



# Leadership Playbook



**EAGLE BROOK**  
ASSOCIATION®

THE EBA'S

MISSION

IS TO HELP  
CHURCHES

REACH

MORE PEOPLE  
FOR CHRIST

# Meet the Team



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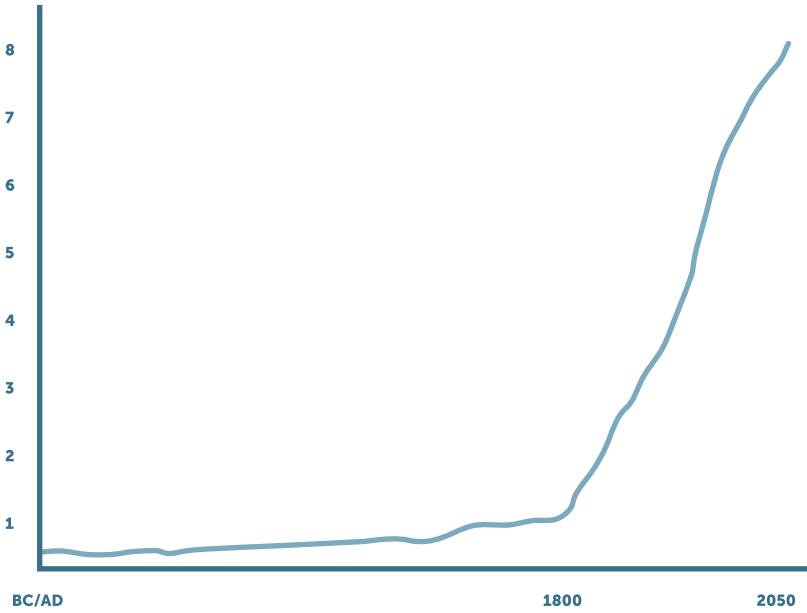
# Table of Contents

3	Clarify Your Vision
25	Manage Change
31	Develop Leaders
39	Creating Invitational Experiences
51	Coaching Resources
59	Additional Resources

# Clarify Your Vision

# Purpose of the Church

# J Curve



Credit: Statistical information from Barna Group, the Fuller Institute, and Pastoral Care Inc.

# Where we are going...

## Acts 2

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## Acts 2 Church

All the believers devoted themselves to the apostles' teaching, and to fellowship, and to sharing in meals (including the Lord's Supper), and to prayer.

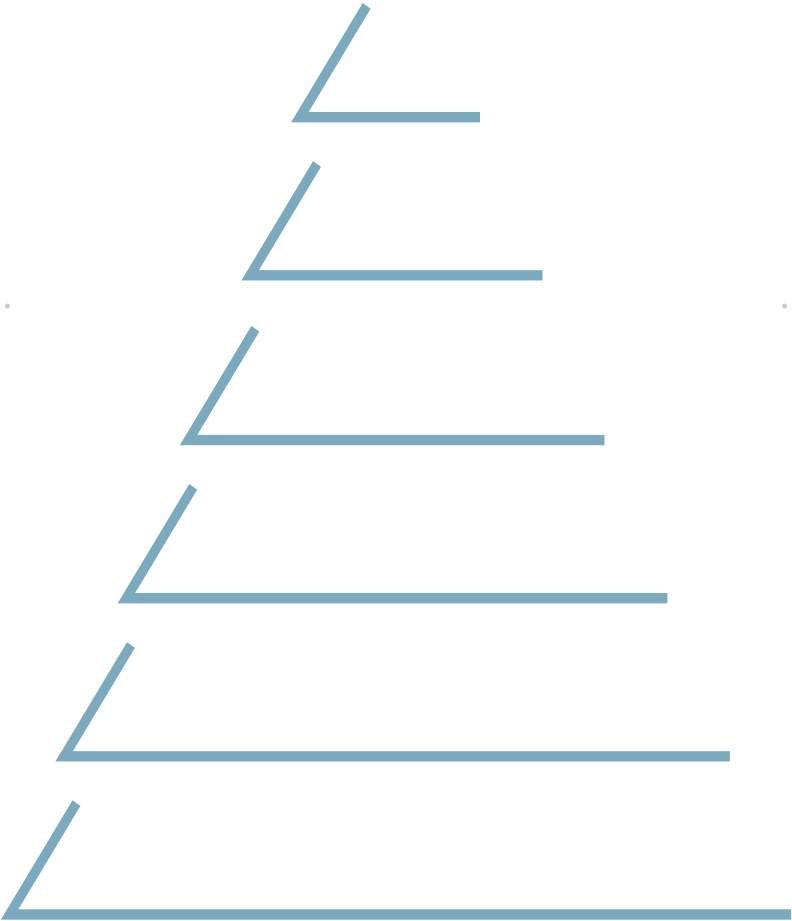
A deep sense of awe came over them all, and the apostles performed many miraculous signs and wonders. And all the believers met together in one place and shared everything they had. They sold their property and possessions and shared the money with those in need. They worshiped together at the Temple each day, met in homes for the Lord's Supper, and shared their meals with great joy and generosity—all while praising God and enjoying the goodwill of all the people. And each day the Lord added to their fellowship those who were being saved.

