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SESSION 1: RISK AND FAILURE

Quotes

“We wanted to go after people nobody else wanted — the people Jesus wanted.”

“We had to get the zag while everyone else was zigging.”

“Build people, not buildings.”



Notes

We had to figure out who we were going to be and why God called us into existence.

Matthew 16, Jesus asks the disciples, “Who do you say I am?”

Referred to marketing book, [Zag: The Number One Strategy of High-Performing Brands](#), by Marty Neumeier.

I. Who You are: What is Your Brand

- Brand is not your logo, it's not your advertising, it's not what you say about yourself.
- Your brand is what other people say about you.
- In order to have a successful brand, you've got to be true to who you say you are.
- “You gotta be who God called you to be.”
- “You can become maintenance-driven and not mission-driven.”

New Direction's mission: to empower all people to know God through life changing experiences from the inside out.

II. Who Do You Say You are: Being True to Your Brand

- When you start growing... the more cream you add to the coffee, the weaker it gets. As your church grows, do not forget why you are called.
- Don't forget who you are and whose you are.
- Protect against misalignment. Your vision is not in line with your values. You promise more in the showroom than you have in the stockroom.
- Fill in the blank-- “My church is the only church that _____.”
- There must be something distinctive about who you are.
- Competition can keep you on your toes. Healthy competition is iron sharpens iron. When you keep looking at what other people are doing, that's when you fail.
- When you get comfortable with whom God has called you to be, you will be blessed.
- Whoever it is that God has called you to be, do it better than anyone else.

Links

[New Direction Christian Church](#)

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