



UNLOCKING OUTREACH

Get started filling those empty chairs.

A guide to building the best outreach event team.

Excited people make for engaged teams

In the business world, whenever projects fail, over 80% do so on the people dimension. To be specific, they fail because people are not engaged in the role they are assigned to. Their talents and natural strengths are not properly aligned with the task in hand. It's like having a football (soccer) team where players are in the wrong position. Let's face it, you wouldn't dream of putting a goalkeeper as centre forward!

This problem isn't limited to sport or business. It affects churches in the exact same way. When running a mission or outreach event, there is usually so much initial enthusiasm. The desire to make a big impact generates creative ideas. Plans for logistics are designed and worked through. Content is lovingly shaped. Finally, church members are asked to run the event. But it's how people are recruited and deployed for all these roles that proves to be the weakest link. Volunteers within the church are usually deployed to roles, not based on their experience, knowledge or ability but, most usually, their availability. In other words, the volunteer is chosen for a role dictated by needs and they so often find themselves doing the wrong job. That's clearly the wrong approach. People's talent - the things they are naturally good at - should be the primary qualifier.

This guide will help you to avoid these mistakes. It will help you consider who should take which role in your outreach team. The result will be a more engaged team together with excited and committed individuals. Get this right and the event will prove to be more successful in terms of people wanting to be involved in your church community and explore the Christian faith in more depth. Before long you'll be filling the empty chairs in your church.

A guide to Unlocking Outreach

This is where Unlocking Outreach (UO) comes in. UO can easily be applied at your church to help build focussed teams that run a mission event with precision while ensuring you build and nurture on-going relationships with those seeking Jesus in their lives.

This guide is specifically designed to help you facilitate a workshop that shows who is best suited for which role within the team. We've tried to make this a self-starter approach, so you shouldn't find it too daunting. It certainly doesn't require you to employ or become an expert. However, it does require the facilitator to have read and understood the Unlocking Outreach workbook, available from Amazon. Just go to Amazon and search for 'Unlocking Outreach'. We recommend the facilitator chooses the paperback version; the advantage being that there is space in the workbook to record your own notes and ideas.

To run a workshop will take about 2 to 3 hours, as long as some preparation is done by the facilitator and the attendees. You can easily split the workshop into 2 or maybe 3 sessions, if you wish, and run these smaller workshops over a couple of days or so. But make sure there is no more than two weeks total lapse time between workshops, otherwise previous learning will be forgotten and you'll find you need to go over old ground again.

The Unlocking Outreach workshop will help you achieve three things:

1. Identify the God-given strengths and talents of individuals within your team.
2. Learn how to assemble strong teams, where the right people are in the right role. People in the wrong roles disengage from the task pretty quickly.
3. Lay the groundwork for developing strong relationships with people attending the outreach event so as to interact with them in the way they'd prefer. This draws your visitors in. It makes them want to explore Christianity more and belong to your community.

Intellects:

Having read the Unlocking Outreach workbook and watched the associated videos, you will see there are a few terms that your team members will need to learn and understand. At the core of Unlocking Outreach is a widely-used business process called Method Teaming. This focuses on people's 'Intellects'; that's their natural strengths and talents. Look at it this way, people's brains are hardwired in particular ways. Through the Method Teaming process you will see the patterns in the way people behave; how they're motivated and how they like to think about things. Everyone in the world will primarily align with one of the following notions:

- 'What' do we need to do? How can we generate a relevant flow of ideas?
- 'How' do we best approach a task or project?

- ‘Where (and when)’ do things need to happen?
- ‘Who’ does this impact and who needs to be involved?

The strengths and talents that align with these 4 groupings are known collectively as their ‘Intellect’. There are 4 Intellects in Method Teaming and these are described in Chapter 5 of the Unlocking Outreach workbook (also watch Videos 1, 2 & 3 on unlockingoutreach.com). It is vital that the facilitator understands the Method Teaming language and the definition of the 4 Intellects.

The Intellects are:

- **Strategists:** They have on-demand creativity; a stream of original ideas. They are great at big picture thinking.
- **PDs:** They get things done and do things right! They usually have logical minds. Most are finishers.
- **EQs:** Whatever they do, they love to win! They ‘sell’ and close. Perfect for those moments to move seekers to the next stage of their Christian journey.
- **Networkers:** They instinctively know that success only comes through people. They are superb at building relationships.

When you use Unlocking Outreach to support your outreach activities, you will not only find that the event runs like clockwork but also that building relationships becomes easier. That’s because you’ll be able to match newcomers to your church with someone in the congregation who thinks like them. That’s when you get a meeting of minds. Unlocking Outreach shows you how to do this.

Running a workshop

The Unlocking Outreach workshop is designed to have 3 distinct sections:

1. Talent Discovery: Finding and sharing the Intellects of the team members.
2. Team Construction: Applying Intellects in the most effective way to build the best possible team with the people you have.
3. Smart Communication: Building strong relationships with visitors to your event.

