

# PERMISSION GRANTED

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Churches Giving Marketplace Leaders the Green Light for Kingdom Impact

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*by Andy Williams and Dennis Welch*

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Even today, thousands of miles removed from the Malawi prison camp that gripped his heart and wouldn't let go, Dick Gygi can still smell the rotting flesh and see the starving women and children waiting to die outside the prison fence.



DICK GYGI

Dick, a businessman, member of **Fellowship Bible Church** in Nashville, TN ([www.fellowshippnashville.org](http://www.fellowshippnashville.org)) and chief mobilizer of marketplace leaders in his congregation, had taken a group of marketplace leaders to Africa for Man Camp. The idea was to get these high-powered business executives out of the comfort zone of their high-rise office buildings and expose them to intense ministry situations.

Even Dick, who brought in this particular group to do famine relief and study the HIV/AIDS problem, wasn't prepared for what they experienced. "We didn't plan to do what we did," says Dick, who knew high adventure from his years as president of the largest gift-wrap manufacturer in the world. "But we know now what God had planned."

As part of a side trip with African Leadership, their host organization for the trip, Dick and his group visited a Muslim-controlled prison camp. What they found were 1,600 men—all in prison for life. All of them were fed less than ½ cup of food per day, and they were starving to death. At night, the men were herded into small concrete buildings that couldn't possibly hold them all. They slept on a concrete floor, literally stacked on top of each other. The stench from human waste and rotting flesh was unbearable. "I don't think I will ever forget that smell," Dick recalls.

As Dick and his group left the prison, they saw something equally disturbing. The wives and children of these 1,600 men waited outside the perimeter of the prison fence—with no food. It was a fateful race to see who would die first—the prisoners or their families outside the fence. "That picture will never leave my mind," Dick says.

The next day, as Dick and the rest of the group met with World Relief representatives and African Leadership to talk about irrigation pump distribution, the prison scene was still foremost on his mind. He laid down a challenge for the

relief workers and the rest of the group that day: Help these 1,600 men save their families and restore dignity to them by teaching them to work and grow food for themselves and their starving families. The prison had the critical resources to make the difference: water, land, and the laborers to get the job done.

Dick's group, in cooperation with African Leadership and other churches in the city—raised \$30,000 to irrigate hundreds of acres of land adjacent to the prison. The prisoners were taught how to work the land and are now raising crops that feed them, their families and surrounding villages. The last \$10,000 raised for the project was used to purchase a milling machine that allows prisoners to mill their own grain. The prison pays African Leadership to mill the grain with the milling equipment instead of paying an outside company to do the milling. The money from the milling will be used to build a chapel inside the Muslim prison where African Leadership has already led many of the men to Christ.

Prisoners still die there—but they have dignity and hope in Christ. Other inmates from all over that country request to transfer to the prison that was once a death camp. The prisoners' families have returned to their villages with food. The Good News is more than proclaimed—it is being birthed in tangible, powerful ways.

"This entire experience brought to life the words of Ephesians 2:10—'God has prepared good works in advance for you to do,'" Dick says. "God had these good works planned for us."

Dick's experience highlights an important development in a handful of innovative churches that are engaging marketplace professionals in significant Kingdom ministry. Having learned some vital lessons about unleashing this well-equipped workforce from the business world, some cutting-edge church leaders are blazing new trails, producing solid results and laying the groundwork for creating reproducible, self-sustaining models for others to follow.

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As with all transformational movements, innovators and early adopters are forging the way and setting a pattern for other churches. The marketplace success/kingdom significance movement has a growing, strategic group of congregations that are either currently engaging marketplace leaders or building foundations necessary to do so.

The movement is in its seminal stages. But these churches and their business leaders are impacting lives and communities in ways that are unfathomable under the age-old system where all of the good ideas reside with the church staff. Impressive, God-honoring works are being accomplished by unpaid marketplace servants who have matched their talent, passion, and calling to the task at hand. Homes are being built for the homeless, the hungry are being fed and the sick are being healed—all because marketplace leaders have turned their time and energy toward doing God’s work through their respective churches.

