

# MAJORING IN MEN<sup>®</sup>



## MOMENTUM GUIDE

THE GLOBAL LEADER FOR MEN'S DISCIPLESHIP



[ChristianMensNetwork.com](http://ChristianMensNetwork.com)

INCREASE GROWTH STRENGTH INCOME

# THE MOMENTUM GUIDE

THE PROVEN PATH

*to*

BUILD A POWERFUL MEN'S MOVEMENT

*with the*

MAJORING IN MEN<sup>®</sup> CURRICULUM

A GLOBAL MINISTRY OUTREACH OF



[ChristianMensNetwork.com](http://ChristianMensNetwork.com)

Founded by Dr. Edwin Louis Cole and family, 1977

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# MAJORING IN MEN® CURRICULUM

*An innovative, Outcome-Based Discipleship Training System*

**The most widely used, time-proven men's  
discipleship model *in the world.***

**Embraced by Christian leaders everywhere.**



*Macswell*



*Bronner*



*Houston*



*Norris*



*Morris*



*Jakes*



*Hayford*



*Smith*



*Osteen*



*Robison*



*Sweet*



*Reaine*



*Rizzo*



*Barnett*



*LeChampion*



*DiBiase*



*Leo*



*Burris*



*Beacham*



*Ulmer*



*Merritt*



*Stinger*



*Pickett*



*Treat*



*Johnston*



*O'Shields*



*Barriger*



*Hill*



*Leirionna*



*Matthesius*

# **90%** of all **funding** and **work** to build churches globally comes from **one** group: **MEN**

**WHAT WOULD HAPPEN IF** you ministered to men, discipled men, and helped men to become more mature Christ-followers?

**WOULD YOU HAVE** stronger families, more ability to do outreach, more workers, more money, more members, and increased effectiveness in the community?

The answer is **YES!**

**WHAT IF** you had a system that was easy to use, clearly focused, and could be started immediately?

**CONGRATULATIONS! You're holding it right now....**

## **ASK THE BIG QUESTION:**

**"AM I THE MAN who is called to lead these men?" OR...**

**"Am I the man who KNOWS the man who is called to lead these men?"**

### **THREE POSSIBLE ANSWERS:**

#### **I'M THE MAN:**

IF you are the man, then—start right in and read this all the way through.

#### **I'M THE MAN WHO KNOWS THE MAN:**

IF you are NOT the man, then read Sections 1-2 and hand this Guide to empower that man.

#### **I'M THE PASTOR:**

As a pastor, start by reading Sections 1-4. In particular, Section 4, "The Core Team" will help you identify the right man to help you launch a powerful group of men!



# A VIBRANT MINISTRY TO MEN PRODUCES INCREASE!

**Increased Salvations:** In small groups or classes, men engage the Gospel, men come to Christ. Life-changing moments happen when men minister to men.

**Increased Growth:** Disciples make disciples. Fully committed and engaged men bring friends and coworkers to church. And, men bring their entire families.

**Increased Workers:** Understanding the mission, men are willing to work for the cause of Christ. Discipled men will get their hands dirty. They want to be equipped and also empowered and put to work.

**Increased Giving:** Understanding their purpose, men freely invest in the church. Increase comes as men become identified. Identification leads to involvement, then investment, then increase.

**Increased Influence:** Influence comes from helping men solve problems. Discipling men solves cultural issues—the pastor gains positive influence within the community.

**Increased Personal Time:** Trained and empowered men do the work of the ministry. The result is increased time for the pastor to study, pray, minister, teach—and disciple.

***Your men can hold you back or have your back.***

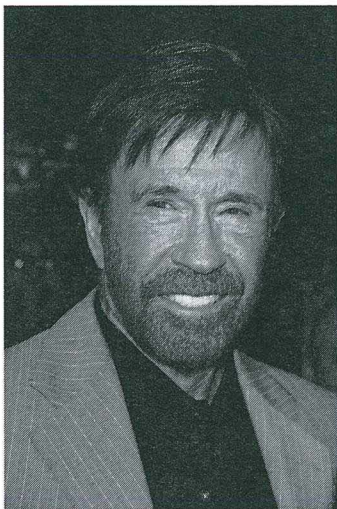


**“Sometimes you meet a man who forever impacts the way you think and, most importantly, the way you live.**

**“Ed Cole’s words that came from the heart of God will live on forever.**

**“He influenced me to increase my trust in God, to be a faithful husband and father and, even though I was a ‘TV tough guy,’ Ed Cole challenged me to be a real man.**

**“God loved me through Ed Cole, and He loves you enough to give you Ed Cole. Read, and enjoy the legacy!”**



## **CHUCK NORRIS**



# MEASUREABLE REPRODUCIBLE SUSTAINABLE

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## WE ARE CMN. WE RESCUE MEN!

# QUICKSTART

## BUILD MOMENTUM WITH A POWERFUL MEN'S MOVEMENT

### CMN Helps You Engage – Equip – Empower

Follow FIVE SIMPLE STEPS to launch a powerful discipleship system in your church.

#### 1. PREPARE

Review the materials and, where possible, invest four weeks to go through one book, once per week, with your key men. (See Section 4 to check who they are!)

#### 2. PLANS

Empower your men to run with it. Decide what fits your culture, whether small groups, classes or weekend camps or encounters. Plan the launch for maximum impact with key influencers out front. Promote from the pulpit. Don't make key men "go it alone." Create a launch. Encourage encourage encourage.

#### 3. PRACTICES

Honor men who complete each class or book. Announce names. Give certificates. Pray over them in front of the church. Make it something to be desired. This will draw in more men and deepen your connection with the men being honored.

#### 4. PRINCIPLES

Review with your leaders to ensure expected outcomes are achieved. Talk personally with key men. The greatest phone call a man receives is the one from his pastor or leader. Attend groups or classes. Place an expectation on men for excellence and growth. Make it core to the culture—"This is what we do as men." Grow your capacity as a leader.

#### 5. PROOFS

Evangelize more men strategically. Take next steps with your men. Keep active. Review why you are doing this. Join the movement worldwide. Wherever possible, bring your men to CMN events and maintain momentum.

**SUCCESSFUL FOR 40 YEARS AND COUNTING  
...BECAUSE IT WORKS**



## STATISTICS

# THE STATE OF MEN GLOBALLY

Majoring In Men® challenges men not just to learn, but to grapple with and apply the Bible to real life. The process-driven course reaches the core of a man to produce not just reactions, but results. Majoring In Men® was launched by Edwin Louis Cole, “the father of the Christian men’s movement,” and came from decades of pastoring, teaching, leading, and discipling men. The entire course is grounded in a depth of Bible understanding from 50 years of full-time ministry.

***Why do we need this innovative, outcome-based discipleship training system?***  
**Look at the statistics. These represent REAL people. And they are shocking.**

***A study from Hartford Seminary found:***

- A congregation with **involved men** correlates to **church growth, health, harmony**.
- A lack of male participation is **strongly associated** with congregational **decline**.

## ***LOOK WHO COULD BE COMING TO YOUR CHURCH!***

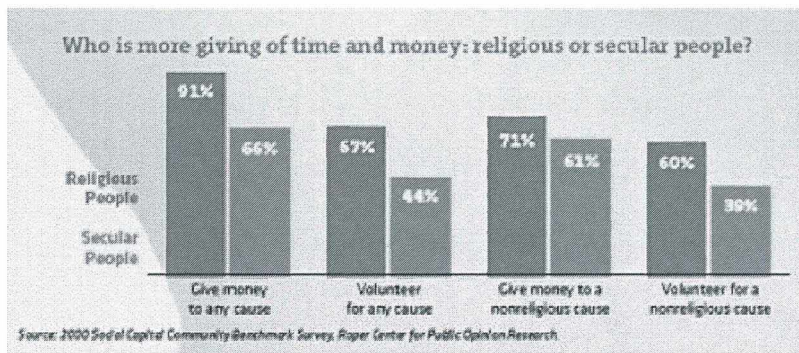
- 54% of men are unchurched in 2015; down from 60% unchurched in 2003
- Globally, men outnumber women 101 to 100
  - In worldwide church attendance, women outnumber men **900 to 100**.
- In the US, 49.2% of the population is male, 50.8% is female
  - In the US church, 61% of the population is female and only **39% are males**.
- In the US, the population ratio of males to females is 1-to-1 in the 15-64 age group
  - Yet, 22.5% more adult women attend church than adult men.
- 28% of American women attend weekly religious services, but only 22% of men do.

## **MEN GIVE MORE TO THE CHURCH**

**“Men between the ages of 18 and 34 are more likely to make a charitable donation than any other group.”**

**“Men are generally more likely than women to give to ‘collectivities,’ e.g., families, corporations, and nations” AND CHURCHES!**

- 52% of men vs 42% of women, give weekly or monthly to charity
- 62% of men vs 46% of women give more than \$500 per year
- 29% of men give more than \$100 each time they donate
- Women are the more generous gender, yet globally women have less wealth than men. Globally, men earn 30% more than women. In the US, women earn 82% of what men earn. 71% of husbands earn more than their wives, on average \$49,000 more per year.
- The biggest predictor of charitable giving is religious participation. Religious people are more likely to give, and their gifts are more than four times larger.



- Giving affects a man's brain, producing a euphoria called the "Helper's High."
- The brain's endorphins produce mild sensations of drugs like morphine and heroin.

## THE BOTTOM LINE: Men all around you are **LIKELY** to **TITHE**!

- **Baby Boomers** give 43% of all charitable giving, and 46% goes to the Church
- **Mature** (over 68) give 26% of all charitable giving and 38% goes to churches.
- **Generation X** gives 20% of all charitable giving and 36% goes to churches
- **Generation Y** gives 11% of all charitable giving and 22% goes to churches
- Charitable giving increases almost every year, **up another 3% in 2016**
- 32% of all donations go to religious groups, mostly to the local church.

## BOYS SUFFER FROM LACK OF MEN IN CHURCH

- **Over 70 percent of the boys raised in church will abandon it** in their teens and twenties. Many never return.
- **Teens with religious fathers** are more likely to say they enjoy spending time with dad and that they **admire him**.
- Christian colleges enroll 2 women for every 1 man.
- In open-ended questionnaires, **dads, stepfathers or grandfathers are named as the man who men admire the most**.

## A study reveals the **#1 factor** for children attending church as adults is the **father's church attendance**.

- If a father does not attend church, no matter how faithful the mom is, only one child in 50 will become a regular worshipper. **ONLY TWO PERCENT – 2%**
- If the **father does attend**, 44% of children will attend regularly – **44%!**
- Percent of children who attend church regularly later in life, if parents do this:
  - Father regular**, mother does not attend: **44%** of children will attend regularly
  - Father regular, mother irregular: 38% of children will attend regularly
  - Father and mother attend regularly: 33% of children will attend regularly
  - Father irregular, mother does not attend: 25% of children will attend regularly
  - Father irregular, mother regular: 3% of children will attend regularly
  - Father does not attend, mother regular: **2%** of children will attend regularly
- **Church involvement** is the greatest predictor of **marital stability and happiness**.



### **Fatherlessness produces:**

- Increased poverty
- Depression, suicidal tendencies
- Issues with drug abuse, alcoholism, and low self-esteem
- Marital instability, toxic parenting.
- A lifetime of unhealthy relationships, negative actions and declining dreams

### **Troubled boys become troubled men:**

- Boys are 30 percent more likely than girls to drop out of school
- Boys are five times more likely than girls to be diagnosed with Attention Deficit Hyperactivity Disorder (ADHD).
- Boys make up two-thirds of students in special education
- Boys are three times more likely than girls to commit suicide.
- Men are more likely than women to drink excessively.

### **Churches struggle to accommodate counseling, often to help women:**

- Every week, almost 25 percent of churchgoing wives worship without husbands.
- Midweek activities often draw 70 to 80 percent female participants.

### **Churches are good for men! Men benefit from attending!**

- Male churchgoers are more likely to be married with a *higher level of life satisfaction*
- Church involvement is the **greatest predictor of marital stability and happiness.**
- **Church involvement correlates to**
  - Decreased poverty
  - Less depression
  - More self-esteem
  - Greater family and marital happiness.
- Religious participation leads men to be **more engaged husbands and fathers.**

## **Statistics favor the work of evangelists who will seize the opportunity!**

### **AMERICAN MEN:**

More than **90%** believe in God

**69% of 20-year-old men** believe in God.

**80% of 50-year-old men** believe in God.

Five out of six American men **call themselves Christians.**

One out of six men **attend church** on any given weekend.

**The average man accepts the reality of Jesus Christ, but fails to see value in attending church.**

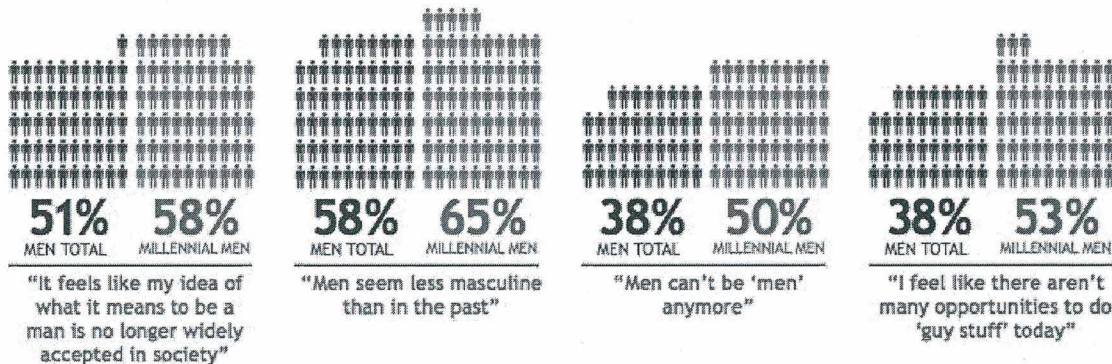
## MEN KNOW THEY NEED HELP!

### MEN WANT WHAT THE CHURCH HAS

- Men are looking to multidimensional males as **role models**, who are successful as well as **dedicated to family and social causes**.
- 73 percent of parents say that a real man knows how to express emotional support to his children.

### *Man's roles less distinct – pressures on men increase*

- 61% of men, 72% of Millennials aged 18 to 34, believe that traditional gender behaviors for children are unimportant.
- Boys are becoming more concerned with body image at a younger age.
- 76% of men believe as much pressure is on men to stay in shape as on women
- 65% of males feel that men are not as masculine as they used to be.**

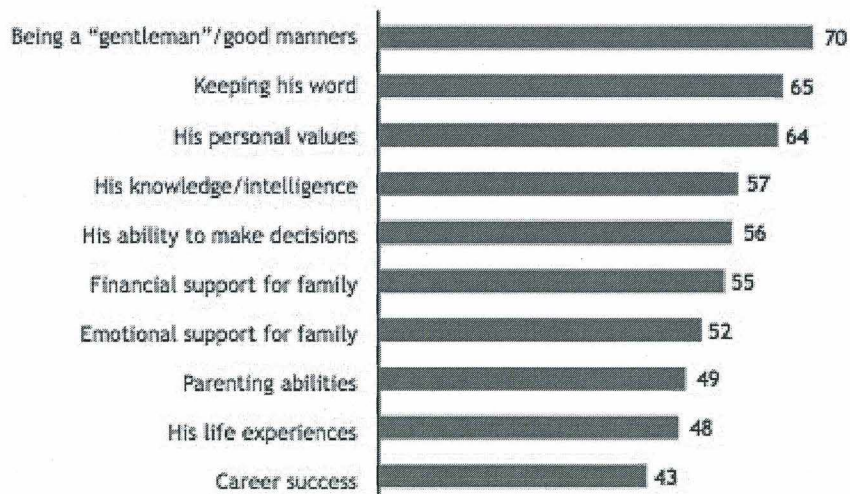


## MEN WANT WHAT THE CHURCH PROVIDES BEST

A marketing research group discovered the following. *The top ten are what the Church offers!*

### "What Defines Men Today" Questionnaire Results

Percentage of American and British men who say these factors are "primary things that define men."





## **SECULAR CULTURE IS CONCERNED ABOUT THE STATE OF MANHOOD TODAY**

“We often talk about gender in terms of women...getting the short end of the stick. ... Well, it isn't easy to be a man in the United States. Demands put on men — whether it's to be the protector, to be the provider, to respond to situations in certain ways, to prove yourself as a man — end up being not just outwardly destructive but also inwardly destructive.”

**Jennifer Carlson, Sociology Professor, University of Arizona**

“Men believe it has become harder to be a man today; harder to succeed in the working world; and harder to succeed as a father and husband than it was 30 years ago.”

**“Watch for a rise in male-focused support systems...** as society comes to understand that many men would be well served by some of the mechanisms in place to boost women.”

**Ad Age / JWT “The State of Men” Marketing Report**

**“It is undeniable that men and boys as a distinct group face significant problems...** [Men] are much more likely to commit crime than women, be homeless, and... for every single age group, men were significantly more likely than women to take their own lives.”

**The Guardian**

“The culture of schools...is much more feminine than masculine. There are almost no male early childhood educators. Many teachers of young children find boys' interests in violence, gross things, and bodily functions to be boring or stupid. We have to ask, 'In what ways are we disapproving of boys' interests in our classrooms?'”

**Joseph Tobin, Ph.D.**

**Professor of Early Childhood Education, Arizona State University**

## **JESUS CHRIST IS THE SOLUTION FOR ALL MEN EVERYWHERE**

### **MAJORING IN MEN PRODUCES:**

**More strong families – for churches**

**More faithful income – for ministries**

**More available strategic time – for pastors**



# YOUR POTENTIAL MEN'S MOVEMENT SURROUNDS YOU!

Table 3.  
**Population by Sex and Selected Age Groups for the United States, Regions, States, and  
Puerto Rico: 2010**

(For information on confidentiality protection, nonsampling error, and definitions, see [www.census.gov/prod/cen2010/doc/sf1.pdf](http://www.census.gov/prod/cen2010/doc/sf1.pdf))

