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Trends & Models in Ministry

National Pastors Convention

February 2001

by Marshall Shelley & Kevin Miller

Christianity Today International



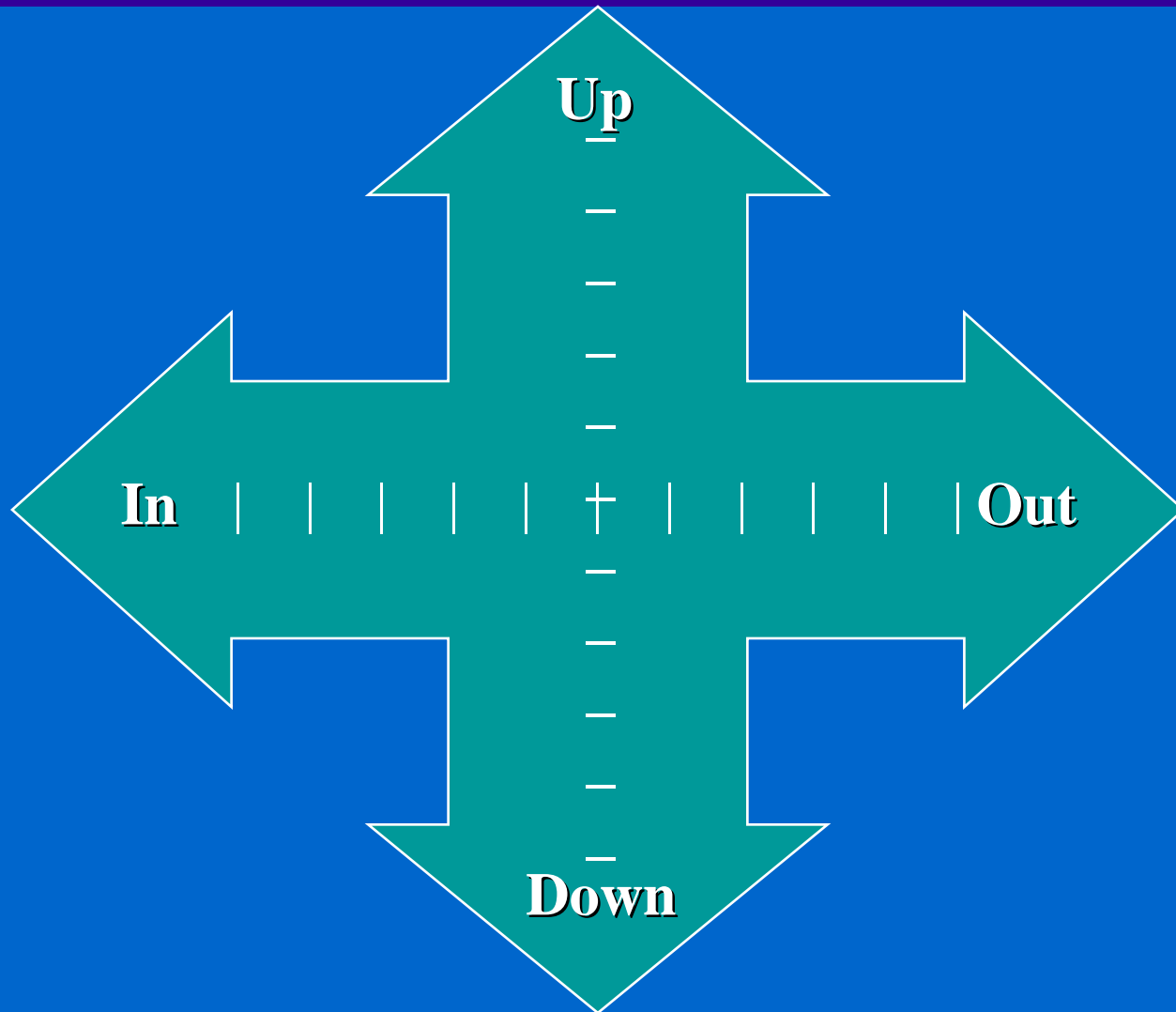
Making Sense of Multiple Models

- “This isn’t the 1980s ...”
- **The 4 Directional Arrows of Ministry**
- **The New Hungers**
- **Questions and (maybe) answers**
- **The Foundation: vital statistics
on the pastor’s soul**

How to make sense of all this

- **Sheer number of voices is staggering**
- **The vast diversity can be befuddling**
- **What am I supposed to take away from my exposure to multiple models?**

