Gospel DNA
Replicating Effective Ministry

Wednesday 20th July, 2016
Novotel Hotel, Brighton Beach

Participant’s Workbook
We recognise that many churches have a strong idea about effective ministry yet many struggle to make it part of their DNA. We want to help church leaders and ministry teams think about how to replicate effective church ministry, under God, whilst maintaining the clear Gospel focus.

Questions – Twitter #effmin16quest
Twitter - #effmin16

For Assistance

Helene Tyas – CMD Secretariat
Peter Mayrick – CMD Co-Director

EVACUATION ASSEMBLY POINT

Please note the location of the Assembly Point (STAR) for the hotel in the event of an evacuation been ordered. Park area on the corner of Moate Ave and Princess Street.
## Agenda

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Page</th>
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</thead>
<tbody>
<tr>
<td>8:30am</td>
<td>Registration</td>
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<tr>
<td>9:00am</td>
<td>Introduction</td>
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<tr>
<td>9:10am</td>
<td><strong>Talk 1 - Acts 20:17-38 – Gospel DNA – 1st Century</strong></td>
<td>4</td>
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<tr>
<td></td>
<td>Richard Coekin</td>
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<tr>
<td>10:00am</td>
<td><strong>Talk 2 - Gospel DNA – London</strong></td>
<td>7</td>
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<tr>
<td></td>
<td>Richard Coekin</td>
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<tr>
<td>11:00am</td>
<td><strong>Morning Tea</strong></td>
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<tr>
<td>11:20am</td>
<td>Greg Cooper – Effective Ministry</td>
<td>16</td>
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<tr>
<td>11:25am</td>
<td><strong>Talk 3 - Gospel DNA – Sydney</strong></td>
<td>18</td>
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<tr>
<td></td>
<td>Richard Coekin</td>
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<tr>
<td>12:15pm</td>
<td><strong>Talk 4 - Replicating Effective Ministry through People</strong></td>
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<td></td>
<td>Paul Harrington</td>
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<tr>
<td>1:00pm</td>
<td><strong>Lunch</strong></td>
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<tr>
<td>1:45pm</td>
<td><strong>Workshops</strong></td>
<td>22</td>
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<td></td>
<td>Workshop 1 - Multisite churches and &quot;Witness&quot;: the benefits of the purpose driven model</td>
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<td></td>
<td>Scott Sanders / Richard Coekin</td>
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<td></td>
<td><strong>Workshop 2 - Leading Staff and Lay Teams &amp; Ministry Development</strong></td>
<td>28</td>
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<td></td>
<td>Paul Harrington / Kirsty Bucknell / Archie Poulos</td>
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<tr>
<td>3:00pm</td>
<td><strong>Afternoon Tea</strong></td>
<td>32</td>
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<tr>
<td>3:15pm</td>
<td><strong>Talk 5 - Effective Ministry - Staying focussed on the key ministry</strong></td>
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<td></td>
<td>Tim Sims / Sarie King</td>
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<tr>
<td>4:00pm</td>
<td>Close</td>
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</table>
From Miletus, Paul sent to Ephesus for the elders of the church. When they arrived, he said to them: “You know how I lived the whole time I was with you, from the first day I came into the province of Asia. I served the Lord with great humility and with tears and in the midst of severe testing by the plots of my Jewish opponents. You know that I have not hesitated to preach anything that would be helpful to you but have taught you publicly and from house to house. I have declared to both Jews and Greeks that they must turn to God in repentance and have faith in our Lord Jesus.

And now, compelled by the Spirit, I am going to Jerusalem, not knowing what will happen to me there. I only know that in every city the Holy Spirit warns me that prison and hardships are facing me. However, I consider my life worth nothing to me; my only aim is to finish the race and complete the task the Lord Jesus has given me—the task of testifying to the good news of God’s grace.

Now I know that none of you among whom I have gone about preaching the kingdom will ever see me again. Therefore, I declare to you today that I am innocent of the blood of any of you. For I have not hesitated to proclaim to you the whole will of God. Keep watch over yourselves and all the flock of which the Holy Spirit has made you overseers. Be shepherds of the church of God, which he bought with his own blood.

I know that after I leave, savage wolves will come in among you and will not spare the flock. Even from your own number men will arise and distort the truth in order to draw away disciples after them. So be on your guard! Remember that for three years I never stopped warning each of you night and day with tears.

“Now I commit you to God and to the word of his grace, which can build you up and give you an inheritance among all those who are sanctified. I have not coveted anyone’s silver or gold or clothing. You yourselves know that these hands of mine have supplied my own needs and the needs of my companions. In everything I did, I showed you that by this kind of hard work we must help the weak, remembering the words the Lord Jesus himself said: ‘It is more blessed to give than to receive.’”