Area	Both sexes	Male	Female	Sex ratio	Under 18 years		18 to 44 years		45 to 64 years		65 years and over		Median age
					Number	Percent	Number	Percent	Number	Percent	Number	Percent	
United States .....	308,745,538	151,781,326	156,964,212	96.7	74,181,467	24.0	112,806,642	36.5	81,489,445	26.4	40,267,984	13.0	37.2
<b>REGION</b>													
Northeast .....	55,317,240	26,869,408	28,447,832	94.5	12,333,192	22.3	19,873,499	35.9	15,305,716	27.7	7,804,833	14.1	39.2
Midwest .....	86,927,001	32,927,560	33,999,441	96.6	16,128,108	24.1	23,722,312	35.4	18,054,247	27.0	9,022,334	13.5	37.7
South .....	114,555,744	56,134,681	58,421,063	96.1	27,788,757	24.3	42,002,579	36.7	29,870,423	28.1	14,693,985	13.0	37.0
West .....	71,945,553	35,849,677	36,095,876	99.3	17,931,410	24.9	27,208,252	37.8	18,259,059	25.4	8,546,832	11.9	35.6
<b>STATE</b>													
Alabama .....	4,779,736	2,320,188	2,459,548	94.3	1,132,459	23.7	1,707,598	35.7	1,281,887	26.8	657,792	13.8	37.9
Alaska .....	710,231	369,628	340,603	108.5	187,378	26.4	270,960	38.2	198,935	27.7	54,938	7.7	33.8
Arizona .....	6,392,017	3,175,823	3,216,194	98.7	1,629,014	25.5	2,312,399	36.2	1,568,774	24.5	681,831	13.6	35.9
Arkansas .....	2,915,918	1,431,637	1,484,281	96.5	711,475	24.4	1,026,205	35.2	758,257	26.0	419,981	14.4	37.4
California .....	37,253,956	18,517,830	18,736,126	98.8	9,295,040	25.0	14,423,538	38.7	9,288,864	24.9	4,246,514	11.4	35.2
Colorado .....	5,029,196	2,520,662	2,508,534	100.5	1,225,609	24.4	1,913,620	38.1	1,340,342	26.7	549,625	10.9	36.1
Connecticut .....	3,574,097	1,739,614	1,834,483	94.6	817,015	22.9	1,231,474	34.5	1,019,049	28.5	506,558	14.2	40.0
Delaware .....	897,934	434,939	462,995	93.9	205,765	22.9	318,409	35.5	244,483	27.2	129,277	14.4	38.8
District of Columbia .....	601,723	284,222	317,501	89.5	103,815	16.8	292,419	48.6	139,680	23.0	68,809	11.4	33.8
Florida .....	18,801,310	9,189,355	9,611,955	95.6	4,002,091	21.3	6,460,456	34.4	5,078,161	27.2	3,259,602	17.3	40.7
Georgia .....	9,687,653	4,729,171	4,958,482	95.4	2,491,552	25.7	3,703,257	38.2	2,480,809	25.4	1,032,035	10.7	35.3
Hawaii .....	1,360,301	681,243	679,058	100.3	303,818	22.3	492,018	36.2	369,327	27.2	195,138	14.3	38.6
Idaho .....	1,567,582	785,324	782,258	100.4	429,072	27.4	554,992	35.4	388,850	24.8	194,668	12.4	34.6
Illinois .....	12,830,632	6,292,276	6,538,356	96.2	3,129,179	24.4	4,748,154	37.0	3,344,086	26.1	1,609,213	12.5	36.6
Indiana .....	6,483,802	3,189,737	3,294,065	96.8	1,608,298	24.8	2,318,485	35.8	1,715,911	26.5	841,108	13.0	37.0
Iowa .....	3,046,355	1,508,319	1,538,036	98.1	727,993	23.9	1,052,998	34.6	812,476	26.7	452,888	14.9	38.1
Kansas .....	2,853,118	1,415,408	1,437,710	98.4	726,939	25.5	1,012,552	35.5	737,511	25.8	376,116	13.2	36.0
Kentucky .....	4,339,367	2,134,952	2,204,415	96.6	1,023,371	23.6	1,555,679	35.9	1,182,090	27.2	578,227	13.3	38.1
Louisiana .....	4,533,372	2,219,292	2,314,080	95.9	1,118,015	24.7	1,667,563	36.8	1,189,937	26.2	557,857	12.3	35.8
Maine .....	1,328,361	650,056	678,305	95.8	274,533	20.7	432,072	32.5	410,676	30.9	211,080	15.9	42.7
Maryland .....	5,773,552	2,791,762	2,981,790	93.6	1,352,964	23.4	2,114,974	36.6	1,597,972	27.7	707,842	12.3	38.0
Massachusetts .....	6,547,629	3,166,628	3,381,001	93.7	1,418,923	21.7	2,410,178	36.8	1,815,804	27.7	902,724	13.8	38.1
Michigan .....	9,883,640	4,848,114	5,035,526	96.3	2,344,068	23.7	3,416,012	34.6	2,762,030	27.9	1,361,530	13.8	38.9
Minnesota .....	5,303,925	2,632,132	2,671,793	98.5	1,284,063	24.2	1,899,479	35.8	1,437,262	27.1	683,121	12.9	37.4
Mississippi .....	2,967,297	1,441,240	1,526,057	94.4	755,555	25.5	1,067,034	36.0	764,301	25.8	380,407	12.8	36.0
Missouri .....	5,988,927	2,933,477	3,055,450	96.0	1,425,436	23.8	2,113,347	35.3	1,611,850	26.9	838,294	14.0	37.9
Montana .....	989,415	496,667	492,748	100.8	223,563	22.6	330,420	33.4	288,690	29.2	146,742	14.8	39.8
Nebraska .....	1,826,341	906,296	920,045	98.5	459,221	25.1	648,541	35.5	471,902	25.8	246,677	13.5	36.2
Nevada .....	2,700,551	1,363,616	1,336,935	102.0	665,008	24.6	1,019,158	37.7	692,026	25.6	324,359	12.0	36.3
New Hampshire .....	1,316,470	649,394	667,076	97.3	287,234	21.8	446,764	33.9	404,204	30.7	178,268	13.5	41.1
New Jersey .....	8,791,894	4,279,600	4,512,294	94.8	2,065,214	23.5	3,115,326	35.4	2,425,361	27.6	1,185,993	13.5	39.0
New Mexico .....	2,059,179	1,017,421	1,041,758	97.7	518,672	25.2	719,307	34.9	548,945	26.7	272,255	13.2	36.7
New York .....	19,378,102	9,377,147	10,000,955	93.8	4,324,929	22.3	7,252,871	37.4	5,182,359	26.7	2,617,943	13.5	38.0
North Carolina .....	9,535,483	4,645,492	4,889,991	95.0	2,281,635	23.9	3,512,362	36.8	2,507,407	26.3	1,234,079	12.9	37.4
North Dakota .....	672,591	338,864	333,727	102.1	149,871	22.3	246,767	36.7	178,476	26.5	97,477	14.5	37.0
Ohio .....	11,536,504	5,632,156	5,904,348	95.4	2,730,751	23.7	3,989,281	34.6	3,194,457	27.7	1,622,015	14.1	38.8
Oklahoma .....	3,751,351	1,856,977	1,894,374	98.0	829,666	24.8	1,348,878	36.0	966,093	25.8	506,714	13.5	36.2
Oregon .....	3,831,074	1,898,002	1,933,072	98.0	868,453	22.6	1,382,447	36.1	1,048,641	27.4	533,533	13.9	38.4
Pennsylvania .....	12,702,379	6,190,363	6,512,016	95.1	2,792,155	22.0	4,388,169	34.5	3,562,748	28.0	1,958,307	15.4	40.1
Rhode Island .....	1,052,567	508,400	544,167	93.4	223,956	21.3	383,791	36.5	292,939	27.8	151,881	14.4	39.4
South Carolina .....	4,825,364	2,250,101	2,575,263	94.7	1,080,474	22.4	1,689,793	36.1	1,243,223	26.9	631,874	13.7	37.9
South Dakota .....	814,180	407,381	406,799	100.1	202,797	24.9	280,080	34.4	214,722	28.4	116,581	14.3	36.9
Tennessee .....	6,348,105	3,093,504	3,254,601	95.1	1,496,001	23.6	2,264,491	36.0	1,712,151	27.0	853,462	13.4	38.0
Texas .....	25,145,561	12,472,280	12,673,281	98.4	6,865,824	27.3	9,844,824	38.4	6,033,027	24.0	2,601,886	10.3	33.6
Utah .....	2,763,885	1,388,317	1,375,568	100.9	871,027	31.5	1,096,191	39.7	547,205	19.8	249,462	9.0	29.2
Vermont .....	625,741	308,206	317,535	97.1	129,233	20.7	212,854	34.0	192,578	30.8	91,078	14.6	41.5
Virginia .....	8,001,024	3,925,983	4,075,041	96.3	1,853,677	23.2	3,001,446	37.5	2,168,964	27.1	976,937	12.2	37.5
Washington .....	6,724,540	3,349,707	3,374,833	99.3	1,581,354	23.5	2,492,139	37.1	1,823,370	27.1	827,677	12.3	37.3
West Virginia .....	1,852,994	939,408	913,586	97.3	387,418	20.9	627,191	33.8	540,981	29.2	297,404	16.0	41.3
Wisconsin .....	5,886,986	2,822,400	2,864,586	98.5	1,339,492	23.6	1,896,616	35.1	1,573,564	27.7	777,314	13.7	38.5
Wyoming .....	563,626	287,437	276,189	104.1	135,402	24.0	201,044	35.7	157,090	27.9	70,090	12.4	38.8



## MEN'S MINISTRY SELF-EVALUATION

One of the greatest needs in a church is to "major in men." Most churches develop ongoing ministry to children, youth, college and career, young adults, single adults, women and even older adults before creating anything substantial for the men. Those churches that "major in men" are morally strong, active in the community, well funded and growing.

"Men's ministry" requires an ongoing ministry consisting of training, equipping, discipling and mentoring men with a plan for spiritually employing them.

The following self-test is a private evaluation to reveal how healthy your men's ministry is and what your role as pastor or "shepherd" of men is. It may also give you ideas to help you fulfill Christ's Commission to "Make disciples of all men...."

- |  |          |       |
|--|----------|-------|
| 1. Do you know exactly how many men attend your church?          | Score 10 | _____ |
| 2. Does a men's leader lead the men?                             | Score 5  | _____ |
| 3. Does the pastor lead or help lead the men?                    | Score 10 | _____ |
| 4. Is there a monthly men's meeting?                             | Score 5  | _____ |
| 5. How many of the men tithe?                                    |          |       |
| 0-25%  | Score 5  | _____ |
| 26-50%   | Score 10 | _____ |
| 51-75%   | Score 15 | _____ |
| 76-100%  | Score 20 | _____ |
| 6. Do you have an accountability system to monitor the men?      | Score 20 | _____ |
| 7. Besides "fellowship," do you have a discipling class for men? | Score 10 | _____ |
| 8. How many of the men fulfill a specific role in the church?    |          |       |
| 0-25%  | Score 5  | _____ |
| 26-50%   | Score 10 | _____ |
| 51-75%   | Score 15 | _____ |
| 76-100%  | Score 20 | _____ |

**BONUS:** Score 10 each if you have any of the following:

- Annual planned men's mission trip \_\_\_\_\_
- Fatherless ministry \_\_\_\_\_
- "Rites of passage" ministry for young men \_\_\_\_\_
- Regular men's prayer for pastor \_\_\_\_\_
- Special training materials for men \_\_\_\_\_
- Community ministry by men's groups \_\_\_\_\_
- Someone to whom you (the leader) are personally accountable \_\_\_\_\_
- Men in every ministry or outreach of the church \_\_\_\_\_

Add score here: \_\_\_\_\_

### RATE YOURSELF

- 0-20 points ..... Do not pass "GO," call CMN!
- 25-40 points ..... You have males, not men.
- 45-80 points ..... There's hope for your vision.
- 85-100 points ..... You have the foundation for a huge men's ministry
- 105-150 points ..... You could write a book for men!
- 150+ points ..... Contact CMN immediately, we need you!

## **BENEFITS OF MEN'S MINISTRY**

- Six Tremendous Outcomes for Churches
- A Local Men's Movement Provides Huge Benefits
- A Local Men's Movement
- Majoring In Men® Curriculum
- We Started Here
- Christ-Centered, Church-Based
- What Will It Cost?
- Men's Ministry Creates
- Case Studies



## SIX TREMENDOUS OUTCOMES FOR CHURCHES

Every church body has its own culture, is set in a geographic, ethnic and socioeconomic subculture, conducts ministry in its own way according to local leadership, experiences highs and lows due to external and internal forces, and therefore is different. However, when employing Majoring In Men®, these outcomes have proven to be measurable, reproducible and sustainable over time.

The six specific outcomes that have been observed are:

For the church - Increase in salvations, increase in volunteers and workers, increase in giving, and increased church growth. For the pastor – Decrease in counseling loads, increase in personal, strategic time, and an increase in personal influence throughout the church.

*Success in these tremendous outcomes is directly linked to the continued commitment to the process of discipling men by senior leadership.*

### *Workers*

Men who understand the mission are willing to work for the cause of Christ. Discipled men are ready to get their hands dirty, not only to be equipped, but to be empowered and put to work. The foundational teaching of faithfulness results in increased volunteers by men who now understand the need and responsibility. An organized discipleship track for the men to follow gives them clarity and the confidence to begin to help. With that clarity, guilt is gone. With that confidence, fear that they will be “found out” is gone. Men experiencing the freedom of the Word are more willing to invest time with pastors and leaders.

There is increased mentoring of teens and children. Men are willing to serve in every area of the church. Visibility of men involved from the children’s ministry on up provides strength. Men become surrogate fathers to unfathered or poorly-fathered young people in the church.

As men work in the church, there is greater joy. Men are fulfilled because they are not frustrated by being “spiritually unemployed.” Men taking responsibility for their families, their community and the world around them brings peace and wholeness. Strong men bring a fresh sense of community to the church.

### *Generosity*

Men who know their purpose and have a cause for their life will freely invest in the church. Men want to do good, but don't know how or understand their role. When men find their God-given purpose in life they will give their life and finances to it.

The pattern is: identification, involvement, investment, increase. This is a Biblical pattern with visible outworking in the lives of men being disciplined. Men give finances, time and effort as they become **identified** with the vision of the church and the Gospel. Understanding the man's role as a leader in the home, church and community motivates men to be **involved**. **Investment** follows involvement. Tithing and giving investments are made as men commit to being men of God. **Increase** comes from men who become identified with the cause of Christ.

Men who are investing in the ministry and mature by accepting responsibility also receive better jobs, raises and promotions. They tithe and support the church more as they become faithful, honest and trustworthy.

### *Growth*

Churches that are committed to discipling men will see healthy growth. Whether in small groups or classes, men come to Christ, bring their friends to church, engage the Gospel and life-changing moments happen when men minister to men.

Disciples make disciples. Soul-winning increases. Every man knows unsaved men who would benefit from Majoring In Men®. Because there is a structure and system, a "guy thing," it's easy for men in the church to invite other men to join. Men who are fully committed and engaged will bring friends, family and co-workers to church.

Statistically, we have learned that **93 percent of men** who are saved first will bring **their entire families** to church. This is why ministry to men is an exponential, multiplying ministry. We don't get just one, but as many as three or more new members.

The church becomes more attractive to new men as they are welcomed into a system that focuses on them. Most men influence the whole family to come to church. Families are strengthened almost from the start. Men increase their bond with their pastor as a result of the personal attention and training they are receiving.

New men are assimilated into the church faster. They have a clear path and a place for the pastor and leadership to connect with them.

Men are leading other men within the church. The classes are developing new group facilitators, as men accept responsibility to serve as leaders of small groups. Men are more inclined to help other men they see failing, particularly in areas they have now successfully overcome in their own lives.

More men are attending weekend services. Men visiting now see the church as a place where a man belongs. Men see active men and want to find their place, too. The look of the church is more masculine. Men helping to make improvements provide a more



masculine look. Having more men in the building looks strong to both visiting men and women.

A strong men's movement makes outreaches stronger and they are better attended. Men are willing to volunteer and bring their families to be involved as well.

### *Decreased Counseling Load*

Several factors decrease the counseling load of the senior pastor. First, decreased families in crisis means decreased counseling. Men are beginning to deal with the issues that would otherwise tear families apart. More men are walking in consecration to God. Men begin teaching their families to live by principle and not by law, increasing the love in the family. Majoring In Men® teaches, "much law, little love; little law, much love."

Men discover the fruit of conversation, honoring their wives and speaking healing words in their marriage. Frustrated wives are starting to talk with responsive husbands. Wives are more content. Fathers are learning to identify and deal with children's needs. Children are proud of Dad. Children and families feel secure. The hearts of the children are turned to the fathers and fathers to their children.

Second, men begin to accept the role of being "my brother's keeper." They discover what it means to be a friend. They are helping other men get on track and get their families on track. More problems are solved at the small group level, with reporting to the pastor, rather than by the pastor working one-on-one with each individual. Group leaders accept responsibility. Friends help friends.

More families stay in the church. Divorce decreases.

### *Pastor Gains Time*

With the training of key men, disciples begin to do the work of the ministry. The pastor and leadership team are able to concentrate on the church vision. They can focus on important things without constant, urgent problems arising from the men.

The pattern laid out by the Apostle Paul was for the pastor to disciple the men, and the men to disciple the family. Now, the pastor's time can be strategically invested in study, prayer and preparation. Because much of the work is done by discipled men at the grassroots level, the pastor is able to invest in the developing of leaders and ministries. Pastors are able to designate men to handle specific problems or assign books and courses of study to men experiencing problems. Clear communication builds the trust of the men and leadership.

Men begin influencing other men outside the church. Men find areas where they want to minister in the community, such as in schools, government or prisons. After just

the first class, many men begin to feel confident to invite more men to the groups and many begin to see their gifts of mentoring and leading unfold. Men who are discipled find it easier to share their faith in the marketplace – and to invite friends to church.

### *Pastor's Influence Increases, Loyalty Deepens*

Men begin to understand their role, and the role of the pastor. Men are more loyal to and support their pastor. Men begin to pray regularly for their pastor who formerly did not. Because the curriculum is able to be contextualized to a culture, the heart of the pastor will be felt by men at all levels of the church. When men understand the heart of their pastor, and see the sacrifice of his life, they become loyal personally and to the vision.

When the first men who finish a class are honored publicly by the pastor, everyone is excited and everyone gains. Men who have completed a section or classes give testimonies in front of the whole church. Certificates are awarded. Families are invited to special services to honor their men. *Read more in "Commissioning."*

Commissioned men become the backbone of a healthy and thriving church. When men have completed nine books and the qualifications for commissioning they are then commissioned by the pastor as "ministers to the men of the world." The men give testimonies at church. A public ceremony occurs during normal church times or as a special service. Swords are awarded as the emblem of commissioning. Families are invited to honor their men. *Read more in "Commissioning."*

## **A LOCAL MEN'S MOVEMENT PROVIDES HUGE BENEFITS**

Churches can expect the outcomes of this basic outline. *Read more in "Outcomes."*

### **Phase One: Men's discipleship launch using *Maximized Manhood***

- Launch creates momentum among men
- Church becomes more attractive to hold men who visit
- Families grow stronger
- Men increase bond to pastor

### **Phase Two: Men reach other men within the church.**

- Increased tithing, volunteers, men leading men
- Decreased counseling, divorce rate
- New attendees discipled faster

### **Phase Three: Men influence friends and bring them to Christ.**

- Increased male population and attraction to a visiting man, seeing a place where he belongs; more soul-winning by men
- Stronger, better-attended community outreaches
- Men are loyal to and support the pastor



## A LOCAL MEN'S MOVEMENT

A movement is a coordinated group action focused on a single issue. The focus of men's ministry is, "manhood and Christlikeness are synonymous." When a man identifies with Christ and is reconciled to God, he is a powerful force. Multiply that man with many others actively participating in leading men into Christlikeness and that's a movement!

A vibrant men's movement functions as a thriving, God-breathed organism. Majoring In Men® is not merely a program to adopt but is part of the backbone of the church. Member participation allows the movement to grow and reproduce, and to equip and heal its members. As part of the Church, the men's movement has the power and ability to bring the Gospel and God's saving, baptizing, healing power to the community.

The Majoring In Men® launch system enables pastors and leaders to successfully train key leaders, create momentum, disciple strong men, and build a church that attracts and holds men who visit.

Trained men, men who are discipled and equipped, are a strong foundation for a local church and a great army to bring Christ's love into the community. Not all church or community problems are caused by men, but almost all problems can be solved by faithful, fully engaged, Christlike men.

## MAJORING IN MEN® CURRICULUM

Majoring In Men® is an outcome-based discipleship training system. Majoring In Men® is neither a Bible study nor a men's fellowship where meetings allow for men simply to learn something new or make new friends. Majoring In Men® is an innovative manhood course that challenges participants not just to learn, but to grapple with and apply Biblical principles to their lives. The process-driven course reaches the core of a man to produce not just reactions, but results.

Majoring In Men® was launched by Edwin Louis Cole, "the father of the men's movement." Dr. Cole started a movement and gave the Church the tools. The landmark book, *Maximized Manhood*, came out of decades of pastoring, teaching, leading and discipling men. The entire course is grounded in a depth of Bible understanding from 50 years of full-time ministry. *Read more in "Outcomes."*

Books and corresponding workbooks make up the Majoring In Men® coursework. The workbooks feature self-tests, Bible reading plans and "further study" sections that engage participants and leaders in foundational Scriptural truths.

Four core books, recommended to be used first, are *Maximized Manhood*, *Courage, Strong Men in Tough Times* and *Communication, Sex & Money*. When a man studies these four core books, plus five other Cole books, he qualifies to become "commissioned" as a minister to men. *Read more in "Commissioning."*

**Conducting the meeting is simple.** Building the ministry, preparing for a movement, setting goals, monitoring progress and controlling the calendar takes time and effort. This guide will walk you through each step in depth.

**Majoring In Men® is a:**

1. Family ministry – bringing families together
2. Finance ministry – teaching tithing, stewardship and accountability
3. Leadership ministry – developing men into leaders
4. Evangelistic ministry – teaching men to reach men for Christ
5. Missions ministry – encouraging outreach at home and abroad
6. Children's ministry – raising men who accept responsibility to father the next generation
7. Ministry of helps – serving the pastor, the church and community
8. Average man's ministry – men teach to teach to teach according to 2 Timothy 2:2
9. Christian education ministry – providing a course of study and working in tandem with existing classes and small groups
10. End times ministry – fulfilling Malachi 4:6 to turn the hearts of the fathers to the children

**WE STARTED HERE**

Edwin Louis Cole started the ministry of Christian Men's Network to equip and disciple men. He wrote the Majoring In Men® books with their corresponding workbooks to be a ministry under the auspices of the local church, anywhere in the world, in any culture. *Read more in "Purpose and History."*

**"Manhood and Christlikeness are synonymous"** is the theme. Christlike men are those who will say, "I want to be a man for Christ, because Christ became a man for me."