4 Directional Arrows



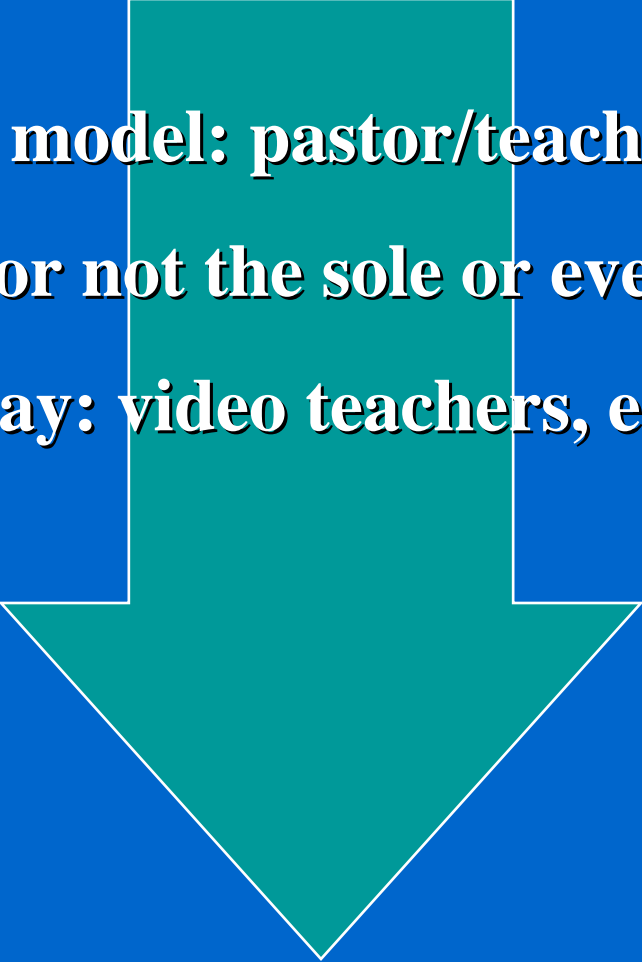
UP: worship that connects

- **Low threshold, casual, no pressure “we’re here for you”** i.e. many “seeker driven” churches
- **Intense, participation expected, “it’s about God”**
i.e. Prayer-driven churches
- **Symbolic, “don’t expect to understand it right away”** i.e. Liturgical or some “postmodern” churches

KEY: How well do people experience God?

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DOWN: content that's caught

- **Traditional model: pastor/teacher, departments**
 - **Team: pastor not the sole or even lead teacher**
 - **Plug and play: video teachers, even preachers**
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DOWN: content that's caught

- **Traditional model: pastor/teacher, departments**
- **Team: pastor not the sole or even lead teacher**
- **Plug and play: video teachers, even preachers**

KEY: How well is the content of the faith caught?



IN: quality of community life

In crisis, Who ya gonna call?

Care can be delivered by:

- A professional--pastor or staff
- Someone from the (sub)congregation
- Someone from your small group

KEY: How connected and cared for
do your people feel?

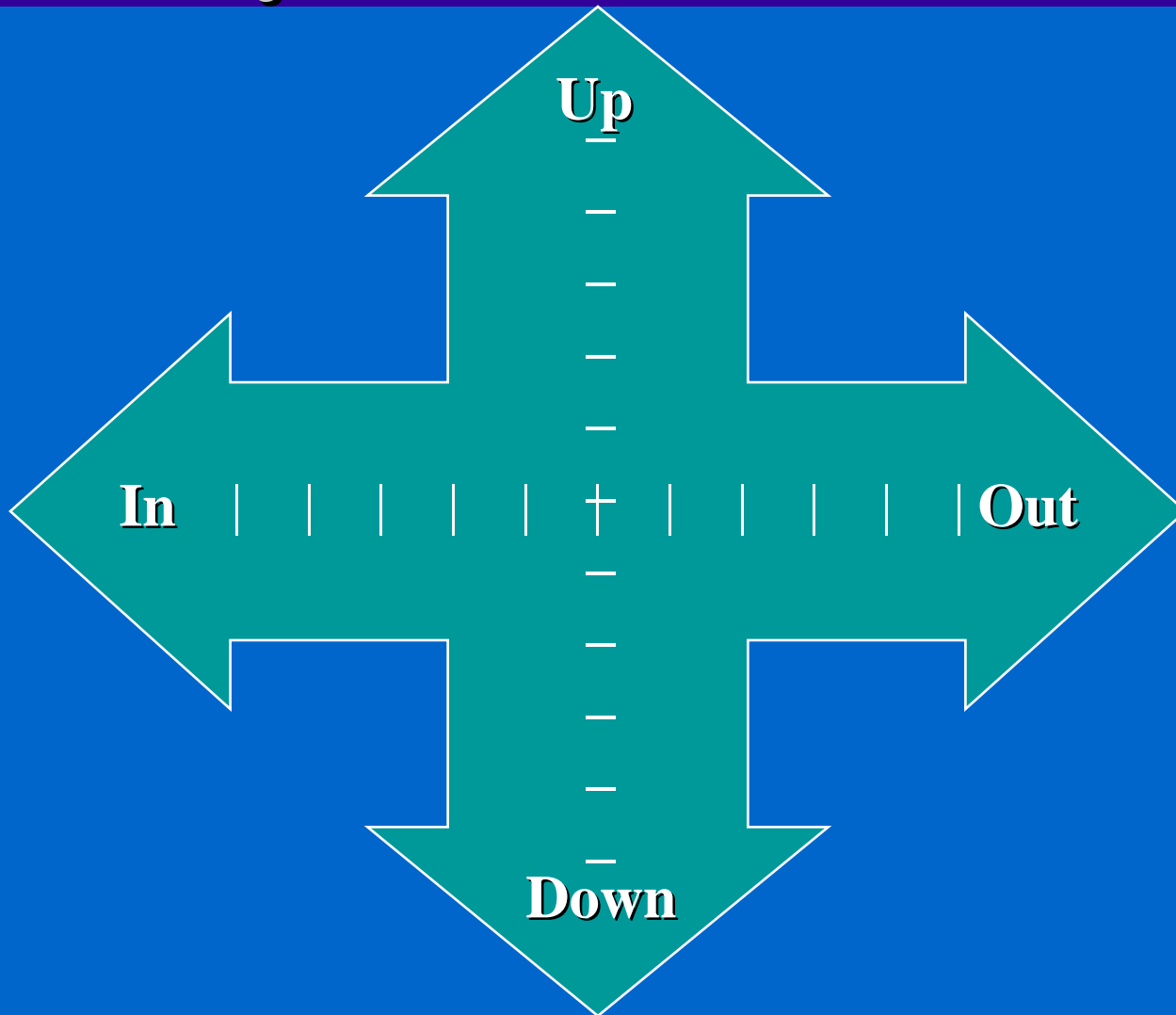
OUT: evangelism and service

- An inviting atmosphere
- Intentional outreach
- Compassion
- Community development

KEY: How well are we connecting people outside our church to the love of Jesus?

