



A DEFINING MOMENT

Touching the Nations for Christ

The LifeWay Leadership Institute
Connecting Leaders for Kingdom Impact

VISION

The LifeWay Leadership Institute will strive to empower leaders to transform their lives, their families, and their professions by providing them world class conferences and training in understanding and applying biblical principles and values in the context of their professions.

NEED

While there is a widely based understanding of and reliance upon leadership and management concepts and practices, derived from secular sources, Christian men and women who are leaders need to be equipped with the clear and timeless teachings of God's Word, insights and practices from great Christian leaders of the past and present, and godly counsel for leading their families and their organizations. Through the Institute leaders will be provided the finest training in biblically-based leadership and management available.

OPERATING PRINCIPLES

The LifeWay Leadership Institute will

- be unashamedly biblically-based, standing firmly upon the Word of God in its Vision, Values and Teachings.
- be led by the finest, most godly, and biblically committed leadership and trainers whose lives are in harmony with its Vision and Values.
- work in partnership with LifeWay leadership and other organizations which share its biblical commitment to design and conduct bible-based conferences, seminars and training events.
- be funded by gifts, endowments, and fees from its programs and events.

INSTITUTE STRUCTURE

The Institute will consist of The Center for Church Ministry Leadership and The Center for Business and Organizational Leadership. The Institute Director will provide vision and oversight for each center. In addition, each center will receive functional leadership from an industry specialist. Technical and administrative personnel support the day to day operations of the Institute. Additional information on personnel is provided in the descriptions of each center.

The Center for Church Ministry Leadership

NEED

Many ministers in the American church face great challenges that lead to failure because of inadequate skill preparation, emotional/relational isolation, inappropriate expectations, and lack of leadership confidence. In a recent three-year period, over 3,400 pastors within the Southern Baptist Convention have been terminated; and many more are struggling with difficulties from depression to addiction. Recent surveys indicate that approximately 80% of SBC churches have plateaued or are in decline and there are many pastors who lack either enough theological training or the practical skills to be effective in advancing their churches.

SOLUTION

A biblically-based leadership development strategy that provides ongoing, life-long training in the context of peer support will help leaders successfully meet the challenges that face the church and its leadership in today's society.

In *Spiritual Leadership* Henry Blackaby explains that an effective biblical leadership model will give focus to the following characteristics:

1. Biblical leadership always has a spiritual dimension.
2. Biblical leadership centers on the revealed will of God instead of the dreams and visions of men.
3. Biblical leadership functions through the power of God's Spirit rather than the persuasiveness of men.
4. Biblical leadership guides people to move away from their own agenda and on to God's.
5. Biblical leadership models a servant attitude and lifestyle.
6. Biblical leadership understands that God has a specific agenda for every person and every organization.
7. Biblical leadership accepts that character based on biblical teaching is essential.

GOALS

The overall goal of this five-year project is to revitalize the Church in North America. In order to accomplish this goal, the project will attempt to cross denominational lines in developing a comprehensive Kingdom approach to ministry leadership development.

Specifically, the goals are to:

- Train 10,000 Pastors and Staff in effective leadership skills, ministry skills, personal life skills, and biblical sound theology.
- Have 5,000 churches currently on a plateau or in decline to become growing churches

METHODOLOGY

This five-year project will build a Kingdom approach to leadership development that connects church ministry leaders in a variety of ways for the purpose of training in specific skill sets needed to be effective leaders in their places of ministry, to nurture healthy family relationships and to maintain both spiritual and physical health. This network will use face-to-face mentoring groups, online training and mentoring groups, satellite link programs, seminar/training events, and web-enhanced communications.

This project has three parts:

1. Involve 10,000 pastors and staff in an on-going mentoring network with their peers. With input from LifeWay Regional Operations church consultants, LifeWay ministry specialists, and Network Partnerships, the project leaders will enlist and train 200 facilitators each year of the five-year plan. These mentors will in turn enlist 10 participants to join a small mentoring group and learning community.
2. Satellite training events and online learning experiences led by leading practitioners and theological educators.
The project will strive to establish a satellite link in 800 associations (the local organization through which cooperating churches provide ministry help for individuals and churches).
3. Create a downloadable archive of existing LifeWay ministry articles and other available electronic resources.

