

## FIVE PHASES OF MOVEMENT DEVELOPMENT

**Purpose Statement:** To help you understand the phases involved in building a movement in a target area/audience.

**Learning Objectives:** This session will help you to:

1. List and describe the five phases of building a movement in a target area/audience.
2. State the objectives and some activities in each phase.
3. Identify the phase that best describes your present movement and the next step needed for its ongoing development.

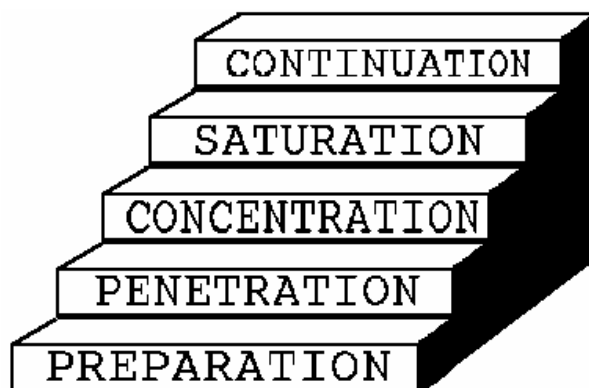
### Introduction:

Our goal is to saturate a target area/audience with the claims of Jesus Christ. But how do we do that?

We have been learning about a number of effective tools to use in winning, building and sending. Sometimes however, we find ourselves looking at our target audience unsure about which tool or strategy to use. As we think of movement development occurring in five phases or steps, we need to know where we are in the movement development process and what needs to be happening before we can move on to the next phase. We need to make wise decisions regarding the appropriate use of tools and strategies.

The five phases do not vary from area to area. The goal of each phase stays the same. However, the specific tools and strategies one chooses to apply in each phase may vary in each area.

The five phases build on each other and look like this:



It is important to remember that you should not move on to the activities of the next phase until you have the resources to continue all the activities of the current phase. Once one phase is begun, it is never stopped.

*Note to instructor: Share about how you saw a movement develop by following the things taught in this lesson, or share about principles from this lesson that you wish you had done at a time you were trusting God to develop a movement.*

*Before the students discuss how they can implement ideas from each of the sections, have them first discuss section VI in their Target Area groups. After they have discussed that section (about 10 minutes) then direct them to the question after I.E. below.*

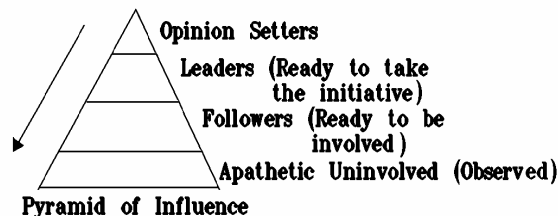
**I. Preparation: To Survey and Prepare.**

**A. Analyze the target area prayerfully.**

1. Identify target audiences, e.g., affinity groups.

2. Identify leaders.

Leaders are people who are able to accomplish things through others; they're able to move others to action. As we trust God to raise up spiritual leaders, be aware that secular leaders may not turn out to be good spiritual leaders. Spiritual leaders are involved in the Great Commission and recruiting to the Great Commission.



**B. Mobilize concerted prayer.**

There is a spiritual battle as we seek to develop a movement, and it's won on our knees. Prayer prepares the spiritual ground.

**C. Develop important relationships in the target area.**

**D. Formulate a ministry plan.**

Strategic planning is the wise use of limited resources to reach our objectives. Our objective is to reach everyone. Our resources (time, money and people) are limited. Therefore, we must think strategically as we develop our ministry plan.

**E. Develop a financial base.**

**Question: Is there anything your Target Area group could be doing to apply this section on "Preparation?"** Write down your ideas and come to class prepared to discuss your ideas.

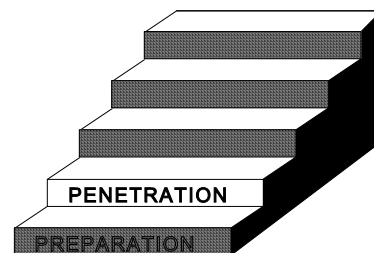
*Note to instructor: Mention that much of what is here in Section I corresponds to what is taught in a previous class called “Targeting Evangelism.”*

*Have the class meet in their target area groups to discuss if there is anything they could be doing to apply this section on “Preparation.”*

## II. Penetration: Reach and Gather Potential Leadership.

### A. Continue all preparation activities.

Remember, do not cease the “Preparation” activities when you move into the “Penetration” phase.



### B. Sow broadly.

Sowing broadly means to present the gospel to many, many people.

1. When one sows broadly a large harvest is reaped.
2. It is more strategic to evangelize opinion setters and leaders first.