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Rate your church: 1 - 5





4 Hungers Today



**Widespread Longings
Seen in Many People
In Many Situations
By Many Observers**





1. Experience

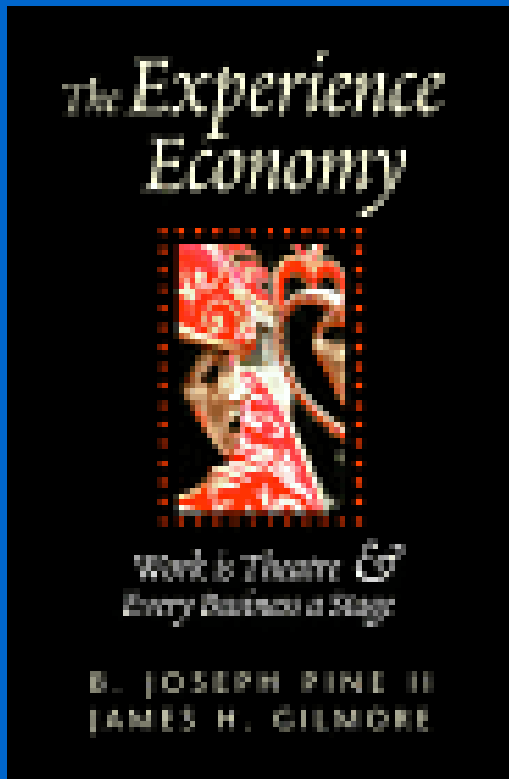


Desperately Seeking Sensation



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The Move to “The Experience Economy”



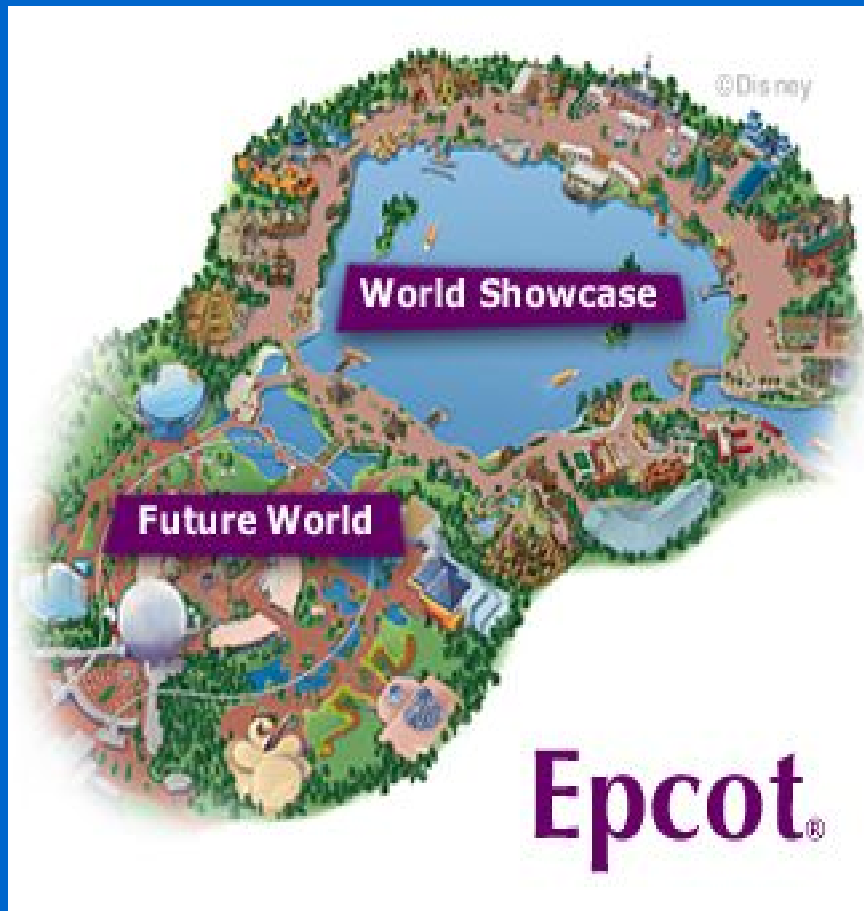
- **Goods:** buy eggs and flour and bake a cake from scratch
- **Goods/service:** buy box mix and bake a cake in less time
- **Service:** buy a cake from a bakery

Now You Buy an Experience

The screenshot shows the Chuck E. Cheese's Pizza World website. At the top left is the Chuck E. Cheese's logo. The main navigation bar includes a 'home' button with a pizza icon and a 'SiteMap' link. A vertical sidebar on the left contains buttons for 'birthdays', 'locator', 'tokens', 'menu', 'nutritional info', and 'coupons'. The main content area features a 'coupon' link at the top, followed by the word 'COUPONS' in large, stylized letters with a dollar sign. Below this is a paragraph: 'We make Chuck E. Cheese's restaurants fun and affordable for families. Click on the coupon link above and print the coupon for great savings on food and fun.' To the right of the text is a circular image of Chuck E. Cheese's head and a large button that says 'CLICK HERE FOR COUPONS' with a pair of scissors icon below it. At the bottom left, there is a promotional image for Hi-C Fruit Punch with the text: 'Look for specially marked packages of Hi-C for up to \$10 in savings at Chuck E. Cheese's'. At the very bottom, a footer reads: 'Please read our [Privacy Policy and Terms of Use](#). © 2000 CEC Entertainment.'

