## Strategic Leadership and Communication Lessons from the Reformers

The Reformation succeeded because of a combination of effective communication strategies and leadership development. This session will explore several examples of each of these and look at their implications for today. In terms of communications, we will look at the impact of the printing press for both literate and illiterate culture, including vernacular literature, broadsides, and theological and polemical treatises. The leadership development section will look at the importance of a well-educated clergy, and particularly the training program for missionary pastors established by Calvin in Geneva. Some contemporary examples of Christians in media drawn from the Centurions program will be included.

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- I. Leadership in the Reformation
  - A. Training Pastors
    - 1. Who becomes a Pastor?
    - 2. Advanced Education

3. On the Job Training

<ul><li>4. The Case of Geneva</li><li>a. The Academy</li></ul>
b. The Consistory
c. The Company of Pastors
d. Censura Morae
<ul><li>B. "There's no success without a successor."</li><li>1. Luther and Melanchthon</li></ul>
2. Zwingli and Bullinger

3. Calvin and Beza

. Communication in the Reformation
A. "God invented the printing press to reform His church." Martin Luther
1. Vernacular Printing
2. Academic Publishing
B. Oral Communication
1. Teaching
2. Sermons
3. Debates
4. Music

## C. Correspondence

- D. Tying it Together: Calvin's *Institutes* 
  - 1. Methodology

2. Development of *Institutes* 

- III. Lessons and examples for today
  - A. Leadership Training
    - 1. Centurions

2. Equip

3. Mentoring Programs
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- 4. The Importance of Preparing Successor
  - a) Training and Mentorship
  - b) Increasing Visibility
  - c) Preparing Supporters

- B. Communication Principles
  - 1. It's not what you say; it's what they hear.
  - 2. Engage on their turf

C.	New	Media	
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1. Blogging

2. Social Media

3. Examples

## D. Live Communication

- 1. The Purpose of Preaching
  - a) Teaching

b) Equipping

2. "Pastor in the Pub"

- 3. Special Events
  - a) Debates

b) Conferences