

## The Three Big Mistakes That Prevent Success

There are three things we all do repeatedly that affect ministry impact, and there are three things you can do that will immediately and dramatically change everything. This talk will give you the tools you need to grow your effectiveness in fulfilling your mission, vision, and outcomes.

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- I. **The Challenges Facing Us All**—The ultimate goal for all of us, regardless of the position that we have in the organization of which we are a part, is to meaningfully engage others in a fulfilling relationship wherein both parties benefit (reciprocal).
  - A. **Indifference**—We've come to realize that without the support of others (all of whom have been gifted of God), it is highly unlikely that we will achieve the shared mission essential to grow a ministry.
  - B. **Lack of Planning**—Yet, consistently, day after day, year after year, we make three common mistakes that prevent us from achieving our goals. We simply don't plan for success!!
- II. **The Three Mistakes**—These three mistakes both individually and together are common to us all. They include:
  - A. **The Mistake of Assumption**—We assume that when we say something to someone, they totally understand what we have told them. Nothing could be further from the truth.
  - B. **The Mistake of Explanation**—We assume that, even if they understood what we said to them, you cannot assume that they are going to expend the energy to do something about it!
  - C. **The Mistake of Failing to Bridge**—This is the greatest mistake of all . . . we fail to provide opportunities wherein people can partner with us.

III. **An Important Diagram**—In the space below, draw this diagram:

IV. **The Steps That Lead to Success**—These three steps are essential to success in whatever you do:

A. ***Bringing People Together***—The initial goal is to expose others to the work in which we are involved. There are all kinds of ways that can be done: inviting them to an event, sharing one-on-one the nature of our work, etc.

B. ***Exposure to Your Organization***—Share with them the nature of your work, what you do, why you do it, and the results that you hope to achieve

C. ***Bridge***—Anyone, regardless of who they are, is someone that could make a difference. The raising of money is a consequence of doing a lot of things right; it should never be a primary focus. You need people and you need to expose them to a variety of things in which they could share with you.

## V. Conclusion

### *Suggested Readings:*

***Funding Your Vision: New Hope for Nonprofits*** by Gerald Twombly, DMA Press, 2000.