rather than controls, directs, or supervises. It seeks to implant a vision for a note or a song a "player" might perform and draws the magical music out of his/her life. That sounds like something worth investing your life into.

Until next time...

Randy C. Walls, Director
AGTS Continuing Education

ceWhat???

things that make you go hmm.....

WHY MARKET?

"Why should we spend money and other resources on marketing the church? Should we spend God's money on advertising? Isn't there something inherently wrong with "selling" the local church?"

In a recent e-letter, *QuickTakes* posed the “marketing” question to higher ed. institutions. Some of the responses were insightful and applicable to the local church. So, I edited the education language out and replaced it with church appropriate terms.

Why spend church budget dollars on marketing? Well...

1. Our reputation is our most important asset. How we are perceived and regarded is essential. If prospective attendees are not aware of us, or if they do not perceive us as relevant, they will not be in our services or give money to our church.
2. If we do not make time to establish and manage our reputation in the marketplace then the marketplace will establish one for us. In other words, we can choose to be relevant, or we let the marketplace decide that we are irrelevant.
3. Prospective families are more open to attending churches with stronger reputations.
4. We need an ongoing presence, in a variety of media, because when our community is ready to make a worship decision, we want to be sure our message is in front of them.
5. If a church member asks why we spend money on marketing, we should remind him or her that "marketing" isn't only newspaper ads and TV/Radio spots, but that nicely maintained buildings and properties are all part of the marketing plan. Marketing is whatever lets the potential attendees know that we're here and entices them to visit.
6. Marketing has one purpose: to increase the flow of people and resources to a local church. Rewards come when churches make the time and commit the resources to build a strong reputation.
7. The most important thing we can do for our congregants is to increase the value of their home church. They will reward that effort with increased support.
8. If it is a true definition of marketing—much like the recently revised AMA definition—a local church has a *responsibility* to market. The world changes, and how we define what it means to be a local church changes too. So it is our responsibility to market if we mean to communicate the value of a local church to society.
9. Individuals in the church who believe that simply being good is all that matters are either naive or smug. Today's marketplace simply will not notice nor highly regard any local church that neglects to demonstrate the pride or take the time to systematically tell its story in compelling fashion. Prospective congregants will not seek you out because they are too busy engaging with local churches that have sought them.
10. Marketing can help you build the kind of local church you want.
11. Isn't it important that we do a better job telling our story?

ceLinks:

Check out these web sites!

<http://www.avenueresource.com/index.html>. A resource for creating support groups in the local church for dealing with sexual sins.

<http://www.allprodad.com/>. A great resource for fathers and sons which includes testimonials from some of today's top athletes.

ceSources:

Emerging Churches by Eddie Gibbs and Ryan K. Bolger. In this book, Gibbs and Bolger highlight the 3 core and 6 residual values of the emerging church. It's a good read!

ceCourses:

Here's the link for the ceCourse schedule:

http://www.agts.edu/continuing_education/2006_CE_schedule.html

And the link for the course selection form:

http://www.agts.edu/continuing_education/ce_course_selection_form.html

Pre-register for your course today!

Contact us 8am - 4:30pm CST at:

Ph: 1(800)467-2487, ext. 1044 Fx: 1(417)268-1009

Monty C. Galloway, ISP Specialist - mgalloway@agts.edu

Vicki Jacobson, ceCoordinator – vjacobson@agts.edu

Randy C. Walls, ceDirector - rwalls@agts.edu

Web: http://www.agts.edu/continuing_education/index.html

If you prefer to not receive this eLetter, please send an e-mail to mgalloway@agts.edu.