Great sermons can draw great crowds, but we will never change a community until we disciple a man. **Sermons do not set men free, truth does.**

**CHRIST-CENTERED, CHURCH-BASED**

The ministry of Christian Men's Network came out of the local church, and operates under the auspices of the local church. Dr. Cole pastored for decades. His son, Paul Louis Cole, is a church planter and pastor. Paul's eldest son Brandon Cole is a pastor. The pattern of Christian Men's Network is, "the pastor discipled the man, the man discipled the family." *Read more in "For the Pastor."*

Most Christian men are trained to hear sermons, not study the Word of God. The Majoring In Men® curriculum is Bible-based to lead a man into further study of the Word. Men adopt faithfulness, which is the cornerstone of good character. They are bonded to their pastor, spiritually employed, faithful to their wives and families, faithful to invest their time, talent and treasure into the Lord's work.



## WHAT WILL IT COST?

Men's ministry should cost the church nothing on the "expense" side, and gain the church great benefits on the "income" side. Majoring In Men® curriculum will cost each man a few dollars on average per month to take part in it. The entire discipleship course will build a surplus. *Read more in "Building Your Men's Group."*

## MEN'S MINISTRY CREATES:

- *Increased salvations*
- *Increased growth*
- *Increased workers*
- *Increased giving*
- *Increased influence*
- *Increased pastoral time*

## CASE STUDIES:

**LAST MAN STANDING** A young youth pastor served in a troubled church. When the pastor left, the associate tried to hold the church together. When the associate was hired away by another church, Shawn was left holding the bag, the only pastor on staff.

Not being an experienced pulpiter who could easily lead a congregation nor a parliamentarian who could lead a fractured church board, Shawn had severe reservations about staying and dragging his family through something that could become difficult. But, he decided to give it a try.

Shawn called CMN and asked how to start discipling the men of the church. He began classes to train the men. Some of the men asked to become leaders and train others. After stepping into the pulpit of a church that looked like it was going to expire, Shawn has today built a thriving, healthy church by majoring in men in ministry.

**MEGA-CHURCH SUSTENANCE** Pastor Tommy Barnett was a successful soul-winner who built the thriving church, Phoenix First Assembly, which became one of the first long-term sustained mega-churches in the US, with a congregation of 13,000-plus.

Pastor Barnett had several men who wanted to start men's ministries in the church, and he invited them all to do so. There were plenty of men, he reasoned.

Within three years, the other men's ministries tapered off but the Majoring In Men® system continued in place for almost two decades. Leaders within his denomination have stated, "The strength of his church was due largely because he invested in his men."

**BUILT ON MEN FROM THE GROUND UP** Twenty years ago, a Chicago pastor had only six men in his small neighborhood church, so he instructed all six to stand outside of the church right up until he started preaching, then come inside. Soon, men in the neighborhood came by the church out of curiosity to see why there were "so many men"

there. It looked like a place where men gathered. They felt in an instant that this was a place where they belonged.

When the rainy season came, the pastor gave the men umbrellas and told them to help women out of their cars, as they were driven to church by unattending husbands. The pastor told them to smile and greet the men, and whenever possible, to invite them to come inside. The men soon discovered that those who drove the women to church in the rain were typically in t-shirts and sometimes wearing pajama bottoms. The pastor told all the men in the church to stop wearing suits and start wearing warm up clothes.

For about a year, the pastor preached wearing warm up track suits as well, so newcomers would not feel self-conscious. When the men protested that they couldn't come inside because they were just in a t-shirt, the men would say, "Well, look at me!" The church started "Maximized Manhood" classes and continued to grow as it majored in men in ministry. It is now one of the largest churches in the U.S. with more than 20,000 members.

**CHANGED THE CHURCH** After pastoring a robust congregation for over 20 years, David Garcia launched Majoring in Men. "It totally changed our church," he says today. "We have as many men as women. We've done it for eight years and have 'commissioned' 177 men now. I don't foresee we'll ever stop, ever go back. Ed Cole is the facilitator, really. It's not that hard to keep going."

See more examples in the Pastors Section under, "Pastors Who Major in Men In Ministry." And here are a few more ways you'll increase, just for the record....

- Increased salvations – men come to Christ
- Increased growth – men bring friends
- Increased workers – men are willing to work
- Increased giving – men freely invest
- Increased influence – the pastor gains positive influence

- Increased faithful leaders – men become leaders in church and community
- Increased confident fathers – men are trained in ways of being a good father
- Increased content wives – men release their wives to fulfill their destiny
- Increased stable children – men provide safe atmosphere and environment
- Increased momentum for the entire church...

**"Momentum attracts support. Momentum leads to personal renewal,  
relational renewal, and organizational renewal.**

**Momentum and vision keep your ministry future-focused."**

**PASTOR RAY JOHNSTON**



## OUTCOMES: BENCHMARKS FOR PROGRESS

- Consistent, Constant and Clear
- Outcomes From Curriculum Books
- Specifics Accomplished by Majoring In Men® Resources
- Four Specific Purposes For Workbooks
- Short Term Outcomes for Men's Groups
- Long Term Outcomes for Men's Groups
- Success

## CONSISTENT, CONSTANT AND CLEAR

Start by identifying realistic goals to enable yourself and the team you build to measure progress. Prayerfully determine what you believe God is asking you to do. What is drawing you to minister to men? Prayerfully ask God what He will do, then work toward that end. It will take years to see long-term results, but you'll be amazed at the short-term results. Your entire team will be encouraged by the immediate outcomes you will see in the lives of individual men and their families.

Make your goals clear, attainable and purpose-driven. Your men will need to hear simple goals clearly stated on a regular basis. Break down big goals into short-term goals that your men can easily reach. Engage them for a 12-week course or a 3-month study. Let each phase have a specific ending. Then have them do it again. It takes time and repetition to make a rugged disciple.

Your ultimate goal is to get men studying God's Word with other men. Small groups are the place where men find the security to share what they are really dealing with, in order to be healed and restored to right relationship with God.

Minister to men where they are, then take them where they need to go. Work with the men who are in front of you. Don't look over their heads for the ones you hope will be there. God has always used the man who was overlooked by the world to do some of the greatest works for the Kingdom. God always uses the man who shows up.

*Whatever you do...just start. It may not happen as you planned once you start. But nothing at all will happen until you do start.*

## OUTCOMES FROM CURRICULUM BOOKS

Books are written for maximum impact in a man's life. Workbooks are Bible-based to saturate the heart and lead a man to desire further study. Most men are trained to hear sermons, not study the Word of God. Majoring In Men® is designed to reconcile men to God, to help men develop a lifelong relationship with Christ and His Church.

Books speak without an accent, meaning they work in every culture and with every man on every level of society. Forgiveness is at the heart of Christ's Gospel, and unforgiveness is at the heart of many problems men face. As a result, almost every book, and especially the book *Courage*, contains the basic principle of forgiveness, to help men receive forgiveness for sins, and forgive others to be free from those sins.

Each book in the Majoring In Men® curriculum has a particular focus or outcome that you can expect. Choose the books you study based on the needs of your men. *Read more in "Administration."* Be sure that your leaders have these basic goals in front of them.



## **SPECIFICS ACCOMPLISHED BY MAJORING IN MEN® RESOURCES**

*You will likely see more results, but these are the basic outcomes to pray and plan for:*

1. *Maximized Manhood* – Men realize their need for God in every area of their lives and start a fresh relationship with Christ and begin mending their relationship with their families.
2. *Courage* – Men make peace with their past, learn the power of forgiveness and the value of character. They are challenged to speak up for Christ to other men.
3. *Communication, Sex & Money* – Men increase their ability to communicate, place the right values on sex and money in their relationships, and greatly improve their relationships, whether single or married.
4. *Strong Men in Tough Times* – Men reframe trials, battles and discouragement in light of Scripture and gain solid footing for business, career, and relationship choices in the future.
5. *Never Quit* – Men take the ten steps for entering or leaving any situation. Especially important for jobs, relationships, or any crisis in life.
6. *Irresistible Husband* – Husbands and husbands-to-be learn ten steps and a daily guide to living that maximize a relationship with a wife.
7. *Real Man* – Men discover the deepest meaning of Christlikeness and learn to exercise good character in times of stress, success or failure.
8. *Power of Potential* – Men start making solid business and career choices based on Biblical principles while building their core character, which affects their entire lives.
9. *Daring* – Men overcome fear to live a life of daring ambition for Godly pursuits.
10. *Treasure* – Men practice Biblical solutions and principles on the job to find treasures such as the satisfaction of exercising integrity and a job well done.
11. *Sexual Integrity* – Men recognize the sacredness of the sexual union, overcoming mistakes and blunders and committing to righteousness in their sexuality.
12. *Absolute Answers* – Men adopt practical habits and pursue Biblical solutions to overcome “prodigal problems” and secret sins that hinder their success and satisfaction with life.
13. *The Unique Woman* – Men discover what makes a woman tick, from adolescence through maturity, to be able to minister to a spouse’s uniqueness at any age.
14. *Just a Bartender* – Men define who they really are and release their dreams, following the life of Nehemiah, to become the unexpected people who change the world.

## **FOUR SPECIFIC PURPOSES FOR WORKBOOKS**

Workbooks are designed to be used in small groups, or a classroom setting, but were also crafted so they could be used for individual study in solitary locations such as in prisons, on military outposts, or in missions.

### *Purposely Simple to Convey Challenging Lessons*

Workbooks have been used by men everywhere from the United States Senate to maximum security prisons, and by men with PhD's or MD's as well as men who were illiterate and learned to read in order to study Majoring In Men®.

Each workbook is written in an understandable manner. While the content covers deep theological concepts and contains a message that is challenging, the workbook has been written in a method that allows men from all walks to take part in Majoring In Men® classes with a great degree of comprehension.

Questions are varied to help hold a man's interest, rather than having a tedious series of fill-ins or multiple-choice questions. The questions all have corresponding page numbers printed in the workbook, so the answers can be easily found. The curriculum is intentionally simple so the difficult content can be easily absorbed.

### *Biblical Basis Found on Every Page*

"Further Study" sections appear on almost every page so the Word of God is continually in front of the men, reminding them of the foundation of God's Word and offering access to study further. Every man in every class can find and study the Biblical basis for the teaching.

Leaders will be able to deepen their own understanding of the Bible and the principles being taught as they follow the additional material—as either a primer for teaching, or for personal edification. This can become a lifelong pattern, to study before every class, regardless of how many times you have taught the lesson.

We have found it to be highly effective for pastors to build sermons using the Majoring In Men® scriptures and Bible illustrations, connecting men in the weekend services in a way that complements and enhances the men's studies during the week.

### *Monitoring System Built In*

"Self Tests" at the end of each lesson allow class participants to determine if they have mastered the materials. Final Exams at the end of each book are designed to help men retain what they've studied as well as become a written commitment.

Additional essay questions are available so men may complete a challenging assignment for one out of every three books studied. When used, they allow the men to be "Commissioned with Honors." *Read the essays and more in "Commissioning."*



### *Bible Reading Encouraged and Taught*

Besides the Biblical foundations printed on each page, men are encouraged to engage in regular Bible reading. CMN advocates reading the Psalms at night to gain courage. Read the Proverbs in the morning to gain wisdom. Proverbs has 31 chapters, so it is easy to read the chapter for that corresponding day of the month.

The chart allows men to read through the entire Bible each year. On the fast track, men can read it through even faster. Because the chart works with any Bible, the leaders can suggest a translation, or men can simply use the Bibles they have.

Dr. Cole personally read the Living Bible for daily reading, his Biblical studies were conducted from the Amplified Version, and he memorized from the King James Version of the Bible.

### **SHORT TERM OUTCOMES FOR MEN'S GROUPS**

A core team is established to set initial goals. The team then engages in regular prayer over the goals of the men's group. After reaching a goal, the team prayerfully sets and prays over new goals.

Men within the group begin exhibiting Christ-like behavior. Men consistently read the Word of God. Men pray for their pastor, their wives and families, for more men. More men have jobs and are tithing regularly. Men complete classes and many develop into the leaders and facilitators for new classes as they complete each book.

The goal is 100% "spiritual employment," so that all men are active in some form of ministry. Each man is actively involved in at least one ministry that serves the church or community. For further understanding of the importance, you may want to watch the message on "Spiritual Unemployment" by Dr. Edwin Louis Cole.

### **LONG TERM OUTCOMES FOR MEN'S GROUPS**

#### *Quantify*

By setting goals and quantifying results, the core team and the church leadership can monitor progress. When you think you are getting nowhere, if you look at the goals you have set, you might discover God has brought you further than you thought.

Once goals are reached, leadership prayerfully sets new goals. Always keep goals in front of the core team and, where appropriate, in front of the entire group. A clear vision helps men run without hindrance.

To set new goals, reviewing the steps of launching your group is helpful. New goals are generally announced as your men's group begins a new thrust, generally when children go back to school, or January at the start of a new year.

Some groups have even been successful launching during the busy summer, because they found most men have to stay on the job for the majority of the summer.

### *Numeric Goals*

As a Christian outreach, we cannot view men as "clients" or "customers" and "work our numbers" to reach a certain goal. Such tactics can build an organization, but not an organism whose purpose is to share Christ's love with others to reconcile them to God. Set your heart on loving and serving the men. However, you may wish to use numbers as a useful tool to help focus you and your team.

Numeric goals can be set for the total men's ministry, for a certain number of individual groups or classes, or for how many men in each group or class. Overall church membership can also be measured numerically, and goals set.

In the Book of Acts, we see the Early Church adding, subtracting, multiplying, and dividing. The same will be true for your group. You may start strong and begin to add, but generally the beginning numbers will *decrease* after the initial launch. As you remain consistent, it will increase again later. One reason for a decrease could be that some men have the enthusiasm to join, but not the faith to deal with areas where the Bible is challenging them. The leader helps the men who are willing to trust the Lord and increase in faith.

If you use numeric goals, set a realistic goal for what you think the numbers could be one year from the start, and each year after. If you decrease radically, check what you're doing. Are influential men inviting men to the class or group? Is the importance being announced from the pulpit and backed by senior leadership? Is your time or location easily accessible?

Another way to measure progress is to use percentages. What percentage of your men are "spiritually employed" and working in the church after the first year? What percentage of families have testimonies of what God has done as a result of the training?

### *Social Goals*

The pattern of the Church is to "Win Them – Train Them – Send Them." Training them can be phrased, "Equip – Employ – Empower." After you have won the men and trained them, the ministry will not be sustainable unless there is something for the men to do. You can deepen the influence and effect of your men's ministry by sending the men out, in groups of at least two, to reach others.



Men's groups have been started in businesses, factories, prisons, government offices and other places outside of the church. When setting goals, questions to ask are:

1. What part of the city or community do you feel led by God to target?
2. What groups within the city could you impact?
3. Is there a poverty-stricken area or group of people near you that the men's group could target?
4. Are there political, educational or business leaders where you could make targeted inroads to reach?
5. Are there boys in the area without fathers that your trained men could mentor? *Read more in "Young Men."*
6. Men in your nation need Christ, and churches need help. Could you join forces with the men's group of another church somewhere, perhaps during a summer, to canvas their community, train leaders and set up ongoing classes?
7. Men around the world need the help of trained men. Could you partner with Christian Men's Network men elsewhere to impact another nation?

### *Geographical Goals*

In the 1990's, Christian Men's Network deliberately set out to have ministry of some form in 210 nations of the world, virtually covering the earth. The campaign was "210 by 2001," and it was achieved by 2001. Since then, men in those nations have worked to birth and broaden the ministry.

CMN leaders have now ministered personally in locations both small and large in more than 130 nations, recently making inroads in such difficult places as Vietnam, Cuba, and China.

As you prepare your vision and tasks for your men's group, consider joining CMN men in other parts of the world. It is simpler than you might think. The men and the structure are in place. All that most nations need are those men, or that one man, who will be willing to meet their specific need.

There is a vast need for training from men of all walks of life in organized but under-resourced nations like those in East Africa. There is an urgent need for waves of evangelistic men's ministry across Cuba and Vietnam. There is a vital need for businessmen to build on the infrastructure already set up in countries such as Belize and Botswana. And there is an ongoing need for men of all kinds to help the ongoing, dynamic ministry already in place reaching men in poorer nations such as the Philippines and Peru.

It is one thing to pray for miracles. It is another thing to receive a miracle in answer to prayer. It is yet another to be part of the miracle that answers another man's prayer. The vision for God's work that your men have, their Biblical worldview, and a

capacity to learn and grow personally, will all expand once they have met the needs of another group of men who could never repay them.

Are your men the ones who can meet the needs of others? Will you be willing to be that man who leads them there? Contact CMN to discuss the possibilities. The world needs you. Men are waiting for you.

## SUCCESS

*After several attempts to engage men, we started doing exactly what the MoMENTum Guide said. We had a great men's event then took the men through the books and workbooks. By the next, we had almost doubled. We continually increase in men. The church has never been stronger. We are pumped! — Men's Pastor, Greg Jones, Grays Harbor Foursquare Church, Aberdeen, Washington.*

*From our four campuses, our strong men are impacting the city! We had a passion for discipling men. Majoring in Men gave us the pattern. It's built strong men, and even revolutionized my relationships with my sons. We followed the Guide, adapting the curriculum to our culture. Today, my men have my back. They're involved and investing. — Pastor Dwayne Pickett, Ph.D., New Jerusalem Church, Jackson, Mississippi.*

*I got the Majoring in Men Launch Kit and start discipling the three men in our church. By the next year, church attendance had increased 30 PERCENT. By The next year, the church had double. We're on track to double again this year. Majoring in Men works to disciple men and grow churches! — Pastor Tom Mohler, Creekside Community Church, Sanora, California.*

*We only had a men's Bible Study before we got the Launch Kit. Within four months, we had a steering team, core book training scheduled, monthly men's huddles, a church promotions plan. Today, our men, on their own, are hitting the altar after service, and praying specifically for the men of our church. We're not going back! — Pastor Jeffrey E. Greenway, D.Min., Reynoldsburg, United Methodist Church, Columbus, Ohio.*

*We launched Majoring in Men curriculum more than 10 years ago and have now commissioned almost 200 men. New classes start regularly, mentored by commissioned men. I can now do more ministry and travel for missions. 2 Timothy 2:2 is foundational at our church! — Pastor David Garcia, Grace World Outreach Church, Brooksville, Florida.*

*I met several times a month with a dozen of our men, then started a second group. The message and ministry of CMN's discipleship materials has significantly impacted the men of our church. We are not the same. Our men have energized our church! — Pastor Steve Mack, Berlin Intl. Community Church, Berlin, Germany*



*I went through Maximized Manhood with 29 other inmates when I was in prison. All 30 of us are in full-time ministry today. With CMN books, the facilitator doesn't have to teach anything. The men really "get it" and then share what it means to them. Today, recidivism has dropped from 75% when I started to 22.6%. — Mark Hollis, Inmate Discippler Fellowship, Carrollton, Texas.*

There are several other success stories throughout this Guide of those who have used the books and workbooks.

Let us know about yours!



## FOR THE PASTOR

- The Basic Ministry to Men
- The Pastor's Role
- Pastors Who Major in Men in Ministry
- We're So Busy, Why Add a Ministry to Men?
- Pastor's Preparation
- Counseling



## THE BASIC MINISTRY TO MEN

Majoring In Men® augments the ministry of the pastor by providing a forum through which pastors can disciple their men. The pattern of ministry is, “The pastor discipled the man; the man discipled the family.” The Old Testament pattern was followed in the New Testament with the organization of the Church as we know it today. God gave only one person the responsibility to disciple men—the pastor.

For many of us as pastors, we were trained to preach sermons, not disciple men. As a result, most men are trained to hear sermons, not study the Word of God. Pastors cannot be content to make converts, but must make disciples. A real disciple will study the Word of God for himself. To make disciples requires intentional involvement. However, to continue to train all the men of the church requires volunteer church leaders or staff.

The pastor can empower other men. *“Commit these words to faithful men, who will be able to teach others also”* (2 Timothy 2:2). This is a trans-generational mentoring verse of scripture that says, in essence, “let the guys train the guys.”

A wise pastor will empower a good team, yet the authority is always his. Those who have authority will be held accountable for it. Leaders and staff must accept responsibility but recognize those in authority over them. Men with authority must accept accountability. The Bible states in Psalms 133 that the anointing comes from the head to the rest of the body. As a minister called by God, the pastor is the authority in that church. The position of authority must be honored and respected by the empowered men to whom the task is given.

The pastor also retains the role of casting the vision for the church and leading the men God called him to serve. Therefore, the pastor must maintain the spirit of a father, regardless of who is teaching the people. As a father and overseer, the pastor must commit to the work, and support the men he has entrusted to lead other men.

