



Hit The Bullseye, Inc. exists to foster a peer learning environment for people leading groups of congregations (judicatories and associations) through systemic transformational change. We lead denominational leaders and congregations through transformation and spiritual, financial and numerical reproduction through: Assessment and Strategic Planning, Consulting, Mentoring, Coaching, Pastoral and Lay Leader Development/Training, Capital Campaigns.

Contact us at www.HTBinc.org or 866-426-4006

10 BEHAVIORS THAT PAY GREAT DIVIDENDS

By: Paul Borden

In my new book, *Make or Break Your Church in 365 Days*, I reveal the ten key issues effective, transformational pastors addressed during their first year leading a congregation. I originally thought the list would be much longer than ten. I was surprised to discover that all the pastors I interviewed focused on four or five areas, with the grand total being no more than ten. I also discovered they often keep coming back to these ten issues year after year as they continue to lead congregational transformation. The rest of the book then explores how they implemented those ten areas of ministry each day of the week, providing an ideal pastoral job description.

The first common denominator is the only one that all effective transformational pastors said they did the first year. Each of the pastors saw their primary task as gatherers of people. The congregations they were coming to were either in decline or on a plateau. These churches had no momentum and the pastors realized it was their responsibility to create momentum. They understood that according to Romans 12:11 they were never to be lacking in zeal. If the congregation was short on zeal it was *their* responsibility to bring it to the congregation.

The second most listed common denominator was prayer. The pastors understood that if God does not build the congregation it does not get built. This meant learning to pray for the congregation's mission and vision. It also meant praying for the community in which the congregation existed.

Improving "curb appeal" was also high on the list. Pastors knew this was a way that worked to often gain early

victories upon which they could leverage other changes that were more spiritual in nature.

Many created and implemented high quality "big events" to provide a positive reputation in the community for the congregation. More importantly these events created

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increased visitor flow that could be mined to help both increase attendance and make new disciples for Jesus Christ.

Quite a number realized that just as facilities needed improving so did the worship service. Most people still come into the church through the front door of Sunday worship. Therefore an energized service is key.

Pastors worked hard at finding, recruiting, training, developing, and releasing leaders. Effective pastors know that congregations grow in proportion to the number of leaders that are developed.

Most of the pastors interviewed told me they spent half of their time in the community. Many saw themselves as the community's pastor. Meeting key community lead-



Don't Leave Your Vision Hanging ...

**SOBERING TRUTH:
Most church visions
never see the light of day!**

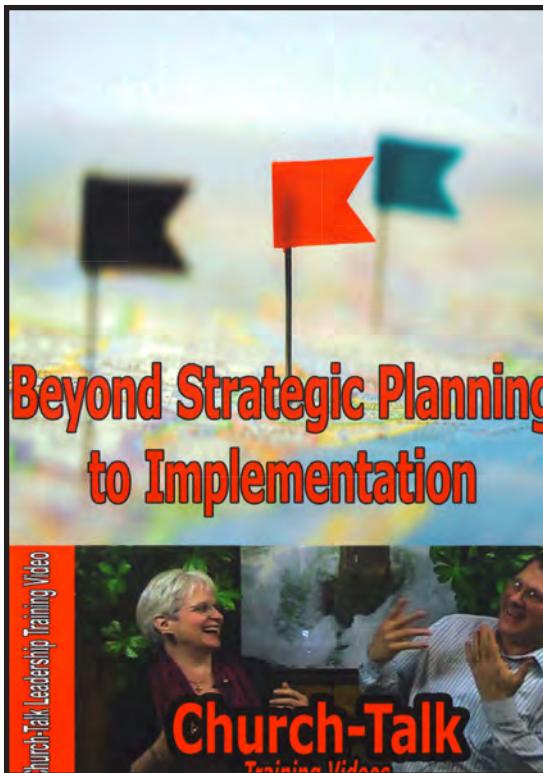
*And it's not because they
weren't God-Inspired.*

Over the years, we've watched church leaders struggle to bring **church visions** to fruition, only to watch them **fizzle** before they even get started.

