

Maximize Your Ministry Impact: How Has Your Ministry Impacted the Culture of Your World?

Success catches most organizations by surprise. Often we stand in awe as changes are realized in the lives of those we serve. But too often these victories are few and far between and separated by long spiritual droughts. Success should be expected. This session will focus on things your ministry can do to minister to people where they are and help you discover how you can be used of God to creatively engage them so that they can become all that God intended them to be.

Jerry Twombly is the founder and Executive Director of BGW Development, part of the BGW network of kingdom building services. He is the founder and former president of Development Marketing Associates (DMA), an international consulting firm with headquarters in Indianapolis, Indiana (USA). DMA works with evangelical ministries throughout the world in providing training and support programmes designed to enable ministries to more effectively achieve their mission objectives. Applying the principles of "relational development," DMA has enabled clients to raise more than \$1 billion dollars to further the cause of Christ and His Kingdom.

Introduction

I. Defining Your Dream

- A. The Big Picture (People and Culture)

- B. What It Will Require?

- C. Measuring Your Success

II. The Key to Success

- A. What It Is

- B. The Definition of Development

- C. The Characteristics of Fulfilling Relationships
- D. Relationships Vs. Arrangements
- E. Emotion Vs. Rational
- F. The Relational Continuum

III. Meeting People Where They Are

A. Not Everyone is In the Same Place

1. Vestiture
2. Cultivation

B. Objectifying the Subjective

1. AID
2. Application
3. Predictability

IV. Tracking

A. The Role of the Database

V. The Planning Model

A. Philosophies of Planning

- 1.
- 2.
- 3.

B. The Planning Model

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

VI. The Organizational Model

A. The Rules of Five

1.

2.

3.

B. The Model

C. The Application

VII. The Rules

VIII. Conclusion