



# Coaching Guidelines

Helping Churches Build an Effective and Efficient Ministry to and through Men



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## Why Have a Men's Ministry?

During the Civil War, a Union soldier was shot in the arm. His captain saw he was wounded and barked out an order, "Gimme your gun, Private, and get to the rear!" The private handed over his rifle and ran toward the north, seeking safety. However, after going only about two or three hundred yards, he came upon another skirmish. So he ran to the east, and found himself in another part of the battle. Then he ran west, but faced more fighting there. Finally, he ran back to the front lines shouting, "Gimme back my rifle, Cap'n. There ain't no rear to this battle nowhere!"

When it comes to troubles in the world, life is warfare, and "There ain't no rear to this battle nowhere!" When it comes to living, men cannot run away and hide. Crime rates continue to rise. Abortion is a method of birth control. Homosexuality is an alternate life style. Adultery is a common event. Kidnapping and molestations are weekly news. Besides these horrific behaviors, each year more men, women, and children contract AIDS. Men are living life without moral direction, and the results are devastating to society. The more men live without moral direction, the deeper our world sinks into moral decadence. Where decadence deepens; spiritual battles bulge.

Even in the church men today are in crisis. They're confused over what it means and does not mean to be a man. Unfortunately, confused men cause many problems. Here are several reasons why the local church needs ministry to and through men. Men are:

- ***Friendless*** – Most men over the age of thirty-five do not have one close friend they could call in the middle of the night. A Promise Keepers survey revealed that 5% of Christian men do not have a close or best friend.
- ***Sexually Addicted*** – With the internet making these addictions private, Christian men are spending time in front of their computer staring at images of naked women and sexual performances. Some addiction ministry experts' estimate 60% of church men are fighting addiction.
- ***Emotionally Isolated*** – Men struggle with identifying and expressing their emotions healthfully. Most men express their emotion through acting in anger and fits of rage.
- ***Spiritually Empty*** – Men are unable to make sense of the world they live or the problems they face. Men need a safe place they can go where they are heard, understood, and taken seriously.
- ***Losing at Home*** – According to Focus on the Family the average man spends less than a minute a day in one-on-one time with preschool sons and daughters.
- ***Destroying Marriages and Families*** – Divorce is rampant even among men who claim to have faith in Christ. Some statistics estimate as much as 40% of children in father absent homes have not seen their dad in the past year.

- **Missing in Action** – More and more men are finding church irrelevant. Consequently, the lack of men is hurting the local church. Boys are growing up without godly masculine role models, which tends to fuel the problem. Churches need male servant leaders.

Unfortunately, the average church continues to see a drop in attendance. Since 1991, Barna's surveys point out church attendance, Bible reading, Sunday school attendance, volunteering at church, and giving to a church have all decreased for men but increased for women.

Within the context of a life-giving men's ministry for men, someone struggling with any of these needs will have the opportunity too to share his struggles, concerns, dreams, and victories. A team of men can band together in a masculine context to provide one another with encouragement and support as they work to live as intentional followers of Jesus Christ. When men start to relate to each other with godly trust, authenticity, and honesty, real transformation takes place. Keep in mind that transformation takes place in the context of three key elements: God's Word, God's Holy Spirit and the honest execution of a godly male relationship.

Transformed men living as Disciples of Christ, affect the people throughout their sphere of influence. This includes where a man lives, where he works, and where he plays. A life-giving men's ministry is a place where men learn the basics and apply them as they walk with Jesus.

To get society right we must get the church right. To get the church right we must get families right. To get families right we must get men right with God and with other men. If the local church is going to be a transform agent in America it must develop an effective and efficient ministry to and through men.

## **Coaching vs. Training**

Many churches have sent their leaders to a qualified men's ministry training event as well as spent money on purchasing tools and resources in an effort to create a healthy male environment and grow their church. Unfortunately, too many started out well and finished poorly often seeing a history of strong starts but stopping along the way far short of their goals or expectations. After each unsuccessful attempt, moral sinks and enthusiasm deteriorates.

Studies have shown that when a local church hungers to make men's ministry a priority, the church will need someone to coach them through the challenges and road blocks associated with reaching men and building an effective ministry. The men's ministry coach is a man who has a personal history of developing a Christ center disciple-making ministry to and through men.