When Paul had finished speaking, he knelt down with all of them and prayed. They all wept as they embraced him and kissed him. What grieved them most was his statement that they would never see his face again. Then they accompanied him to the ship.

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Teach the gospel

Guard the flock

Give the Word
Clarify the Vision

God has called his churches to be lifeboats, dedicated to saving lives.

WORSHIP |
INSTRUCT |
TRAIN |
NETWORK |
EVANGELISE |
SERVE |
SUPPORT |

Cruise Ship

Lifeboat

www.EffectiveMinistry.org  www.cmd.training
GOSPEL DNA – London
# GOSPEL DNA – London

## OUR 360 VISION

**Plan and Establish 360 Reformed Evangelical Churches in London**

<table>
<thead>
<tr>
<th>THE EXECUTIVE</th>
<th>FOCUS</th>
<th>INITIATIVES / TARGETS WE PRAY! WORK FOR</th>
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</thead>
<tbody>
<tr>
<td>LOCATIONS</td>
<td>Communities / Venues (RP)</td>
<td>Communities / Venues / Contacts</td>
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<tr>
<td>RECRUITMENT</td>
<td>Sources / Pathways / Relationships</td>
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<tr>
<td>GROWTH</td>
<td>Research / Advise Plan</td>
<td></td>
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<tr>
<td>FINANCE</td>
<td>Financial planning / Commission Initiative / Fund Patrons</td>
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<tr>
<td>TRAINING</td>
<td>Antioch / Academy / Apprentices / Staff</td>
<td></td>
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<tr>
<td>STEERING GROUP</td>
<td>Vision Development (RC / MF / RS)</td>
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### PASTORATE

- Evangelism/Theology
- Conferences
- Mentors
- Partnership

### RESOURCES TEAM

- Governance/Ops
- Legal / Finance
- Events
- Media / PR
- Safeguarding

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**THE GREAT COMMISSION**

**A PASSION FOR PLANTING**

**FOR LONDON**

**FOR CHRIST**

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www.EffectiveMinistry.org  www.cmd.training
**Lead the Vision**

Don’t manage from the middle!

Lead from the front!

Don’t lead on your own!

Lead with a team!

Don’t be paralysed by options!

Do something with certainty

Don’t neglect the heart!

Pray and preach the Word
GOSPEL DNA – London

Train the Vision
Congregations

Elders and Lay Leadership

Potential – Pioneers, Pastors, Presbyters, Patrons
Finance the Vision
Preach the Gospel

Different Kinds of Money

“Small plans do not influence the hearts of men” (Napoleon)
Music Ministry Conference

The place and importance of music in the disciple-making process

29 June 2017
Grace City Church

A conference for Senior Ministers, Assistant Ministers, and their music leaders

Speakers include: David Peterson, Gavin Perkins, Rob Smith, and Bob Kauflin (by video link) with more to be announced
Richard is Director of Co-Mission and Senior Pastor of Dundonald Church (UK).
GOSPEL DNA – Sydney
Paul is Leader of the Trinity Network of churches in Adelaide.

For Better or Worse ...

1. An Effective Team Leader
Is humble
- Phil 2:3, 7-8

How do you ‘measure’ humility?

Ambition is a key measure of humility
- Wrong ambition - Phil 1:17; 2:3

- Right ambition - Phil 2:5-8

Paul’s ambition
- Phil 1:12, 18,20-22

Your ambition?
Replicating Effective Ministry through People

2. Effective Team Leader Qualities

Clarity of Purpose/Direction

Leading a Gospel Family
- Phil 1:3-5, 7; 2:19-30; 4:2-3

Self-Awareness (not self-excusing)

Take Responsibility BUT hold leadership loosely
3. Building and Effective Team

Building Team Culture

Effective Recruiting

Ongoing Investment

Succession Planning – An Effective Point to Measure From
“The Vine Project takes you beneath technique and program to the heart of what matters in church life. And it does this in a way that is immensely practical. The book is so helpful, I think I can offer an ironclad guarantee that if you and a leadership team work through this book, things will change for the better. I guarantee there will also be pain! But it will be healthy pain.”

~ Andrew Heard, EV Church, Geneva Push, FIEC

In this much-anticipated book, Colin Marshall and Tony Payne answer the question they have been asked countless times by pastors and church leaders all around the world since the publication of The Trellis and the Vine. The question goes like this:

Look, I’ve read your book, and it expresses what I have always thought about Christian ministry. But as I kept reading, I had this sinking feeling that what actually happens in our church is still a long way from the kind of disciple-making ministry vision you outline and that I believe in. So my question is this: What can we do about it? How can we shape the whole culture of our church around disciple-making?