**Acts 2:42-47 NLT**

# Leading Elephants

Inspired by: *Switch* by Chip & Dan Heath

# Vision Culture

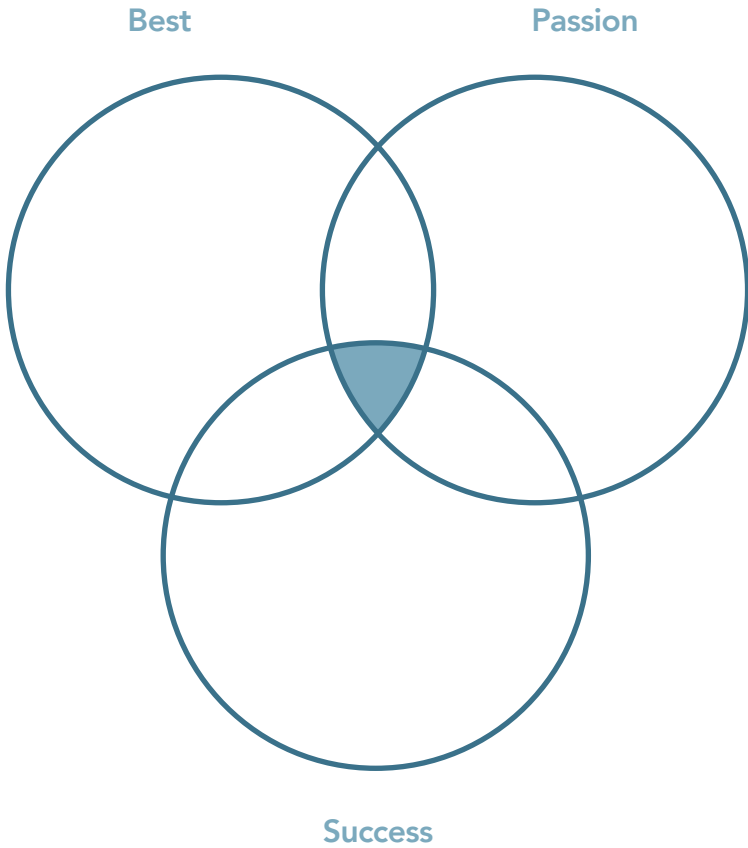


# Notes

# Notes

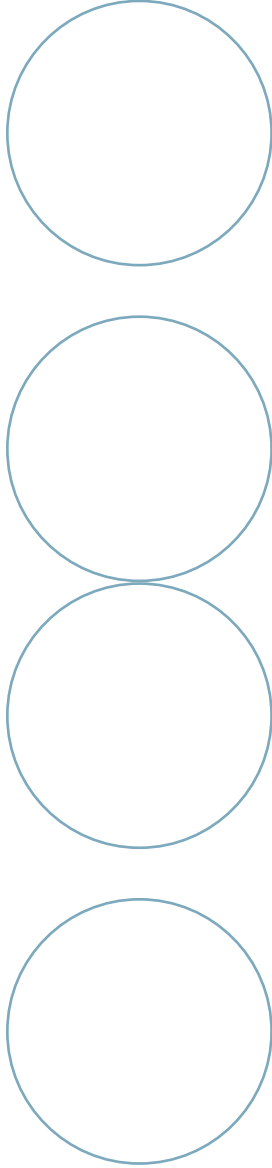
# Notes

# Strategy Filter



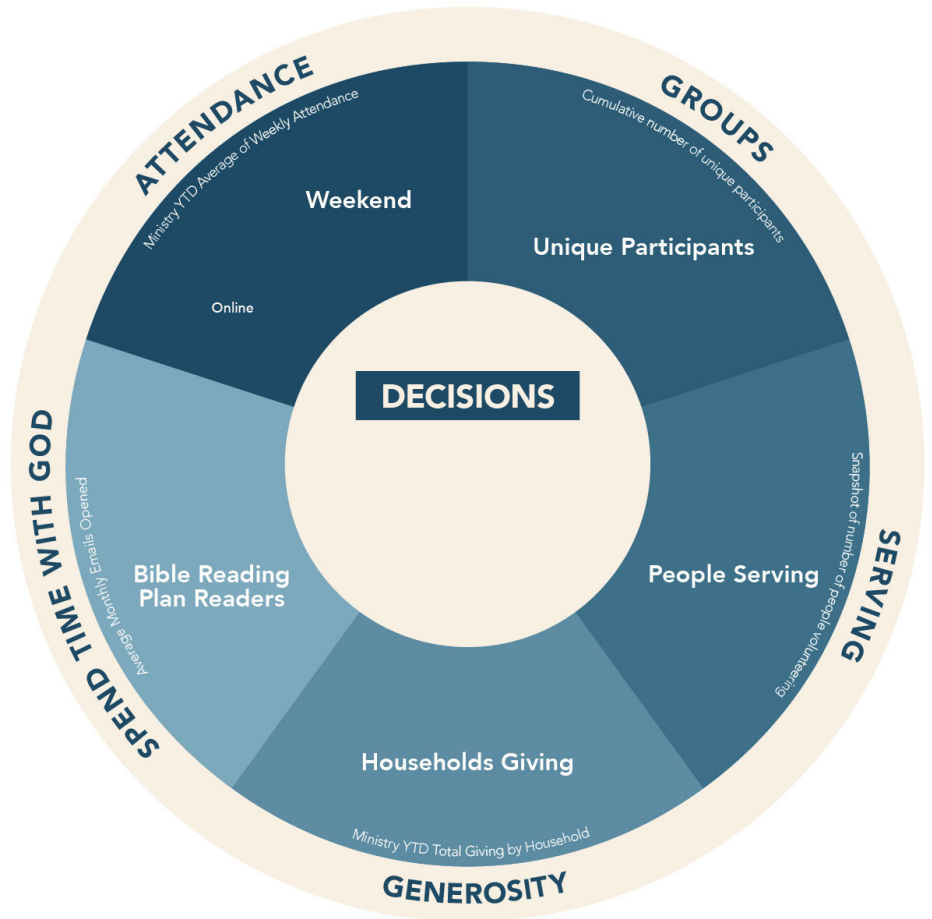
Credit: "Good to Great" by Jim Collins

# Transformation

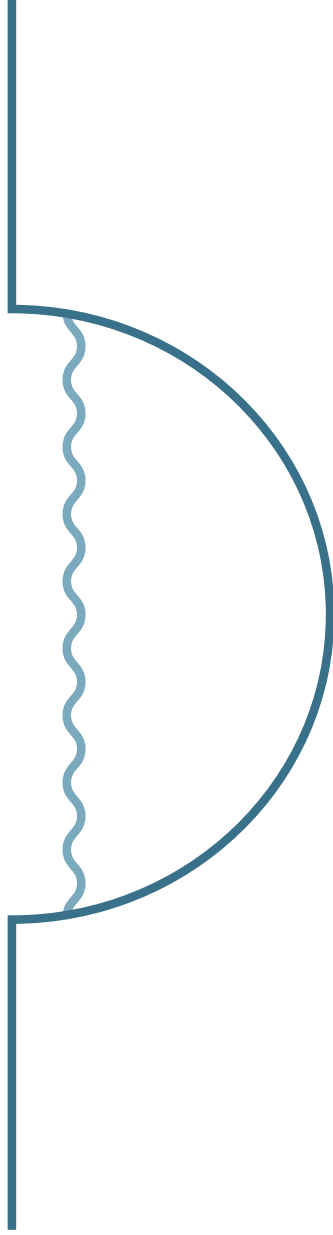




# Scoreboard



# Riverbanks



# Benefits of a Vision Culture

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# Key Vision Culture Reminders

## Four Never Changing Building Blocks

Remember, beliefs, values, purpose, and mission never change. These four building blocks of a Vision Culture come straight from Jesus and scripture. They should never change and most important, we should never drift from the purpose. When churches drift from purpose, they are drifting from the Father's heart and start focusing on the wrong things. Sadly, how we do church becomes more important than why we do church.

- **Beliefs**

Remember, these are the core beliefs of the Christian faith. Use the bullseye to differentiate what you're willing to DIE for, DEFEND or DISCUSS. As a team, review your beliefs and honestly consider if you have beliefs in your die for category that really belong in defend.

- **Values**

Remember, these are the behaviors of a disciple. You may already have a list of values for your church, that's fine, but to make a Vision Culture work, you need a list of behaviors. Acts 2 describes the behaviors of the first century church. These are the people who sat at the feet of Jesus, so when the first church was launched, they lived in obedience to what Jesus taught. They followed Jesus and invited others to follow Jesus, they spent time with God, they connected in community, they served others, and they lived generously. The challenge is to be a church that lives like this and for the sake of accountability, measures these five values

- **Purpose**

Remember, purpose answers the question, "Why do we exist?" The purpose of the Church, according to scripture is LOVE. The purpose is the Great Commandment. In Matthew 22:35-40 Jesus tells the religious leaders we are to love the Lord our God with all our heart, soul and mind. Then he added a second commandment, love your neighbor as yourself. This is the foundation of our faith. Purpose is the motivation and energy behind the mission.

# Key Vision Culture Reminders

- **Mission**

Remember, mission answers the question, “What are we doing?”. The mission of the Church is the Great Commission. In Matthew 28:18-20 Jesus tells his followers to go to every nation and make disciples. In other words, make followers of Jesus, baptize them in the name of the Father, Son and Holy Spirit, and teach them to obey Jesus. Remember, obedience is living out the five values. The challenge is to create a culture of discipleship, not a discipleship program.

## Two Always Changing Building Blocks

Remember, the Church should always be willing to change strategies and should set new goals every ministry year. If a strategy is not getting the desired results, be courageous and change the strategy.