The essence of a father’s heart is revealed in Paul’s admonition to the Church at Corinth when he said, “You have a thousand instructors, but not many fathers.” Here is the principle: ***An instructor gives you what he knows, but a father gives you who he is.***

If you are not a pastor but have been given the responsibility for men’s ministry, remember that the authority for discipling men emanates from the pastor himself. CMN has always been fully committed to the discipling of men within the matrix of the local church. There are occasions when this may not be possible, but it is the pattern that will prove to be most effective. When you are given the responsibility, be sure not to use it to usurp authority. The men’s leader serves to connect the men to the pastor and the pastor to the men.

Because of this, *all* Christian Men's Network leaders and members are encouraged to be in fellowship with a local body of believers. CMN is not a substitute for church, nor are Majoring In Men® classes a substitute for regular church attendance.

The basic pattern of biblical ministry is the reason the men of the Christian Men's Network do everything possible to build the local church. The local church is the only entity that Jesus promised to build. This is why after almost forty years, Christian Men's Network is still from the local church, for the local church. This is no doubt one of the reasons for the continued success of the ministry. Strong men, strong families, strong churches!

## THE PASTOR'S ROLE

New construction is always easier than reconstruction. Raising and training your own men, according to your vision, is always better and easier in the long run, although it takes time to start. Abraham had 318 men "trained in his own house." Some pastors have adopted this theme and run with a goal of training 318 men. It is a worthy goal!

Pastors cannot afford to produce something that doesn't reproduce, or we will be constantly forced to produce the same things repeatedly, with no reproduction occurring without our personal involvement. With Majoring In Men®, pastors can invest three months to a year building something that becomes self-sustaining. The empowered men will drive it, with the pastor providing the vision.

Dr. Johnny Hunt taught at the Southern Baptist Convention one year, **"Men are not looking for a program to follow but a vision to embrace."** Men need to know the pastor's vision for them, and for the church. Others can be empowered to work on the administration or program, but only the pastor can cast the vision for the church.

The pastor's presence is best kept at the helm. These are the men God gave the pastor to disciple. Regardless of other ministry endeavors, the pastor cannot abandon the men. Scripturally, we see that Jesus didn't leave His men, pastors must not leave theirs.

We live in the era of the "paid professional." Most men think it is enough to drop off their children at church, so the church can train them. Many men drop off their children at church and don't even attend at all.

The church was not created to be a surrogate daddy. Nothing replaces an active father in the home. A good "churchman" brings his family to church on the weekends to have them trained. But a Christlike man trains his family all week and brings them to church prepared to help minister to others.

The men's leader bonds the men to their pastor. The pastor makes disciples. After the pastor discipled key men, those empowered leaders disciple others, according to 2 Timothy 2:2.



## PASTORS WHO MAJOR IN MEN IN MINISTRY

Pastors around the world can be heard using quotes from Majoring In Men® in sermons and talks. Many develop sermons using the sermon outlines and transcriptions available through Christian Men's Network. Others develop sermons from the "Further Study" sections of the workbooks, to correspond with the studies their men are doing during the week.

By studying the principles from Majoring In Men®, many pastors have learned how to do more. In many instances, pastors who have "majored in men in ministry" have built enormous churches and planted dozens more. Besides the U.S.-based case studies given in Section 1, results are equally true in other cultures and nations.

Majoring In Men® teaches that a pastor pastors a city, not just a church. Pastor Suliassi Kurulo of Fiji taught this message to his people and started an outreach. The church grew from 250 to 750 in just three weeks. His church now numbers well over 8000, is one of the largest churches in the South Pacific and has become one of the most prolific churches in the world, as his congregation has planted more than 3000 churches in over 100 nations.

Pastor Robert Barriger in Peru learned through Majoring In Men® that great influence is built through great numbers. He decided to concentrate on the men in his home church, even while continuing to plant new churches. His congregation grew from 500 to 5000 in five years. Pastor Robert taught all of his members the principle of the "Bramble Bush" story, from the *Strong Men in Tough Times* book. The church now has thousands of people involved across the nation from political offices to charity works to community and school groups. Camino de Vida is now one of the most influential churches in Latin America and Pastor Barriger a global leader.

## WE'RE SO BUSY, WHY ADD A MINISTRY TO MEN?

### *Biblical*

Ministry to men is Biblical. Jesus said to "go make disciples." Jesus taught by example to teach men in small groups, and then in larger groups.

Bishop Kenneth Ulmer of Los Angeles tells of the time he audited a college course for which a paper was due. After not attending any classes, he turned in a stellar paper. The professor returned it with remarkable notes. It was a terrific paper, well organized and thorough, yet the grade was an "F." Below the grade, the professor wrote, "This was not the assignment." Bishop Ulmer compares that paper to pastoring. As pastors, we cannot afford to have great choirs, good carpet, terrific childcare and ample parking, yet not complete the assignment Jesus gave to make disciples.

## *Logical*

Ministry to men is logical. In the Global Church, men provide 90% of the finances. Men provide most of the physical labor in building and maintaining churches, and often are called on to be the workforce for church outreaches. Yet, most congregations take care of other groups within the church before taking care of the men who provide the labor and the finances. When this is reversed, the result is more income, more workers, exponential results.

## *Great Potential*

Ministry to men holds tremendous potential for good. Many ministries provide much good to the needs of the church. Men's ministry provides much good to those ministries, as well as to the church.

For example, there is no question that it is of vital importance to teach congregation members how to manage money, tithe, and be good stewards. Yet if the family falls apart, the family members will not continue to help the financial health of the church. We don't want to train men simply so they can die rich. We want faithful men, faithful families to build a healthy church.

Likewise, it is obvious and urgent that Christians have healthy bodies and active minds by applying Biblical health principles of nutrition and exercise. Yet, if the man is not accepting responsibility for the stewardship of the church and the home, but only focuses on his body, once again, we are training a man who will one day die fit but will not contribute to the overall health of the church. Again, we want faithful men, faithful families to build a healthy church.

Lastly, it is obvious and urgent that Christians of all ages and all groups be taught in the ministry of the Lord Jesus Christ. And yet, if we are teaching the women and children, then sending them home to a man who remains unchanged, we have less opportunity for success than if we would teach the man as well.

## *Socially Responsible*

Ministry to men is socially responsible. Statistics vary, but roughly 40 percent of Christian marriages end in divorce. This is close to the same rate as secular society. Divorce places a huge burden on families and society who now become the caregivers for single mothers and their children. Add to that the horrific stats that accompany fatherlessness around the world. Likewise, the percentage of Christian women who have abortions is now the same as the general society. This signals the lack of a man accepting responsibility for his actions or being prepared to be a loving husband and father. Internet pornography is decimating lives by the tens of millions and exploiting women worldwide. When we minister to men we begin to reverse all of this. When



we minister to men, we minister to the culture. Ministering to a man is the baseline for social responsibility within the church and the community.

### *Trans-Generational*

Ministry to men is trans-generational. When we have nursery, toddler, Christian education, youth and singles ministry, we raise young women who one day are ready to marry and say, "Where are all the \_\_\_?" Right, where ARE all the men? We need to train young men who will become the young husbands and fathers of tomorrow. Young men who understand it is friendship, not romance, that holds a marriage together. Young men who are willing to learn how to be a friend to a girl before trying to become a husband to a wife. Those are the young men we want to marry our daughters and the young women of our congregations.

## **PASTOR'S PREPARATION**

As a pastor, one thing you can do to help the men's ministry is to prepare the church for an influx of men. Make it a matter of prayer to gain strong, high-capacity men in your church. Then, set everything in place to attract and be ready for them.

For one, look critically at your lobby and décor and see if it looks like a place where men want to hang out. Look at the platform from the congregation's perspective. During music, are men in the background playing instruments while women are prominent in singing? Are women helping to make announcements, or serving the pastor, while men hang back? Keep men out front to make a silent statement, "Men belong here."

The tendency of most men is to be somewhat intimidated by highly successful men. As the pastor, we are not called to be a peer to those whom we are called to serve. Regardless of their social or economic status, we simply serve the men, disciple them, train them in Scripture, and fulfill the mandate God has given us. Helping people solve problems is the crux of influence.

## **COUNSELING**

The Majoring In Men® curriculum and CMN videos provide tremendous tools for use in counseling and leading men to health.

### *Support Materials as a Tool for Counseling*

The pastor's counseling can become based on the Majoring In Men® curriculum. Many pastors assign a book for an individual or couple to read, then meets after the book has been read. Often, the counseling session is unnecessary. One side benefit is that the individual or couple can get angry with the author of the book when the material is challenging, rather than unleashing it all on the pastor. The pastor can then smooth ruffled feathers and help the people accept necessary changes.

Men studying the curriculum may be encouraged to share portions of it with their wives or families at home to open the door to talk, pray and begin to change together. And, men who have overcome challenges can help other men through the same troubles. This greatly lessens the amount of time the pastor or leader spends in counseling.

### *Points On Counseling*

If you do have to conduct extensive counseling, however, Dr. Cole wrote the following guide:

There is an axiomatic principle in counseling. It states: *You cannot mold clay when it is dry.* Neither can you be effective in giving counsel unless there is a receptive mind or heart. There is a season for everything under the sun. The seasons for effective counseling are the time to listen and the time to speak. *The time to speak is never right until there is a readiness to hear.*

Most people want to say a great deal in counseling, and the counselor needs to be willing to listen; however, there are ways to help accelerate the process. When a person “bogs down” in non-essential or petty details, it is appropriate for a counselor to interrupt with a question to move the counseling session along.

One ironclad rule about listening: *Keep your own mind free from moral contamination.* It is not wise to privately counsel with anyone of the opposite sex. That is the responsibility of older Godly men or women, whose responsibility is to minister to younger people.

One of the most important questions that can be asked after people have unburdened their heart or mind concerning a particular problem is, “What do you think you ought to do?” That is a sure way to determine from them the direction and decisions they are considering and give corrective counsel. Remember, all counseling is from The Counselor, and He has given His Word as the source of all wisdom. Use God’s Word!

Always try to determine if a person simply wants advice, pity or sympathy or if he sincerely seeks answers to concerns. When counseling troubled men, even the timing or day of the appointment may quickly indicate if the man really means business and is willing to change.

True counseling always dissipates energy, so remember that a heavy session can leave you drained—which, in turn, makes you vulnerable to the very things you were helping someone else conquer in their life.

A second principle in counseling declares: “Truth and reality are synonymous.” Deal only with what is true or real. If you discern there is a facade, pretense or other constructed emotional or mental wall—knock it down quickly.



Get to the heart of the matter as quickly as possible.

Apply the Word, and let God do the work in the heart.

One caution, if you sense the counseling needs are beyond your scope or expertise...  
get assistance!



## HOW DO I START?

- Men's Ministry Basics
- Empowered Men Need the Pastor's Blessing
- The Pattern to Reap a Harvest
- The Core Team
- Make the Plan
- Name Your Men's Ministry
- Keep Sowing



## MEN'S MINISTRY BASICS

The Christian Men's Network has been sustained upon this key scripture: *"Commit these words to faithful men, who will be able to teach others also" 2 Timothy 2:2.*

From this passage came the words "Teach to Teach to Teach." The way ministry grows and flourishes is when men not only "buy into" the ministry to men but also *become* the ministers to men.

Remember, whatever you do, just start. It may not happen exactly as you planned, but nothing at all will happen until you start. One Christian leader says, "The Acts of the Apostles happened because the apostles acted!" **Just start where you are with what you have.**

Creating a vibrant ministry to men takes prayer, sweat and unswerving determination. The maximum amount of energy required in nature is the amount needed to start a stationary object into motion. Success is the result of constancy—to continue to focus on the objective, despite any momentary obstacle—to continue meeting, no matter the season or interruption of special events. Men will not commit to a moving target.

Building momentum takes prayer, planning, preparation, perseverance and perspiration. The singular purpose of taking men to a passionate, committed lifestyle of following Christ must be at the core of every prayer and plan.

Once the men are in motion, put your men to work! All men need to be "spiritually employed." Be sure you have outreach opportunities included in your overall plan. **Fellowship is the by-product of ministering together, not the goal.**

As you pray and plan, work with your pastor and leadership to develop a biblically-based vision statement for what you want to accomplish in your men's ministry.

In a nutshell, you are going to:

1. GET ORGANIZED
2. GET MOVING
3. BUILD SMALL GROUPS
4. HOLD LARGE MEETINGS
5. GET MEN ENGAGED

## EMPOWERED MEN NEED THE PASTOR'S BLESSING

If you are a pastor, you will want a core group of men working with you. If you are a leader, you will need to talk the pastor to let him know that you will be consulting with a core team of men who will create a plan for his review.

The important thing to remember is that men need the support of the senior pastor. This is a must. The pastor sets the tone on weekends that will set the direction for the ministry to men. The pastor's vision and authority has more direct impact on the ministry to men perhaps than on any other ministry in the church.

In a local church, men's ministry leaders are called to work in agreement with the pastor and his vision. (*See more under "Build Your Men's Group," Section 8.*) The leader becomes the equipper, not the provider.

If you are the leader, submit your idea to the pastor to start a men's ministry. When the pastor blesses it, come back to him with a plan. This helps provide the agreement with the pastor and maintains the bond of peace in the local church. Give God time to speak to your pastor. Wait patiently with humility and prayer. Your pastor is less likely to approve the idea if you appear to be bringing division into the church. The principle is "the man is more than the message." Your pastor may not listen if he is unsure of your motives, character or faithfulness. This step is crucial in laying a good foundation and beginning a powerful men's ministry. "Agreement is the place of power."

## **THE PATTERN TO REAP A HARVEST**

The pattern Jesus gave for the harvest is this: Condition the soil, sow the seed, water it, reap the harvest.

*Condition the soil:* Prepare key men by letting them know you are interested in starting a men's ministry. Don't unveil a PowerPoint and seven-part sermon to get this core group involved. Start small with casual but specific conversations with key men.

*Sow the seed:* Once you have a core group of men who agree with the idea of what you are doing, tell them the specifics as you see them. Sow that seed into their hearts and minds.

*Water it:* This means pray! Get these men on board and ask them to pray with you about it. Daily, regularly, constant.

*Reap the harvest:* Go back to the core men. Develop a plan to show the church, or board or leadership team, depending on your local situation.

## **THE CORE TEAM**

It has been said, "Teamwork makes the dream work." A team of men committed to the ministry to men will carry it through any difficulty to success. The Bible says war is waged with a multitude of counselors. This does not mean getting a variety of directions, just getting wisdom from leaders.

First, identify a small team of men who will commit to work with you. This will be a minimum of 3 men, and a maximum of 12 or 14. Ask them to sit down with you and cover



these points step-by-step with you as you share the specifics with them. Ask them to pray before your first planning meeting.

If you are the Men's Leader, you represent and are an extension of the pastor. You serve by the call of the pastor. The authority you have is delegated by the pastor. The pastor is to be included and informed of all activities of the core group, even if the pastor cannot personally attend every meeting. All conduct during core group meetings must stay of high character, never criticizing, undermining or usurping the pastor or the vision of the church. Your core group could watch the CMN video, "Sedition" by Dr. Edwin Louis Cole to help your team understand the causes, dangers, pitfalls, and results of sedition. Faithfulness is the mark of a leader with character.

### *The Gatherer*

One of the first men you want to find for the core team, right from the very start of the ministry, is the "Gatherer." This is the man with influence and depth of character that other men enjoy being around. Here's an easy way to find this man: After a meeting or church service, when men are wondering where to go eat, or what to do next, the Influencer just makes a casual decision, and the other men naturally follow. "I'm going to the café on Walker St." "Yeah, I guess I'll go with you." "Me too."

Other than the pastor, this man will generally be the "face" of your men's movement and "lead" it by the weight of his influence and accepting of responsibility. This man is not just passionate, he gets things done. He will be the least inclined to want to start something new because he's generally busy. Simply assure him that you will handle the details if he will make the announcements and talk with the men he knows. When he sees the results, he'll be enthused about the ministry as well.

### *The Organizer*

The second kind of man is the "organizer." This is the faithful man or men who takes care of the details, reads this entire MoMENTum Guide, and ensures that steps are followed for ultimate success. He makes sure the chairs are set up ahead of time, greets men at the door, shows other men their areas of responsibility and makes sure men find out about the meetings.

### *The Researcher*

The third kind is the "researcher." This is the person who is going to find out the best way to do things. He'll find locations for men's retreats, talk to other men or men's groups, help determine outreach projects, and so forth. He may not have a lot of time every week, but he'll be available to find answers for whatever you are searching for.

The Researcher is an invaluable ally when men come to the leadership team with a “better idea” than the path you have provided. This person will know exactly “why” that was not the best path, place or project for your men’s movement for right now.

### *Strong Men*

Other leaders will be those who are strong in administration, Facebook and email for keeping people informed, marketing, missions outreach, and most of all, men of good reputation who other men naturally look up to.

As you read this, you have likely figured out which one you are. If you are not the “gatherer,” then you will want to find and enlist that man first.

## **MAKE THE PLAN**

Read or assign the rest of the MoMENTum Guide and create your plan. You may wish to give portions to members of the core team to think through and help create the plan. Please go ahead and make copies of the necessary pages, or secure additional guides.

From the “Outcomes” section, you will be able to set reasonable goals. Be realistic about the timeframe. You have already read that it will be a three-year process to see the ministry replicate itself and build great strength.

To be outcome-based, you will need to be clear about the goals. Remember, your personal goal is to help disciple men as followers of Christ. You are not a salesman or rule-maker. You are a witness of God’s grace and transformation power.

From “Patterns,” Section 5, you will be able to decide what men’s meeting patterns will fit your culture and what is the best way to launch your group. Majoring In Men® is intended to fit your local structure.

Using Section 5, you will also be able to think through your calendar and launch dates. Put the potential dates in your plan and be prepared to state the reasons for those dates. With men, consistency is the key, as you will read. Include in the plan your methods to promote the meeting, because everyone will have to be involved.

From “Building,” Section 8, you will be able to determine in advance how you will follow up and keep the men involved. As with all gatherings of people, we must promote, promote, promote. Even after saturating the church with the date and time, men will still call or text asking when the meeting is. Make promotions part of your initial plan.

Critical mass is needed for the launch of the local men’s movement. You will be able to plan for a successful event by reading, “Planning Major Men’s Meetings,” Section 6.



Once you have all of the pieces together, your plan is ready to present to the pastor, board or leadership team. Parts of the plan will be good to introduce to the entire congregation. Just don't be discouraged when people are not as excited as you are *at first*. Be assured that everyone will be excited once some of the outcomes are reached and the church members receive the benefits.

Some leaders require the core team to complete the four "core" Majoring In Men® books before starting the classes. This allows the leader to launch simultaneous training classes, as the core group is able to alternate facilitator assignments, which keeps from any one man or his family bearing much burden.

### **NAME YOUR MEN'S MINISTRY**

You are now a part of the Christian Men's Network. You hold Majoring In Men® meetings. These names have good recognition and will help build your group. But it can benefit your individual men's ministry, or small groups within the ministry, to have a special name.

The men of your group will cohere and become a standing "membership," either by a membership program you implement or simply as a fact. We encourage you to establish a name that they can identify with. The Biblical pattern for success is a four-part process: (1) Identification (2) Involvement (3) Investment (4) Increase.

When a man takes the initial step by becoming IDENTIFIED with your men's movement, he must be led through the series of steps before he will yield an increase personally or to the group. Help him make a strong IDENTIFICATION by making a clear name. *Read more in "Building Your Men's Group."*

Some members identify themselves by their group name. One man at a Christian Men's Network event greeted a CMN staff member by saying, "Hello! I'm an MMOV!" Instantly, the staff knew which church he was, as they were members of the "Mighty Men of Valor"!

When you choose a name, don't give your group an ordinary name, or it will garner an ordinary response. For example, you don't want to hold an "encounter" when you could hold "24 Hours of Courage" or hold a "seminar" when you could have a "Strong Men in Tough Times Event."

Give distinction to what you do. Satisfy people's desire to be part of something unique and significant. Men want to be part of something that will produce results.



## KEEP SOWING

Now, you are organized with a core team and a plan. It is time to start your meetings! In the next sections, you'll learn how to get moving, build small groups and hold large meetings.

When men get started, begin to see results, and have the natural enthusiasm that comes from success, find places to get men "spiritually employed" in the men's ministry and throughout the church. The goal is 100% employment. There is a role for everyone.

Never be satisfied with reaching all the men of the church. Each man knows unsaved men, and each man knows a man who would benefit immediately from Majoring In Men®. Keep sowing and you'll reap a harvest.