Getting a vision to bloom takes a strategic plan and tactics and logistics and *constant* course correction.

In this Church-Talk TV DVD Training Kit Drs. Bill and Kris Tenny-Brittian will teach you:

- A Strategy is more than a plan. How to develop big-picture strategies.
- Tactical thinkers are easily distracted. How to keep them pointed in the right direction.
- How to avoid the log-jam Logisticians can impose on a plan.
- The five early warning signs that your vision is being derailed
- How to take your vision to implementation



\$24.95 includes access to additional online resources:

- Download the mp4 files to watch the sessions on your laptop, tablet, or smartphone
- Download the mp3 files to listen to the podcasts while you drive or jog
- Download the Group Discussion Worksheets to engage your board or planning team

ChurchTalk.tv/dvd

ers in order to eventually meet community needs was of utmost importance.

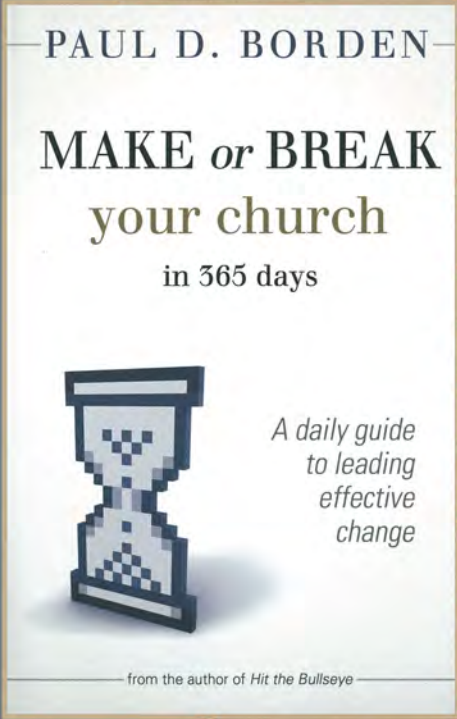
Communication was also viewed by pastors as having a high value. Sermons and training time in meetings were used to impart the mission and vision. Pastors also wanted the congregation to know that new behaviors were based upon a biblical and theological foundation.

Evangelism was also essential to these pastors. In addition, it was important that the new disciples became part of the congregation so that long-time participants could witness new life blossoming in the body. It's hard to stop change when God is bringing spiritual newborns into the congregation.

I was surprised that many of the pastors focused on money. They were concerned about how it was collected, budgeted, and spent. These pastors also understood that they and their leaders must lead the congregation in being generous givers.

Dying congregations and those on a plateau are not transformed overnight. It is a process that involves both cataclysmic events and sustained new behaviors. However, transformation begins the first day the pastor walks into the life of the congregation. Transformational pastors do not wait. They are zealous for God's Church realizing that time is of the essence. Godly leaders act as leaders from the very first day and their efforts translate into transformed congregations.

NET
Results



PAUL D. BORDEN

MAKE or BREAK
your church
in 365 days

A daily guide to leading effective change

— from the author of *Hit the Bullseye* —

MORE INFO htbinc.org

Many pastors begin their leadership by reacting --to existing schedules, lay leadership needs, and other pressing issues ... The joy of ministry is soon lost in confusion over daily tasks.

Make or Break Your Church in 365 Days provides a *clear plan* for the daily task of leading congregations by answering two fundamental questions: What to do in the first 365 days of a new position? & What to do each day of the week?

Competency in these very specific tasks lead to growing, effective churches.

"In this one-of-a-kind book, Paul Borden takes away most excuses pastors use for lack of health and growth in a church. This is a great work and a must-read for anyone attempting to lead or coach a turn-around church."
— Greg Wiens, Church Coach

"Paul Borden takes ministry from the abstract to the concrete, from theory to actual practice. If you are in the ministry and are not sure what the next step is, this book is great counsel!"
— Nick Lillo, Lead Pastor, WaterStone Community, Littleton CO

HIT THE BULLSEYE, INC **2420 CAMINO RAMON STE 140** **SAN RAMON CA 94583** **866.426.4006**