

# LEAD 2011

NATIONAL CONFERENCE

## GENERAL SESSION

# 2 *grow*



**Doug Marsh**

## Top Priority: GROW

by Doug Marsh, *National Director*

**A**t the Marsh residence, we have 35 oak trees in our yard. Though I can't actually watch them grow before my very eyes, I know they are growing because every spring they bloom, in the summer they shade our pool, and in the fall, well, we do a lot (and I do mean *a lot*) of raking! They are healthy trees and grow more every year. What is healthy will naturally grow. Health is self-evident.

What is true of oak trees is also true of human organizations, including Royal Rangers. A healthy ministry will naturally grow. Ministry health is self-evident. In 2010, in the Johnnie Barnes Excellence in Ministry and Leadership Initiative, you were provided an evaluation process and leadership model intended to promote health and quality.

Kudos to the district teams that are diligently undertaking the assessments. This process will bring about health and will lead to growth. The districts with the discipline to engage the process and continue to evaluate their ministry at regular intervals using the model will reap the growth-reward (and distinguish themselves from those who do not share their discipline and commitment to health and quality). On behalf of the national team and Executive Committee, I salute you for laying the foundations for growth by seeking to promote health. What is healthy will naturally grow.

In addition to general health, at least three other elements must be in place for Royal Rangers in your district to grow in the years ahead—message, alignment, and personnel.

### Message

The national Royal Rangers office will soon launch a comprehensive marketing strategy. This will be an ongoing plan intended to shape the perceptions church leaders have of Royal Rangers and to create an environment in which Royal Rangers is properly understood and in which it has the potential to thrive. For our marketing efforts to be effective, we must all be singing the same verse of the same song at the same time.



# The Royal Rangers Growth Formula: **More Churches + More Men = More Boys**

How many times have you been asked this of late? "What is Royal Rangers?" How do you respond? Do you still say it is a Christian scouting program? Or do you say this? "Royal Rangers is a mentoring program for future men. We provide character formation and servant leadership development for boys and young men in a highly relational and fun environment."

Author Phil Harkins says, “An organization [and leadership, I may add] is nothing more than a series of conversations.” James likens the tongue, or words, to a rudder that determines the course of a large ship. If we are going to build momentum and grow, all organizational leaders should commit to the discipline of communicating the same message.

**Introspection:** Please review the article, “rCulture,” on page 72 of the *Excellence Initiative* booklet. As you do, take an inventory of your attitudes, words, and actions. How do they match the culture of personal, leadership, and ministerial excellence we will promise to deliver in our marketing communications?

# Alignment

Since 2009, we have been talking about alignment—syncing up local, district, and national ministry for greater influence and effectiveness. As we have discussed, when we are first in alignment with God and then in alignment with each other, we enjoy ministry success. When we are out of alignment in just one of these two areas, success is frustrated to say the least. (Please reference and review the article entitled, “Alignment” on page 78 of the *Excellence Initiative* booklet.)

The alignment taking place in Royal Rangers is a testament to our followership of the Holy Spirit. Alignment ought to characterize Pentecostals much more than it does. Achieving alignment requires



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*District Director*  
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The Great Commandment and the Great Commission: Love God, love people, and take God's message into the whole world.

LUKE 10:27

MATTHEW 28:19

intentionality, especially when it calls for habits and attitudes, policies and structures, and methods and procedures different from what we have previously relied on.

It's easier to say, "The skills that brought us to where we are today may not be the skills that lead us into a brighter future," than to actually learn and behave according to a new skill-set. We are all learning. I still find myself starting out, "Senior Gui..." and stop myself and say, "Senior patrol leader." I will stick with the familiar unless I discipline myself to embrace the new direction the Wind (Holy Spirit) is leading. It's easier to read the new training guidelines than to actually stop using the old and start using the new training methods. It's easier to wear an old patch than to affix the new and easier to teach familiar material than study and offer the new leadership merits. We have to be conscientious, catch ourselves, and intentionally align our attitudes, our words, and our actions with the new. Alignment does not come easy, but God is helping us!

By aligning our actions with the new vision, culture, processes, structures, and policies, the message of our forthcoming marketing plan (intended simply to communicate our vision to church leaders) will resonate with the listeners who will be watching to see if what we say is also what we do. They will be looking to see if we deliver on our promise and preferred future. As individuals, we gain credibility when our words and actions match. So it is for a ministry like Royal Rangers. We will shape and improve the perceptions of church leaders when they see each of us deliver on the promises we make in our marketing communications.

**Introspection:** Please review the article, "Alignment," on page 78 of the *Excellence Initiative* booklet. How are your attitudes, words, and actions aligned with our cultural values?

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# Personnel

In our new *Operational Guidelines* (available on the national ministry web site), the position of outreach coordinator was recently created to assist the district director in building relationships, communicating with church leaders, and growing the number of churches using Royal Rangers. The individual who occupies the position of district outreach coordinator should have the personality and skill-set to connect well with children's, youth, and lead pastors, be able to build a team to help him network in the district, and more. The outreach coordinator and his team build relationships, serve pastors, and only when the time is right, answer questions about how to mentor future men. When a church is ready to launch, he and/or members of his team help the church assess their needs and how to best use Royal Rangers to evangelize, equip, and empower the next generation of Christlike men and lifelong servant leaders within their ministry context. They help the church know what materials to order from GPH, how to train leaders, charter, and more. They personally invite them to training events, district camps, and other activities and make themselves available until the new outpost is up on its own feet, gaining confidence and stability.

The training coordinator and his team kick in to mentor the new leaders in a manner consistent with national training strategy. The district team responsible for summer programs and events plays a big role in setting the tone for Rangers as well. Having the right personnel in place to execute the “grow, develop, and relate priorities” of the district is vital.

**Introspection:** Do you have the “right people on the bus and in the right seat” on the team you lead (to borrow the words of Jim Collins in *Good to Great*)? Are you in the right seat? What are you going to do about it?

Delivering a consistent message, bringing the district into alignment with the local church and national ministry, and having the right people on the bus and in the right seat will accentuate all your efforts to undergird the health of Royal Rangers in your district. Let's see Rangers grow! If we do these things in unison, it will happen. ➔



# **Rick Black**

*District Director*

Tennessee

# Annual Recurring Workflow



## JANUARY

- Register for LEAD conference

## FEBRUARY

- Register for LEAD conference

## MARCH

- Attend LEAD conference

## MAY

- Training dates due to region from districts
- Begin to promote upcoming charter season

## JUNE

- Training dates due to national from regions
- Continue to promote upcoming charter season

## JULY

- Continue to promote upcoming charter season

## AUGUST

- Chartering season is open until October 31

## SEPTEMBER

- DISTRICT:  
District Executive Leadership Award and District Leadership Award
- REGIONS:  
National Executive Leadership Award and National Leadership Award

## OCTOBER

- Registration open for discounted rates at LEAD Conference
- Chartering season ends on October 31

## NOVEMBER

- District staff update - send current staff members & contact info to national Royal Rangers office
- Regional staff appointments - appoint regional staff (begin November of even yrs; due by March 31 of odd yrs.)

## DECEMBER

- Final month to register for LEAD conference at discount rate