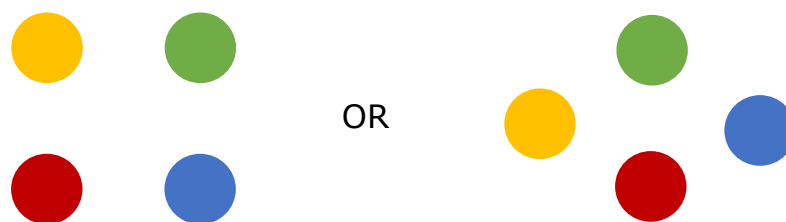
We have broken the instruction down so, for each section, you have the detail of what to do and the results and outcomes you should see.

1. Talent Discovery: Preparing for the workshop

- **One or two weeks before the workshop**, have the attendees purchase, if possible, their own copy of the Unlocking Outreach workbook; available from Amazon (just search for Unlocking Outreach). If they can, have them read the

first 5 chapters. They may also wish to watch the first 3 Unlocking Outreach videos, which are available under the VIDEOS tab on the unlockingoutreach.com website.

- **In the week prior to the workshop**, have attendees complete the Talent Survey (Chapter 6) so everyone comes prepared knowing their Primary Intellect. As facilitator, you should map the people against Intellects in preparation for the workshop. A 'team map' PowerPoint slide is available on the Unlocking Outreach website under the 'Get started' tab. [Note: The Talent Survey is also available under the 'Get started' tab as a PDF file. This is there for the workshop facilitator if attendees to the workshop have bought the Kindle version of the workbook.]
- If they haven't already, ask the attendees to **watch the first 3 videos in our Unlocking Outreach video series**, which are available under the VIDEOS tab on unlockingoutreach.com. These will cement their knowledge and learning of the 4 Intellects. The videos should be viewed in conjunction with Chapter 5 of the Unlocking Outreach book.
- **On the day of the workshop**, set up tables in a particular way. You will need 4 tables or clusters of chairs and each table or cluster needs to be clearly identified with a colour that aligns with the 4 Intellects. A small, coloured flag or even just a large, coloured dot in the middle of the table will work. Arrange the 4 tables at the corner of a square or diamond, as follows:



Make sure the green and red tables are diagonally separated. This is important as you will be pointing out 'the gap' between PDs and EQs (see the 'Mind the Gap' section in chapter 10 of the Unlocking Outreach book as well as video 8).

- **When you start the workshop**, invite people to sit at the table that matches their Primary Intellect. Give them a coloured label to wear that matches their Intellect. Perhaps a white sticker with a coloured dot clearly marked. Or

perhaps they write their name in one of four colours that match their Intellect. Ask everyone at the table to introduce themselves to each other and tell the sub-group, briefly, in about 1 minute, why they feel they are that particular Intellect. This will help them to cement their thoughts and be confident about their Primary Intellect. Allow about 10 minutes in total. [Note: Watch out for the Networker table as they could socialise for the entire meeting and drag you off the time schedule!!!]

- Now **go through a brief summary of each Intellect** and give people permission to move to another Intellect table, if they are really not sure about the Talent Survey results and their declared Primary Intellect. For example, someone might have something of a tie between two Intellects. A discussion might help them come off the fence. 15 minutes should be sufficient for this session. Time permitting, you might want to run Videos 2 and 3 to reinforce everyone's learning. Note that space has been provided in Chapter 6 (Talent Survey) in the Paperback version so notes can be taken.
- **At this point you should have groups of the 4 Intellects.** You are ready for the second stage, Team Construction. Don't worry if you are a small team and missing one or two of the Intellects. We will address that later.

2. Team Construction:

- The next task is to **have each Intellect table discuss and brainstorm what tasks and activities make for a successful outreach event.** Have them think not only about what happens before the event but also during and end. Plus, have them think about what might happen in the following week or two after the event as there should be opportunities to purposefully develop relationships. Encourage them to move fast. You might want to time bound this section to 10 to 15 minutes max. [Note: Watch out for the PD table as they will, by nature, want to go into fine detail and not necessarily get to the big ideas.]
- At this point it is time to **pull all these thoughts together.** Have each table, in turn, describe the key tasks and roles they have thought of. Have someone make legible notes on a flip chart or whiteboard (make sure you photograph before erasing). Or you may wish to use a displayed PowerPoint, on a large screen. As you are listing and capturing these various tasks, gain input from the room as to which Intellect they think is best suited to the task and why.

Make a note of suggested Intellect by adding a coloured dot or, if PowerPoint, colour the text according to the Intellect required.

- Now **break up the Intellect groups**. Have a stretch break and have everyone come back together into one large group. Have them move around a little so they don't sit next to the same intellect as their own.

