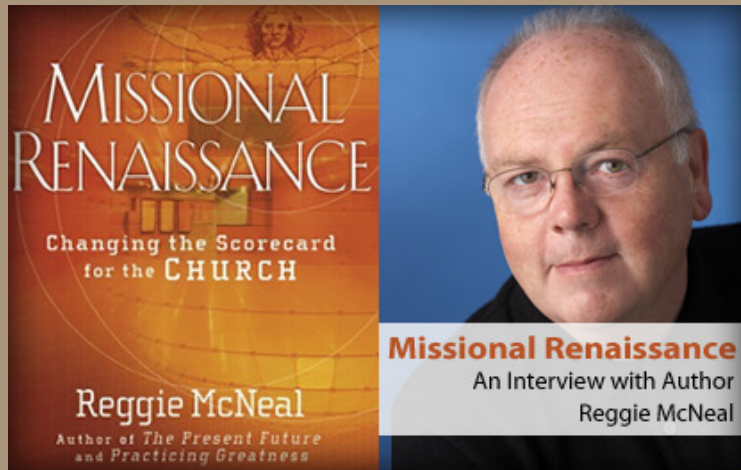


feature article

February 24, 2009 | Issue #90



Why create this book?

With everyone getting on the missional bandwagon, and everyone talking "missional," and labeling so much as missional, there is a real danger that what it *really* means to be missional will become lost in the clutter. I wanted to write a book that distills the basic DNA of what missional really is.

▶ [Click here to hear 3 reasons Reggie wrote this book](#)

Second, I wanted to give church leaders a way to talk about missional in ways that people would "get it." Third, I wanted to help leaders develop a scorecard that rewarded their missional efforts. The church growth era certainly had a scorecard (one that we are still using) that declared winners and losers at that game. We need a scorecard that gives expression to the multi-dimensional facets of the missional church.

Where did your ideas come from?

The book grew out of the seminars and consultations I have conducted over the years since releasing *The Present Future*. In that book I gave people an idea that something big was up. As I have helped people work out transitioning their ministries in a missional direction, the

I would inevitably be queried about what a missional scorecard would look like. In this book I make some very specific suggestions.

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The scorecard issue emerged in every congregation I consulted with as they worked to determine how they would measure their success at a new ministry agenda. As I raised this issue in seminars, I would inevitably be queried about what a missional scorecard would look. . .

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in brief

leadership network news



Leadership Network Celebrates 25 Years

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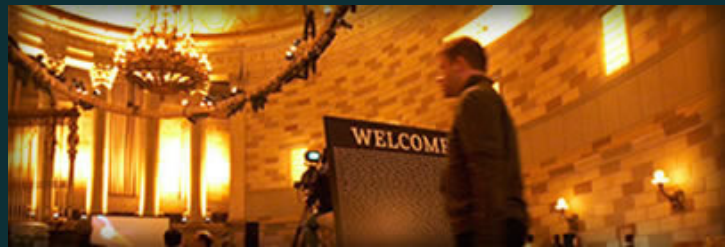
EXPONENTIAL⁰⁹

National New Church Conference | Orlando

Exponential 2009: National New Church Conference

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Breaking Through the Language Barrier

[concept paper]

As leading churches nationwide are developing multifaceted recovery ministries to address life-dominating issues, a language barrier may be developing that could hamper these vital ministries as people seek healing and restoration.

Through this concept paper, listen in on the conversation as innovative leaders in recovery ministry:

- ▶ Wrestle with the questions regarding recovery language,
- ▶ Search for a voice that communicates to both churched and unchurched people, and
- ▶ Forge ahead in the midst of their journey to create places of grace and authenticity.

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advance archives



You can peruse nearly 100 past issues of Leadership Network *Advance* and get valuable information on a variety of ministry topics in our Archives. Select [VIEW FULL ARCHIVES LIST](#) to see what's there.

Here are a few topics of interest we covered recently:

[▶ Facilitating the Transition to a Missional Mindset](#)

[▶ How Missional Leaders Cast Vision, Capture Culture and Create Movement](#)

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feature article



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The scorecard issue emerged in every congregation I consulted with as they worked to determine how they would measure their success at a new ministry agenda. As I raised this issue in seminars, I would inevitably be queried about what a missional scorecard would look like. In this book I make some very specific suggestions.

What do you say that is new?

I raise the implications of seeing church as a *who* and not a *what*. This is sure to rattle the cages of those of us who have our entire identities sown in the Christendom paradigm. This moves the discussion beyond the deconstructionism that has permeated most church renewal literature of the past decade or more.

The scorecard shift is one whose time has come both for congregations as well as individual followers of Jesus. The whole idea that tracking church attendance and church activity signals the health of God's redemptive mission in the world is patently silly. It's time we took seriously the impact we have on the life fabric of the people we live, work, and do life with--our communities--not focusing on transforming them into hyperactive church members, but actually improving their life experience.