Once you start, never stop! Promote, promote, promote the small meetings and the larger events. God gives seed to the sower.

**You don't have to pray for opportunities.  
There are opportunities everywhere.  
Pray to be ready when the opportunities arise!**





## **PATTERNS FOR POWERFUL MEN'S MEETINGS**

- Flexible to Fit Every Church, Men's Group and Community
- How to Meet
- Who Should Meet
- When to Meet
- Regularity of Meetings

## FLEXIBLE TO FIT EVERY CHURCH, MEN'S GROUP AND COMMUNITY

*"God's methods are men. While men looks for better methods,  
God looks for better men." ~ E. M. Bounds*

Methods are instant, God's Word is constant. Just because a method works for a season, does not mean the method should never change. The Word of God is constant, which means the ministry remains the same, but the methods can change.

Majoring In Men® is so flexible, it can be used in any number of ways. Every church or organization can find a way to use it. It works for personal study, men's small groups, church-wide men's meetings, prisons, work groups, Christian education classes, Bible studies, home groups, offices, camps, retreats and more. Meetings can be held twice weekly, weekly, monthly, during weekend services, weekday mornings, Saturdays, midweek, at church, in homes, at work, in a restaurant or just about anywhere. Christian Men's Network men's groups have met under trees in Africa, in side rooms at the Pentagon, in no-visitors-allowed hard-core prisons and covertly on trains in countries where it was outlawed.

Using the curriculum in small men's groups gives men optimal time to have personal ministry and helps hold men accountable. Quarterly men's events help the small groups come together with the pastor in a focused setting to celebrate their growth and maturity. Annual men's retreats or encounters help the pastor further cement his relationship with his growing and changing men.

Because we "teach to teach to teach," the curriculum must include a merit system whereby men receive certificates and/or recognition for each book completed. Men who have finished the initial four "core" books receive recognition. Men who complete nine curriculum books can be "Commissioned" as a "minister to the men of the world." These "commissioned" men become trainers for other men, and even for other churches or in other areas of the world, as you continue to develop your men's movement.

## HOW TO MEET

**The basic equation for a men's movement is this: Two books + two workbooks + two men = men's movement.** The more of these equations you link together, the larger your movement becomes.

In considering the ways you can meet with men, the priority is for the individual man to personally wrestle with the material, internalize it, and become a stronger Christ-follower with an appetite to know and serve God. The more ways you can facilitate the men interacting with the materials and with each other, the stronger your movement will become.



## *Small Groups*

Small groups have a strong Biblical basis. Jesus used the small group method with His disciples on earth and disciplined them for three years.

Majoring In Men® is flexible, but generally utilized as a three-year discipleship course during which one lesson is completed each week for nine books.

Some theologians believe that besides the small group of 12 disciples, Jesus broke them into even smaller groups of just 3 for other purposes, such as prayer and accountability. There are many benefits to small groups and many books written on the subject. In men's ministry, the small group offers men the opportunity to become transparent and allow the Word to take hold deep in the heart.

## *Classes or Groups*

Most men's ministry occurs in classes, generally on a weekly basis. Often, the leaders have the classes merge together monthly for a Saturday morning meeting, or quarterly for a retreat of some kind.

Where it is difficult to meet more often, some groups meet monthly. When there are monthly meetings, it is important to encourage the men to be accountable for self-study in between meetings.

The foundational keys for a successful class are:

### **Start and end on time**

1. Tell the men when you will start and when it will end, then do that. Starting on time rewards faithfulness. Men will adapt to starting late if that is your pattern. Build a spirit of excellence. Sticking to a closing time keeps the leader more alert, allows men to plan their time, and creates a spirit of excellence.
2. Most men's classes do not need to be longer than approximately one hour. If the men stand around talking for an hour after you close, at least it is their own choice.
3. As the men arrive, greet each man by name. "A man's name is the sweetest word in any language," Dale Carnegie said. If you are teaching a large group that makes this impossible, welcome the entire group and express how happy you are that they are there and what you expect God to do as a result of them attending.
4. One of the keys to a successful meeting is making sure you don't try to have the group cover too much material, too fast. The men should do their own work ahead of time of the complete lesson, including the "Self Test".

5. When men come prepared they will want to participate more freely and enter into discussion, Make sure you stay with your time limits. If you don't cover it all, stay on time. The men will respect you for it and you will teach them by example this principle.

### **Review the lesson assigned**

1. Generally the assignment is one or two lessons from the workbooks.
2. Start by asking questions, if anyone:
  - a. Received a special revelation while studying
  - b. Put something into practice that they learned
  - c. Finally caught what was meant during a previous lesson
3. Go through the self-test together, asking for everyone's input, and what each part of the lesson means to them. NOTE: You may separate the men into smaller groups of 3 to 5 for any of these times—for prayer or discussion, or both. Do this based on a set time. It may be 35 minutes, less or more.
4. People retain more when they *talk* rather than when they are talked *to*. Avoid re-teaching the material. Do not stop the discussion just so you get to say something you prepared.

### **Recognize the Holy Spirit**

1. As God moves on the men, be prepared to shift focus. Perhaps one man needs the whole group to pray as he forgives his father, or admits he has made a terrible mistake in his marriage.
2. It is not finishing the list of questions that is important, it is the interaction of the men in the presence of God as they imbibe His Word. The goal is for the men to become Christlike. People retain only 5 to 10 percent of what they hear, but 80 to 90 percent of what they *experience*. Allow the men to have the experience.

### **Pray together**

1. Praying for one another creates a deep sense of fellowship. The principle is "you become intimate with the one *to* whom you pray, *for* whom you pray and *with* whom you pray."
2. Small Group Prayer: A group of 3-5 men praying together works very well. Each man declares a prayer request. Then one man starts and each man prays for the man on his right.
  - a. More than five men in a prayer group takes more time and can inhibit men who have a great need or are uncomfortable praying out loud.
  - b. A man who is not accustomed to praying aloud will find it easy to remember the prayer need of just one man, the guy on his right.



3. Rotating Leading in Prayer: If you cannot break into smaller groups, you may pray or assign someone to pray, or rotate who prays. In a 12-week class, if there are 12 men, everyone takes a turn.

### **Close**

1. Always announce the time and place of the next meeting.
2. Announce the subject matter that will be covered next. Help the men realize how much they will benefit by completing the next assignment.
3. Be sure to keep your men engaged in the local church and pastor by reminding them of events going on in the church.

### **After the meeting**

1. Make follow up calls or write emails or encouraging notes within two days after the meeting finishes.
2. Be sure to file any reports to the leadership team immediately, because there will never be time "later."

### *Church-Wide Men's Meetings*

A major meeting for all of the men is useful for many reasons. Having an exciting speaker or an exciting theme will help to build momentum, and provides an opportunity for men to invite other men from outside the church. If the pastor is not involved hands-on, this is the time to highlight the work of the pastor and church. *Read more in "Planning Major Men's Meetings."*

*Recognition:* Merit awards for progress are important. The Apostle Paul gave personal shout-outs to various workers and leaders in each of his letters. Do the same for your men. Use your time together to honor those who have completed classes, to honor the group facilitators and leaders, the organizers and others.

*Testimonies:* Group-wide meetings are great times to highlight some of the most dramatic outcomes that have been achieved. If a man is reunited with a father or a wayward son, have them testify together.

If a marriage is restored, have the husband give his testimony and bring his wife on the stage to attest to the truth of what he has done. A spray of flowers is always a nice surprise if you bring women in. Giving a man a knife or a tool as a gift for sharing is always appropriate.

*Launch Events:* When launching the men's ministry, or at the start of new classes, or at the beginning of each new season, such as September and January, use a church-wide meeting to build momentum.

## Church-Wide Studies

For some areas challenged by transportation or work-related problems such as in farming, it is too much of a burden for the men to come continually to classes. The position of last resort to conduct a group study would be to give the assignments from the pulpit on weekends, and follow up with the men the next weekend. Self-tests can be turned in, and final exams reviewed by the pastor to ensure the men are mastering the material.

## Weekend Men's Camps or Encounters

Many men's ministries are built on the weekend ministry as the core. Men's camps are ideal for cell churches, where there are already small groups in existence. Traditional churches have successfully conducted weekend men's camps quarterly, to provide an opportunity for the pastor to teach the men in-depth. Some Majoring In Men® Groups start each new book with a men's weekend prior to the start of the study. Read more in *"Anatomy of a Great Meeting."*

Here is a sample format for a weekend with the pastor or men's leader:

### Friday 6:00 – Saturday noon

1. The goal is to have a condensed, intense training, ideally that helps bond the men to the pastor, or at least to the top rung of the men's ministry leadership.
2. Practice what is learned in the cell, small group or classes. Create accountability for what is learned.

### Friday night:

1. Food and fellowship
2. Conversational, interactive teaching:
  - a. Identity – the attack on men since Abraham  
An orphan is someone without a father.  
The "seed" is under "siege"  
You were created by God for a purpose
  - b. The will and call of God – you are called with a purpose  
Isaiah
3. Introduce book: *Sexual Integrity*, for example
  - a. Deal with issues that night
  - b. Dive in so they have time to reflect and think about it all night.

### Saturday morning:

1. Personal devotion with God  
Model how to have private devotions, such as how to journal:  
"SOAP" Method – Scripture, Observation, Application, Prayer  
How to memorize scriptures (*See charts at end of section*)
2. Continue book (*Sexual Integrity*, for example)  
Six ways to avoid sexual temptation



3. Road of discipleship  
God has a call on your life  
You have to live a pure life  
You're on the road now to walking with God
4. Man was created to lead  
Lead under the authority of Christ  
Lead under the authority of your pastor  
Lead under the authority of the Church
5. Follow up  
Covenant with the men:  
Here's what the church will do  
Here's what you need to do  
Commit to complete the book in your groups, and the rest  
of the curriculum

### *One-on-One and Self Study*

Peer-to-peer studies can serve to build your men's movement, if you have no other means to bring men together. Remember the basics, to get one man with a book and workbook, wrestling with the principles and revamping the patterns of his life through the power of God.

Leadership tutoring can be conducted one-on-one. When developing leaders, create a pattern of training that connects with the culture and vision of the pastor and church.

Self-study has been proven to work with Majoring In Men® curriculum when no other option was available. Men in solitary confinement, on military posts and in hostile conditions can pick up the books and become trained, disciplined and mentored by the materials themselves.

It is always best to let "iron sharpen iron" with a group, leader, peer or other friend.

### **WHO SHOULD MEET**

Every man in the church and in any community needs to be trained in real manhood, so eventually, you will want every man of every age to take part.

### *Men Only*

Meetings are for "men only." While the curriculum is flexible, what we have found in more than 35 years of ministry to men, is that there should be no women in the men's meetings. Many churches share curriculum training with the rest of the church. Many women's ministries adapt Majoring In Men® to their needs.

Some children's ministries teach the principles to the children. But to build men, it is important to give men an opportunity to view and absorb the teachings in the context of male friendships.

There are many reasons to keep the meetings "men only."

- By keeping the uniqueness of the "men only" meeting, you encourage a larger crowd. Opening the meetings to all dilutes the effectiveness.
- "Three times in a year shall all thy males appear before the Lord," the Bible says in Deuteronomy 16:16.
- Men respond differently to the Lord's commandments when they are with just their male counterparts. There is an open honesty among them that does not surface when women or children are present.
- Men want to be men, but they want to make that decision without any embarrassment or intimidation from a spouse, daughter or girlfriend or anyone else's spouse, daughter or girlfriend. They will respond among their peers.

There is much to gain from the "men only" meetings. In years of "men only" meetings, we have watched men publicly confess sin, admit need, and come clean before God. We have heard and seen them as they confessed sex sins of all kinds. We have watched them cry openly as they asked for deliverance from abuse of their wives and children. Men have admitted to greed, pride or hatred and asked for help from other men. Many men have openly forgiven their fathers or relatives. Men have openly admitted to being molested or having other sins committed against them, and asked God to be free from the torment of those sins. We want men to become men of faith and courage by declaring their desire for freedom and moral courage. We've seen it all.

### *Young Men*

We believe that manhood should be recognized in young men from the age of 13 on. In today's culture, the world is after our boys starting as young as 10 to 12, so include, them, train them and launch them on the road to manhood. By treating young men as men, you encourage their manhood at an age when it is most important for them to develop their character. Young men who are not allowed to attend men's conferences with their fathers as young boys eagerly await the birthday or milestone your group requires to participate with "Dad."

Men will interact more together when no one's son is in the room, so allow the young men to come to men's meetings that are specific for them, such as a young men's group, a special father-son group, or at the least, the church-wide men's conferences. Allow for some groups or camps where men can bring sons. Let the young men be mentored by the men who have already received the training. If men are dealing with more mature issues, it is wise to conduct a parallel time for the younger men. They also will benefit from some time with age appropriate peers, mentored by mature men.



It strengthens the church for young men learn to take their manhood seriously. Some churches are now in their third generation of men, and the character, discipline and gentlemanly qualities of their men permeates every church service.

Important: Call young men attending “teen men” or another term with “men” in it. Do not use the term “youth” because you want them specifically to identify with their manhood.

Read the book, *COURAGE*, for a further understanding of these principles. *Read more in the “Young Men’s Ministry” section.*

### *Unchurched Men*

Every one of your men knows an unsaved man. Every unsaved man deals with issues that would benefit from Majoring In Men®. Thousands of men have become Christians after starting a men’s class. Groups, classes and camps are great entry points for men who are not yet followers of Christ. Include them. Encourage them to ask questions and participate. Require them to do the course-work, just like the rest of the men. Make them feel welcome. They are on a journey that will lead them to Jesus!

## **WHEN TO MEET**

### *Plan in Segments:*

Schedule your calendar according to what is best for your men, and based on the number of weeks you need to complete each book and workbook. Workbooks have twelve lessons, with the exception of *Sexual Integrity* and *Treasure* which each have six. We recommend men go through workbooks one lesson per week or one book for every three months.

Fast Track: Should you want to increase the pace for a select group of men, we still recommend moving no faster than one book and workbook per month. At that fast rate, it is difficult to ensure maximum impact of the principles, for the men to write them on their hearts. Use this only for the most mature and qualified group of men, to quickly launch into levels of mentoring.

Whatever you do, determine what is best from the men’s perspective, and then make your decision for the maximum good. Don’t base your decision on information gained from men whom you know will not cooperate or from those who do not attend other services regularly.

Whatever time and place you determine, remember you will need to Communicate, Communicate, Communicate. Give the details, including the beginning and end, and stick to it. For example, “The ‘Champions’ men’s group, led by Rob Gibbons will study *Maximized Manhood* from 7:30 to 8:30 each Tuesday evening for 12 weeks starting September 28 in the back room of the Seasons Restaurant on North Hopkins Street.”

Once the meeting specifics are clear and the men commit, require the men not to miss more than one or two classes to be able to “graduate” to the next class, depending on your circumstances. Some men may request to do the work and just aren’t able to be present for the classes. Be as flexible as possible to help these men, especially those with multiple jobs. Use your best men to go one-on-one with these men.

### *Times*

Meeting times are at the discretion of the local leadership and are held when best suited to meet the needs of the men. It is best to make meetings convenient to the men rather than to any one individual.

The time of the meeting is important only because it is the time best suited to the majority of that particular group of men. In some locations and with some groups, it works to meet on a Saturday morning, for others on a Thursday night.

There are groups in many areas that meet at 5:00am because that’s when the men end their shift at work. Do what is best to get the most involvement. And, don’t be afraid to change it for the next series if you find a better time or day.

### **Make the meetings fit your culture specifically:**

- In cities, it may be good to meet at 6:30 am before the workday in a café.
- Where there are factories, hospitals, hotels or similar industries, workers may get off work at 11:30 pm, meaning the ideal class might start at 12 midnight
- Meet on an off night in someone’s home, or in a church, business or restaurant, provided there is privacy for the meeting.
- If men have a hard time getting to another location on another day of the week between church services, you can meet with your men just before weekend church services or just after weekend church services.
- If you meet during regularly-scheduled Wednesday night church times, the church might provide a meal so people come straight from work with their families, then separate into classes.
- You can meet during the weekend Christian education hour, but be sure the men make a commitment, and have specific dates for being there, so it doesn’t become an optional weekend class activity.
- As much as possible, make meeting times memorable, such as “the first Monday of every month,” or “every Tuesday at 6 am.”
- Use the correspondence method or one-on-one for men who legitimately are not able to make the classes.
- Sometimes based on the work culture of the region, meeting with a small group who are doing it by correspondence at a coffee shop or for a quick breakfast early in the morning and discussing just one item out the lesson can be very effective especially for high-capacity men.
- Get God’s plan and go for it!



**Check the entire year's calendar:**

- Once you make a meeting time memorable, it is too hard for men to remember exceptions. (Announcing, "the first Monday of every month except for January, September and November," will not work well.)
- Avoid holidays and major events (Superbowl Sunday, election day). For example, if you want to hold church-wide men's meetings on the third Saturday of every month but many third Saturdays happen to fall during holiday weekends, change your plan. As men are reconciled to their families, you do not want to detract from their family life by requiring their faithfulness to the men's meetings.
- Avoid scheduling men's groups at the same time as church activities, such as Saturday work days or Thursday night special dramas or concerts. Men will become more active in the church as a result of doing the curriculum, and we don't want them to have to choose.

As you contemplate when and where to have the meetings, you will want to make the meetings accessible. However, no meeting is going to be accessible or convenient to everyone. Make the men understand that to train themselves in manhood, there will have to be some kind of sacrifice made by them. For the same reason, make the men do their homework. There is no option to this. Dr. Cole taught us the principle is that "Faithfulness is the cornerstone of character." Don't reward vice, reward good character and integrity.

**REGULARITY OF MEETINGS**

Consistency is a virtue, so whatever you do, DO IT.

It is always more attractive to people when they see something grow and be added to rather than dwindle or be cut back. If you decide to start your meetings on a weekly basis but find your men are too busy, by cutting it back, people will interpret that as a failure and not want to become involved. If weekly meetings looks like they could be a challenge, start with monthly or every two weeks, giving assignments in between.

Likewise, if you decide to have meetings on the first Saturday of every month but change the date for two months in a row, it will plant seeds of doubt in those who you want to attract. Research before you make your announcement. If there is any doubt, start smaller and leave yourself room to grow.

Most groups meet in quarters, 12 weekly sessions at a time. When they study *Sexual Integrity* for 6 weeks, they'll generally study *Treasure* right after for another 6 weeks, to finish out the 12 week cycle.

Sometimes groups meet biweekly, and some meet monthly. In a cell church, you can split the men and women once each month to conduct men's ministry. In a traditional church with midweek services, you can split Wednesday nights to have a men's class.

Whatever you do, remember that men do not want to follow a moving target. Once the meeting times are set, keep them consistent. That's why you'll check the calendar for the entire year before you make the announcement. That allows you to anticipate and plan for any date that might have to change.

### *Holidays and Summers*

It is hard to start up after taking a break. You may wish to skip three weeks of December meetings if your men are all deeply involved in church activities and cannot attend. But if you want to skip only because the leader is tied up, then find someone else who can lead it to keep the momentum going.

You may keep studying even during the summer. Some groups have actually GROWN during the summer by offering MORE meetings in the summer months. To keep the momentum from fading, simply change things up for the summer. Perhaps merge two groups into one. Try out a new leader or a new interactive approach where men give testimonies each week. Maybe meet every other week instead of weekly. You could even do a special one-month "super group" where you do the lessons two per week. Whatever it takes!

Whatever you do, communicate, communicate, communicate. If a man comes at the wrong time and no one is there, you lose that man.

### *Get The Word Out*

The difference between good and great is often the amount of passion communicated to the men of your church. Excitement and momentum comes only when people are well aware of what is happening. Promote the classes, camps, groups, events. See how much promotion the youth department does and use that as a guide. Keep the ministry in front of the whole church. Keep what is coming up next, and the benefits it will bring, in front of each man. Promote, promote, promote.

Celebrate the results. Allow men and their wives or families to give testimonies of the results. If there is not time in church services, create very short, simple videos for the church website. Commemorate the completion of each book with a certificate, and a personal note from you to the men.

### *Necessary Changes*

Stick to your decisions, but don't be afraid to change. It sounds like a contradiction, but there is a ruthlessness in the Gospel that says, "If it doesn't produce, lop it off" (Luke 13:6-9). Lop off old dead works, so you can bring forth new fruit.

If your first plan doesn't work, have the courage to admit it and change it, even if it



was your own idea. If it was someone else's idea and you simply capitulated, show the largeness of your spirit by not complaining or telling anyone "I told you so."