“We believe it’s time for churches to put a stake down in their communities and beyond,” Dick said. “We want to help business leaders perform those good works God had in mind all along.”

## IT’S TIME FOR CHURCHES TO PUT A STAKE DOWN IN THEIR COMMUNITIES AND BEYOND

The following will examine best practices that are emerging from congregations that are out front in moving marketplace leaders from career success to Kingdom significance. Along with looking at two crucial front-end shifts that are occurring in some of these innovative congregations, we will see some of the dynamic results in

these churches and explore next steps for churches that desire to lead business people down this transformational path.

### A Shift in Thinking

In the past, when pastors tried to tap into the massive resources of business executives, they might have been content to come away with occasional church attendance, a financial donation or an annual committee chairmanship. No need to rock the church boat when it’s so

difficult to get marketplace leaders on board in the first place. “The current model,” says Bob Buford, author of the bestselling book *Halftime*, “has been to show up and pay up. The future model will be vastly different.”

That model, according to church leaders who are setting the pace in mobilizing marketplace leaders, will be built on **two foundational, philosophical shifts**.

### 1) *Marketplace leaders want to change the world—we must give them captivating opportunities to pursue.*

At the least, church leaders are discovering they must paint an extremely compelling picture of the mission and direction of a church to grab the hearts and souls of their business people. Focusing on buildings and church growth is not enough; top business executives deal in brick and mortar and head-spinning growth rates all day, every day. If a church’s vision is not God-sized, forget about capturing these movers and shakers who manage industry leading corporations and governments, deal in hundreds of millions of dollars and lead top-talent staffs.

Opportunities must be dynamic and world-changing to get the attention of most top-level business people. What churches have been offering often hasn’t been big enough to capture their attention or their efforts.

“We want to be a compelling church,” says Dave Piper, a former mining executive, currently ministry director at **Pantano Christian Church** in Tucson, AZ ([www.pantanochristian.org](http://www.pantanochristian.org)). “We think the church historically has not cast a compelling vision, and that’s why it has had trouble finding marketplace leaders who will help.”



DAVE PIPER

### 2) *Marketplace leaders are carrying God-sized visions in their hearts—unearth them.*

Some church leaders, such as Dick Gygi and others, are taking the process of engaging marketplace leaders even deeper as they strike out into somewhat uncharted, often choppy waters. For them, it’s not even enough

to present **the church's vision** in a way that will move marketplace leaders to get involved. Rather than prescribing where a ministry is headed and soliciting involvement from marketplace leaders, these open-handed church leaders are asking two crucial questions of the capable marketplace leaders in their midst:

- *What vision is God planting in your heart?*
- *How can the church's staff, people and resources be mobilized quickly and efficiently to facilitate what God has called you to do?*

In this new paradigm, the tables are being turned. Roles are being reversed. Churches that lead the way in seeing massive Kingdom and community impact are discovering they have a new task when it comes to mobilizing marketplace leaders. **Churches exist to serve the servant—not the other way around.** Idea generation flows freely from leaders in the congregation to the church's paid staff and back again. The lines between "clergy" and "laity" are blurring when it comes to who creates all the good ministry ideas and who gets the job done.

## CHURCHES EXIST TO SERVE THE SERVANT—NOT THE OTHER WAY AROUND.

The traditional top-down structure is flattening considerably, while churches become more collaborative, faster-moving and more decisive about allocating resources. In steering marketplace leaders toward significant Kingdom impact, the job of church leaders is becoming one of encourager, coach and facilitator. Ask the right questions to determine God's leading, get the right people together in a room to make something happen, and stay out of the way.

"Find a leader and the program will follow," says Executive Pastor Bill Egner of **Christ Chapel Bible Church** in Fort Worth, TX ([www.cbcfamily.org](http://www.cbcfamily.org)). "We've not operated that way in the church in general. We've always asked people to fill our slots. We're not asking people to fill slots anymore."

