

## Normalizing Absurdity

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For additional resources from Innovation<sup>3</sup> visit [learnings.leadnet.org](http://learnings.leadnet.org)

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"If at first the idea is not absurd, there is no hope for it." –Albert Einstein

How do you create a God-honoring, risk worthy vision, and how do you motivate people to follow it?

At Auxano we are not consultants, but navigators: we help church leaders discern the essence of what God is doing in their church.

Why do people avoid taking risks?

- Lack of intentionality, fear of failure, nay-sayers, previous failure, lack of vision, comfort, ignorance, not asking, contentment, don't like change, not clear communication.

*Risk taking = the process by which you decide whether you take the chance of losing something you value to gain something you desire.*

What happens in the absence of a risk-taking vision?

- Cluttered vision – confusion, people not all on the same page
- Jar sharing - Like a pumpkin that grows in a jar, limited by invisible barriers.
- Silo building – instead of a vision
- Typical church growth answers are no longer relevant.

*Vision = the living language that anticipates and illustrates God's better future.*

What keeps people connected to your church? 4 P's of a Malnourished Church Identity:

1. Place – identity is anchored to a physical location
2. Personality – people feel connected to staff
3. Programs – ministry methodology
4. People – comfort of being with people you now.

Determine what people value that you are asking them to give up.

What in your church gives your people meaning that transcends these 4 P's?

Every leader must have clear and compelling answers to the 5 questions: What are you doing? Why are you doing it? How are you doing it? When are you successful? Where is God taking us?

How do we create risk-taking followers? Ask yourself these questions:

1. Common Denominator: Do I build an emotional connection based on shared history?
2. Burning Platform: Do I frame the larger need and speak to the fear of loss?
3. Golden Tomorrow: Do I promise a better world in which people will want to live?
4. Wake-Up Call: Do I create urgency and induce action?
5. Mind Stretch: Do I enlarge faith and challenge the imagination with audacious, God-sized goals?
6. Good Smile: Do I clarify my biblical basis and show how God's heart is pleased?

The best vision in the world gets you nowhere if the culture is toxic. The culture and the pastor carry the vision. It should continually evolve based on its strengths.

Discern the church's unique calling: The great permission within the Great Commission.

The lifestyle of the leader reflects vision and demonstrates hope. (Biblical example – Nehemiah)  
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