As you develop and learn God's pattern for your men's ministry, stick to it. Don't let anyone change it. We've had men find their patterns and carry on for more than a year before they began to see the increase. But God rewards faithfulness, and ultimately, they ended up with more men, more salvations, more changed lives than they ever imagined.



## PLANNING MAJOR MEN'S MEETINGS

- Purpose
- Appoint a Strong Team of Men Who Share the Vision
- Set Clear Goals
- Cover It in Prayer
- Nothing Succeeds Like Work
- Work Must Be Planned
- The First in Intention is the Last in Execution
- Plan for the Unexpected
- Where to Hold a Meeting
- Walk it Through
- Sound System
- Guests
- Food Service
- Promoting Your Men's Meeting
- Communicate Clearly
- Christian Men's Events



## **PURPOSE**

Most often, the first place to begin creating momentum is to motivate men toward a specific event. Events built around a “gathering” type of church event can motivate men. Or, you could hold a breakfast, campouts, weekend “encounter.” You may consider a service-oriented event such as a community-building project, after which you bring them together to celebrate the job done and give the vision for the future.

Critical mass will greatly help you launch and build momentum for your local men’s movement. Kick off the Majoring In Men® ministry by introducing the men to the teaching they will be receiving. Whatever type of event you use, just get the men together, as many men as you can gather, to get off to a strong start.

## **APPOINT A STRONG TEAM OF MEN WHO SHARE THE VISION**

The first step is to gather your core leadership team to discuss holding a momentum event. It is important that you, as the pastor or men’s leader, do not do everything alone. You will exhaust yourself and defeat your purposes. Be sure to involve others.

As you gather your team, remember that, “What a man doesn’t know, he is against.” The initial idea for holding an event is best approached on the individual level. Let each man know you are inviting him to the meeting to plan an event. That way, you can take care of any objections in advance. At the meeting when the team is together, you can simply begin to plan.

If you have a large pool of men, you may wish to promote some men to leadership, or test the talents of your men, by giving some the opportunity to serve on a special Events Team. This begins to build the pool of experienced leaders in your group, and also keeps the leadership team from having to make every decision.

## **SET CLEAR GOALS**

“Fellowship is always a by-product, never a goal.” It is not enough to have an event just so the men can get together to see each other.

The second step to a higher-profile event is to determine the specific purpose for bringing the men together. It might be:

- To cast the vision for a new men’s movement with a major launch
- To announce new initiatives.
- At the start of new classes.
- For honoring men for their achievements, leaders for their service and to introduce newly developed leaders and group facilitators.

You will want to assess the needs of your men, and set your goals accordingly. This will influence when and where you have your meeting, who speaks, the format, topics and types of presentations and what kind of follow-up you prepare.

Your basic goals are always to help men establish closer relationships with each other and bring them into a closer walk with the Lord. More specific goals depend on your group. Set priorities so that you emphasize your most important goals at all times.

At your first meeting, set goals and discuss dates and formats. One idea is to plan a major event or even a special men's retreat with an exciting theme. If your men cannot get away somewhere, then doing a weekend event, such as on a Friday night and Saturday morning can work. The most typical men's event has been all-day Saturday meeting.

From the start of your discussions, ask each man on the team to accept a responsibility—location, food, promotions, program.

The third step is to start praying.

### **COVER IT IN PRAYER**

The first thing on your committee's agenda should be a commitment by every member to pray daily for the retreat.

Prayer produces intimacy.

As the men agree together in prayer, they will begin to work together. As they begin to pray for the others who will attend, they will begin to love those brothers more. This will set the tone for the retreat.

Some men's ministries have ministry captains with a ratio of 1 to 5 men attending. These "captains" have the names of their men far in advance and start covering that brother in prayer before they even meet at the event.

*People are saved only through prayer.* You will never see the power of God's Presence in your meetings without prevailing intercessory prayer. Your prayer life will determine the prayer life of your men.

*The place of agreement is the place of power.* You must be in agreement, in prayer, with the other leaders of the group. If you are not in agreement in spirit, purpose, planning or personnel, then your meeting will not be maximized to its fullest potential.

*Intercessory prayer ministry will undergird the rest of the ministry.* No one ever gets saved without prayer. Your meeting will be only as effective as your intercessory prayer ministry because prayer is the foundation for successful ministry.



*Pray for more people to be saved.* Though every meeting is not the same, your consistency will ensure increasing attendance. Never be satisfied with what you have. Always seek God for greater meetings. Too often, men have become satisfied with what measure of success they have. They eventually decline and disintegrate. Jesus said, "My true disciples produce bountiful harvests. This brings great glory to my Father" John 15:8 TLB. The more bountiful the harvest, the greater the glory.

### *Prayer for Successful Ministry*

Here is a basic prayer for the leader of the men's group written for you by Dr. Cole:

"Father, in the Name of Jesus, I love You. I love Your Church. I love the Body. I love my brethren. I love the ministry. I love Your ministers. I love what You've done in my life.

"I want to be a success in ministry. It's Your ministry through me, Lord.

"Give me my pattern for ministry. I don't want to wear someone else's. I don't want to fit theirs. I want mine, Lord. I want to pay the price to be alone with You until You give it to me. And then, with uninhibited zeal, lifestyle, fervency of spirit, singleness of mind and devotion to purpose, I want to give myself to it, Lord.

"Flow through me, Lord. Raise me up, I pray.

"For Your glory and for Your Kingdom, I praise You for what You are doing today in me. AMEN."

### **NOTHING SUCCEEDS LIKE WORK**

Next comes the hardest step, but it will make the event easy—hard work. Proverbs 18:9 says the "lazy man is brother to the saboteur." Laziness will sabotage anything you desire to do. Recruit and train *workers*!

Your success will be directly proportionate to your efforts. The only thing God can bless is an effort. Without an effort, there is no blessing.

Have you ever noticed how hard it is for men who win a sports championship to win again the next year? Few ever do if they "rest on their laurels" from the previous year.

One of the greatest boxers of all time, who won the championship three times, was asked what the hardest part was to becoming a champion. His answer was succinct and potent: "The day after is the hardest part. You don't want to get up as early, run as much or train as hard."

For the same reason, many men's ministries do not maintain their level of effectiveness. They wait too long after an event to plan their next meeting, assume everyone will come because they merely announce it and don't spend the same amount of time in prayer and planning as they did before.

*Nothing breeds failure like success.* No matter how many times you do a major event, remember what you did to get there and do it all over again. Start with this description and planning guide, and keep going from success to success.

There is an old adage in the ministry that states: "Work as if it is all up to you, but pray as if it is all up to God." In Hebrews 11:6 we read, "He is a rewarder of them that DILIGENTLY seek Him." Your efforts in seeking God will allow God to bless your efforts in seeking men.

Don't blame yourself for failures, but don't take glory for success either. Remember, it is God who gives the increase.

Ninety percent of an iceberg is below the surface of the water, out of sight. Ten percent is visible. That is the same as a successful meeting—ten percent is seen, but there is ninety percent unseen that includes prayer, preparation and planning.

## **WORK MUST BE PLANNED**

In the Bible, the prophet always precedes the deliverer. In the same way, preparation must always precede the inspiration. Glibness in the pulpit does not compensate for preparation for the pulpit. The old adage to "plan your work and work your plan" has merit for you.

Meditate on the goals you have determined to accomplish. Plan it. Prepare for it. And then enjoy it. Planning is simply the development of a strategy for achieving success.

In Majoring In Men®, men learn:

**THE GLORY IS IN THE VICTORY; THE WISDOM IS IN THE STRATEGY!**

Men who do not plan properly are only one of two things: lazy or dumb. Be wise—plan—prepare for every detail.

### *Plan Far in Advance*

Check early to book the facility. Confirm the date, then count backwards to determine when everything will have to be done. Prepare for printed advertising materials. Allow yourself enough time to accommodate your ideas. For example, have T-shirts made with a slogan or the retreat date on it, but make them far enough in advance to show the men what they'll be receiving when they sign up.



If you are trying to reach more than just the most dedicated men in the group, think of the holidays surrounding the event—football games, high school graduations, and so forth. Plan accordingly for the fewest possible barriers for men not to attend.

### *Set the Schedule*

Know what you're going to do and when you're going to do it. Allow time for fellowship and recreation. Ensure prayer captains know when the teachings end and one-on-one ministry begins. Know when the men will be free to go to snack bars, make phone calls, and so forth, and make sure the facility and concessions are aware and prepared.

Prepare for follow up to occur later. Many leaders design the program to break into smaller groups. The men may break into a group with a leader who will follow up with them after the meeting. Or, they may break into pairs with each other, and help each other get into a small group, if they aren't already.

The bottom line is to get results, to reach your goals—not just to have a great reaction that won't last. A man who has a life-changing experience at the event will need someone to help him through whatever difficulties he encounters when he returns home. A friend he can call at any time could make a tremendous difference in his life.

### **THE FIRST IN INTENTION IS THE LAST IN EXECUTION**

In this life, your first intention as a Christian is going to Heaven to be with the Lord, but that is the last thing you will do. Everything in between leads up to the “first in intention.” When a man wants to fly to Washington, D.C., that is his “first in intention.” But he has to buy a ticket, pack his bags, plan a ride to the airport and complete other arrangements before he can get where he wants to go.

This means that in planning, always begin with the day after the meeting and work toward the day you begin planning. In other words, plan backwards. Most people, when planning a meeting, plan only up to the meeting time and never make arrangements for afterward. Then, since they had to do everything themselves, they create a negative attitude toward the meeting.

Remember, it's not how you start that counts but how you finish. Follow-up calls and thank you letters are as important as all the promotions you do beforehand. If they are done properly, then when you want to have your next meeting, you will not have to start all over again to build interest and enthusiasm.

### *"Begin With The End" Planning Chart Example*

This is a brief guideline to let you see that planning begins after the meeting and works toward the time you are planning it. Once you have thought about the details of your specific meeting, its location, members and other logistics, write down the details, and take some time to think about them. Meditation is the matrix of creativity. Make sure you have prayerfully considered every aspect of the meeting—it is vital to having a success.

30 days after	Know the dates of future meetings before you conduct this one! Announce the dates—build excitement!
2 weeks after	Send out announcements for the next meeting.
1 week after	Have a committee critique the last meeting in preparation for next one. Be honest with yourselves to improve. What worked? What didn't work? What worked the last time but not this time, and why?
Day after	Inventory materials. Add information to database. Write thank you notes. The principle is, "Gratitude confirms relationships."
Night of meeting	Lock up, carry out trash, load materials, clean tables. Have someone assigned to these tasks. Asking for volunteers during the meeting is amateurish.
Meeting	Schedule of events, personnel, time frame – all has been pre-determined in the planning of the meeting
Pre-meeting	Arrange for personnel to be responsible for set-up such as setting up tables, adding table cloths, bringing in materials, setting up tables, manning tables. Arrange for greeters and parking guides. If selling materials or products, have adequate cash to make change.
Prior to meeting	Publicity, promotion, announcements
Planning meeting	Prepare, print and communicate.

### **PLAN FOR THE UNEXPECTED**

Prepare for emergencies and interruptions. Be prepared for surprises. Make a plan in advance for what you'll do IF.... Then, if something unexpected does happen, you will be ready to move into action immediately.

Some things you could think about are a PowerPoint not working (even after being checked and re-checked), a wife wanting to attend with her husband, materials not arriving in time.

Power, where is the power outlets. How many power strips, quality extension cords and audio visual equipment is required. Is there enough lighting. Make sure the audio system is good quality or don't use one at all. No one will remember what is being said if the quality hurts the head or ears. Do it with excellence.

On a retreat, the "unexpected" to plan for might be men not able to sleep because someone in the room snores or someone not being able to eat the meals prepared, etc.



The steps to achieving success are:

Decision  
Dedication  
Discipline  
*DETAILS*

Details that are not taken care of make men lose their concentration, feel uncomfortable and get distracted. Details that have been taken care of will make a retreat smooth and enable the Lord to do a great work in the men's lives.

"The little foxes spoil the vines" is the scripture in Song of Solomon 2:15. That is another way of saying that details have a way of killing the greatest of efforts.

### **WHERE TO HOLD A MEETING**

Esthetics, the environment of your meeting, can often determine its success or failure. If you are a pastor, you may have heard this before, but it bears repeating: Do not let the facility where you worship dictate your limits. You must determine to lead personally, not circumstantially. Ensure the location is as inviting as possible.

Testifying to faith, signs, wonders, miracles and "maximized" manhood while meeting in a room that is deteriorated or moth-eaten is to work in opposition to yourself. Many men will not invite friends or neighbors to the meeting if they are embarrassed by the location or the conduct of the meeting.

Check the looks! Is the room lighted properly? Can men easily read their Bibles as well as see the screen without glare?

Are the ceilings so low that you feel cramped? If all the ceilings are low in your facility, choose a room with a window, and leave the door open. Men have a tendency to feel "boxed in" easily.

What about the physical dimensions of the room? Is there too much space for too few men? This will be intimidating and produce distance instead of intimacy. Make sure the room is the appropriate size for your group. The rule of thumb is that it's better to have standing room only than too much space.

If you absolutely cannot find a smaller room to use, then set up fewer chairs than what you're expecting and arrange them on one end of the room, while keeping the other end of the room available for display tables, snacks or concession. Give the appearance that you meant it to be that way.

Walk through every inch of space that will be used. Ensure there will be easy access to the platform. Envision where people will sit, what kind of equipment will be used. Know it exactly.

Don't forget to look at how your room is set up. Don't use a large auditorium when the men need to have room to lay out their bibles, notebooks and have plenty of rooms.

The more you take care of your speakers, the more they can relax and flow because they don't have to concentrate on other things. Bottled water is a must for the speakers.

## **WALK IT THROUGH**

On the day of the meeting, survey the scene. Personally check every detail of the meeting. Do this until your men are trained to do it the right way. Once they are, empower them to do this job.

Esthetics determine first impressions. Make sure everything has the look of "excellence." Men read about sports because they want to read about winners. Make yourself a "winner" in their eyes.

Ensure that all papers are properly placed if you have a display of books for sale or to give away. Remove unsightly boxes. (Stow empty boxes that you'll need later under tables if there is a table cloth or in a closet. If necessary, put them in a car, but get them out of sight). Ensure there are no materials lying around haphazardly. You do not want planning materials in view. All stage and podium equipment (lectern, piano top) must be dusted and cleaned.

Use your equipment to project the name of the event. Don't allow the screens to be filled with someone's computer desktop.

For major events, banners help men identify with the men's ministry name, church or theme of the event. Hang them evenly. Place them in a location where they can be seen at all times but without obtrusion or intrusion into attendees' view.

If you have a small meeting in a home, chairs should be arranged so every person is facing each other. Also, make sure there is a conveniently located bathroom and that the room is tidy.

For large meetings, chairs must face the speaker. Sit in some of the chairs to ensure everyone has an unobstructed view. Spacing of chairs is vital in a men's meeting. Men require plenty of legroom and at least two inches of space between each chair to be comfortable. When chairs are packed together, the discomfort undermines the concentration of the attendees.

For meetings using round tables, start out with no more than five to six men per table to provide the men room to put their bibles, notebooks and study guides.



When possible, set up no more than seven chairs in a row between aisles. Men tend to seek out the “end” chair, and this allows more “choice seats.” It is better to have too few chairs set up and have to increase than to have too many chairs set up. Too many chairs intimidate people. Attendees will be looking around to see who else is coming or they may feel that they are part of something that failed when a large amount of empty seats.

Have the ushers prepared to add more chairs, tables, or rows as the room fills to 80% or more. It is always better to add chairs, as it keeps the men closer to the front and those who come in later can fill in the back area without disturbing the proceedings.

The speaker should be the only person on the platform for the message. He needs to be the focal point of interest. Others who sit around him may distract from him. If a woman is going to address your audience, plan in advance who will escort her to the podium and promptly take her elbow as soon as she rises. She should not be left unaccompanied as a point of respect. Quite often, after a woman speaks to men, having a man follow up her comments helps the men make proper commitments.

Temperature is important. Air conditioning and heat must be monitored at all times during the meeting. The responsibility needs to be assigned to someone responsible. Men tend to generate more heat than mixed crowds, so set your thermostat lower in summer and do not use as much heat in winter.

## **SOUND SYSTEM**

The sound system is an extension of your voice. If it is not good, your presentation is adversely affected. Muffled, garbled or “tinny” sounds make listening an effort. The audience will tire of straining to hear. If you don’t trust your sound system, don’t use it. It is far more conducive to learning to listen to a man’s voice directly, even if faintly, than to a faulty sound system.

Have your sound check at least one hour prior to the meeting. Musicians will generally want to have the sound check at the last minute, which creates confusion just as you are making last minute preparations to have your men seated. That should not be allowed. The room should be completely ready, with appropriate background music and visuals at least fifteen minutes before the start of the program.

## **GUESTS**

Whether at a home, in a restaurant or at a public meeting location, parking places should be arranged. When needed, someone should be assigned to guide guests to parking and to the entrance of the event if there is any chance of confusion. Don’t let your own familiarity dictate your hosting responsibilities. Make sure men are clear on where they are supposed to go.

Hosts need to be assigned to assist special guests. Instant readiness and anticipation of needs is appreciated by speakers, local politicians, or anyone else you have invited to attend.

## **FOOD SERVICE**

Don't major in the meal rather than in ministry. Before you have a meeting involving food, remember that there is a corollary between flesh and carnality. Take into consideration what you serve, how much and when.

Food should never become a focal point or an issue at a men's meeting where you are trying to reach the spirit of the man. Disciplining the physical appetite heightens the spiritual receptivity. It is more important to minister to the spiritual man than to the physical man. Keep it "lean and mean"!

For Saturday men's events ending in the early afternoon, you can serve coffee and a pastry in the morning and fruit and soft drinks at the break. Never serve men a heavy lunch if you want their attention after the meal!

If you meet for breakfast, serve quickly. For an evening meeting, a simple refreshment is nice for a time of fellowship *following* the ministry. Something light and digestible is desirable. But remember, men need to return to their families rather than linger aimlessly—don't give them an opportunity to escape practicing what they learned! There are those occasions when it is appropriate and desirable to "break bread" together. There may be a Valentines Day banquet with the men's wives attending or a special "honors" banquet for special achievements.

At any meal function ALWAYS start the program before the meal is finished. Don't let people become bored or distracted. Hold their interest by giving them something interesting as they finish their meal, even if it is just to read greetings from dignitaries or to show a video.

When you are serving a plated meal, limit the time for serving and clearing to just 45 minutes. If, for example, the food takes over an hour, and the leaders wait to start the program until after the meal is served, the people are worn out long before the end of the program. By limiting the time, the program, prayer and testimonies will not be interrupted by clanging dishes and scurrying waiters. The people will be fresh through to the end.

To shorten the serving time, pre-set as much food as possible. For example, have the beverage, salad, rolls and dessert on the table before people enter. Then, serve the entree ten minutes after the blessing is said.

Give the caterers the exact length of time in which you want the meal served. Make them fit your time schedule. When catering is done by church groups, they can have the best



food, but often the slowest. Set out expectations far in advance, before committing to them. In a restaurant or hotel, they may argue with you, but remind them YOU are paying the bill, and you want the meeting done to YOUR specifications. If serving buffet style, make sure to have enough tables and food lines to get the people through in twenty minutes maximum. Again, they may argue, but if you have it agreed upon and put into the contract, it is a “done deal,” and they must comply. *Do not put your meeting at the mercy of the caterer.* You must not allow the time taken to serve the meal to ruin your meeting. In *Maximized Manhood*, you can read about people creating your world for you. Don’t let other people create your world for you!

## PROMOTING YOUR MEN’S MEETING

The most important element affecting attendance at your meetings, other than prayer, will be if men are not even aware of the meetings. Promote, promote, promote. Promotions are necessary to bring the men. You must create a sense of destiny, urgency and interest in the place, theme and goals of your meeting. Call. Text. Email. Write. Encourage and promote constantly

The same amount of work goes into a meeting that has twenty people as one that has two hundred people...or two thousand. When you are going to invest all the work to make a men’s meeting happen, you want to meet your attendance goals. For small groups, your goal may be to have all 8 members present. For retreats, your goal may be to fill the 50 beds at the facility. For events, you want to have as many men as possible in the facility. In any gathering, typically only 70 percent who commit will attend. Don’t cut back when you think the facility is filled. Keep promoting.

Use every opportunity to promote in the local church. Print inside the bulletin, use flyers, create screen images and ask that the images be on church screens as people arrive. You may also put a table at the back of the church. Ask the pastor to promote from the pulpit. Promote with flyers, texts, emails, and social media. Use a breakfast or event to launch groups or classes. Promote promote promote. Encourage, encourage, encourage.