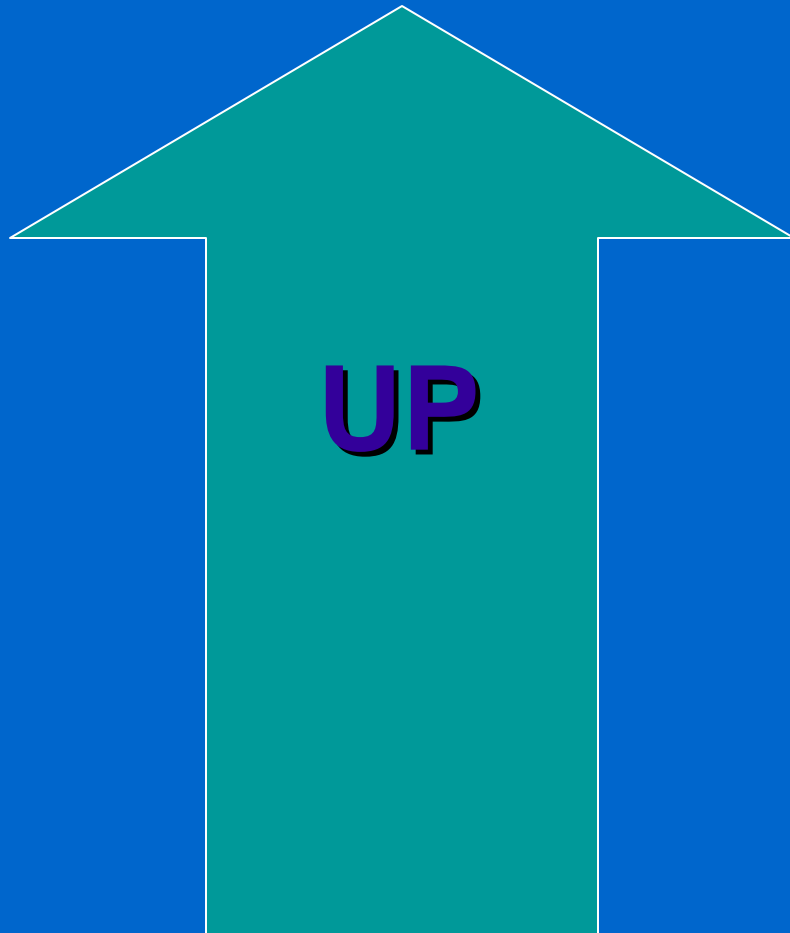
- And the cake gets thrown in for free

Experience Everywhere



- **Theme Parks: EPCOT**
- **Theaters: IMAX, 3-D**
- **Restaurants: Rain Forest Café**
- **Casinos**
- **Video Games, Laser Tag, Paintball**

What This May Mean for ...



- From “Baseball” to “Soccer”:
- Congregational Singing “Vertical”
- Drama & Testimony
- “Ancient/Future” Liturgy and Video

What This May Mean for ...



IN

- **More Experience-Based Groups Like AA, Neighborhood Bible Studies**
- **Fellowship Groups Begin or Get Lift from Large Events**

What This May Mean for ...



OUT

- **Drama, Musicals, Easter Pageants, Film**
- **From VBS to Drama Camp, Sports Camp**
- **Worship Evangelism**
- **From Missions Conference to...**

⋮

What This May Mean for ...



DOWN

- Active Seminars Like Walk Thru the Bible
- Move from Learning with ...

Maps on the Wall to...



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- **Videos, Online Tours, Actual
Tours**



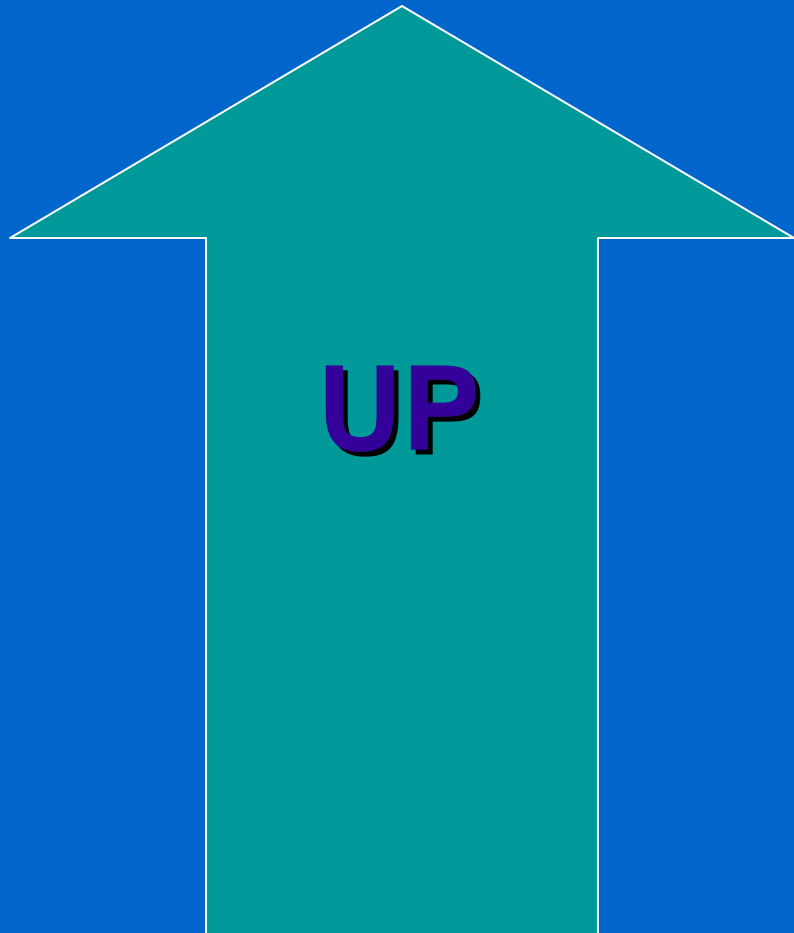
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2. Choice, Convenience and Customization

