



GENERAL SESSION

2

Grow

Top Priority: GROW

by Doug Marsh, *National Director*

At 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.



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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?

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