Even if a meeting is free, *always* have men sign up to attend. The principle is, “You are committed to what you confess.” Give them every opportunity to confess that they will come. If you give them a t-shirt or sell one just for signing up, it will boost their identification with the event, their involvement and investment. Prepare a video for the announcement at weekend services. Create posters. Keep the same images on everything you create. Ensure the date and time is on everything.

You may also send a press release to the local newspaper. Many churches fail to notify their local media of the events going on and lose a great deal of free publicity. Also make sure you send a press release to any “community calendar” publications or programs. They will usually run the information for free. Don’t be afraid to send out press releases each month. Change the wording a little, and keep sending them out until you get someone’s attention!

People respond to free gifts. Although it is difficult to get the press to drive to a meeting you might have, they may respond if you send them a complimentary copy of a book or flash drive. If you use the local press, keep your witness with them. See the members of the media not just as a tool, but as other men and women who need Jesus Christ!

## **COMMUNICATE CLEARLY**

The success of a football coach is not revealed by what he knows but by what his players know. Same with you. It's not what you know that will make your ministry successful but what the people know from you that will augur success.

Assumption is life's lowest form of knowledge. Don't assume anything!

Immediately notify team members of changes. Announce details to the rest of the group as they are finalized. Make a list of prayer needs, although not individual men's needs, so you can engage the wives, mothers or other prayer groups in prayer for the meeting.

### *Confirm Plans in Writing*

In the CMN offices, we say, "If it isn't in writing, it doesn't exist." The reason is that memories are faulty at best. When instructions are only verbal, without the ability to refer to them in writing, the possibility of misunderstanding is ever present.

Finalize preparations in writing with your facilities coordinator, printer, anyone you may enlist for your retreat. Keep a steady flow of communication going out. This will minimize any confusion people may have and keep the meeting in the forefront of people's minds. Make it a great, serious event to you so it will be a great, serious date to them.

Email is best used to confirm a conversation, not to initiate or carry on one. It is best if planning meetings are held, phone conversations are had, and an email goes out that confirms it, or the shared document is updated with what was agreed to.

### *Create Many Volunteer Positions*

Let everyone make a contribution to the effort by engaging them in tasks, whether large or small. Have two volunteers meetings, or meetings with volunteer captains, at least a month in advance and again a week before the meeting.

Make a list of all items needed, from the microphones and video projectors, to the lights and offering buckets. Ensure someone is assigned to each specific duty and knows what to do when the time comes. Know where everything is, who will get them and when and who will be the back up in case of emergency.



As you “begin with the end in mind,” remember to plan in advance who will take registration money to the bank, who will turn out the lights when the event is over, who will pay the bill at the facility, who will pack up the extra books and tapes. Also have someone designated as the last to leave to inspect the facilities for any possible loss or damage. Get a signed statement that the facilities are in order at your departure.

Don’t expect people to perform to their maximum if you have given them something to do that is not their strength. As you continue to hold meetings, rotate positions until you find what suits each of your leaders.

*Give People Recognition.* You do not have to make a public display of appreciation in every meeting, but it is necessary to give people a private word of recognition and gratitude. Don’t overlook anyone. Their good works make you look good.

*Maintain the unity of the faith.* Power is produced through agreement. However, too many times, there is a compromise given to someone else’s desires simply to satisfy him, when the truth is that he is not in agreement with the purpose of the meeting. Compromise simply dilutes the power of ministry. Bring people into agreement with the total vision first, then you will find agreement on the details.

## **CHRISTIAN MEN’S EVENTS**

For 40 years, Christian Men’s Network has brought personal ministry to men through regional and citywide “Christian Men’s Events.” Few regions in the United States have been missed.

Holding such an event, or taking your men to one nearby exposes men to new depths of teaching. Joining an area-wide men’s events affords you the opportunity to reap the benefits of the ministry without the burden of conducting it yourself.

While every Christian men’s event varies, when the power of God is evident, the results are life-changing. The most impressive aspects of a men’s event are the freedom and openness of hundreds of men joined together for one purpose and the powerful altar calls for salvation, repentance and commitment.

You may also use such events as an evangelistic tool to bring more men into the Kingdom of God and into the fellowship.

Watch the Christian Men’s Network website for details of upcoming events, and contact the office if you want to bring a Christian Men’s Event to your city.

## **ANATOMY OF A GREAT MEETING**

- Timing
- Speaking and Speakers
- Opening a Meeting
- Making Your Presentation
- Receiving An Offering
- Embrace the Holy Spirit
- After the Lesson
- Closing the Meeting



The following principles CMN teaches have been learned through years of ministry experience. Most are for leaders as well as for every man who participates in the ministry program, so every man can contribute. Study them, learn them, and build on them!

## **TIMING**

“Timing is the essential ingredient in success.” Before you begin your meeting, write out the times when you want to finish each segment. First, write the start and end times you have announced. Next, estimate the amount of time you will need for each item you want to cover, such as opening prayer, remarks, going through the materials, discussion, prayer requests and prayer.

Plan backwards. Add the total time allotted for each segment. Subtract the total from the time you have announced you will end the meeting. This gives you the time you **MUST** start the first segment if you expect to end promptly.

There may be times when God is moving to change men’s lives and the ministry extends beyond the time parameters you have announced. Wonderful! Aside from that, your men need to know that when they come, the meeting is going to be precise and concise. Hold to it. Discipline yourself to it.

### *Start and End on Time*

Start on time. Starting on time rewards virtue. If you start late, you are dealing with a “slack hand.” The Bible says that if you deal with a slack hand, you cannot prosper. Starting on time is an example of keeping your word. Keep within the parameters you have set before the meeting to build credibility and excellence in your group. Only the Holy Spirit has the right to change those parameters.

Remember that you are living in a world that rejects discipline. Only those who love and pursue excellence love discipline. There is a little “death” in all discipline. All discipline is based on preference, not hatred. You must lead men to prefer excellence. It is “death-dealing” but must be done. If you discipline your men to promptness, they will respond to it. The later you start the meeting, the later they will come. Be willing to discipline to achieve excellence.

End on time. This honors your men and respects their time. Dismiss those who must leave at the time you announced the meeting would end. Many of them will have engagements waiting and will appreciate your respect for their valuable time. Others will want to linger for fellowship or additional ministry. Let the men know the meetings will be clear, sharp, punctual. They will respond to it. They will want to return the next time.

## **SPEAKING AND SPEAKERS**

*The ministry is more important than the speaker.* Not all preaching ministers and not all of ministry is preaching. Speakers are important vehicles for the Lord to use to bring His Word. But “ministry” is more than just speakers. It involves more people than that.

We are in a life-changing ministry. The speaker is just the forerunner for the actual ministry. Make sure you don’t feature the speaker and forget the ministry. Signs, wonders and miracles are the ministry. The important thing to ask is, “What is God wanting to do in the meeting?” Receive your pattern in prayer.

*Don’t invite anyone to speak out of sheer friendship.*

If people don’t have a ministry or valid contribution to make, they should not be speaking at your meeting. Remember, this is a ministry, not a country club. This is not fun and games but life and death. You can miss many of the great opportunities that could have been present, simply because you lean into sentiment.

## **OPENING A MEETING**

Always create an atmosphere of expectancy. Talk about God, not self. Tell of God’s power present to meet needs. Tell of victory, not defeat.

Start with a positive statement of faith that has the quality of immediacy in it. Example: “Tonight is going to be a great night because where the Spirit of the Lord is, there is liberty. God is at liberty to do His pleasure in this meeting.”

Make the statement strong but true. If you exaggerate, people know it and immediately turn you off. They witness in their spirit to truth and reality.

*Never start the meeting with a negative statement.* An apology concerning attendance, preparation or program creates negative images in attendees’ minds. “I’ve never done this before” or “I’m not really much of a public speaker” might make you feel better but makes everyone else uncomfortable. If you say that you didn’t know you were going to be there until a few minutes before, it makes people wonder about those in charge. Stating that you are not sure why you are there is just as bad. Start positive and finish strong! Write your opening statements and practice them until they are natural. Make sure to close with something the men can take away wanting more.

## **MAKING YOUR PRESENTATION**

Speak with authority. Authority comes from knowing Who God is, who you are in God and what God has promised in His Word for the meeting. When you are secure in your mind and heart about what God wants from the meeting, how it is to be conducted, what is the outline, then you can speak with the authority of “knowing.”



### *Watch Your Speech*

Elocution, diction, vocabulary are vital in communication. Sloppy, lazy speech patterns are boring and banal to the listener. It may take work, but it's worth it to write out your opening, introductions or whatever you will need to say. Learn them. Memorize them. Then ad-lib when you actually speak.

Some of the most successful men's meetings are led by men who take the time to go over words that are new to them in the curriculum. The men know they are improving their minds, as well as their spirits, which helps them in their careers, personal presentation and promotions. This becomes an added incentive to attend the meetings each week—the men know when they miss, the other men will use words on them they don't know!

### *Appearance is Vital*

First impressions are lasting. Shined shoes, pressed pants and coordinated clothes are an indication of carefulness and thoughtfulness.

### *Speak to the Back Seat*

If you'll speak to the people in the back of the room, you'll have the attention of everyone in front of them as well. Never speak to just the front seat, or you will lose the back half of your audience.

## **RECEIVING AN OFFERING**

An offering and an altar call are synonymous. Both are asking for a commitment. Always be prepared for an offering. Be sure to have envelopes available, when possible. We "receive" an offering. We don't "take" an offering because we are only receiving it for the work of the Lord. If you are in a meeting where an offering is necessary, even if you have never received an offering before, here are some guidelines:

1. Always know what the offering is for before receiving it.
2. Offerings are sacred and should be regarded as such. Therefore, they should never be belittled by humor or degraded by greed.
3. The Word of God is the source of faith in giving so it should always be employed in receiving the offering.
4. Prayer is vital for both the person who receives the offering and the person who is giving to the Lord.
5. Giving an offering is an expression of faith. The person receiving the offering should always do so in a positive manner.

6. Make the presentation simple but clear. What people do not understand, they do not cooperate with easily.
7. People respond to need. Christ came to meet needs. Let them know what the need is, and then ask them to meet it. Never be embarrassed about asking people to meet the need. It is the Lord's pattern. He instituted it; therefore, it is a glory, not an embarrassment.
8. The Holy Spirit is always at work in people's lives. When receiving an offering, always determine prayerfully what it is the Spirit of the Lord wants to do in the people's lives and present it as you are led.
9. Give the Spirit time to work in the lives of those who are to give. Don't grieve the Spirit with haste.
10. Always give God glory for what He does.

Ask your ushers to look at every man as he gives. A smile to each man who gives is a gracious way of saying "Thank you."

### **EMBRACE THE HOLY SPIRIT**

Any manifestation of the Spirit of God must edify, exalt and elevate. Don't be averse to letting men share the signs, wonders and miracles that God has done in their lives, but make sure it is of the Spirit and not of the flesh. When it is of the Spirit, it edifies, exalts or elevates.

The Word says to judge the spirits. When someone speaks, there is a "witness" in the spirits of others through the Spirit of the Lord as to whether or not it is of God. If you are conducting the meeting and someone speaks up in a way that is not of God, you are required by the Lord either to give an explanation, to give correction to the individual or, in some way, to make sure the men understand the difference between what is of God and what is of the flesh.

You discipline to the level of the anointing of the Holy Spirit in your life. Teach your men the reverential awe and fear of the Lord, and discipline them to the anointing of the Holy Spirit. Some men may not understand, but they are not in leadership.

Dr. Cole stated of his own consecration, "Others may—I cannot." As a leader, you must discipline yourself to the anointing God has placed on you.

The anointing breaks the yoke. Different men have different anointings for different ministries. Recognize the various offices, functions, gifts and ministries from the Scripture.

Any testimony from men should always edify, exalt or elevate. Don't cater to the flesh of anyone. Avoid the mundane, repetitious or banal. Let Christ be Lord in your meetings.



## AFTER THE LESSON

The ministry is not just the speaker or the materials. These are just part of the total ministry for your group for a particular day. When the programmed speaking is over, you may choose to enter into ministry with prayer, an altar call, an additional statement that you feel the Lord has given you for the men or a variety of other things. Sometimes, you can simply pair off men into prayer partners and let them finish by ministering to each other.

Remember one thing, however. You are stepping into an anointing when you stand up to speak. And stepping into it, it is very easy to go way too far. The ministry is what is important. When you come to the end of the message, let there be ministry, not more speaking that can wear out the people. *RESIST the temptation to re-teach what was just taught!*

## CLOSING THE MEETING

People in the theatre say, "Always leave them asking for more."

Biblically speaking, the principle is that there are only two things you ever do in life: enter and leave. If men leave on a note of condemnation or resentment, they will be reluctant to want to enter again. Let men leave with a positive note so when they think about entering again, they will think about it with warmth instead of coldness.

Always promote the next meeting or start of classes or outreach, making it clear what you want them to do next. Every gathering should lead to another of some kind.

Finish as succinctly as you began, fully prepared and not prolonging the close. When the meeting is over, the men might want to stand around and talk for an hour to share the blessings of the Lord. Great. But don't make that hour a part of the meeting.

Send the men away filled but desiring more. **CLOSE BEFORE THE MEETING ENDS.**

## **BUILDING YOUR MEN'S GROUP: ADMINISTRATION & FINANCES**

- Invest to Increase
- Core Group
- Calendar
- Put Books in Order
- Put Classes in Order
- Who Can Facilitate a Group?
- Tracking and Follow Up
- Merit Awards
- Finances
- Forms:
  - Journal Pages
  - "My Brothers Keeper" Prayer Forms
  - Attendance Roster



Movements are driven by faithful participants. As you read through the steps of organizing your classes and the finances of the ministry, remember that you are dealing with what is sacred to God. These are not mere administrative tasks, but the handling of precious relationships. Much of what can be considered tedious administrative details are actually the very acts that help to determine if a man will engage and fully embrace the teachings of Christlike manhood. These tasks are a service to God, not just a letter folded or a telephone call made.

## **INVEST TO INCREASE**

The men of your group will cohere and become a standing “membership,” either by a membership program you implement or simply as a fact. We encourage you to establish some form of “membership” and seal their commitment by utilizing various resources. Creating lapel pins, t-shirts and caps adds to the camaraderie of your men and encourages the commitment that makes for a great men’s ministry.

The Biblical pattern for success is a four-part process:

Identification

Involvement

Investment

Increase

When a man takes the initial step by becoming IDENTIFIED with your men’s movement, he must be led through the series of steps before he will yield an increase personally or to the group.

After making identification by attending a meeting, he needs to be encouraged to become INVOLVED with the ministry. This can be as simple as taking a flyer for the next event, camp or new class and giving it to someone at work.

Then he needs to make a real INVESTMENT, either by giving in the offering or by volunteering his time, or both. Every man must invest in order to reap the full INCREASE that God has for him.

Make the effort to bring every man in your ministry through these steps to see an increase in his life and in the life of your group.

## **CORE GROUP**

Start training the men by starting with your core group. Generally, the pastor will take a core group through *Maximized Manhood*. Ideally this group is small, not less than 3, and not more than 12 to 14 men. These are the men who will do the actual work.

When developing your core, you can start with as few as 3 men, and many pastors do. There is a benefit in having 8 trained men as quickly as possible. Eight trained men allows

for classes to be taught on the first 4 core books by teams of 2 without placing a burden on any one man.

In some very large churches, the pastors have taught as many as 100 men, in order to get as many men into leadership as possible, to have a maximum number of small groups. This requires a great deal of administration, but illustrates how flexible the system is.

Keep in mind as you design your groups and classes, men may be hesitant to make long-term commitments. Break the course down into the smallest bites so men who want to just take one or two classes can participate. High capacity men will want to see the big picture. Also make it easy for men who only desire to do the first four core books (MaxTrak). Not everyone may want to make go all the way and be Commissioned. The truths and principles in just one course is enough to bring great changes into each man's life. Encourage all your men to go all the way, but realize for various reasons some may not. Stay positive and encouraging to all your men.

## CALENDAR

The calendar is your most important tool in organizing your classes, groups, camps and special events. Plan far in advance to ensure the timing works, and you don't end up midway through a class having a holiday or major event that disrupts the classes. The larger the church, the harder it is to avoid conflicts. The smaller the church, the easier it is to set the course without conflicts. Plan to allow the optimum time and greatest potential.

Schedule your classes, then schedule the leaders for those classes at the exact same time. Clearing the calendars of your leaders and potential leaders. Pair up leadership candidates with experienced leaders, so you are in a constant state of development.

## PUT BOOKS IN ORDER

Most men's groups start with the classic *Maximized Manhood*. Review the Outcomes for each book, for two reasons.

First, you will want to ensure your group facilitators know the basic outcome of that course of study. There is a lot to learn from each book, so keeping a simple focus helps direct the men toward the main points. This also allows the leaders or pastor to review how well the men are assimilating the materials. In order to help the men learn, drive the points home, and introduce the entire church to the principles, consider adding what is being taught to the men to weekend messages, special events, and by inviting special speakers.

Second, you want to ensure the books are meeting any specific needs of your men. During rough economic times, you will want to start the *Never Quit* class sooner. If many men are struggling, perhaps due to national calamity, start a *Strong Men in Tough Times* class



sooner. If men are struggling in their marriages, use *Maximized Manhood* then *Communication, Sex & Money*, and possibly go to *The Unique Woman* soon after.

For men who have not had fathers, use *Courage* very soon, so they can be led to forgive their fathers. Most men cannot be good fathers until they have forgiven theirs. The entire salvation message is to be forgiven, as we forgive others. Forgiveness is the key to Christian growth. This book is ideal for prisons and young peoples' homes if you are doing outreach.

## PUT CLASSES IN ORDER

The standard class sequence starts with the first 12 weeks. Two men from the core group facilitate the first class of *Maximized Manhood*. While two are leading one group, on another night, the entire core group can study *Communication Sex & Money*. This means that two men are engaged in classes twice per week, for 12 weeks only.

During the second 12 weeks, the first class moves on to *Communication, Sex & Money*. Two members of the core group facilitate that group's book while the entire core group studies *Courage*. Again, the two men who are facilitating will be engaged in classes twice per week, for 12 weeks only.

To quickly engage all the men of the church, a new *Maximized Manhood* group can start immediately during the second 12 weeks. For small churches, speed the development of new leaders by tapping two men from the first class to lead the next class themselves during the second 12 weeks. For large churches with a mature core group, speed the entire core in a one-year intensive and set them loose to facilitate the entire church.

In the third 12 weeks, two men facilitate the book *Courage*. The core group can study *Strong Men in Tough Times*. In the fourth 12 weeks, two men can facilitate *Strong Men in Tough Times*. The core group can study the next elective books chosen.

Rotate the group facilitators and continually work to develop leaders from the men who are taking the classes. It often works out that a couple of men enjoy leading one book better than another book, and they become the permanent facilitators of that class.

To qualify your core group faster, you could put them all on a one-year plan and have your first commissioning for them at the end of that year. *See the charts. Read more in "Commissioning."*

Studies show that it takes roughly three years to make a first-stage disciple. The following is a 3-year calendar for 3 classes or groups. Class #1 starts after the Core Group completes the first book, so a Core Group member can facilitate it. Other Core Group members, or even members of Class 1 can facilitate Classes 2 and 3. Without breaks, a class can complete the nine books required for Commissioning in just over two years (last classes are designated by underline). When needed, classes finish faster if leaders double some

lessons. This schedule shows the Core Group and classes continuing to study elective books after Commissioning.

This is a **three-year calendar for three classes or groups**. This is just a schedule to ignite your creativity and should be modified to fit your culture, meet your men's needs, and reach your goals.