- **Strategies**

Remember, strategies are everything you do as a church. The key is to use strategies that produce the behaviors of a disciple. Strategies should help people live out the values. The challenge is to evaluate all your strategies and ask, “Are they working?” and, “How do we know?” Consider creating a “stop doing” list and focus on strategies that get results. Remember, be relevant, transform lives and create ownership.

- **Goals**

Remember, measure what matters. Most churches measure giving and attendance trends. The challenge is to also measure salvations, spending time with God, connecting in community, and the number of people serving. Create a scoreboard, keep it updated, and review it weekly. The challenge is to adjust strategies that aren’t getting the right results.

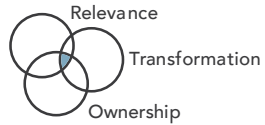
# Vision Culture

## Goals

Where We Are Going and  
When We Will Get There

## Strategy

How We Will Do It



Changes with our time  
and environment.

Foundational:  
Does not change.

## Mission

What We Do

MATTHEW 28

## Purpose

Why We Exist

MATTHEW 22

Love God, Love Others

## Values

Who We Are Becoming

ACTS 2

## Beliefs

Who We Are



# Notes

# Ongoing Expectations

As a church, we are so passionate about the mission of helping churches reach people for Christ that we are committed to providing this training at no cost to you. We are able to do this because of the generosity of Eagle Brook attenders. They are paying the cost on your behalf.

The one thing we do expect from you is to let us know how many people your church is reaching for Christ. Even if it is zero – we want to know!

## Salvation & Attendance Reporting

- Lead pastors identify who will be providing regular updates regarding salvations and attendance.
- Provide the name, role, and email for the identified person and send it to the EBA Logistics Manager at [eba@eaglebrookchurch.com](mailto:eba@eaglebrookchurch.com)
- Place the scheduled reporting dates on your calendar as a reminder to complete the online form.



# Salvation Reporting Schedule

The Eagle Brook Association will send an email 3 times a year to the lead pastor and an identified 'reporter' requesting salvation and attendance numbers for a specific date range.

1. The following information will be needed on Nov. 1:

- Number of Decisions to Follow Christ from June 1-Oct. 31

2. The following information will be needed on Feb. 1:

- Number of Decisions to Follow Christ from Nov.1-Jan. 31

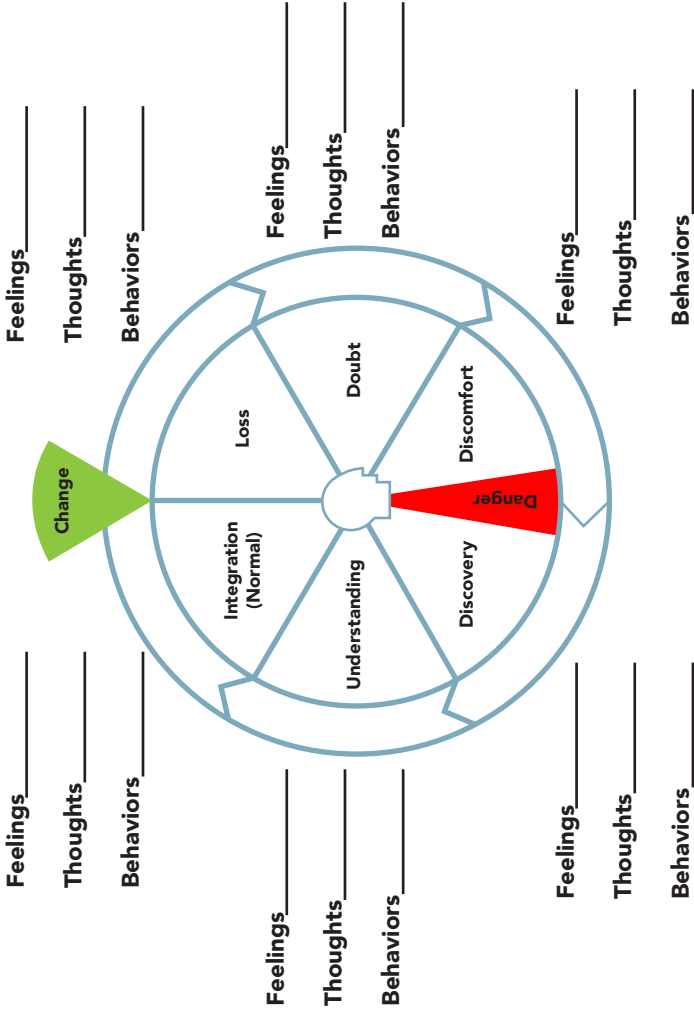
3. The following information will be needed on June 1:

- Number of Decisions to Follow Christ from Feb.1-May 31
- Average In-Person Attendance for the Ministry Year of June 1-May 31
- Average Online Attendance for the Ministry Year of June 1-May 31

# Notes

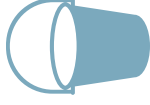
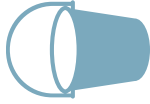
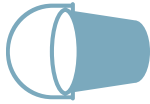
# Manage Change

# Change Cycle



Credit: [www.changecycle.com](http://www.changecycle.com) | [info@changecycle.com](mailto:info@changecycle.com) | [@changecycle](https://www.instagram.com/changecycle)

# 4 Buckets



Credit: Eagle Brook Association

# Crucial Conversations

1. Why should I address it?

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2. What's the issue?

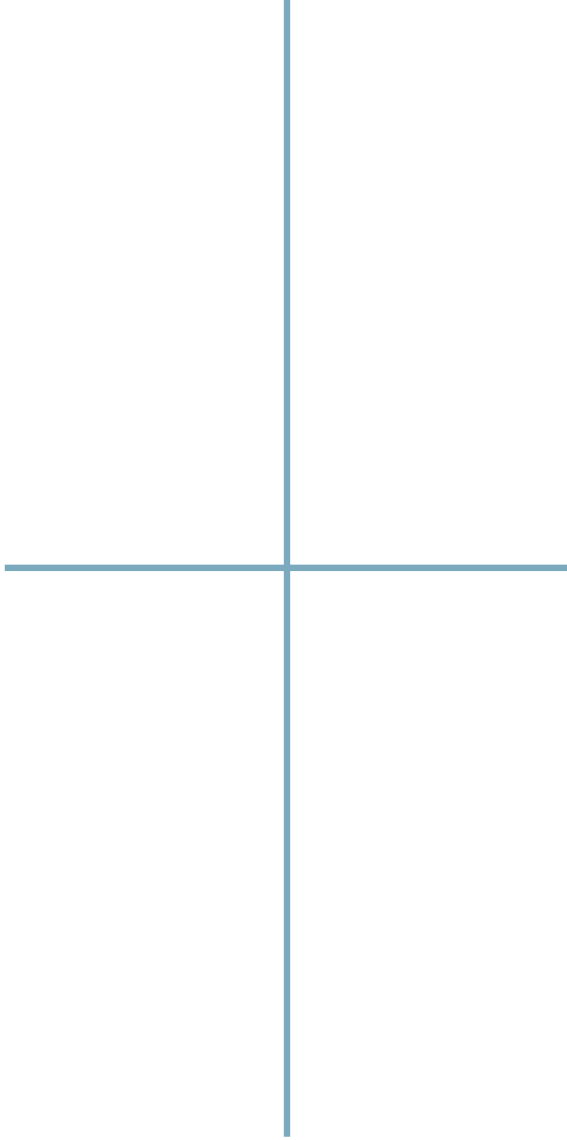
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3. How should I address it?