What are the three shifts?

The three shifts are three changes in thinking needed in order to embrace a true missional model: from an internal to an external focus, from running programs to developing people, and from church-based leadership to community-engaged leadership.

Who is the book for?

The book is for established church leaders who want to tack into the missional wind. It gives them the language and potential scorecard for moving forward and bringing others along.

The book is also for those who are trying to develop missional church plants, in order to be sure that the DNA is in place, not just methodological and programmatic activities that mimic missional ministries.

Finally, the book is for those who want to develop their missional life from their current life assignment, whether it is in creating a missional community or becoming a missionary in the work place.

How are church leaders responding to your ideas?

When I talk with church leaders, they respond with hope, for two reasons. First, I give language to what they have thought in their hearts and minds but might not have had ways of expressing. Second, they have hope because they now have rails to run on. The three shifts and scorecard suggestions give them what they need to inspire those they lead to join with God in what he is doing.

About the Author:

Dr. Reggie McNeal is missional leadership specialist for Leadership Network. His past experience includes 20 years in local church leadership. He has lectured or served as adjunct faculty for multiple seminaries, and has been a consultant to local church, denomination and parachurch leadership teams. His books include *Revolution in Leadership*, *A Work of Heart*, *The Present Future*, *Practicing Greatness*, and *Get a Life!*

More information about the [Missional Renaissance](#).

"Not only is this an excellent introduction to missional Christianity, but it establishes a much-needed metric by which we can assess the vitality of this highly significant new movement."

—Alan Hirsch, author, *The Forgotten Ways*

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Missional Renaissance

An Interview with Author Reggie McNeal

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leadership network news

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A host of people sent their best wishes through video, including Bill Hybels, Jim Collins, Ken and Margie Blanchard, Phil Anschutz, Dr. Ken Cooper and Doris Drucker. Together, these testimonials affirmed that the Bufords have truly lived out their calling to live lives with a hundredfold results and given others confidence to do the same.

The program was enhanced by the music and entertainment of singer/songwriter Allen Levi, who has performed for audiences around the world, and the humor of Glenn Austell. Linda and Bob were presented with an incredible gift representing a picture journey of their lives created by One of a Kind, Inc. (Visitors to the Leadership Network offices in Dallas are invited to ask to see the gift.)

"To see the lives, ministries and memories all congregated in one room on a single night was incredibly moving and touched the hearts of not only Linda and Bob, but the entire board and staff of Leadership Network and Halftime," says Gayle Carpenter, Chief Administrative Officer and Leadership Network's longest-term employee.



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*in brief***Exponential 2009: National New Church Conference**

Along with some of the most dynamic church planting leaders from around the U.S., this year's National New Church Conference will feature a number of international leaders who are experiencing "The Art of Movements."

The call for this gathering is to engage in the stories of those who are in the middle of movements and discover what God is up to around the globe. Prepare to be surprised, challenged, inspired, maybe even devastated by God's heart for a world in desperate need of the Gospel of Christ.

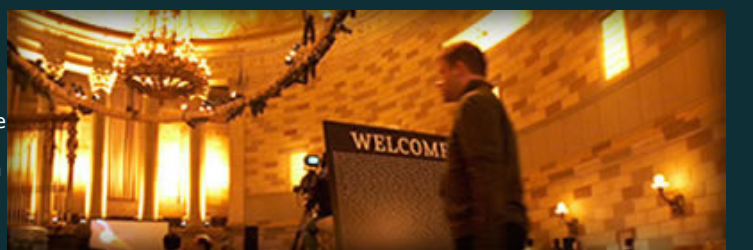
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**Q Conference**

Q is a gathering where church leaders and cultural influencers from the fields of business, politics, media, education, entertainment and the arts are exposed to the future of culture and the church's responsibility to advance the common good in society.

April 27-29, 2009
Austin, Texas

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**Children Attending Church Weekly Benefit Socially**

Young people aged 6-17 who attend religious services weekly are linked to positive developmental outcomes, according to a report entitled Marriage, Religion and the Common Good, which is based on the National Survey of Children's Health.

These children and youth exhibit the fewest behavior problems, are more likely to have a high-quality relationship with their parents, and are more likely to exhibit positive social behavior, including showing respect for teachers and neighbors, getting along with other children, understanding other people's feelings, and trying to resolve conflicts with classmates, family or friends.

In addition, parents of children who worship at least weekly have the lowest parenting stress levels. The highest-ranked states according to percent of children attending religious services regularly are Mississippi (92%), Louisiana (90%), Alabama (90%), South Carolina (88%) and Arkansas (87%); the lowest-ranked states are Vermont (45%), New Hampshire (51%), Maine (51%), Massachusetts (59%), and Nevada (60%).

The findings are part of a larger data analysis that found that children who live in an intact family and attend religious services regularly generally come out best on child development measures, while children who do neither come out worst.

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