Although Christ Chapel's mission has always been to involve its people in ministry, that church and a few other pioneering congregations are relative newcomers to the breakthrough concept of linking successful marketplace leaders to significant Kingdom opportunities. Propelled by its mission to "stretch every involved person from the threshold of their spiritual pilgrimage toward a fully-developing follower of Christ," Christ Chapel is rethinking its approach to stirring marketplace leaders to action. With a large number of marketplace leaders not actively involved in carrying out the church's mission, Christ Chapel leaders have made a conscious decision to tap into the passion and skills of its marketplace leaders and design ministries around them. The marketplace leader often sets the pace to create a new position or ministry. "We've always had permission-giving in our church DNA," Bill says. "This takes it to another level."

At Pantano Christian, frequent short-term trips to Mexico and service in the Tucson community are sparking various ministries that are spearheaded by marketplace leaders. A practicing orthopedic surgeon is starting Clinics Without Borders and leading the construction of medical clinics in poor Mexican neighborhoods—with an eye on creating a model that can be reproduced in other cities around the world. A different leader is putting together women's ministries for Mexican women who have no access to a local church. Another woman, moved by the coverage of devastation from Hurricane Katrina, organized a group to make the trip to New Orleans and help with restoration projects. "The way things work at Pantano, if somebody walks in with a great idea for a new ministry," says Dave Piper, "we tell them, 'That's a good idea. Go for it. How can we help?'"

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That's the way it is in this new mode of turning marketplace professionals to apply

their skills to significant Kingdom work. Some pioneering churches are putting themselves in the unusual stance of “granting permission” for marketplace leaders to dream God-sized dreams and verbalize them to someone who will really listen—maybe for the first time. These high-octane leaders are then encouraged to do things in a church setting that they do every day with talent-laden colleagues in the marketplace—bring fresh ideas, out-of-the-box initiatives, creativity and well honed leadership skills to the table—and do it all for the Kingdom of God.

“We have to move people to put their faith into action,” says Fellowship Bible Church Associate Pastor Bill Wellons. “That could mean full-time ministry. But more often, we are challenging successful marketplace leaders to figure out a way to do what they already do, and bring their substantial gifts and talents to bear in the church and in the community.”

### Breaking New Ground

The good news for churches is that many who have climbed to the top of the business heap are ready, available and sometimes very eager to roll up their sleeves and do something of lasting value. Too often they don’t readily see an appropriate opportunity for their skills and passions, or they are simply waiting to be asked in a way that makes sense to them.

Marketplace stars bring a fresh approach to problems, new ways to deal with the inevitable hurdles, and powerful resources. Their experience in the business world serves them well, as they tackle the kind of issues that face most congregations and the communities that surround them. They are used to working with budgets and time constraints. They have experienced intense pressure from stockholders and bosses. They have managed scarce resources and found ways to get the most out of them, with as little waste and as much efficiency as humanly possible.

While most church leaders have been aware for years of the Kingdom potential residing in the hearts and minds of their key business leaders, relatively few have been able to channel the catalytic energy and talent residing there. Even

though many marketplace leaders remain on the fringes of the church and the sidelines of ministry—a mostly untapped source of potential—some innovative churches are beginning to devise very intentional, extremely strategic pathways for engaging them in meaningful ministry.

**Heartland Community Church** in Rockford, IL ([www.heartland.cc](http://www.heartland.cc)) is one such church. “Our paradigms were different to start with,” says Associate Pastor Gordy Smith. The church was started by a pastor with a music ministry background, and a marketplace leader—a full-time financial planner who serves as directional leader for the church. It is a unique partnership that works well and has reproduced itself many times. Today, most of Heartland’s leadership comes from the marketplace. This non-traditional leadership team has a peculiar approach to ministry challenges and questions—peculiar in the best sense of the word. Gordy explains: “We look at what the needs of the church are and we ask ourselves, ‘Who is the best fit for that?’ We don’t just plug a warm body into the role. In fact, if there’s no one who is the right fit, we stop that function until we find someone who is.”