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Credit: Eagle Brook Association  
Recommendation: *Crucial Conversations* by  
Kerry Patterson and Joseph Grenny

# Feedback Grid

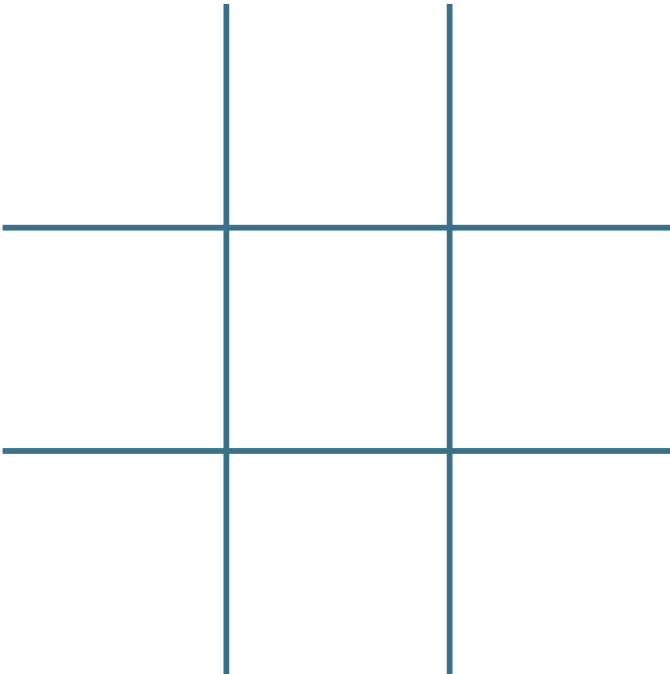


# Notes



# Develop Leaders

# 9 Qualities of a Leader



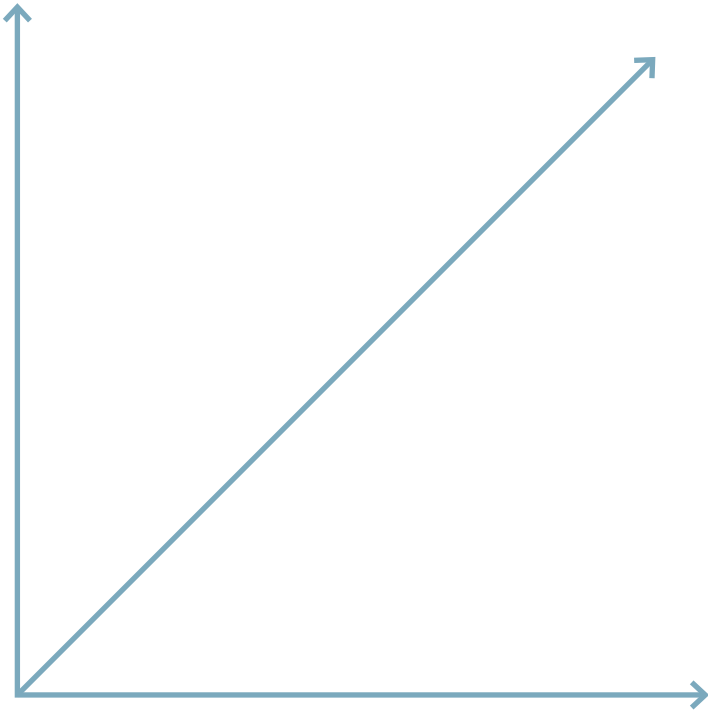
Credit: Eagle Brook Association

# Relational Dynamics



Credit: Eagle Brook Association

# Crucible Moments



# Self-Awareness Exercise

The Eagle Brook Association offers a no-cost Self-Awareness Exercise that is conducted through [360selfaware.com](http://360selfaware.com) to all attenders of a EBA Leadership Cohort who are interested learning how to become a better, wiser leader in their role.

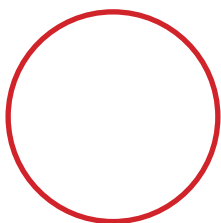
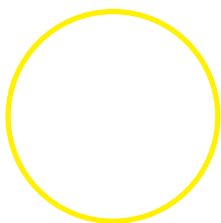
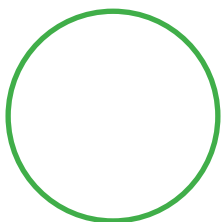
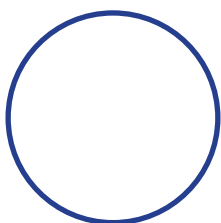
Find the survey at:

- [360selfaware.com](http://360selfaware.com)
- Code for free report: *EagleBrookAssociation*

Recommendations:

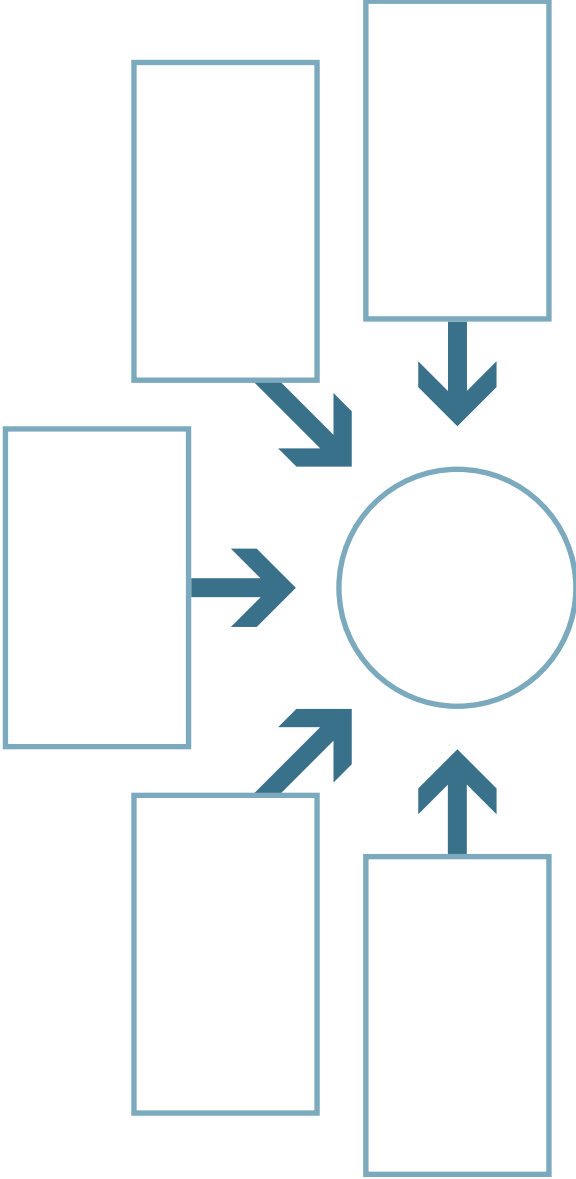
- Identify a mentor to help you review the results of the survey.
- Begin identifying 15-20 people that will give you honest feedback about your character, competence and chemistry.
- Create an email letting those people know that they will be receiving an email from [360selfaware.com](http://360selfaware.com).

