

## Smaller Has Its Advantages

By Dick Towner

Most church leaders are fairly familiar with the megachurch phenomenon that has represented the forefront of church growth for the last couple of decades. I've been part of two megachurches over the last 25 years and feel very good about the impact they've had on many, many lives—both within and outside the church. It's the arena to which I've been called and probably where I'll stay.

But it's interesting to note what a growing number of knowledgeable folks are saying about the future. Tom Rainer, a leading church consultant and president of Church Central Associates, lists as third in the top ten predictions for the church by 2010: a surge in the number of churches whose attendance is below 300—by design! Rainer contends that these churches will proliferate because both Gen Xers and Bridgers (born between 1977 and 1994) desire the intimacy present in churches of 300 or less. They'll start churches of their own with a focus on quality, while remaining relatively small.

So what's your church doing—especially if it's a large church—to ensure deep relationships and intimacy regardless of size?



## Purpose-Driven Performance

By Les Taylor

MOVING AN ORGANIZATION from activity to achievement requires a grasp of three principles for clarifying perspective, defining performance and maintaining alignment. These principles are implemented through the following six steps: mission, vision, values, strategies, goals and actions. This article deals with the second principle: purpose-driven performance, requiring that we plan, set goals and make strategic decisions for life and ministry. (For the complete article, go to [www.CMAonline.org/mrc](http://www.CMAonline.org/mrc).)

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## MTRs Provide More Effective Communication Between Staff and Church Leadership

By Dick Towner

IN THE BOOK, *Can We Do That?*, co-authored with Ed Young, Andy Stanley of Northpoint Church, Atlanta, Ga., shares the concept of Mission Team Representatives (MTRs). An MTR is an individual chosen by a ministry within the church to represent that group at quarterly meetings with Stanley and other key staff.

Ministries select one to six MTRs, depending on the ministry's size, creating a representative cross-section of the entire leadership. Because their ministry peers choose them, they're likely to be among the top leaders within their group.

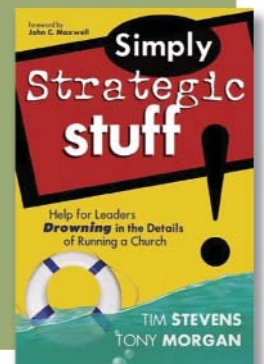
MTR meetings are a time for open exchange of information and ideas. Trends, needs, problems and perceptions are shared. It's an opportunity for staff to recast the vision for these key leaders. It also provides the ideal environment for floating trial balloons. Stanley says on several occasions the discussions proved his staff's and his assumptions about what "church people" thought were dead wrong.

MTRs have been particularly helpful as sounding boards on presenting financial information to the congregation, and in making decisions that impact the entire church. Stanley indicates he'd never go to the entire congregation without first presenting such matters to the MTRs.

### [Book Feature]

## Gems of Strategic Wisdom

*SIMPLY STRATEGIC STUFF*, by Tim Stevens and Tony Morgan, is a collection of 99 succinctly presented gems of strategic wisdom for church leadership. Between #1, "Fuel the Pioneering Spirit," and #99, "There Are No Shortcuts," is enough wisdom to keep most leaders busy for the next decade implementing steps appropriate for their situation.



**Dick Towner**

### Church Leadership Section Resource Commission

For more resources on church leadership, go to CMA's Management Resource Center ([www.CMAonline.org/mrc](http://www.CMAonline.org/mrc)). Email or call the volunteer members of this Section Resource Commission, or contact:

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