The Vine Project provides a roadmap and resources for this sort of church-wide culture change. It guides your ministry leadership team through a Five-phase process for growth and change, with biblical input, practical ideas, resources, case studies, exercises and projects along the way.

The Trellis and the Vine proposed a “ministry mind-shift that changes everything”. The Vine Project shows how that mind-shift can and must shape every aspect of what you are doing as a congregation of Christ’s people to make disciples of all nations.

RRP: $24.95 | $19.95 for 5+
What is Multi-site church?

When does multi-site make sense?

When does multi-site not make sense?

Multi-site vs church planting

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**MULTISITE**

MULTISITE vs CHURCH PLANT

- **MULTISITE**
  - Control
  - Consistency
  - Attraction
  - Standardized
  - Retain (resources, volunteers)
  - Addition
  - Centralised
  - Personality driven

- **CHURCH PLANT**
  - Autonomy
  - Contextualization
  - Missional
  - Organic
  - Release (members, resources)
  - Multiplication
  - Decentralised
  - Mission driven
Workshop 1 - Multisite churches

MULTISITE
WHAT PIECES NEED TO COME TOGETHER TO LAUNCH A SITE?

1. Unanimity among leaders
2. A leader for the new site
3. A core group of leaders to lead the core ministries at the new site
4. A group of people that your church to reach
5. Systems and structures in place
6. Sufficient finances

Key Decisions

Leadership
Workshop 1 - Multisite churches

MULTISITE
KEY RESOURCES

Geneva Push
www.genevapush.com/resources
scotts@genevapush.com

Leadnet
http://leadnet.org/category/multi-site_churches/

www.EffectiveMinistry.org
www.cmd.training
Workshop 1 - “Witness”: the benefits of the purpose driven model
Richard Coekin

Richard is Director of Co-Mission and Senior Pastor of Dundonald Church (UK).

WORSHIP
...glorifying God in all we do
JOYFUL • SACRIFICAL • HOLY

INSTRUCT
...growing disciples through God’s word
TRUSTING • OBeyING • SPEAKING

TRAIN
...equipping everyone for ministry
RECRUITED • EQUIPPED • ACTIVE

NETWORK
...co-operating with others to plant churches in London
PLANTED • STRENGTHENED • GROWING

EVANGELISE
...reaching unbelievers with God’s gospel of grace
CONTACTED • COMING • CONVERTED

SERVE
...helping newcomers to get involved
CONNECTED • BELONGING • JOINING IN

SUPPORT
...partnering with God’s people in global mission
PROMOTED • RESourced • MULTIPLIED

...for God’s glory alone!
Workshop 1 - “Witness”: the benefits of the purpose driven model
Workshop 1 - "Witness": the benefits of the purpose driven model
Paul is Leader of the Trinity Network of churches in Adelaide.
Workshop 2 – Leading Staff and Lay Teams
Kirsty is an experienced Organisational Psychologist and Consultant for CMD. Archie is Director of the Centre for Ministry Development (CMD) and Head of the Department of Ministry at Moore Theological College.
Effective Ministry
Staying Focussed on The Key Ministry
Tim Sims / Sarie King

Tim is Partner of Effective Ministry and Chairman of Pacific Equity Partners. Sarie heads up Effective Ministry and has conducting extensive research into effective ministry and church dynamics.

Effective Change
Seven Ingredients

1. Assemble The Resources
2. Define The Purpose
3. Understand The Challenge
4. Outline An Effective Response
5. Confront The Data
6. Detail The Tasks...

Engage With God

1. Assemble The Resources
People / Data

<table>
<thead>
<tr>
<th>SameKing</th>
<th>TimSims</th>
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<tbody>
<tr>
<td>Moore College Graduate</td>
<td>Committed Christian</td>
</tr>
<tr>
<td>Teacher / Education Leader</td>
<td>Performance Analysis</td>
</tr>
<tr>
<td>Women’s Ministry Leader / Trainer</td>
<td>CEO Advisor</td>
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<tr>
<td>Sood / Committees / Task forces</td>
<td>Company Ownership / Leadership</td>
</tr>
<tr>
<td>Conference Speaking / Research</td>
<td>Partnership / Management</td>
</tr>
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Theology + Data = Research
- Books & Papers: >500
- NLS Data: >50,000
- Man Years: >25*

*Excluding PhD

Effective Ministry

Ministry Development
A Centre of Moore Theological College
2. Define The Purpose
Objective / Outcome