# 4 Colors of Development



Credit: Eagle Brook Association

# 5 Leadership Tools



Credit: Inspired by John Ortberg

# Notes



# Creating Invitational Experiences

# 7 Mindsets to Creating Invitational Experiences

1. Be \_\_\_\_\_ .

2. Be a \_\_\_\_\_ - \_\_\_\_\_ leader.

3. Look through the \_\_\_\_\_ of the  
\_\_\_\_\_ .

# Notes

# 7 Mindsets to Creating Invitational Experiences

4. Establish clear \_\_\_\_\_.

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Credit: Eagle Brook Association

5. Think \_\_\_\_\_.



# 7 Mindsets to Creating Invitational Experiences

6. Consistently \_\_\_\_\_.

<b>Arriving at the Church</b>	Green	Yellow	Red	Person assigned to follow up on the situation
<b>Communication/Marketing</b> Service times, campus locations, and vital information was clear				
<b>Curb Appeal</b> Overall appearance of lawn, signs, parking lot, and building from the street				
<b>Parking</b> Clear direction from attendant was provided—traffic flow was efficient/reasonable				
<b>Sidewalks</b> Clean, clear of ice and debris				

**Comments:**

Credit: Eagle Brook Association

<b>Entering the Church</b>	<b>Green</b>	<b>Yellow</b>	<b>Red</b>	<b>Person assigned to follow up on the situation</b>
<b>Welcome</b> Friendly greeting from a volunteer—welcoming but not “aggressive,” name tag				
<b>Clear Signage</b> Easy for a new person to find: bathrooms, café, kids check-in, information center, bookstore, worship center, etc.				
<b>Windows/Glass</b> Cleaned and free of fingerprints and smudges				
<b>Bathrooms</b> Cleaned and fully stocked with paper towels and toilet paper—toilets/urinals/floors/counter tops				
<b>Public Space</b> Floors and carpets mopped and vacuumed, furniture in place, trash emptied, displays in place, walls free of smudges, lights cleaned, light bulbs working—overall look of lobby is “ready for company”				

**Comments:**

# 7 Mindsets to Creating Invitational Experiences

<b>Kids Worship Experience</b>	<b>Green</b>	<b>Yellow</b>	<b>Red</b>	<b>Person assigned to follow up on the situation</b>
<b>Kids Check-in Process</b> Clear direction, orderly, reasonable wait, security system working (print-out sticker), overall sense of safety, volunteers are friendly & welcoming				
<b>Elevate Drop Off</b> Clean, exciting, music, lights, popcorn, adult supervision—overall sense of invitation and inclusiveness				
<b>Kid-O-Deo Drop Off</b> Adult supervision is obvious and entire space is secure, decorations and atmosphere is welcoming and relevant to kids 5 years old and younger, warm, friendly, active but not overwhelming				
<b>Large Group Elevate</b> Relevant worship, high energy and participation, clear application, solid biblical teaching				
<b>Large Group Kid-O-Deo</b> Relevant worship, high energy and participation, clear application, solid biblical teaching				
<b>Large Group Kid-O-Deo</b> Orderly, safe, efficient				

## Comments:

Credit: Eagle Brook Association



<b>Adult Worship Experience</b>	<b>Green</b>	<b>Yellow</b>	<b>Red</b>	<b>Person assigned to follow up on the situation</b>
<b>Ushers</b> Greeted appropriately and offered a program				
<b>Seating</b> Easy to find a seat, when worship center started to fill: ushers helped to find open seats				
<b>Environment</b> Lights, temperature, stage design, special effects, platform was set before doors opened				
<b>Music</b> Started with a sense of celebration and energy and then took worshipers on a journey				
<b>Worship Thought</b> Added value to the worship experience without losing energy and flow				
<b>Videos</b> Clear message and purpose				
<b>Announcements</b> Short, informative, effective, strong connection to church's values				
<b>Overall Experience</b> Meaningful time of worship without being distracted by: technical glitches, gestures/mannerisms, volume, clothing, lights, etc.				

**Comments:**

# 7 Mindsets to Creating Invitational Experiences

Message	Green	Yellow	Red	Person assigned to follow up on the situation
<p><b>Message</b></p> <p>Content and delivery was relevant: understandable, connected with real needs, offered clear application, had moments of humor and story, had strong biblical teaching</p>				

**Comments:**

# 7 Mindsets to Creating Invitational Experiences

7. Communicate to \_\_\_\_\_ .

## Why does it matter?

1. People \_\_\_\_\_ care.
2. People live in the \_\_\_\_\_ .
3. People get easily \_\_\_\_\_ .
4. People are \_\_\_\_\_ .
5. People are \_\_\_\_\_ and \_\_\_\_\_ .
6. People are \_\_\_\_\_ .

Deep isn't \_\_\_\_\_ .

Deep is \_\_\_\_\_ .

Credit: Eagle Brook Association

# 5 Ingredients to Transformational Communication

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Credit: Eagle Brook Association

# Coaching Resources

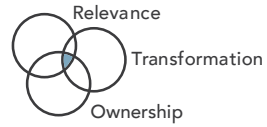
# Vision Culture

## Goals

Where We Are Going and  
When We Will Get There

## Strategy

How We Will Do It



Changes with our time  
and environment.

Foundational:  
Does not change.