A Men's Ministry coach will help the local church develop a ministry that:

- Embraces invisible men's ministry while developing visible men's ministry
- Focuses on relationship, relationship, relationship
- Does potentially less events and activities but does them better
- Has a leadership team with clear roles vs. one men's ministry champion
- Searches and studies the Scriptures to understand biblical manhood
- Takes advantage of the wide selection of national resources available for men

- Equips men for personal ministry instead of just doing it for them
- Reaches out to touch the heart of a man and not just his mind
- Has focus on unified theme vs. a clutter of disconnected events
- Mobilizes men by giving them tools vs. just exhorting them with challenges
- Understands that numbers count and men need to be part of a critical mass
- Has a feature entry point that develops a tradition and reputation as a winner
- Builds a purposeful masculine context into everything that it does
- Visibly supports the pastor and receives visible support from the pastor
- Has measureable results in the number of men involved and the number of growing men
- Disciples men who will serve as the future leadership of the local church
- Moves men's ministry from a fellowship into a force

## **Coaching is the Missing Link**

There is a missing link between knowing and doing; between local churches knowing they need ministry to men and the building process that disciples men. The missing link is an experienced men's ministry coach that is available to serve the local church.

## **What is a Men's Ministry Coach?**

Coaching helps the local church to bridge the knowing and doing gap. Coaching transforms an event-based ministry into a relational ministry to men and through men. The coaching structure is the relational context of a process in which needed information and encouragement is routinely passed on to the local church. An *ongoing friendship* is intentionally nurtured over an extended period of time into a *trusted relationship*. The relationship between the men's ministry coach and the local church is the essential ingredient in coaching. Part of our Christian responsibility is to help one another release our full potential. Men's Ministry coaches come alongside leaders and help them succeed in fulfilling their God given potential through the lives of men.

## **The Strengths of Coaching**

Coaching churches in their own men's ministry includes a variety of strengths such as: ongoing encouragement, mentor relationship, an evolving plan, accountability, proven experience, diverse models and resources, focus and attention on an ongoing process.

Research completed by the National Coalition of Men's Ministries has found that less than 66% of churches are successful in developing a disciple-making ministry to men without an experienced Men's Ministry coach. Consequently, there is a great need for qualified men who have successfully led a team of men in the context of a local church who would like to help other churches.

## How the Process Works

A Men's Ministry coach labors to accomplish three main tasks when he works with a local church: communicate, benchmark, and resource. It is critical for both the local church and the coach to routinely communicate needs and expectations. Next he must help them benchmark where they are at today and form a plan on where they want to be in the future. Benchmarking gives both the local church and the coach a starting point. Finally, no coaching would be of value if the proper resources are not matched to the right goal in helping to improve the benchmark. Together the three tasks enable the church to succeed in its mission to and through men. The initial steps include

- Conducting an interview with the pastor, men's ministry champion, and MMLT
- Survey the men and complete a Leadership Dynamics Assessment
- Create a recommended POAM with resources and timeline, agree to deadlines (see sample next page)
- Provide ongoing feedback and consultations as needed

## Communicate

As part of the agreement between the coach and the local church, a clear communication plan is developed with expectations for all participants.

## Benchmark

No one knows if they are improving or not if they do not take some sort of measurement at the beginning. Benchmarking does a great job of showing the local church and men's ministry coach the existing state of ministry. The local church leaders may think they know where their men are at spiritually; however, there is nothing like clear stats to verify are all aiming at the right targets for improvement. It is an exciting part of shepherding.

## Resource

The Men's Ministry coach is not a know-it-all who can fix any issue or ill within the local church. He is however someone who has a pretty good idea where to look and help resource the local church with the right tool for the right situation. No one tool works in all situations. A good men's ministry coach will help you work through which tools fit best within the culture and context of your ministry.

## Feedback

Feedback is helpful for both coach and the local church. With men they often want to know how they are doing. If something is not working it is important to know what to do differently. Both parties should be free to ask, "What should I start doing, stop doing, and continue to do?" or "What should I do more of, less of, and continue?" Sometimes just a slight change can make a monumental difference.

The three key goals of a coaching process are to help the local church identify the gaps in their current ministry, provide them with the right tools to close the gaps, and equip them to succeed. When the process is complete, the local church will be able to sustain a ministry to and through men with a solid plan and trained leadership.

## Men's Ministry Plan of Action and Milestones (POAM)

### Set of Measurable Goals, Resources, and Timeline

Below is a typical 18 month plan for a church without an existing men's ministry.

