

DEVELOPING A PERSONAL MINISTRY STRATEGY

Purpose: To teach you how to plan a personal ministry strategy for your target areas.

Objectives: By the end of this lesson you will:

1. Understand how to effectively plan for ministry based on Steve Douglass' management principles.
2. Complete a personal strategy chart for your target area.

Key Verses: Luke 14:28-32

Note to instructor: Share how planning has helped you to more effectively work with others to reach a target area.

Steve Douglass' book "Ministry of Management" is available by calling 1 (800) 729-4351 or 1 (800) 827-2788.

I. Planning to Reach your Target Area.

Read Luke 14:28-32 What principles do you find being taught?



Assume you have been asked to reach a target area. Pick one of these three target areas: a local high school campus of 4,000 students, a college commuter campus of 10,000 students or a small community of about 15,000 people. How would you go about planning for this? Write down your ideas before continuing.

Instructor: Have students get into groups of 3 or 4 and discuss what they wrote. Give about 5 minutes. After 5 minutes, ask some to share what they wrote.

Planning for any of these would have some general principles that apply across the board, whatever the situation. The following are from Steve Douglass' "Ministry of Management."

- A. Pray. James 1:5; Proverbs 16:3
- B. Establish Objectives (determine what should be accomplished)
- C. Program (determine how the objectives should be accomplished).
- D. Schedule (when should each activity in the plan be done).
- E. Budget (how much manpower, money and materials will be needed for each activity).

Points to consider:

- 1. Will this plan glorify Christ? Does God confirm the plan? Do we trust Him with His plan?
- 2. Expect the plan to change. Acts 16:5-12
- 3. Consult others who are experienced.
- 4. Build a team around shared vision - utilizing diverse gifts.
 - a. There needs to be good communication.
 - b. Mentoring really speeds up the process.

II. Personal Strategy.

Note to instructor: Have students get into their ministry area groups. Have them discuss their answers to II and then have them work on the attached "Personal Strategy Worksheet."

- A. Identify individuals or groups in your personal spheres of **influence**.

A sphere of influence is a place where you currently have or could have, with little effort, an influence. You can think of them along the following lines: Campus associations, Friends, Associates, Neighbors and Family. Ideas for campus could be Student Government, Greek System or clubs. What individuals or groups in your sphere of influence could you target?

- B. Identify strategies that will best **expose** people to the gospel in your spheres of influence.

Some ideas could be an evangelistic meeting, a "JESUS" video showing in a home or distribution of the "JESUS" video in an area. Any other ideas?

- C. Identify **evangelistic** strategies available that will have the greatest likelihood of success

within your spheres of influence.

Take your ideas from II.B above and narrow it down to 2 or 3 strategies.

- D. Identify **building and training** strategies available to you within your spheres of influence.

Building strategies revolve around developing the Christian life.

Training strategies revolve around equipping others for service.

You will need mature, trained Christians to come alongside you to see the objective reached (Ephesians 4:12-16). Write down your ideas for this.

- E. Identify **sending** strategies available to you that would be effective in sending those in your spheres of influence into ministry. Acts 1:8

Write down your ideas on how maturing and trained Christians (II.D. above) can get ministry experience.

III. Action Points

- A. Complete the “Personal Strategy Worksheet” and discuss it with your mentor.
- B. Develop a personal plan for your ongoing ministry after the Training Center is completed.

Discussion Questions:

1. How will you effectively plan for ministry based on Steve Douglass’ management principles?
2. What steps will you take to complete a personal strategy chart for your target area?

Personal Strategy Worksheet

Areas of Influence	Expose	Win	Build	Train	Send
Target Site (Campus or Neighborhood)					
Friends					
Neighbors					
Associates					
Family					