**People Want More for Less
(especially Boomers)**



What This May Mean for ...



- **Multiple worship services: traditional, contemporary, blended, Gen-X**
- **Multiple worship times: Saturday night, Sunday morning, Monday or Thursday night**

What This May Mean for ...



IN

- **Specialty Groups:**
Singles over 35,
Survivors of Abuse,
etc.
- **Multi-Church**
Members: kids in
another youth group,
various services

What This May Mean for ...



OUT

- **Guests given special parking places; not asked to give**
- **Age-specific and need-specific outreach groups: Divorce Recovery**

What This May Mean for ...



DOWN

- **Multiple Formats:
Lecture, Discussion,
Video, etc.**
- **Multiple Topics**
- **Spiritual-Level
Based Groups:
Seekers, New
Believers, etc.**
- **Online Bible Studies**



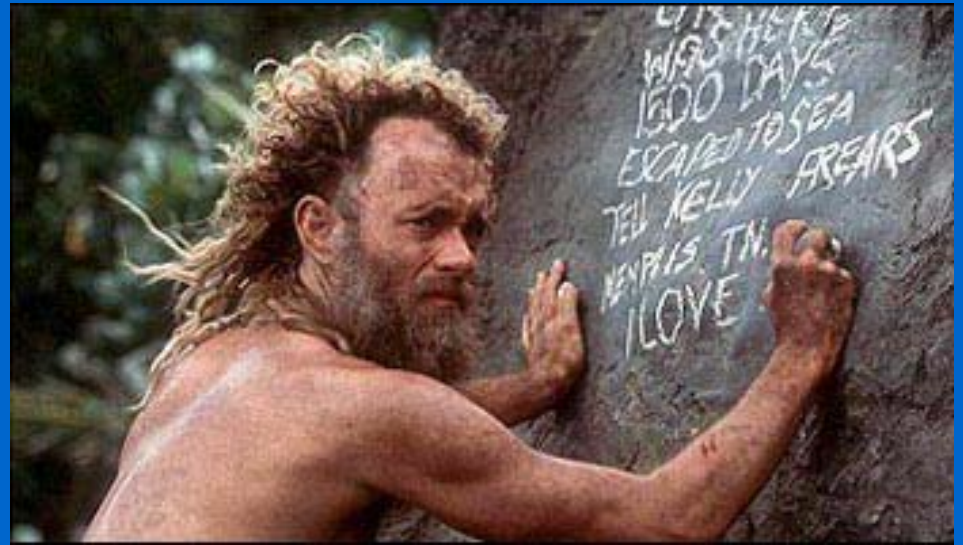
3. Community



**Even in America,
Individualism Can Go Too Far
(Especially for Those Under 40)**

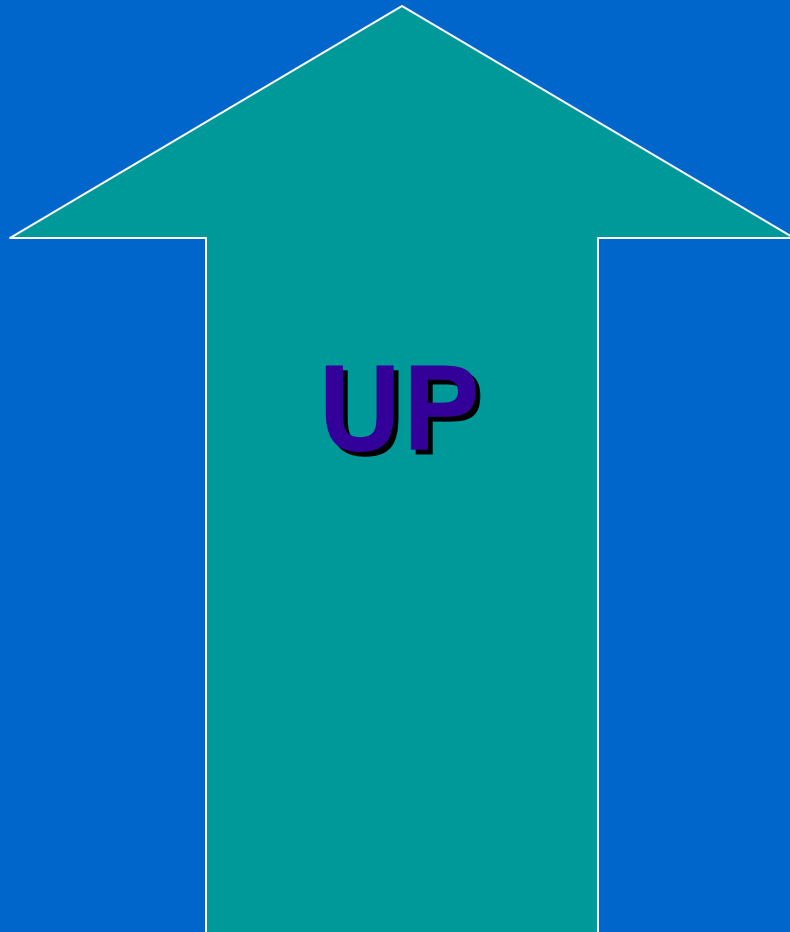


“Friends” vs. “Cast Away”



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What This May Mean for ...