GORDY SMITH

Even Heartland’s approach to choosing a location for the church was a bit unorthodox. When they began to outgrow their meeting space in Rockford, they purchased an indoor shopping mall. The church will meet for worship services in what used to be one of the mall’s anchor department stores and rent out the rest of the mall to retail outlets. The church’s creative and savvy financial dealings were devised by a team of successful investors and financial experts in the marketplace. Their willingness to grant permission to marketplace leaders to spearhead most of the church’s initiatives enables them to throw more time, energy, resources and skills at significant ministry projects.

The churches that are beginning to figure out this new territory are vastly different in many ways. Some are just beginning to explore it and some are much further along the road. Though they come from different states, denominations and politics, the five pioneers featured in this paper are making some surprising discoveries:

- Marketplace leaders who run successful companies, divisions and even governments are overjoyed about being asked to join the ministry fray. They have been on the sidelines, waiting to be asked and hoping to be given a thrilling hill to take for the Kingdom. “People don’t decide that they have the time in their lives and schedules for ministry until someone casts a vision,” Heartland’s Gordy Smith says.
- It takes effort and forethought to discover what tasks matter to these marketplace leaders. Bringing them into the process cannot be as simple as looking around the church for what needs to be done and assigning one of these new recruits to the task. It takes time to discern the heartbeat of these individuals and to work with them to match them with roles that fit. “There should be, as Peter Drucker called it, planned abandonment,” says Tom Bassford of Indian Creek Community Church. “When a program has run its course and the interest or passion for it has waned, drop it.”
- Engaging this group unleashes tremendous power, a power that sometimes can be a bit intimidating. They bring with them great energy and intelligence and ideas. They may invent ministries, and think of new ways to do the ones the church has always done. “We have a lot of freedom at Pantano,” Piper says. “Our goal is to organize our church around a compelling vision, and then give people freedom in how to carry out that vision.”

From the beginning, **Indian Creek Community Church**, Olathe, KS ([www.indiancreek.org](http://www.indiancreek.org)) has pursued a God-given vision of making a mark in its community. The leadership dreamed of ministries such as a counseling center, a coffeehouse and a day-care center. They believed God called them to start a church to minister to thousands. The motivation was not to be

large, but to reach out until everyone could know God’s love.

Over the past 10 to 15 years, Indian Creek has experienced the same “Halftime phenomenon” as many other growing American churches. The church has reached a large number of marketplace leaders for Christ through outreach-oriented worship experiences. As God begins to change the hearts of those leaders and they walk the path to becoming more committed followers of Christ, they inevitably come to a crossroads regarding the stewardship of their time and talents. “They begin to ask the ‘significance’ questions,” says Tom Bassford, director of outreach ministries at Indian Creek. “What’s my life about? How much is enough? What am I living for that’s really going to last?”



TOM BASSFORD

Indian Creek answered by making a conscious decision several years ago to allow marketplace leaders to take ministry risks. In this new paradigm, people are encouraged to follow their hearts into new, entrepreneurial and sometimes different kinds of ministry ideas. Risk-taking is a part of the ethos of the church. “We’ve helped, encouraged and collaborated on various kinds of church plants, a counseling center, childcare services, medical clinic, coffee house and World Relief partnership, just to name a few,” says Tom, who is also executive director for significant matters, a non-profit ministry resource. “There is a high value on ‘the stewardship of risk.’ Our church is used to thinking outside the box, and standing with people who are willing to try ideas that are less than safe.”