- The task now is to **check the various tasks are relevant and that nothing has been left out**. If you realise you have missing tasks after the workshop, don't panic. You can simply add these later. The result you should now have achieved is a complete list of tasks, with associated Intellects attributed. You may find there are some tasks that need more than one Intellect. That's absolutely fine.

- **Allocate the people to these tasks by Intellect**. Make sure you start by deploying Networkers first as they carry a vital role in building relationships. They achieve this so much more easily than any other Intellect. A brief summary of what we call the 'Net Effect' can be found on page 58 & 59 of the Workbook; plus watch video 4.

- **The result you start to see is people having clear roles and tasks** within the events team with a good Intellect match. If you have gaps, where there are no Intellects available, then you will have to allocate another Intellect to that task. You might want to look at people's talent surveys and look for clues about their Secondary Intellect. For example, you might need an EQ but you don't have one. It might be that one of your Networkers has a strong green total in second place from the talent survey. This means the Networker might have a strong EQ Secondary Intellect and make a good attempt at operating slightly out of their comfort zone. Don't get hung up about this. Just realise that you are compromising in order to fill a gap... that's life!

3. Smart Communication:

- There are **two aspects to this final part of the workshop**. Firstly, how to try to identify people's Intellect on the fly. This will help you to consider how best to align with the visitor. Secondly, how to vary your style of communication to be most effective. We'll take these in that order.

- **Start by running through the 'Observation' method** of identifying someone's Intellect. This session helps you look at other people for clues about their Intellect. What are their shoes like? Facial expressions? What they are

wearing? Video 7 is a useful tool at this point. You might wish to show it at the workshop. Emphasise the parts of the Observation method that you think are most relevant. Ask for input from the team. Chapter 8 of the workbook supports their learning.

→ **Now look at the 'Division' method.** This is a simple process they can use when talking to people to gain clues about their Intellect. Video 7 will guide you. Chapter 8 of the workbook supports your learning.

→ Now you can teach the basics of **Smart Communication** and show the team the best communication style for each of the 4 Intellects. For example, EQs want speed with little depth of detail. PD's want detail and the whole story. These styles are at odds. Use Video 8 so the team can learn together and a few techniques on how to best communicate in a way different to their own Intellect.

You're nearly ready to go

By the end of your workshop, you should have the fundamentals in place. You know the team member's Intellects and you've aligned them with particular roles. This is a great start and will support you immensely with filling empty chairs in your church.

You have also started the education process so that the team have an inkling of how to spot a visitor's Intellect and then consider how they might change their style of communication to make that visitor feel more comfortable.

As **next steps**, encourage the team to:

- Start to use the Method Teaming language with each other. Have them talk in terms of the 4 Intellects. Try it out. They should read the early chapters of the Workbook or watch the first 3 videos again.
- PDs especially will want to read the book in full. Encourage this. Remember it is often important to PDs that they have the depth of knowledge required. This will build their understanding and build their confidence because, the way they see it, risk factors are being reduced.
- Watch the on-line training videos at www.unlockingoutreach.com again (and again), so as to cement their learning.
- Have the team download the Method Teaming Pocket Guide App from the App Store or Google Play Store. It's free of charge to do so. Just search for 'Method Teaming' or 'Method Teaming Pocket Guide'. This makes for a great refresh tool in those moments when you have 5 or 10 minutes to spare. Like when you are waiting for a bus or train.

Armed and dangerous

So, stand ready, with truth as a belt tight around your waist, with righteousness as your breastplate and as your shoes the readiness to announce the Good News of peace. At all times carry faith as a shield; for with it you will be able to put out all the burning arrows shot by the Evil One. And accept salvation as a helmet, and the word of God as the sword which the Spirit gives you. (Ephesians 6 v14-17)

Two last vital things to consider are: How are you going to prepare the team for battle? What armour can you give to the team?

Here are some ideas:

- **Personal Jesus story** – It is very important that everyone has their own Christian journey story. Questions like ‘Have you always been religious?’ always come up at outreach events. Why not build your 100 word story? Go to chapter 9 in the Unlocking Outreach workbook to find out how.
- **Invitation to a ‘next step’** – Make sure the team have ample opportunity to invite visitors to something else as a next step. Maybe an invitation to a Christianity Explored or Alpha course. Or is there some festive Christmas event happening? There’s always next Sunday’s service. Maybe arrange to meet mid-week for a walk and/or coffee. Take the visitor through The Word One-to-One. There are so many options so make sure the team watches Video 6 (Arming the Team) where we explore these ideas. Perhaps this will make for the opportunity to come together, before the event, to consider how you capitalise on all the great effort that has gone into putting the show on the road.

Get started

It may feel like there is a lot to take on board. Perhaps this is a little daunting. But take heart that you can start with the basics by understanding the team’s Intellects and positioning them accordingly. Laying on other steps can be done in good time.

The key thing is to **start small... but start!**