- **Video Café Table Groups During Worship**
- **Cell-Church Worship**

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What This May Mean for ...



IN

- **Leadership Teams:
PACs, etc.**
- **Small-Group-Based
Spiritual-Gifts
Discovery**

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What This May Mean for ...



OUT

- **Alpha: Multi-week program with meals and retreat**
- **Seeker Small Groups and GIG Groups**

What This May Mean for ...



DOWN

- **Geographical Small Groups, Organized by Elementary School District**
- **Home-Group Applications of the Sermon**

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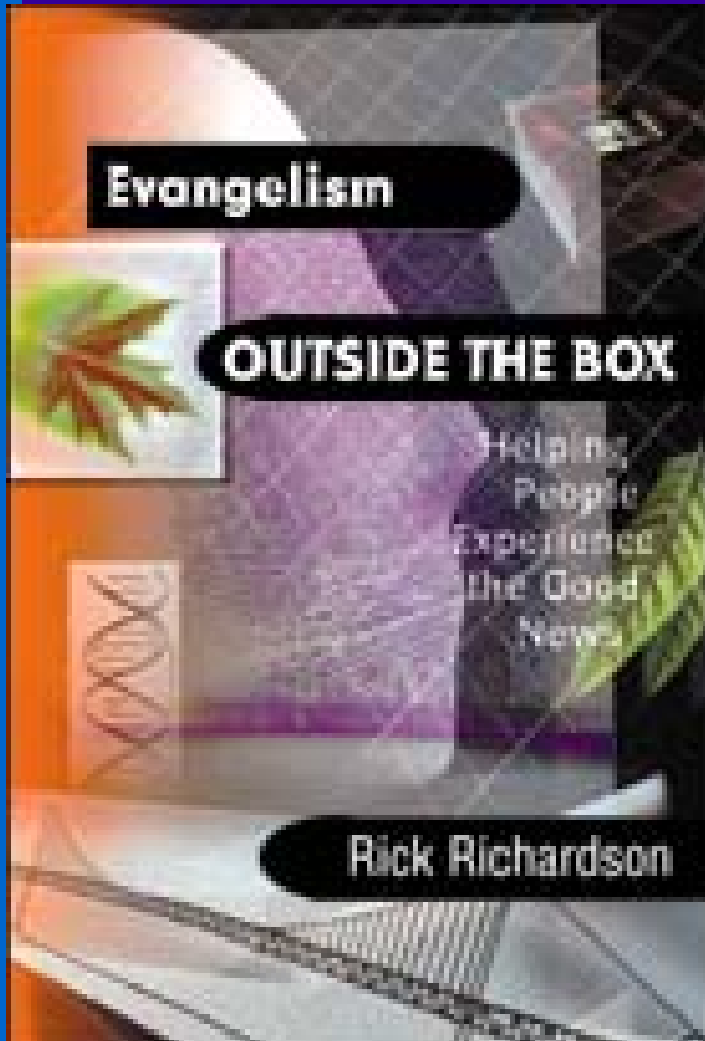
4. A Leader Who's Been Hurt

Someone Who Understands
My Brokenness



A New Source of

Credibility



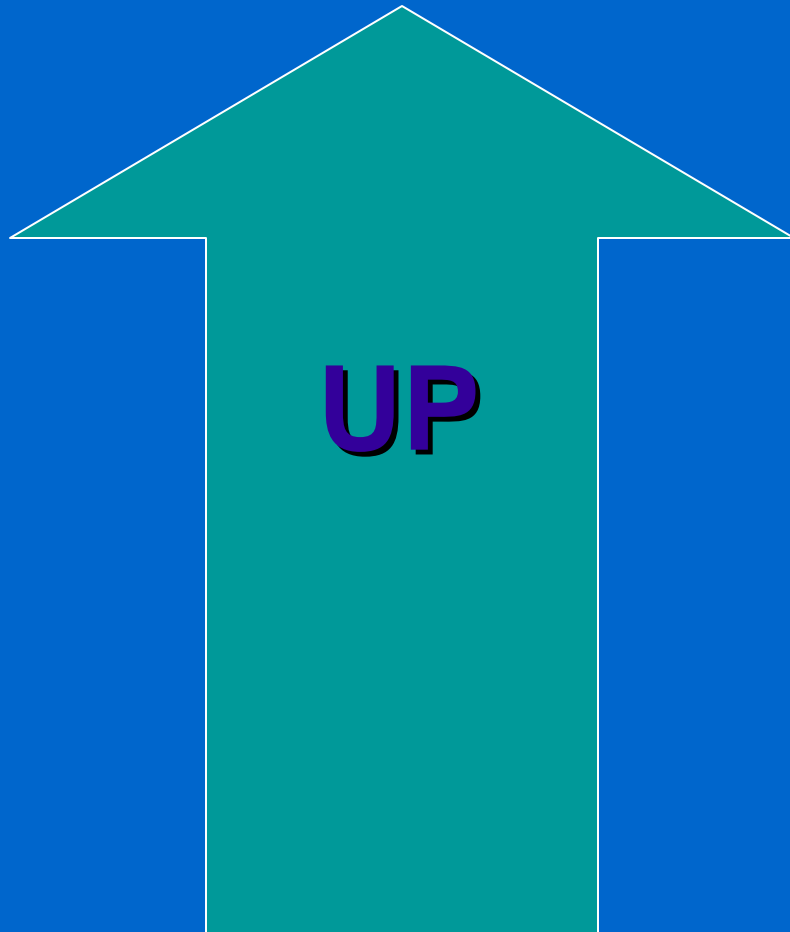
- “In the past, being an expert and having the answers were what built credibility and a hearing.
- “Today, having the same questions, struggles, and hurts is what builds credibility and gains a hearing.”