### Healthy Return on Investment

Ted Cates has taken on what is known as a “Level 3” role at **Pantano Christian Church**. A retired Honeywell manager, Ted wasn’t going to be satisfied with a Level 1 greeter/usher position or a Level 2 team leader role. “He was used to organizing and leading massive projects,” says Pantano’s Halftime Director Dave Piper. “It’s what he does best.” So when Pantano’s leaders were learning lessons about mobilizing successful marketplace leaders, it didn’t take long for them to figure out their job. “When you give people like Ted the responsibility for a project, you have

to give them the authority to do it," Piper says. "You can't micro-manage them."

The results speak volumes. Ted leads two major community ministries at Pantano: an outward-focused, servant evangelism project called "Serve Tucson" in the spring, and "Make a Difference Day" in the fall. For the most recent Serve Tucson initiative, Ted oversaw 700 volunteers who blanketed the city with acts of kindness such as handing out bottles of waters and washing cars for free, to delivering candy to fire stations and nursing homes. Another 700 or so will gear up in the fall to paint, clean, plant flowers—do whatever it takes—to get 15 or so city schools ready for the new year. "You never know who you touch," Dave says. "Every year we hear stories of people whose lives have been changed. They come back and tell us where their life was at the time they got a free bottle of water and what a difference it made."

Heartland, in Rockford, IL, experienced the life-changing dynamic of unleashing marketplace leaders when Hurricane Katrina hit the Gulf coast. Three days after the storm hit, a few of the church's leaders went to Waveland, Mississippi, which had been completely destroyed by the hurricane. After spending some time there, it was decided that the church would set up and manage a clothing distribution center. The effort seemed bigger than the church could ever pull off. "What we discovered was the need was great enough to engage the hearts of everybody in the church," says Gordy Smith. "As each person saw the need, they jumped in and volunteered in the areas where each felt he could be most productive."

Marketplace leaders with logistics and planning skills spearheaded the church's efforts. One marketplace leader in the church, a talented systems designer, organized a process that enabled the church to send clothing in an organized and expeditious fashion, while others led the sorting, folding, and shipping operation staged in the church's future home in the mall. The church sent more than 400

people and over 40 semis of clothing to Waveland over the next few months. Every Tuesday and Friday, a busload of people traveled to Waveland and the previous group returned. In all, more than 1,800 people contributed to the Katrina relief efforts. "It was through this effort that the church got to see the giftedness of people come out in ways we would not have otherwise discovered," Gordy says.



Tent set up by Heartland as clothing distribution center in Waveland, MS. Guests wait in line to enter the clothing tent.

Heartland recently gathered more than 500 people who had participated in the effort to celebrate God's movement during this amazing Kingdom assignment. "This has been very defining for the church," Gordy adds. "This is who we are." One of the ah-ha moments for church leaders from the event is that bigger-than-life opportunities with a sense of urgency attract involvement at a deep heart level. "The Katrina experience has shown what can happen when we have an all-hands-on-deck experience," Gordy says. "If we are going to continue to see people respond like this, we need to have an abundance of engaging, high capacity opportunities for them. Marketplace folks aren't sitting around thinking, 'We have a bunch of time on our hands.' They're busy—but when Katrina hit, we and they found the time."

Dick Gygi and **Fellowship Bible Church** are also finding that busy, schedule-strapped business leaders can find the time when God plants a vision in their hearts and church leaders or peers provide helpful insight into making the dream a reality.

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Marketplace volunteers who organized and served at the clothing distribution tent in Waveland.

Through its “ieWorks” initiative, Fellowship not only “inspires and equips” leaders to give their lives away in ministry; the church is developing a sustainable model for building business enterprises that both sustain themselves and bless the community. “Project Smiles” is an example of one such ministry.

