

## Comparison of Online Training Tracks

<b><u>TRACK:</u></b> <b><u>Characteristic:</u></b>	<b>Classic Generalist</b>	<b>Revitalization</b>	<b>Classic Strategic Planning</b>
Satisfies certification Levels 1-4 requirement (1)	YES	YES	YES
Summary Description	A broad treatment of many topics useful for denominational leaders, independent consultants, and pastors for revitalization.	A blend of the Generalist and Strategic topics for denominational leaders, consultants and pastors. Features the <i>Fishbone Diagram of Church Health</i>	A narrower treatment for denominational leaders and consultants. How to form and facilitate a church revitalization team in strategic planning.
Outline of Content	Scroll down to pages 2-3	Scroll to page 3	Scroll to page 4
Instructor(s)	Dr. John Ewart (90%+) Dr. David Bowman (< 10%)	Jim Barber Society President	Dr. Aubrey Malphurs
Approx. Run Time	20 hours	15 hours	18 hours
# of PowerPoint Slides	370 (all are used in training)	500 (all are used in training)	973 (not all are used)
Year this training was recorded	2013	2018	2012
Pricing	Nonmember \$995 Basic Member \$895 Premium Member \$795 (2) Student Member \$495 (3) Audit Nonmember \$495 Audit Member \$450	SAME	SAME

Notes: (1) Certification requirements: <https://churchconsulting.org/certification/>

(2) A Student Member is a member of the Society that also provides evidence of enrollment in a degree program of any kind.

(3) If you have previously completed Levels 1-4 through the Society, you can audit the training as a Nonmember or a Member.

# **Outline of Classic Generalist Track Training Content**

Changes in American culture  
The State of the American church  
Definition of church consulting  
Healthy Church Model  
Guiding a church toward evangelism  
Principles for making disciples  
Leading a church through change  
Handling church conflict  
Getting started with prayer!  
Consulting code of ethics  
Church consultation process  
Conducting interviews  
Winning strategies  
The Church Health Survey™  
Comprehensive Consultation Areas  
Mission and Vision  
Growth Barriers  
Congregational Analysis  
Data Analysis  
Community Analysis  
Church Finances  
Church Budgets and Financial Ratios  
Financial Borrowing  
Leadership  
Strategic Planning  
Small Groups and Sunday school  
Facilities Evaluations  
Assimilation and Follow up  
Discipleship Issues

Leadership Development  
Writing a Consulting Proposal  
Acquiring Clients, A-Z  
Building a Resource File  
Writing the Consulting Report  
Assessing the Consultation  
Church Consultation Fees  
Your Consultation Report Presentation

## **Outline of Revitalization Training Content**

### 7 Church Revitalization Tools

1. The Church Lifecycle Curve
2. The Fishbone Diagram Method for Assessing Church Health (12 Components) includes approx. 50-page white paper of substantiating research, analysis, and conclusions
3. The Church Health Survey
4. The BCC Organizational Health Survey
5. How to Analyze External Culture
6. How to Action Plan Church Vision
7. How to Align and Achieve Church Vision

How to Revitalize each of the 12 components of health in the Fishbone Diagram

Worship, Fellowship, Discipleship, Evangelism, Ministry, Prayer

Strategy, Structure, Leadership, Outreach, Onboarding, Resources

The Society Certification Path

Types of Church Health Assessments

Consulting Specialties

How to Conduct a Comprehensive Church Health Assessment in 15 Weeks

How to Facilitate Strategic Ministry Planning using the Malphurs Method

How to Start a Church Consulting Practice

# **Outline of Classic Strategic Planning Track Training Content**

Introduction

Acquiring Church Clients

Pre-work; Preparation; Process; Practice

Turnaround Pastors Research (TAP)

Dr. Malphurs's Testimony/Ministry

Preparation for Consulting

Forming the Strategic Leadership Team

Church Analysis

Spiritual Foundation

Models vs. Process

Mission

How Aubrey consults over 6 months/meetings

Values

Preparation and Process Review

Values

Community Outreach

Making Disciples

Mobilization of the Congregation to ministry

Staffing

Facility

Finances

Vision