Olympic Heroes

- **Up Close and Personal:** Not enough to be a world-class athlete. Now you need to have overcome illness or family trauma



What This May Mean for ...



- **More Confessional Preaching [But Not All Cultures...]**
- **More Songs of Struggle—e.g., ‘Pour Out My Heart’**
- **Dramas of Unresolved Situations**

What This May Mean for ...

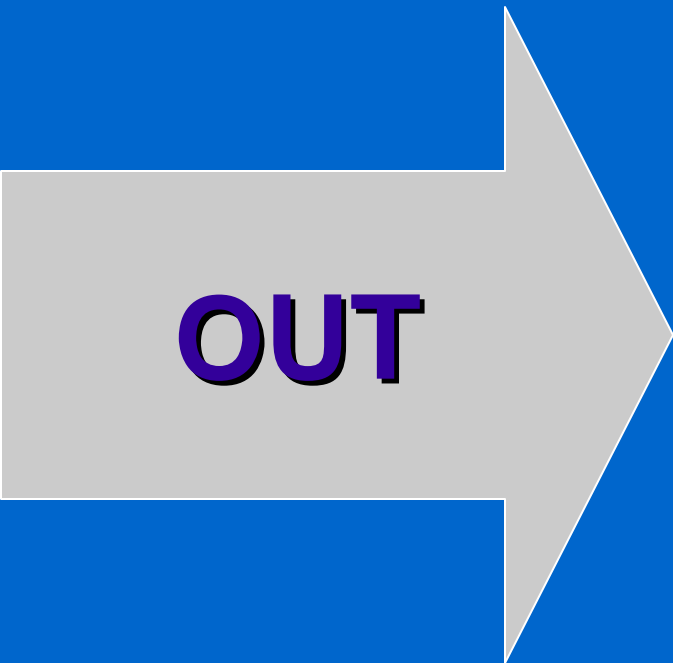


IN

- People testing the leader to see if he or she will love me in my brokenness
- Healing services
- More challenge to determine when people are ready to lead

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What This May Mean for ...



- **Storytelling:
Testimonies, Film,
Drama**
- **Need-Based Sermons**

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What This May Mean for ...

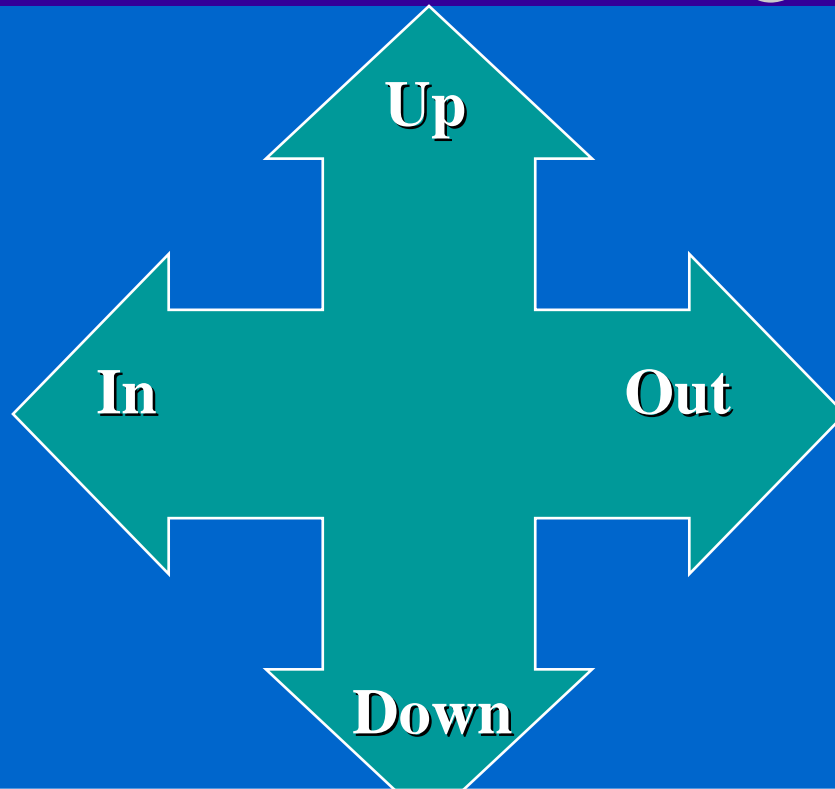


DOWN

- Move from Rational, Practical Solutions to Intuitive, Spiritual Solutions
- Longer Process in Discipleship
- More 1-on-1 Mentoring, Coaching, Directing

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How it all fits together



Ministry skills . . .

The minister's soul . . .