Disciple-Making Disciples
(Mat 28:19-20)

- Outreach
- Proclamation
- Proper People
- Training
- Growth
- Engagement

3. Understand The Challenge
Opportunities & Constraints

- Discipleship
- Yes to religion: growing
- Attendance down
- Lack of involvement
- Poor media

- Effective Ministry
Research / Presentations

- Poor growth / commitment
- Overwork / burnout
- Lack of training
- Poor practices / communication
- Anecdotal responses

4. Outline An Effective Response
Points Of Leverage

Engage With God

- Meeting and greeting
- Invitation
- Disciple-making disciples
- Retention and transition

Effective Ministry

Staying Focussed on The Key Ministry

Centre for Ministry Development
A Centre of Moore Theological College
Effective Ministry
Staying Focussed on The Key Ministry
5. Confront The Data
Case Example: Youth Loss

<table>
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<tr>
<th>Age</th>
<th>Percent</th>
<th>Percent</th>
<th>Percent</th>
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<tbody>
<tr>
<td>0-15</td>
<td>15%</td>
<td>4%</td>
<td>13%</td>
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<tr>
<td>15-20</td>
<td>13%</td>
<td>20%</td>
<td>15%</td>
</tr>
<tr>
<td>20-30</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>30-40</td>
<td>8%</td>
<td>4%</td>
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<tr>
<td>40-50</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
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<tr>
<td>50-60</td>
<td>2%</td>
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<tr>
<td>60-70</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>70+</td>
<td>1%</td>
<td>1%</td>
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5. Confront The Data
Myths / Excuses

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<tr>
<th>Percent of Variance Explained</th>
<th>Personal Growth</th>
<th>Size Growth</th>
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<tbody>
<tr>
<td>Community</td>
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<tr>
<td>Local Context (Urban/Rural)</td>
<td>2.0%</td>
<td>0.0%</td>
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<tr>
<td>Ethnicity</td>
<td>2.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Pop Growth</td>
<td>1.0%</td>
<td>2.0%</td>
</tr>
<tr>
<td>Youth Mix</td>
<td>3.0%</td>
<td>3.0%</td>
</tr>
<tr>
<td>Education</td>
<td>(9.0%)</td>
<td>(1.0%)</td>
</tr>
<tr>
<td>Leader</td>
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<td></td>
</tr>
<tr>
<td>Age</td>
<td>(0.6%)</td>
<td>(0.8%)</td>
</tr>
<tr>
<td>Ministry Years</td>
<td>(0.6%)</td>
<td>(1.3%)</td>
</tr>
<tr>
<td>Congregation Years</td>
<td>0.1%</td>
<td>0.3%</td>
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<tr>
<td>Staffing</td>
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<tr>
<td>Cross-Congregational</td>
<td>1.4%</td>
<td>0.4%</td>
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<tr>
<td>High Ratio</td>
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<td>0.7%</td>
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6. Understand The Task
Detailed Implementation
Effective Ministry
Staying Focussed on The Key Ministry

6. Understand The Task
Research Papers: Making disciple making disciples

- Why do small groups struggle to benefit? Why do small groups not benefit?
- Is there best practice small groups ministry? If so, what?
- If we’re not disciple-making what are we doing?
- A concerning youth & young adult retention problem
- Loss of parental engagement
- We’re not transitioning well
- The erosion of intergenerational engagement
- Building better disciple-making pathways
- Adults both help and hinder youth retention
- The role of parents and other adults critical to faith retention
- Site ministry versus intergenerational engagement
- Rethinking the place of church wide services
- Disciple-making through intergenerational ministry

6. Detail The Tasks
Field Work / CMD

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<td>2.6%</td>
<td>7.0%</td>
<td>13.3%</td>
<td>46.7%</td>
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</tbody>
</table>

Source: Diocesan data, median growth standardised at 4 years for comparison
Engage With God

Devotional Hours vs 5 Year Parish Growth

Source: Field Research, NCLS

Follow Up

Research | Results
Samie King | Peter Mayrick

EM – Effective Ministry
www.effective ministry.org
www.facebook.com/em.effective.ministry/

CMD – Centre For Ministry Development
www.cmdtraining.org

Upcoming Research Releases
- Millennials (Gen Y) & Disciple Making
- Music & Disciple Making (EM Conference 2017)
- Christian Pastoral Care & Disciple Making
- Families & Faith Transmission
- Best Practice Church Websites & Consultation

Effective Ministry
Staying Focussed on The Key Ministry
Contact the Centre for Ministry Development at info@cmd.training or 02 9577 9835