Phillip Kemp, a successful dentist in the Nashville area always dreamed of mentoring young dental students. When he presented a plan to teach at the University of Tennessee Dental School, an even bigger vision developed. With the help of a board of business leaders at Fellowship, Phillip put together a business plan to use his clinic to help eight to ten students hone their skills. His plan involved opening his clinic one Friday each month—when his clinic is normally closed on Fridays—and leading students to perform dental work to serve the homeless and others who have no dental insurance. The last remaining question—and the one the marketplace leaders spend much of their time working through on initiatives it considers—is how to make the project self-sustaining so perpetual fund raising isn’t required. Dental product suppliers have been so impressed at Phillip’s innovative approach to caring for the needy, they are underwriting the cost of the project. “We think this could be our biggest contribution by helping the church meet the needs of the community through enterprises that generate the cash to sustain the work of their ministry,” Dick Gygi says. “We want to see long-term, reproducible models that sustain themselves through enterprises.”

Churches that are setting the standard for mobilizing marketplace leaders for Kingdom significance are learning their approach has an up side that can’t be calculated on a spread sheet. Some other examples of ministries being led by business professionals include:

**Extreme Makeover**—A Nashville homebuilder offers his talents and services to help the less fortunate, either by helping to build them a new home, or repairing their current one.

**Little Treasures Day Care**—An early childhood development ministry for children from infant through kindergarten. Begun in 1992, it currently provides daycare and early child development for more than 180

children from more than 150 families.

**Share the Blessing**—A ministry that collects furniture and household goods for redistribution to those in need throughout the community and the metropolitan area.

**LifeLine Counseling Center**—Provides quality professional counseling from a Christian perspective.

**Trinity Health Clinic**—A collaborative effort between Indian Creek and the Johnson County Health Partnership. It allows people who are uninsured or underinsured to get medical care.

**Significant Matters**—A not-for-profit ministry that exists to create collaborative projects and partnerships between people and ministries with resources and those who are in need.

**Mobile Kitchens**—A trailer-mounted facility with stoves, grills, ovens, refrigerators, freezers, hot water, etc. Capable of feeding several hundred people per hour, the mobile unit can be set up and operational in a matter of minutes. The design of the unit is based on the mobile kitchen used by the U.S. military. The unit is used for disaster relief anywhere in the U.S. and for homeless outreach, community events and mission trips.

## Next Steps for Churches

The leading churches studied for this resource are at various implementation stages for transforming marketplace success into Kingdom significance among their business leaders. Following are several next steps to consider for churches who want to walk the road of mobilizing successful marketplace leaders to act on visions God is planting in their hearts, or to help them get a heart for ministries a church is contemplating.

All five of the pioneering churches agree that effective communication of the marketplace success/kingdom significance initiatives is vital on several different levels. Church leaders and members need to be made aware of the potential benefits of using marketplace leaders in the life and mission of the church, how those leaders will impact the mission, what their roles might be, how ideas will be generated and evaluated, how

proposed programs will operate and checks and balances that are in place. “We have to find a way to interface with the staff on this and introduce the approach in a way that no one feels threatened by the influx of talented and capable marketplace leaders,” Indian Creek’s Tom Bassman says. “If we do this part right, no one on the staff will feel threatened.”

Other next steps that are in the works at various Kingdom significance churches:

#### **Host a *Halftime* Summit or Collaborative Day**

The Leadership Network/*Halftime* partners host two events that have proven effective in moving marketplace leaders into significant ministry roles inside and outside of the church walls. The *Halftime* Summit (see [www.halftime.org](http://www.halftime.org)) is a one-day program that spells out the powerful concepts in Bob Buford’s book, *Halftime*, and helps business leaders understand the impact they can have for the Kingdom. The Collaborative Day—sort of a “job fair for the Kingdom”—normally follows the Summit and brings interested marketplace leaders together to see specific church and community needs, and discuss how they might be used to meet those needs.

#### **Launch “Kingdom Builders” small groups**

These groups explain the mission of the church and align that mission with the perspective of the New Testament Church. The groups are designed to unearth the work that needs to be done in the community, discuss the characteristics of the individual to tackle a project and inspire the right people to step up to the plate. One resource is the *Business by the Book* studies—a 10-week course or one-day seminar from Crown Financial Ministries for business people. (To learn more, see <http://www.crown.org/financialwisdom/business/default.asp>.)