<u>Measurable Goal</u>	<u>Resource</u>	<u>Timeline</u>
1. Survey the ministry – Where is the men's ministry	Leadership Survey	1 month
2. Identify potential MMLT (Men's Ministry Leadership Team)	Developing a Successful Men's Ministry	1 month
3. Develop the team roles and responsibilities	Leadership Team Dynamics Report	2 months
4. Develop Vision, Mission, Goals, Objectives, Theme, Entry Points	Men's Ministry Battle Plan	3 months
5. Develop Communications Tools – Brochure, business cards, bookmarks, web site, calendar, and newsletter	Communicate Continuity and Purpose	4 months
6. Develop a pastoral prayer ministry Survey All the Men	Developing a Successful Men's Ministry Survey Monkey	5 months
7. Hold an in-house, first class entry point - Rally, Made for Warship, Battleground training...	Depends on subject agreed upon	6 months
8. Identify and train small group leaders and develop first phase of weekly small groups for men	Developing a Successful Small Group Brothers! Calling Men to Vital Rel...	7 months
9. Offer several entry points for men living on the periphery of church life	Funnel Illustration – Developing a Successful Men's Ministry	10 months
10. Offer solid ministry training based on a discipleship profile	Begin with Leadership in the Home	12 months
11. Conduct an annual evaluation and ministry planning with MMLT	Developing a Successful Men's Ministry	15 months
12. Survey men to evaluate progress of overall battle plan	Survey tool	18 months

This is a sample. Every local church is different and unique. Plans are based on doing assessments and conducting personal interviews.



## Appendix A - Sample Document of Understanding

This is a Document of Understanding (DOU) between **Brad Stewart of Kingdom Warrior** and **The Summit church** regarding coaching services for the men’s ministry leadership team for the time period of September 2003 to March 2005 (Eighteen Months).

Brad Stewart would agree to

1. Help to administer surveys and identify a Men’s Ministry Leadership Team
2. Provide access to Survey tool, collect, analyze results
3. Created a recommended resource and timeline plan of action and milestones
4. Communicate at least twice monthly (phone, email...) with The Summit men’s ministry leadership team. May include reading and commenting on the book, “Effective Men’s Ministry” Zondervan.
5. Meet in person with this team or team leader (Jay Huffington) at least once a month.
6. Meet with pastoral staff (Ross Holtz and Roger Petersohn) as requested
7. Help develop a comprehensive men’s ministry schedule with purpose statement, goals, and objectives.
8. Schedule in 2003 a regional men’s ministry event at The Summit or a series of entry points at a place TBD
9. Teach an equipping seminar for The Summit men in 2003 or 2004 date TBD
10. Help to implement a small group ministry for men at The Summit in 2003
11. Help men to improve men’s breakfast with tool and coaching

Resources provided by Brad

1. Email templates, battle plan templates, gap survey, men’s ministry survey
2. Small group training handouts
3. Men’s Breakfast handout

The Summit agrees to:

1. Mobilize prayer at The Summit for the ministry to men
2. Contribute \$200.00 per month to Kingdom Warrior ministry for eighteen months (Sep 2003-Mar 2005)
3. Commit pastoral staff to champion men’s ministry
4. Complete action items and meet deadlines as agreed in POAM (Plan of Action and Milestone)
5. Develop tools as agreed in POAM

Resources provided by The Summit when required for events:

1. Sufficient size meeting room with tables and chairs
2. Projector and projector screen
3. Easel pad(s) and markers
4. Lite snacks, water, coffee...

We agree to the above term of this DOU:

Print Name of Church Leader	Date	Print Authorized Coach	Date
Signature of above	Date	Signature of above	Date

The Summit

Kingdom Warrior

## **Appendix B – Possible Coaching and Consulting Tools**

Here are a few of the tools a men’s ministry coach could use with the leadership team of the local church. Each church culture and goals for ministry to and through men would determine the best resource for implementation.

### **Seminars:**

- Developing a Successful Men’s Ministry
- Developing Successful Men Only Life Groups
- Battleground: Equipping Purity Warriors in an Impure World
- Men’s Ministry Teams and Teamwork
- No Man Left Behind (DVD Series and Workbooks)

### **Recommended Books for Your Library**

- Effective Men’s Ministry
- Brothers! Calling Men into Vital Relationships
- Men’s Ministry in the 21<sup>st</sup> Century
- No Man Left Behind
- Pastoring Men
- Lead Like Jesus

### **Assessment Surveys**

- Survey: Where is your Men’s Ministry Today?
- Survey: 30 Questions that could change the men in your church
- Servant Leadership Survey: Head, Hands, Heart, and Habits

### **Documentation Tools**

- Men’s Ministry Leadership Dynamics Assessment
- Forming an Effective Men’s Ministry Leadership Team
- 7 Keys to Highly Effective Ministry to Men
- Small Group Team Types and Selecting Your Best Option
- 12 Step Program for Starting a Men Only Small Group
- Developing Leaders
- Developing Relationships with Men
- Recruiting Men to Pray and Operating a Prayer Team
- Recruiting Men to Ministry

### **Templates**

- Developing a Vision, Mission, and Guiding Principles
- Annual Calendar and Planning Guide
- Men’s Ministry Leadership Team Description and Covenant
- Customizable Discipleship Profile
- Head, Hands, Heart, and Habits Matrix