Target your initial thrusts toward those in target audiences that are most likely to provide future leadership for the movement. As you share the gospel with leaders, you may uncover existing Christian leadership.

3. Principle: Sowing broadly in significant target audiences ensures reaping abundantly and strategically.

### C. Filter out ripe fruit.

1. To filter out ripe fruit means to identify and provide opportunities for those who are interested in knowing more about Christ, growing in their relationship with God and/or learning how to have personal ministry.
2. Evangelistic outreaches, follow up (one-on-one and small group) and basic discipleship groups are excellent filters.

People move themselves through the “filters” as they respond to higher levels of involvement and commitment. (Review session “Spiritual Multiplication Process”)

3. Principle: We desire to work with those in whom God is at work.

### D. Select wisely.

1. Select potential multiplying disciples from a large number of people identified through the filtering process. (The 12 disciples were not selected from a group of 13; see Luke 6:12.)
2. Prayerfully choose disciples after you observe their lives and involvement in ministry activities.
3. Principle: Selection of **faithful, available, teachable** people with a heart for God and the potential to spiritually reproduce lays the foundation for future movement growth.

E. Lay a foundation of the basics.

We must disciple in the basic principles, methods, materials and training to lay a strong foundation for a spiritual movement.

Principle: The taller the building the deeper the foundation must be.

F. Live a biblical lifestyle and model the ministry. Potential multiplying disciples will pattern their lifestyle and ministry after yours.

It will not matter what you teach and say if your life and ministry are not a good example.

Principle: Vision for the ministry is better caught than taught.

G. Encourage social interaction.

Principle: Friendships are important for initial involvement and for continued growth of a movement.

H. Begin small group discipleship.

I. Establish an appropriate visible presence in the target area.

1. Successful highly visible events establish momentum and build confidence within the movement.
2. Visibility builds credibility and attracts new people.

Note: In a hostile or extremely negative environment, it might be best to wait until sometime in the concentration phase to establish a highly visible presence.

J. Establish evangelistic momentum.

Continue to expand personal and group evangelism as new people become involved.

K. Foster a sense of movement among disciples.

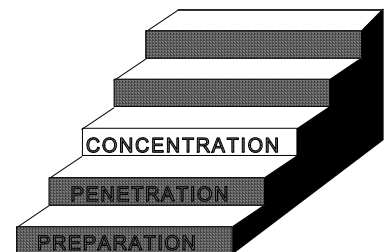
Principle: Movements are strengthened when disciples begin to develop a feeling the movement is theirs. Don't communicate, "How can we reach **my** Target Area," but "How does God want us to reach **our** Target Area?"

**Question: Is your Target Area group in this phase yet?** If "yes," is there anything your group could be doing to apply this section on "Penetration?" Write down your ideas and come to class prepared to discuss them.

*Note to instructor: Have the Target Area groups discuss this, if they may be in this phase.*

### III. Concentration: build multiplying disciples and develop future leaders.

- A. Continue preparation and penetration activities.
- B. Develop multiplying disciples.



A movement expands only as fast as it develops committed leadership.

- C. Build biblical convictions.
  - 1. A person's contribution as a movement leader is as deep as the level of their biblical convictions.
  - 2. A movement is strengthened as the spiritual maturity of its leadership deepens.
- D. Develop a sense of ownership for the movement.
  - 1. Delegate to disciples the planning and doing of activities.
  - 2. Principle: Involvement results in ownership and commitment.
- E. Use transferable training, tools and materials.

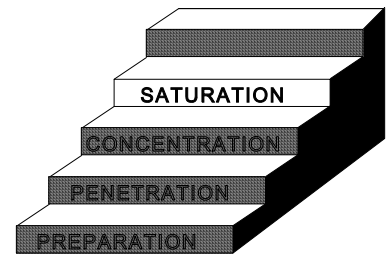
Principle: The use of transferable training, tools and materials makes the multiplication process possible.

- F. Make aggressive use of conferences and retreats.
  - 1. Conferences cannot be viewed as optional or 'extra' events if we are to see a movement develop.
  - 2. Conferences often serve as a "spiritual greenhouse", accelerating the spiritual growth, training and involvement of disciples.

3. People often make important spiritual decisions at conferences. They return ready to be challenged to higher levels of commitment.

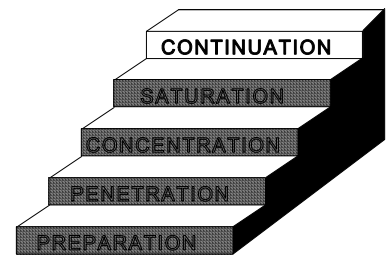
**Question: Are there any conferences where you could take Christians from your Target Area?** These conferences should challenge them to higher levels to commitment. Write down your ideas.