#### **Identify and Assess Marketplace Leaders**

Some churches have started by simply identifying 10 marketplace leaders and engaging them in meaningful service within the life of the church and its mission. Heartland’s way is to form task forces around ministry initiatives, and observe people’s leadership. Gordy Smith says, “We get a chance to watch people lead, and see their style and ability. We don’t put anyone into leadership until we have tested their ability to lead.” Tom Bassford adds that a church must perform its “due

diligence” on a proposed project—and its leader. “We need to assess whether the individual who is proposing the idea is a good fit for carrying it out. Not everyone who is an idea man is a good implementer.”

#### **Start Business Transition Teams**

Many churches already have children’s pastors to help parents raise kids, and family pastors to encourage spouses and parents in their roles. Business Transition Teams are led by business pastors, who help a church’s business leaders excel in their roles at work, home, neighborhood and church.

#### **Form a “CEO Board”**

Some churches have formed organizations made up of marketplace leaders that operate independent of the church’s other boards and committees. This group evaluates and explores potential projects, and usually moves them through evaluation and implementation at a higher rate of speed. “We shouldn’t try to change the metabolism of a church” said one marketplace ministry leader. “We should have a part of the church that has a higher metabolism.” For **Fellowship Bible Church**, this has involved establishing a “roundtable” of marketplace leaders who evaluate new ideas and help develop strategic plans and set them in motion—usually in short order. “If you have a roundtable or an equivalent group, that helps significantly,” Bill Wellons says. “The collaborative nature of the group setting builds incredible momentum and excitement for the projects.”

#### **Develop an “Opportunities Handbook”**

This will allow individuals who may be interested in the marketplace success/kingdom significance paradigm (see [http://www.leadnet.org/LC\\_MarketplaceSuccessKingdomSignificance.asp](http://www.leadnet.org/LC_MarketplaceSuccessKingdomSignificance.asp)) and others to see the current needs of the church. This would not preclude anyone from “inventing” new ministries, or new methods for successfully carrying out current ones.

#### **Build a “War Room”**

Some churches are considering carving out some space for marketplace leaders to visit and visually get a feel for what other business people in their churches are accomplishing for the Kingdom. It will house extensive descriptions of programs, show testimonies of those affected by them, and

create urgency and desire for others to participate. Short videos will be produced that explain projects, how they fit into the overall mission of the church, requirements for participating in and/or leading them. "We'd like to have ceiling-to-floor, black-and-white photos of people who have been touched by marketplace leaders and their work, as well as current projects underway and areas of need to be praying over and matching them up with marketplace leaders who have a passion in those areas," Dick Gygi says. "It will be a single point of contact for those called to serve."

### Share success stories

Accounts of real change and victories won by the marketplace success/kingdom significance army will cause others to see the possibilities and the need, and will inspire them to join the church's mission and share their talents and time. "The best way to empower somebody is to share the results and celebrate the victories," says Bill Wellons.

These next steps and others that have yet to be discovered are creating a new wave of ministry partners with sky's-the-limit potential-marketplace professionals who God has prepared in advance for good works that He wants done. Church leaders are discovering their primary task

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in the process is to ask the right questions, gather the right people and resources to allow the visions from these high-octane leaders to flourish—then step back, watch God work through these passionate, skilled individuals and celebrate the victories. "Pastors need to get very good at saying, 'This is the global goal, now here you go,' and let people run with things that God lays on their heart," Dave Piper

says. "We're finding out the best thing we can do for our marketplace leaders who want to do ministry is help get the right resources in their hands...and stay out of the way."

*Andy Williams is himself a marketplace leader with a vision to model for others how they can bring the Kingdom of God into the everyday world where they live, work and play. As Communications Manager for an Inc. 500 insurance company in Omaha, NE, Andy works to mobilize his company, other businesses and marketplace professionals to serve their communities.*



ANDY WILLIAMS

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