Through the years LifeWay has produced numerous articles and other print resources that cover many of the learning needs for today's church leaders. Coordinating this intellectual property with learning experiences developed for this leadership strategy will provide an additional contact point for "just-in-time" learning.

EVALUATION

Throughout the five-year project on a six month basis, local leaders and LifeWay team members will review the projects to determine progress toward the initial numerical goals. As needed, adjustments to the goals will be made as local conditions warrant.

FINANCIAL REQUIREMENTS

As part of the program, participants will be asked to pay for some services. Thus, there will be some "recovery" of the overall cost of the program.

Computer Hardware, Support & Related Cost	\$ 831,000
Training of facilitators/mentors	\$ 600,000
Regional Events	\$ 250,000
Electronic Database Archive	\$ 70,000
Satellite System for Associations	\$ 400,000
Production costs for simulcasts	\$1,200,000
Marketing & Promoting	\$ 200,000
Salaries/Benefits	\$1,950,000
Travel	\$ 97,000
Office Related Expenses	\$ 253,500
Five Year Total	\$5,762,600
Less Recovery Revenue	\$1,980,250
Net Cost	\$3,782,350

The Center for Organizational Leadership

NEED

Henry Blackaby, in his book entitled *Spiritual Leadership* (2001), asserts that our world craves good leaders, but the problem is not a shortage of willing leaders. The problem is an increasingly skeptical view among followers as to whether these people can truly lead. One of the most renowned experts on leadership, Warren Bennis, warns that “at the heart of America is a vacuum into which self-anointed saviors have rushed. The challenge for today’s leaders is to be able to understand the difference in the latest leadership fads and the time-tested, biblically-based principles of leadership derived from a Christian worldview.

SOLUTION

This five-year plan will serve as the foundation for an enduring Leadership Center aimed at developing business leaders who will incorporate a Christian worldview in their lives. Secular leadership training, while beneficial, does not present the timeless scriptural truths about leadership. Initially, the Center will market its services to leaders in the business community. Once established, the Center will expand its services to include Christian Worldview leadership development for leaders in arenas such as healthcare, educational institutions, political institutions and athletic organizations.

GOALS

The goal of *The Center for Organizational Leadership* is to offer a Christian Worldview alternative to leadership development for those engaged in the secular workplace. During the first five years the goal of *The Center for Organizational Leadership* is to reach more than 5,000 leaders in the aforementioned arenas.

- Train 100 leaders in year one
- Train 660 leaders in year two
- Train 1,320 leaders in year three
- Train 1,520 leaders in year four
- Train 1,520 leaders in year five

METHODOLOGY

Ongoing annual leadership conferences will be designed and developed by the Center’s staff that will connect business leaders with some of the most respected and influential Christian Leaders of our day. In addition, one-day, content specific workshops will be held to hone the participating leaders’ Christian Worldview leadership skills. The Center will utilize face-to-face training, mentoring groups, satellite links, web-enhanced communications, and other forms of media to connect participants with high profile Christian Worldview Leaders, the Center staff, and each other.

Specific tasks to be completed include:

1. Create a network of Christian-Worldview Leaders from the business, academic, and public service communities
2. Select an Executive Director and staff for *The Center for Organizational Leadership*

3. Plan a “Christian Worldview Leadership Development Conference for 100 leaders
4. Develop training curriculum
5. Conduct Christian Worldview Leadership Conferences and stand alone workshops

EVALUATION

Throughout the five-year project on a six month basis, local leaders and LifeWay team members will review the projects to determine progress toward the initial numerical goals. As needed, adjustments to the goals will be made as local conditions warrant.

FINANCIAL REQUIREMENTS

As part of the program, participants will be asked to pay for some services. Thus, there will be substantial “recovery” of the overall cost of the program.

Salaries	\$2,395,700
Advisory Board Meetings	\$ 75,000
Speaker Fees	\$ 800,000
Travel	\$ 406,000
Marketing	\$ 200,000
Conference Expenses	\$ 430,000
Office Operation	\$ 363,000
Contingency	\$ 550,000
Five Year Total	\$5,219,700
Less Recovery Revenue	\$3,684,500
Net cost	\$1,535,200