

feature article

March 9, 2010 | Issue #116



**Church 3.0: Upgrades for the Future of the Church**  
An Interview with Author Neil Cole

▶ Buy Now

▶ Free Chapter

**Why did you write *Church 3.0*?**

Ever since I wrote *Organic Church*, I have been asked the same set of questions wherever I go: "How do you prevent heresy in groups led by non-seminarian leaders?", "What do you do for children?", "How do you handle finances?", "Do you have larger meetings of the saints?" and many others. *Church 3.0* addresses all those questions, showing how we can actually do better, *much* better, than we have done in the past.

**Who did you write *Church 3.0* for?**

As I was writing, I was thinking about Christian leaders who are wondering how they can be more effective in serving Jesus and His bride. Whether you are leading a rapidly expanding network of organic churches, or you lead in a church that has been established in a more traditional manner, the insights in this book will help you gain a more missional perspective and release more potent influence in your community.

**How is *Church 3.0* different from your previous books?**

*Church 3.0* is written from the inside of a growing movement. There are a ton of new insights, backed up with lots of research and . . .

MORE ▶

in brief



**Online Enrollment Continues to Climb**

Approximately 4.6 million college students are now enrolled in at least one online course – a 17% increase over the previous year. In 2002, less than 10% of students were taking a course online. Now more than 25% of all college students . . .

MORE ▶

leadership network news



**The Spotlight: Churches That Serve**

This Wednesday, March 10, join us for our free monthly webinar featuring authors Eric Swanson and Rick Rusaw, plus Dino Rizzo from Healing Place Church in Baton Rouge, LA.

▶ Information & Registration

leadership network blogs

Digital @ Leadership Network

▶ [Facebook Approaching World Dominance?](#)

Learnings @ Leadership Network

▶ [In Search of My Lost Mojo](#)

▶ [Behind the Scenes - Communities and Conferences Edition](#)

Books @ Leadership Network

▶ [Updated Publishing Updates](#)

featured resource



MORE ▶



#### Church with Facebook Campus

Central Christian Church in Las Vegas, NV, recently became the worlds' first church to launch a Facebook campus. The online campus features 6 live services per week, complete with live lobby chat, tithing and teaching. The church hopes to capture some of the 250 million Facebook users. The inaugural service . . .

MORE ▶



#### Teen Media Usage Increases

With technology allowing nearly 24-hour media access, the amount of time young people spend with entertainment media has risen dramatically, especially among minority youth, according to a national survey by the Kaiser Family Foundation titled Generation M2: Media in the Lives of 8- to 18-Year-Olds. The study, the third in a series of large-scale . . .

MORE ▶



#### advance archives



You can peruse 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:

▶ [Eight Trends That Will Shape the Future of Global Missions](#)

▶ [Missional Map-Making: An Interview with Author Alan Roxburgh](#)

[VIEW FULL ARCHIVES LIST ▶](#)

## feature article



## Church 3.0: Upgrades for the Future of the Church

### An Interview with Author Neil Cole

[▶ Buy Now](#)
[▶ Free Chapter](#)

#### Why did you write *Church 3.0*?

Ever since I wrote *Organic Church*, I have been asked the same set of questions wherever I go: "How do you prevent heresy in groups led by non-seminarian leaders?", "What do you do for children?", "How do you handle finances?", "Do you have larger meetings of the saints?" and many others. *Church 3.0* addresses all those questions, showing how we can actually do better, *much* better, than we have done in the past.

#### Who did you write *Church 3.0* for?

As I was writing, I was thinking about Christian

leaders who are wondering how they can be more effective in serving Jesus and His bride. Whether you are leading a rapidly expanding network of organic churches, or you lead in a church that has been established in a more traditional manner, the insights in this book will help you gain a more missional perspective and release more potent influence in your community.

#### How is *Church 3.0* different from your previous books?

*Church 3.0* is written from the inside of a growing movement. There are a ton of new insights, backed up with lots of research and experience in this book. It deals with questions from an insider's perspective, and the answers also come with the realism of experience and lots of failed attempts.

#### What's one problem you address in the book?

Everyone in the church is suffering from the "One-Size-Fits-All Syndrome". House church people tend to think that having a church of about 15 people will solve all our problems, but this just isn't true. Megachurch proponents think that the larger the size of your church the better you are, but this is also not true. The truth is that we need to think about different sized groupings of people for the holistic mission of the church.

In many ways 12-15 people is either too large or too small for what the Spirit of God wants to accomplish. Likewise 200, 2,000 or 20,000 can be either too large or perhaps too small to accomplish many of the meaningful purposes of the body of Christ, but churches of those sizes may still have a place in expressing something important to the world.

#### Why upgrade to *Church 3.0*?

The early church of the first two centuries was Church 1.0, and Constantine ushered in Church 2.0 when he mainstreamed Christianity. Since then churches of all sizes have simply been variations of this system. Church 3.0 is a true upgrade to a new, healthier expression of church.