IV. Saturation: expand leadership core and delegate additional movement responsibilities in order to saturate the target area with the gospel.



- A. Continue all preparation, penetration and concentration activities.
- B. Build a movement within each natural grouping so that:
  - Every person has had multiple, attractive opportunities to hear the gospel.
  - Every interested person has heard a clear, culturally relevant presentation of the gospel with the opportunity to go on in their faith.
- C. Delegate to disciples the planning and doing of movement activities with guidance from the leadership.
- D. Continue to strengthen and expand the core of movement leadership by developing additional multiplying disciples.

V. Continuation: emphasize sending and expand to new target areas.



- A. Continue all preparation, penetration, concentration and saturation activities.

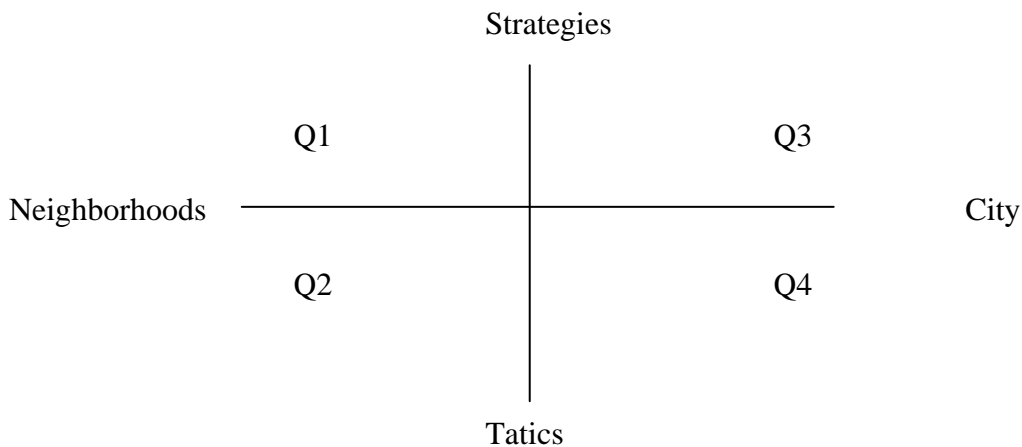
During this final phase, all other phases are in full operation. The focus is maintaining complete and continual saturation. We make Jesus Christ the issue in an entire area.

- B. Upgrade the quality of each component of the movement.

Mobilization (the “send” emphasis), which has been a part of the movement since penetration, now becomes the main emphasis.

- C. More manpower resources are available for target audience saturation than are needed.

Principle: Focus on expanding to new target areas as additional manpower resources are available. This leads directly to church planting, city-reaching and missions. The following chart is useful to understand city-reaching or any movement development.



Q1 are broad strategies for reaching neighborhoods

Q2 are specific tatics (events and methods) of actual outreach and follow-up

Q3 are the city leaders (pastors, ministry leaders, business and government leaders), perhaps 10-15 of them, planning how to reach the whole city. These people have the resources or can get them: people, media, finances, church connections. This can also include networks: prayer, evangelism, pastors, social action.

Q4 are the city-wide events, about two per year: prayer and outreach.

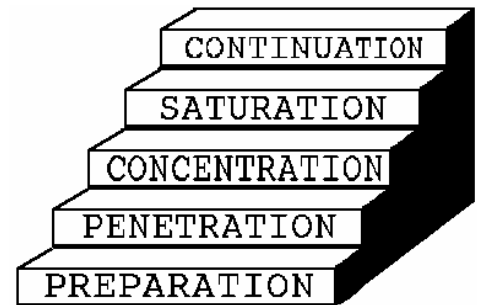
- D. Delegate to disciples the planning and doing of movement activities in the new target areas.

**Question: Is your Target Area group in either the Concentration, Saturation, or Continuation phases?** If “yes,” is there anything your group could be doing to apply what you’ve read up to the phase you are in? Write down your ideas and come to class prepared to discuss them.

*Note to instructor: Have the students discuss this in their Target Area groups – if it’s applicable (if they’re in any of these phases).*

## VI. PERSONAL MOVEMENT ANALYSIS.

A. Which phase best describes the current state of your movement?



B. What evidence tells you this?

C. Are there earlier steps in building a movement that you have overlooked? If so, which ones?

D. Is the next step in the development of your movement to:

1. Strengthen your present phase of movement development? If so, how?
2. Move into the next phase of movement development? If so, how?

*Note to instructor: If any time remains, have the students discuss the following questions, or have them share some of the things they discussed in their groups.*

### **Discussion Questions:**

1. List and describe the five phases of building a movement in a target area.
2. State the objectives and some activities in each phase.