## Mission

What We Do

MATTHEW 28

## Purpose

Why We Exist

MATTHEW 22

Love God, Love Others

## Values

Who We Are Becoming

ACTS 2

## Beliefs

Who We Are



# Implementing a Vision Culture

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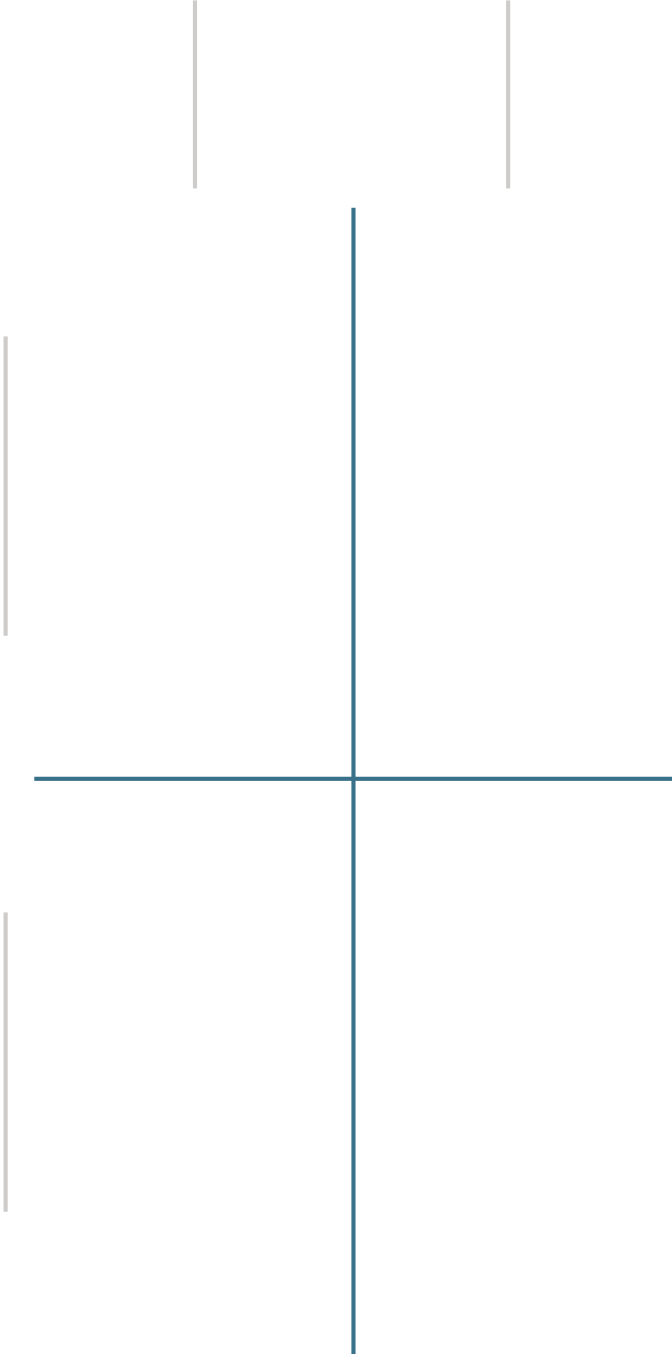
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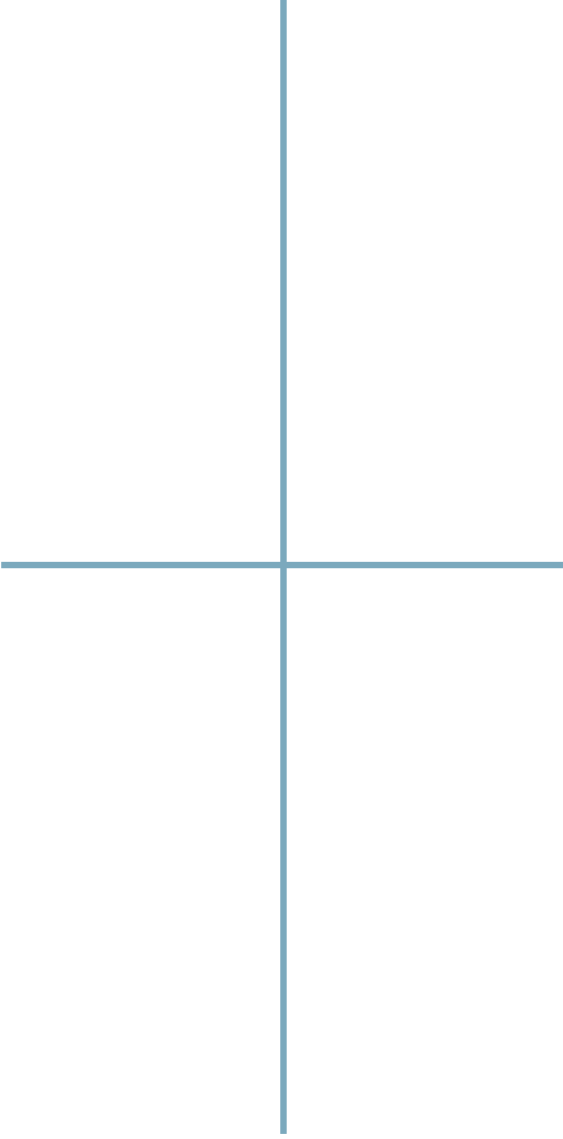
# Equator Line





# Notes

# 4 Leadership Quadrants



Credit: 4 Leadership Quadrants by Scott Ridout

# Notes

# Notes

## **Additional Resources**

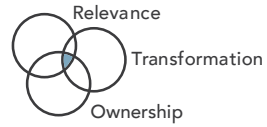
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## 9 Core Beliefs

### God

1. There is one living, sovereign God who eternally exists in three persons: Father, Son, and Holy Spirit. (Rev. 1:8, Is. 43:10-11, Deut. 6:4, Matt. 28:19)
2. Jesus was sent by the Father to live on earth; he was fully God and fully human, yet had no sin. Jesus willingly laid down his life and after three days, rose from the grave. In doing this, Jesus fulfilled the payment for the world's debt of sin. (Luke 1:31, 35, 1 Cor. 15:3, 2 Cor. 5:21)
3. The Holy Spirit was sent by the Father and Son to convict the world of sin and to empower all who believe in Jesus Christ. He lives in every believer and is a constant helper, teacher, and guide. (John 14:16-17)

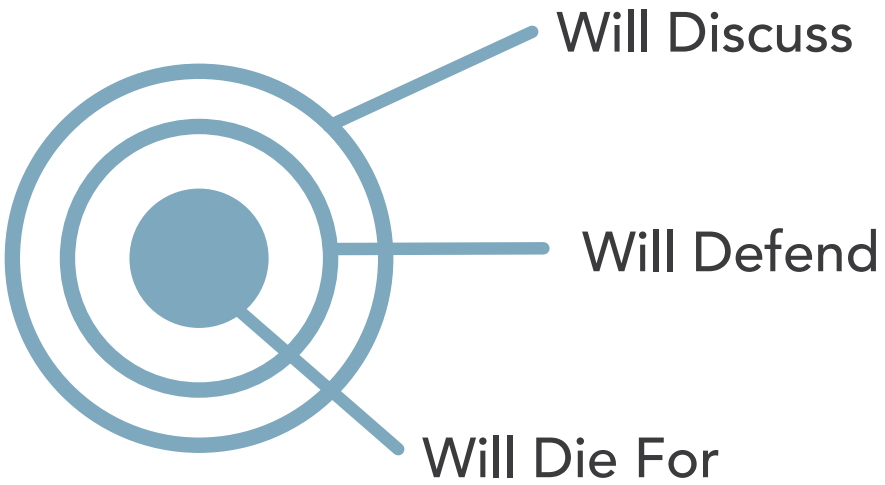
### People

1. God created people in his image, and everyone matters to God. (Gen. 1:26-27, Gen. 5:1-2)
2. All people are sinners and need God's forgiveness. (Rom. 3:23)
3. Those who confess and turn from their sin, trusting in Jesus Christ, will be saved by grace and become children of God with the promise of eternal life. (John 3:16-17, Gal. 3:26)

### The Church, the Bible and Christ's Return

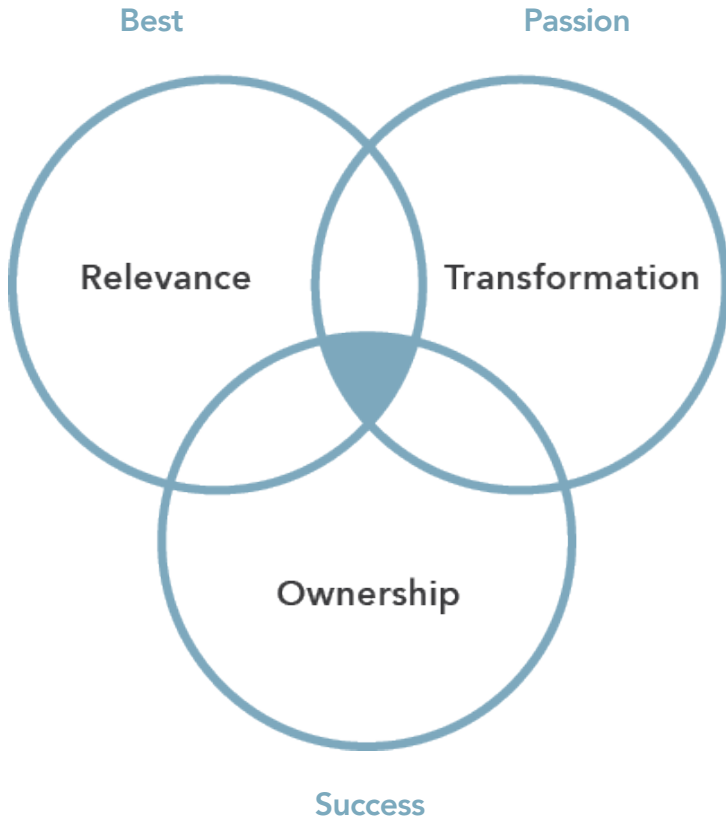
1. Jesus Christ is the head of the church, and all believing people are members. (Eph. 4:15-16)
2. The Bible is the inspired Word of God and is the supreme authority in all matters of faith and conduct. (2 Tim. 3:16-17)
3. Jesus Christ will return and there will be a final judgment. (Matt. 24:3, 37)