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NexStepCoaching.org



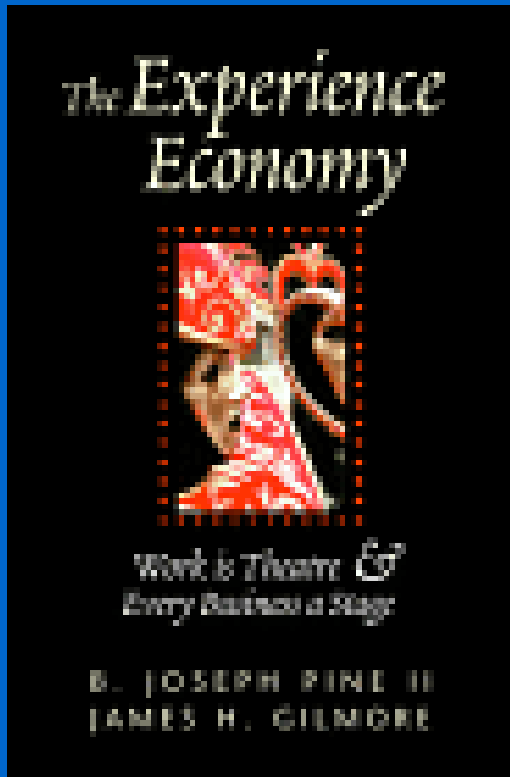
bill

@nexstepcoaching.org

909.860.0359

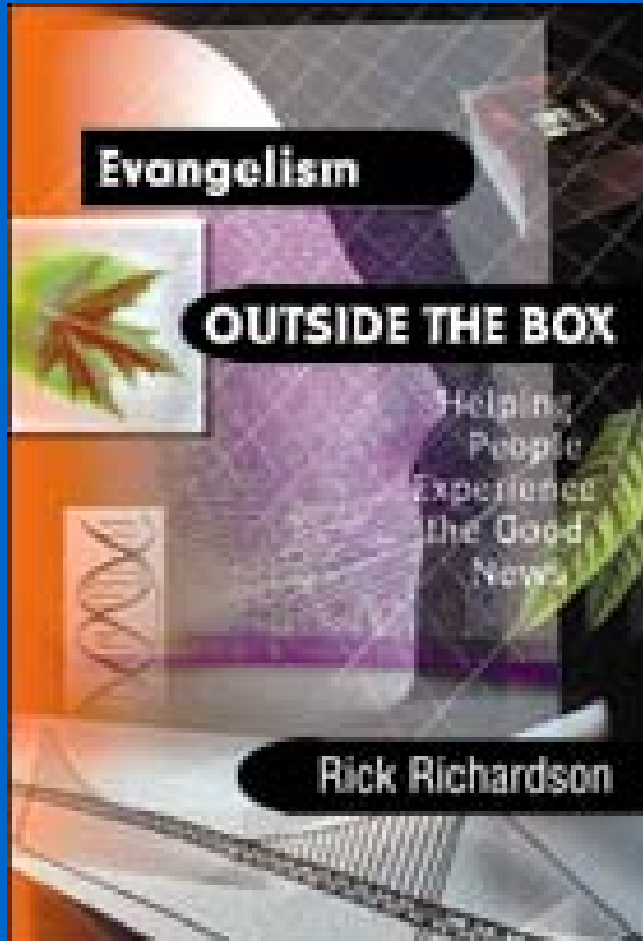
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For More Information



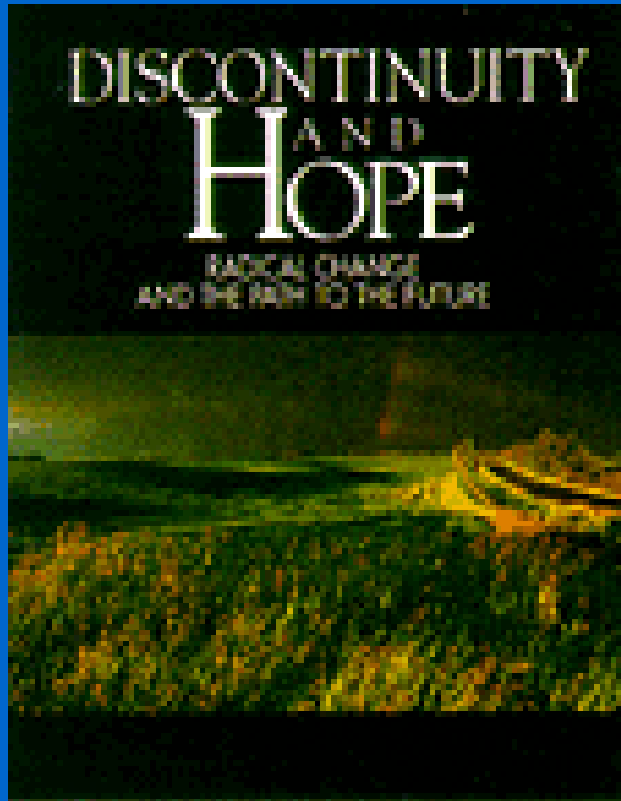
- **Buy the Book:** from Amazon.com or from ChristianityToday.com
- **OR**
- **Download the Article:** Harvard Bus. Review at www.hbsp.harvard.edu/products/hbr/ (PDF file for \$5)

For More Information



- **Brand-New**
- **By Rick Richardson**
- **InterVarsity Press**
- **Good on community and other key issues for younger people**

For More Information



- **By Lyle Schaller**
- **Abingdon, 1999**
- **Good on competition between churches**
- **Rise of the laity**
- **Consumerism**

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For More Information

- ChristianityToday.com
- LeadershipJournal.net
- PreachingToday.com