I do not believe that God wants us to go back to Church 1.0 after two thousand years of lessons learned. The gospel of Jesus Christ is too great to simply try and go back to the way things were. He deserves something new and even better.

The opportunities that are before us in this world, the lessons learned by two thousand years of mistakes, the building of scholarship, advances in technology and the constant abiding of the Holy Spirit all lead me to think we can upgrade our church life rather than try to go backward to the good old days. I would hope that we can improve upon church in the future. And I would be disappointed if we do not continue improving as we learn in the future. Jesus Christ is the same yesterday, today and forever; but our world is different, so we need to adapt and thrive in a new day.

#### What do you hope readers take away from the book?

I really hope that the book will enlighten Christian leaders to see the church as a fluid movement rather than a static institution. Whether you lead a large megachurch or a small house church, this book will expand your thinking about the missional character of the church and help address what is necessary to release healthier expressions of church that can be fruitful and multiply to the ends of the earth.

#### What is your background?

I was raised in a home without Christ. In college as an art student I became a Christian and started trying to make disciples, grow leaders and start new churches. Over the years I have been on the staff of a megachurch, pastored a smaller community church and led growing networks of organic churches. I know the strengths and weaknesses of all these expressions and try to

address many of them in this book.

I've been married to Dana for 27 years and have three beautiful kids: Heather (24), Erin (21) and Zach (18). I travel around the world planting the seeds of the Organic Church movement. I innovate new strategies, teach, train, coach and write.

Neil Cole is the author of [Organic Church: Growing Faith Where Life Happens](#), [Organic Leadership](#), and [Search & Rescue](#). You can connect with Neil through his [blog](#), find him on [Facebook](#), or follow him on [Twitter](#).

---

### Church 3.0: Upgrades for the Future of the Church

An Interview With Author Neil Cole

[Post a Comment](#) | [View Comments](#)

Rate this Article: 

Average Rating:  4

[←BACK](#)

**in brief****Online Enrollment Continues to Climb**

Approximately 4.6 million college students are now enrolled in at least one online course – a 17% increase over the previous year. In 2002, less than 10% of students were taking a course online. Now more than 25% of all college students take courses in the virtual environment. One of the concerns raised by the rapid increase of online courses is whether or not professors are receiving adequate training for teaching online. According to the Sloan Survey of Online Learning, far less than half of faculty, and as low as one in five, "accept the value and legitimacy" of online learning.



*(Source: Inside Higher Ed, January 27, 2010)*

[▶ Related Link](#)

**Church with Facebook Campus**

Central Christian Church in Las Vegas, NV, recently became the world's first church to launch a Facebook campus. The online campus features 6 live services per week, complete with live lobby chat, tithing and teaching. The church hopes to capture some of the 250 million Facebook users. The inaugural service had 450 attendees from around the globe. Central Christian now has four physical campuses and two virtual campuses – one on their website and one on Facebook.



*(Source: MassMedia Corporate Communications)*

[▶ Online Campus](#)

**Teen Media Usage Increases**

With technology allowing nearly 24-hour media access, the amount of time young people spend with entertainment media has risen dramatically, especially among minority youth, according to a national survey by the Kaiser Family Foundation titled Generation M2: Media in the Lives of 8- to 18-Year-Olds. The study, the third in a series of large-scale, nationally representative surveys, also found that heavy media use is associated with behavior problems and lower grades.



Today, 8-18 year-olds devote an average of 7 hours and 38 minutes to using entertainment media across a typical day (more than 53 hours a week), compared with less than 6 and a half hours just 5 years ago — a conclusion that shocked the authors. And because they spend so much of that time "media multitasking" — for example, surfing the Internet while listening to music — they actually manage to pack a total of 10 hours and 45 minutes worth of media content into those 7 and a half hours.

"This is a stunner," said Donald F. Roberts, a Stanford communications professor emeritus, one of the authors of the study. "In the second report, I remember writing a paragraph saying we've hit a ceiling on media use, since there just aren't enough hours in the day to increase the time children spend on media. But now it's up an hour."

The heaviest media users, the study found, are black and Hispanic youths and "tweens," or those ages 11 to 14.

While most of the young people in the study got good grades, 47% of the heaviest media users — those who consumed at least 16 hours a day — had mostly C's or lower, compared with 23% of those who typically consumed media 3 hours a day or less. The heaviest media users were also more likely than the lightest users to report that they were bored or sad, or that they got into trouble, did not get along well with their parents and were not happy at school. But, the study could not say whether the media use causes problems, or whether troubled youth turn to heavy media use.

[▶ Read the Report](#)

[◀ BACK](#)

© COPYRIGHT 2010 - LEADERSHIP NETWORK - ALL RIGHTS RESERVED.

[YOUR FEEDBACK | PRINTER FRIENDLY VERSION](#)