# Beliefs Bullseye





# Strategy Filter



# Salvation Reporting Schedule

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# Strategies to Capture Decisions

## Adults:

### Texting

- Eagle Brook uses a texting service that allows us to use a dedicated number for all of our attenders to respond to.
  - **Clearstream:** [www.clearstream.io](http://www.clearstream.io)
  - **Thryve:** [www.thryve.io](http://www.thryve.io)
  - **Text In Church:** [www.textinchurch.com](http://www.textinchurch.com)
- We often use an 'All Play' option, allowing everyone in the auditorium an opportunity to respond without being 'called out' in the moment. (See samples on following pages)
- We also use texting for a call to action for specific attenders.
- Specifics on these options can be found in the Weekend Content Library.

### Printed (not used weekly)

- We found doing an 'All Play' card can be successful on big holiday weekends (Christmas, Easter, etc.)
- There are numerous creative ways to do this, but make sure you have a way to gather each person's name, email, and phone number for follow up.

### Decision Table (Yes Table)

- This strategy worked well when Eagle Brook was smaller, since the teaching pastor could have a more 'relational' moment with the attender (for example, "With every head bowed, if you gave your life to Christ today, lift your head" and acknowledge each person.)
- If a person said 'yes' to Christ, they were encouraged to stop by the decision table in the lobby, where they would fill out a small form (first/last name, email) and they would receive a Bible.

No matter which strategy is used, we follow up with resources to help people get started in their faith via a 4-part email campaign. If the attender tells a volunteer or staff person that they have said "yes" to Christ, they are given a 'Follow Jesus Booklet for Adults' (found in the Weekend Content Library under Ministry Resources>New Believer) and the ability to request a Bible (New Testament).

# Strategies to Capture Decisions

## Students:

### High School

- Texting has been the most relevant way to reach high school students. (see Adults for more information)
- 'All Play' cards, same strategy as texting, but in a card format.
- Tell a small group leader. We train and equip a small group leader on how to respond when a student tells them that they have accepted Christ.

They receive a copy of the 'Follow Jesus Booklet for High School' (found in the Weekend Content Library under Ministry Resources>New Believer) either by mail or by email and are given a Bible.

### Middle School

We understand that not every middle school student has access to a cell phone, so we offer 2 options for them to let us know that they have accepted Christ into their lives:

- Texting
- Decision Tables
  - Middle School students are asked to complete a form that contains their name, email, and phone number. (email and phone number can be their parents information)
  - If your church has a database that provides the students with a name tag, they can put their name tag on the form and just add the email and phone number
- 'All Play' cards, same strategy as texting, but in a card format.
- Tell a small group leader. We train and equip a small group leader on how to respond when a student tells them that they have accepted Christ.

They receive a copy of the 'Follow Jesus Booklet for Middle School' (found in the Weekend Content Library under Ministry Resources>New Believer) either by mail or by email and are given a Bible.

# Strategies to Capture Decisions

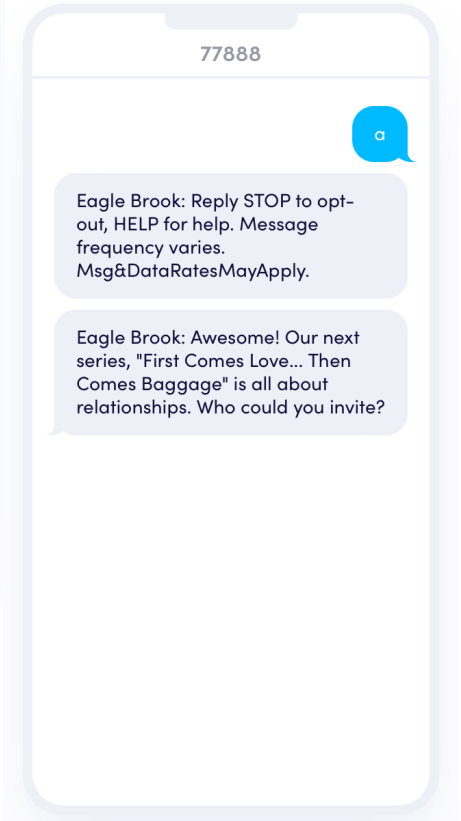
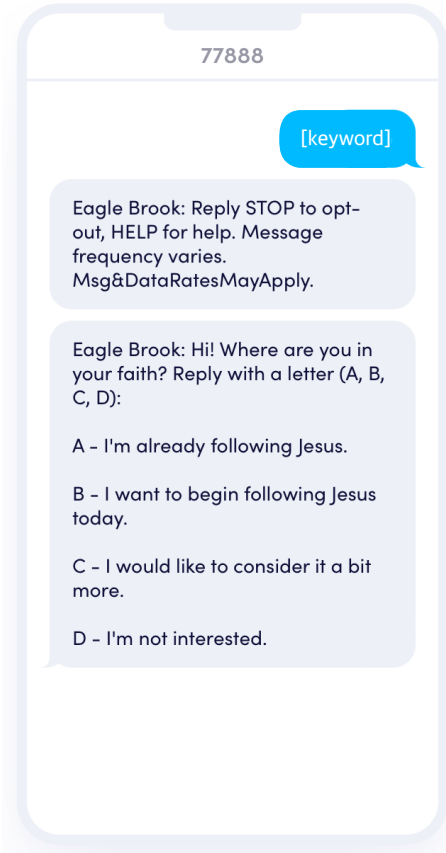
## Elementary:

- For elementary students, the teacher will offer the option for those who said the prayer to accept Christ into their life to go into a hallway or separate area in the room and meet with a volunteer leader.
- The students have an opportunity to learn more about their decision and then receive a 'Jesus and Me' book (found in the Weekend Content Library under Ministry Resources>New Believer).
- If they accept Christ, the volunteer rips the first and last name off of their name tag (leaving the parent/child code) so it can be recorded.
- Each student making a first-time decision receives a postcard in the mail to redeem for a Bible (Kids' Quest Study Bible NIV)

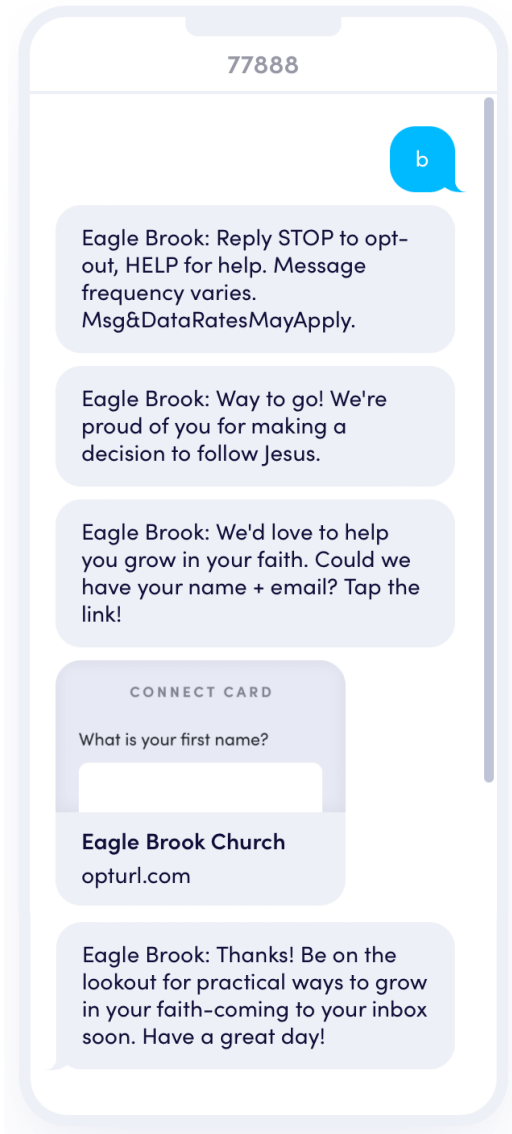
## Key Fundamentals

- The key to any strategy for counting your decision replies is to gather their contact information (name, email, and phone number) so you can add them to your database and allow for accurate counting.
- Leverage the next weekend: "If you made a decision to follow Jesus but didn't let us know, you can text \_\_\_\_\_ to 77888 today. We want to celebrate with you and send you resources."
- Celebrate! Let your attenders know how many people made a decision. This will help encourage others to come forward and allows your attenders to see your vision culture in action.
- Even with all the strategies above, not everyone will step forward to let you know that they accepted Christ. We encourage attenders to at least tell someone that they trust.
- There are decision booklets available for each age range in the Weekend Content Library.

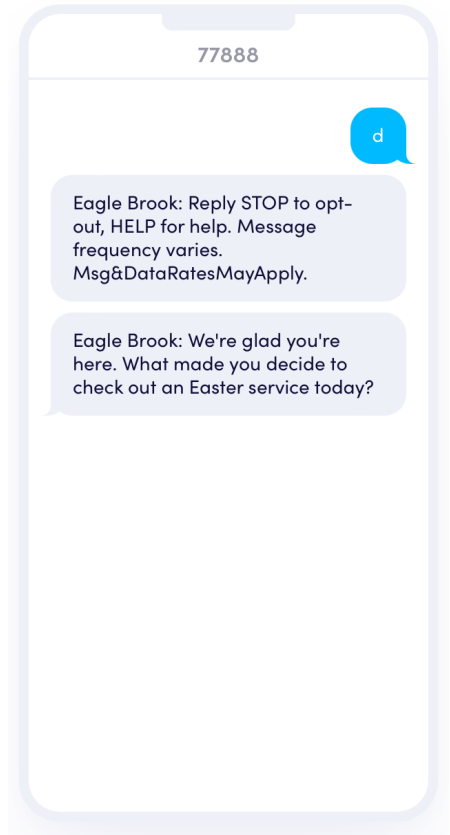
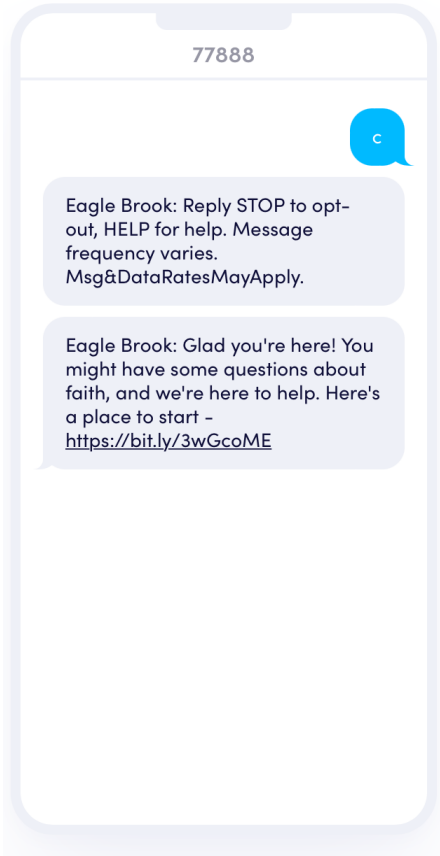
# Text Examples



# Text Examples



# Text Examples





# Self-Awareness Exercise

The Eagle Brook Association offers a no-cost Self-Awareness Exercise that is conducted through [360selfaware.com](http://360selfaware.com) to all attenders of a EBA Leadership Cohort who are interested learning how to become a better, wiser leader in their role.

Find the survey at:

- [360selfaware.com](http://360selfaware.com)
- Code for free report: *EagleBrookAssociation*

Recommendations:

- Identify a mentor to help you review the results of the survey.
- Begin identifying 15-20 people that will give you honest feedback about your character, competence and chemistry.
- Create an email letting those people know that they will be receiving an email from [360selfaware.com](http://360selfaware.com).

# Weekend Content Library

A username and password are required to access the Eagle Brook Association Weekend Content Library

- Contact: [eba@eaglebrookchurch.com](mailto:eba@eaglebrookchurch.com) if your church does not have a username and password.

The weekend content library website is located at [eaglebrookassociation.com](http://eaglebrookassociation.com)

Questions about this website?

Email [eba@eaglebrookchurch.com](mailto:eba@eaglebrookchurch.com) for answers.

# Weekend Content Library

What does the weekend content library contain?

## **Downloadable Resources:**

### Weekend Messages

- Music & Message
- Message Only
- Graphics
- Transition/Promo Videos
- Conversation Guides

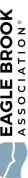
### Kids Ministries

- Preschool and elementary large & small group curriculum
- PowerPoints for easy downloads
- Graphics
- Videos

### Ministry Resources

- Addiction Recovery
- Care
- Generosity
- Groups
- Operations
- New Believers
- Special Needs
- Volunteers

# Weekend Content Library



SESSIONS RESOURCES

**God on Trial**  
Weekend Messages, 4 Weeks

**It Would Take a Miracle**  
Weekend Messages, 4 Weeks

**That's So Mega Church**  
Weekend Messages, 3 Weeks

**4 Enemies of the Soul**  
Weekend Messages, 4 Weeks

**Voices**  
Weekend Messages, 4 Weeks

**Adventure Awaits 2023 (June-September 2023)**  
Kids, Toddlers-Kindergarten, Summer Series

**Elevate Summer 2023 (June/August 2023)**  
Kids, Grades 1-5, Summer Series

**While We Wait**  
6 Weeks, Weekend Messages

**Ready, Set, Go! (April-June 2022)**  
Kids, Toddler-Kindergarten, 7 Weeks

**Into the Wild (April/June 2023)**  
Kids, 7 Weeks, Grades 1-5

**Before You Lose Your Faith**  
Weekend Messages, 4 Weeks

**Easter 2023**  
Weekend Messages, Standalone Weekend

# Eagle Brook Leadership Podcast



## When leaders get better, churches get better.

We're passionate about helping leaders discover who they are and how to lead with wisdom and intentionality. Because when leaders get better, churches get better.

### Listen + Subscribe



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[eaglebrookassociation.com](http://eaglebrookassociation.com)