WEEK	YEAR ONE				YEAR TWO				YEAR TWO			
	CORE	GROUP NUMBER			CORE	GROUP NUMBER			CORE	GROUP NUMBER		
		1	2	3		1	2	3		1	2	3
1	MAXMAN	-	-	-	POP	SMITT	COUR	CSM	TREAS	UWOMAN	REALMAN	NQUIT
2	MAXMAN	-	-	-	POP	SMITT	COUR	CSM	TREAS	UWOMAN	REALMAN	NQUIT
3	MAXMAN	-	-	-	POP	SMITT	COUR	CSM	TREAS	UWOMAN	REALMAN	NQUIT
4	MAXMAN	-	-	-	POP	SMITT	COUR	CSM	TREAS	UWOMAN	REALMAN	NQUIT
5	MAXMAN	-	-	-	POP	SMITT	COUR	CSM	DARING	SEX INT	UWOMAN	REALMAN
6	MAXMAN	-	-	-	POP	SMITT	COUR	CSM	DARING	SEX INT	UWOMAN	REALMAN
7	MAXMAN	-	-	-	POP	SMITT	COUR	CSM	DARING	SEX INT	UWOMAN	REALMAN
8	MAXMAN	-	-	-	POP	SMITT	COUR	CSM	DARING	SEX INT	UWOMAN	REALMAN
9	MAXMAN	-	-	-	N QUIT	POP	SMITT	COUR	DARING	SEX INT	UWOMAN	REALMAN
10	MAXMAN	-	-	-	N QUIT	POP	SMITT	COUR	DARING	SEX INT	UWOMAN	REALMAN
11	MAXMAN	-	-	-	N QUIT	POP	SMITT	COUR	DARING	TREAS	UWOMAN	REALMAN
12	MAXMAN	-	-	-	N QUIT	POP	SMITT	COUR	DARING	TREAS	UWOMAN	REALMAN
13	CSM	MAXMAN	-	-	N QUIT	POP	SMITT	COUR	DARING	TREAS	UWOMAN	REALMAN
14	CSM	MAXMAN	-	-	N QUIT	POP	SMITT	COUR	DARING	TREAS	UWOMAN	REALMAN
15	CSM	MAXMAN	-	-	N QUIT	POP	SMITT	COUR	DARING	TREAS	UWOMAN	REALMAN
16	CSM	MAXMAN	-	-	N QUIT	POP	SMITT	COUR	DARING	TREAS	UWOMAN	REALMAN
17	CSM	MAXMAN	-	-	N QUIT	POP	SMITT	COUR	IRRHUS	DARING	SEX INT	UWOMAN
18	CSM	MAXMAN	-	-	N QUIT	POP	SMITT	COUR	IRRHUS	DARING	SEX INT	UWOMAN
19	CSM	MAXMAN	-	-	N QUIT	POP	SMITT	COUR	IRRHUS	DARING	SEX INT	UWOMAN
20	CSM	MAXMAN	-	-	N QUIT	POP	SMITT	COUR	IRRHUS	DARING	SEX INT	UWOMAN
21	CSM	MAXMAN	-	-	REALMAN	N QUIT	POP	SMITT	IRRHUS	DARING	SEX INT	UWOMAN
22	CSM	MAXMAN	-	-	REALMAN	N QUIT	POP	SMITT	IRRHUS	DARING	SEX INT	UWOMAN
23	CSM	MAXMAN	-	-	REALMAN	N QUIT	POP	SMITT	IRRHUS	DARING	TREAS	UWOMAN
24	CSM	MAXMAN	-	-	REALMAN	N QUIT	POP	SMITT	IRRHUS	DARING	TREAS	UWOMAN
25	COUR	CSM	MAXMAN	MAXMAN	REALMAN	N QUIT	POP	SMITT	IRRHUS	DARING	TREAS	UWOMAN
26	COUR	CSM	MAXMAN	MAXMAN	REALMAN	N QUIT	POP	SMITT	IRRHUS	DARING	TREAS	UWOMAN
27	COUR	CSM	MAXMAN	MAXMAN	REALMAN	N QUIT	POP	SMITT	IRRHUS	DARING	TREAS	UWOMAN
28	COUR	CSM	MAXMAN	MAXMAN	REALMAN	N QUIT	POP	SMITT	IRRHUS	DARING	TREAS	UWOMAN
29	COUR	CSM	MAXMAN	MAXMAN	REALMAN	N QUIT	POP	SMITT	ABS ANS	IRRHUS	DARING	SEX INT
30	COUR	CSM	MAXMAN	MAXMAN	REALMAN	N QUIT	POP	SMITT	ABS ANS	IRRHUS	DARING	SEX INT
31	COUR	CSM	MAXMAN	MAXMAN	REALMAN	N QUIT	POP	SMITT	ABS ANS	IRRHUS	DARING	SEX INT
32	COUR	CSM	MAXMAN	MAXMAN	REALMAN	N QUIT	POP	SMITT	ABS ANS	IRRHUS	DARING	SEX INT
33	COUR	CSM	MAXMAN	MAXMAN	UWOMAN	REALMAN	NQUIT	POP	ABS ANS	IRRHUS	DARING	SEX INT
34	COUR	CSM	MAXMAN	MAXMAN	UWOMAN	REALMAN	NQUIT	POP	ABS ANS	IRRHUS	DARING	SEX INT
35	COUR	CSM	MAXMAN	MAXMAN	UWOMAN	REALMAN	NQUIT	POP	ABS ANS	IRRHUS	DARING	TREAS
36	COUR	CSM	MAXMAN	MAXMAN	UWOMAN	REALMAN	NQUIT	POP	ABS ANS	IRRHUS	DARING	TREAS
37	SMITT	COUR	CSM	MAXMAN	UWOMAN	REALMAN	NQUIT	POP	ABS ANS	IRRHUS	DARING	TREAS
38	SMITT	COUR	CSM	MAXMAN	UWOMAN	REALMAN	NQUIT	POP	ABS ANS	IRRHUS	DARING	TREAS
39	SMITT	COUR	CSM	MAXMAN	UWOMAN	REALMAN	NQUIT	POP	ABS ANS	IRRHUS	DARING	TREAS
40	SMITT	COUR	CSM	MAXMAN	UWOMAN	REALMAN	NQUIT	POP	ABS ANS	IRRHUS	DARING	TREAS
41	SMITT	COUR	CSM	MAXMAN	UWOMAN	REALMAN	NQUIT	POP	MAXMAN	ABS ANS	IRRHUS	DARING
42	SMITT	COUR	CSM	MAXMAN	UWOMAN	REALMAN	NQUIT	POP	MAXMAN	ABS ANS	IRRHUS	DARING
43	SMITT	COUR	CSM	MAXMAN	UWOMAN	REALMAN	NQUIT	POP	MAXMAN	ABS ANS	IRRHUS	DARING
44	SMITT	COUR	CSM	MAXMAN	UWOMAN	REALMAN	NQUIT	POP	MAXMAN	ABS ANS	IRRHUS	DARING
45	SMITT	COUR	CSM	MAXMAN	SEX INT	UWOMAN	REALMAN	NQUIT	MAXMAN	ABS ANS	IRRHUS	DARING
46	SMITT	COUR	CSM	MAXMAN	SEX INT	UWOMAN	REALMAN	NQUIT	MAXMAN	ABS ANS	IRRHUS	DARING
47	SMITT	COUR	CSM	MAXMAN	SEX INT	UWOMAN	REALMAN	NQUIT	MAXMAN	ABS ANS	IRRHUS	DARING
48	SMITT	COUR	CSM	MAXMAN	SEX INT	UWOMAN	REALMAN	NQUIT	MAXMAN	ABS ANS	IRRHUS	DARING
49	POP	SMITT	COUR	CSM	SEX INT	UWOMAN	REALMAN	NQUIT	MAXMAN	ABS ANS	IRRHUS	DARING
50	POP	SMITT	COUR	CSM	SEX INT	UWOMAN	REALMAN	NQUIT	MAXMAN	ABS ANS	IRRHUS	DARING
51	POP	SMITT	COUR	CSM	TREAS	UWOMAN	REALMAN	NQUIT	MAXMAN	ABS ANS	IRRHUS	DARING
52	POP	SMITT	COUR	CSM	TREAS	UWOMAN	REALMAN	NQUIT	MAXMAN	ABS ANS	IRRHUS	DARING



See the following example of a **three-year calendar for groups that complete three books per year with breaks**. The summer break could be for the shorter *Never Quit* or *Treasure* books. Or, do a "Super Group" by doubling lessons. Or, utilize the break for leadership development or outreach. *This is just a schedule to ignite your creativity and should be modified to fit your culture, meet your men's needs, and reach your goals.*

WEEK	YEAR ONE				YEAR TWO				YEAR TWO			
	GROUP NUMBER				GROUP NUMBER				GROUP NUMBER			
	CORE	1	2	3	CORE	1	2-3	4- MORE	CORE	1	2-3	4- MORE
1	MAXMAN	-	-	-	SMITT	COUR	CSM	MAXMAN	REALMAN	N QUIT	POP	SMITT
2	MAXMAN	-	-	-	SMITT	COUR	CSM	MAXMAN	REALMAN	N QUIT	POP	SMITT
3	MAXMAN	-	-	-	SMITT	COUR	CSM	MAXMAN	REALMAN	N QUIT	POP	SMITT
4	MAXMAN	-	-	-	SMITT	COUR	CSM	MAXMAN	REALMAN	N QUIT	POP	SMITT
5	MAXMAN	-	-	-	SMITT	COUR	CSM	MAXMAN	REALMAN	N QUIT	POP	SMITT
6	MAXMAN	-	-	-	SMITT	COUR	CSM	MAXMAN	REALMAN	N QUIT	POP	SMITT
7	MAXMAN	-	-	-	SMITT	COUR	CSM	MAXMAN	REALMAN	N QUIT	POP	SMITT
8	MAXMAN	-	-	-	SMITT	COUR	CSM	MAXMAN	REALMAN	N QUIT	POP	SMITT
9	MAXMAN	-	-	-	SMITT	COUR	CSM	MAXMAN	REALMAN	N QUIT	POP	SMITT
10	MAXMAN	-	-	-	SMITT	COUR	CSM	MAXMAN	REALMAN	N QUIT	POP	SMITT
11	MAXMAN	-	-	-	SMITT	COUR	CSM	MAXMAN	REALMAN	N QUIT	POP	SMITT
12	MAXMAN	-	-	-	SMITT	COUR	CSM	MAXMAN	REALMAN	N QUIT	POP	SMITT
13	-	-	-	-	-	-	-	-	-	-	-	-
14	-	-	-	-	-	-	-	-	-	-	-	-
15	CSM	MAXMAN	-	-	POP	SMITT	COUR	CSM	UWOMAN	REALMAN	N QUIT	POP
16	CSM	MAXMAN	-	-	POP	SMITT	COUR	CSM	UWOMAN	REALMAN	N QUIT	POP
17	CSM	MAXMAN	-	-	POP	SMITT	COUR	CSM	UWOMAN	REALMAN	N QUIT	POP
18	CSM	MAXMAN	-	-	POP	SMITT	COUR	CSM	UWOMAN	REALMAN	N QUIT	POP
19	CSM	MAXMAN	-	-	POP	SMITT	COUR	CSM	UWOMAN	REALMAN	N QUIT	POP
20	CSM	MAXMAN	-	-	POP	SMITT	COUR	CSM	UWOMAN	REALMAN	N QUIT	POP
21	CSM	MAXMAN	-	-	POP	SMITT	COUR	CSM	UWOMAN	REALMAN	N QUIT	POP
22	CSM	MAXMAN	-	-	POP	SMITT	COUR	CSM	UWOMAN	REALMAN	N QUIT	POP
23	CSM	MAXMAN	-	-	POP	SMITT	COUR	CSM	UWOMAN	REALMAN	N QUIT	POP
24	CSM	MAXMAN	-	-	POP	SMITT	COUR	CSM	UWOMAN	REALMAN	N QUIT	POP
25	CSM	MAXMAN	-	-	POP	SMITT	COUR	CSM	UWOMAN	REALMAN	N QUIT	POP
26	CSM	MAXMAN	-	-	POP	SMITT	COUR	CSM	UWOMAN	REALMAN	N QUIT	POP
27	-	-	-	-	-	-	-	-	-	-	-	-
28	-	-	-	-	-	-	-	-	-	-	-	-
29												
30												
31	ALL-CHURCH OUTREACH				ALL-CHURCH OUTREACH				ALL-CHURCH OUTREACH			
32	LEADERSHIP DEVELOPMENT				LEADERSHIP DEVELOPMENT				LEADERSHIP DEVELOPMENT			
33	"SUPER GROUPS" FOR SIX WEEKS				"SUPER GROUPS" FOR SIX WEEKS				"SUPER GROUPS" FOR SIX WEEKS			
34	OTHER				OTHER				OTHER			
35												
36												
37	-	-	-	-	-	-	-	-	-	-	-	-
38	-	-	-	-	-	-	-	-	-	-	-	-
39	COUR	CSM	MAXMAN	MAXMAN	N QUIT	POP	SMITT	COUR	SEX INT	UWOMAN	REALMAN	N QUIT
40	COUR	CSM	MAXMAN	MAXMAN	N QUIT	POP	SMITT	COUR	SEX INT	UWOMAN	REALMAN	N QUIT
41	COUR	CSM	MAXMAN	MAXMAN	N QUIT	POP	SMITT	COUR	SEX INT	UWOMAN	REALMAN	N QUIT
42	COUR	CSM	MAXMAN	MAXMAN	N QUIT	POP	SMITT	COUR	SEX INT	UWOMAN	REALMAN	N QUIT
43	COUR	CSM	MAXMAN	MAXMAN	N QUIT	POP	SMITT	COUR	SEX INT	UWOMAN	REALMAN	N QUIT
44	COUR	CSM	MAXMAN	MAXMAN	N QUIT	POP	SMITT	COUR	SEX INT	UWOMAN	REALMAN	N QUIT
45	COUR	CSM	MAXMAN	MAXMAN	N QUIT	POP	SMITT	COUR	TREAS	UWOMAN	REALMAN	N QUIT
46	COUR	CSM	MAXMAN	MAXMAN	N QUIT	POP	SMITT	COUR	TREAS	UWOMAN	REALMAN	N QUIT
47	COUR	CSM	MAXMAN	MAXMAN	N QUIT	POP	SMITT	COUR	TREAS	UWOMAN	REALMAN	N QUIT
48	COUR	CSM	MAXMAN	MAXMAN	N QUIT	POP	SMITT	COUR	TREAS	UWOMAN	REALMAN	N QUIT
49	COUR	CSM	MAXMAN	MAXMAN	N QUIT	POP	SMITT	COUR	TREAS	UWOMAN	REALMAN	N QUIT
50	COUR	CSM	MAXMAN	MAXMAN	N QUIT	POP	SMITT	COUR	TREAS	UWOMAN	REALMAN	N QUIT
51	-	-	-	-	-	-	-	-	-	-	-	-
52	-	-	-	-	-	-	-	-	-	-	-	-

See the following example of a **one-year calendar for a special group that does two or more lessons per week**. This one starts in September, takes a few holiday breaks but continues all summer. Each week, the group goes over two or three lessons to finish within a year. *This is just a schedule to ignite your creativity and should be modified to fit your culture, meet your men's needs, and reach your goals.*

WEEK	BOOK
1	MAXMAN
2	MAXMAN
3	MAXMAN
4	MAXMAN
5	MAXMAN
6	MAXMAN
7	SEX INT
8	SEX INT
9	SEX INT
10	Thanksgiving
11	COURAGE
12	COURAGE
13	Christmas
14	Christmas
15	Christmas
16	COURAGE
17	COURAGE
18	COURAGE
19	COURAGE
20	CSM
21	CSM
22	CSM
23	CSM
24	CSM
25	CSM
26	Spring Break
27	SMITT
28	SMITT
29	SMITT
30	SMITT
31	SMITT
32	SMITT
33	REAL MAN
34	REAL MAN
35	REAL MAN
36	REAL MAN
37	REAL MAN
38	REAL MAN
39	POP
40	POP
41	POP
42	POP
43	POP
44	POP
45	U WOMAN
46	U WOMAN
47	U WOMAN
48	NQUIT/TREAS
49	NQUIT/TREAS
50	NQUIT/TREAS
51	NQUIT/TREAS
52	NQUIT/TREAS



## WHO CAN FACILITATE A GROUP?

The Word does the work! The role of the group leader is simply to facilitate the meetings in order to allow discipleship to occur. Materials do not have to be “taught.” In its simplest form, Majoring In Men® is an “open-and-point” system. Require the men to do their reading, then discuss what they discovered and how they applied it. The basic equation always comes down to this: Two men + two books + two workbooks = men’s movement.

“Personnel is always the problem; personnel is always the solution.”

We learn from 2 Timothy 2:2 to give leadership positions to “faithful” men who God will make “able.” The fruits of faithfulness are a man who has proved that he acts on the materials studied, has a good marriage if married and is working on being a good father if he has children. He must be a man who is regularly employed, is a faithful tither to the church, and has a good reputation in the church and community.

Provide your leaders with common sense aids and helps. For example, no men’s leader needs to counsel a member’s wife, or even discuss the men’s program with another man’s wife. If an email, text or call comes from one of the men’s wives, facilitators need to know where to send it, usually straight to the men’s minister, women’s minister or pastor, and probably without even reading it. It is natural for wives to be excited and want to share their enthusiasm. But if they are trying to give advice or criticize their husbands, it can color the leader’s perception and hinder the Lord’s work in the group.

Meet with your leaders regularly and allow them to ask questions. This will help you learn the particular needs of your group, as well as assess the level of strength and progress of each leader. One pastor who planted hundreds of churches in many cultures was asked how he trained his leaders. He said, “We send them out, and when they come back with questions, those questions form the basis of our training for that culture.”

## TRACKING AND FOLLOW UP

The administrator for your men’s ministry will need to create a database of men, their contact information, and which class they have completed, or which small group they attend. (*See Attendance Roster at end of section.*)

Also track your facilitators, as to who has led which class and how often. Watch that no one man is leading too many classes or so often that it is a burden on his time or his family. And, track the materials covered so you are certain every group is progressing systematically.

When you have a good system of tracking the men, it makes follow up much easier. Each leader or class facilitator should be responsible for following up with his own group. Each member of the core team, or the leader of the men’s ministry, should follow up with the leaders or class facilitators. In addition, there should be a system in place where each

man in the classes receives personal communication at least once or twice per year from a top-tier leader.

Pastors will need to be included in the system, so the pastor can follow up with leaders, as well as individual men. The pastor's secretary can make some of the contact, but nothing is better than a pastor's call or note. The closest thing a man will get to receiving a love letter, apart from anything from his wife, is to receive the respect and affirmation of his hero, his pastor.

*Phone Calls.* Even in the electronic age, nothing takes the place of a telephone call. When placing a call, remember to link your call to the man with the church or the main leadership group. Tell them you are calling on behalf of the leader, pastor, men's leader or similar authority, at least one rung up.

*Mailed Notes.* Learn to write a postcard, "Prayed for you today," or a note that encourages, or just gives a touch. Be sure you do *not* mention specifics that occurred in the privacy of the meeting.

*Emails or texts.* Email blasts can be used to convey information when kept short. Never counsel or complain via electronic communication. Emails can go around the world in seconds. Use personal emails when you want to give a short message or invitation personally, but use phone calls for conversations.

*Social Media.* Hundreds of men's groups use Facebook, Twitter, Google Groups and other means of communication. Find someone in your group who will maintain it. You may connect your Facebook page with the main Christian Men's Network page to get timely information, as well as inspiration.

## **MERIT AWARDS**

Certificates or commissioning ceremonies are to be given when men reach milestones in Majoring In Men®. When possible, provide recognition after each book is completed, or at least at the end of the first four core books also known as *MaxTrak*. At the end of nine books, the man is able to be commissioned. *Read more in Commissioning.*

Certificates or awards should be given with both men and women present, preferably in front of the entire church allow the men to be openly congratulated and receive due respect for completing what they started. Allow the rest of the church to see men being honored. Contact your CMN representative for the current book completion certificate templates or use your own.

Honoring the men helps the entire church respect men who exhibit true manhood. Honoring the men causes men who are not involved to want to become involved. Honoring the men causes the men to want to continue, and is a reward for the many hours they have put into their studies. Honoring the men publicly also helps build



respect within the home. Public recognition allows the wife to express her appreciation and enthusiasm openly, and privately to congratulate her husband or give him a memorable gift.

Honoring the men in a public forum allows children to see their fathers as heroes. Most importantly, it gives boys an image to which to aspire and plants the desire to achieve what they have seen. They will look forward to reaching the age your ministry allows boys to study the materials.

## **FINANCES**

When God wants to bring a revelation into the world, He provides men, ministries and money. Money is important to every ministry on earth. Faith is the medium of heaven, and money is the medium of earth. Money is not immoral, but what we do with it can be immoral. It is moral to use money to build God's ministry.

A ministry on earth must be built on faith as well as funds. Funds come from friends. Funding for the ministry is always based on relationship. Men traditionally have provided as much as 90% of the resources for the local church. Jesus taught us that where our money is, our hearts will be also. When men are encouraged to give to the ministry of the Lord, it causes them to become "umbilically" attached from the heart to the life of the church.

### *How to Fund the Ministry*

Every man is taught in Majoring In Men® to tithe. Tithing must be reinforced by the leaders. Every man is encouraged in Majoring In Men® to be generous with his time, talent and money for the local congregation.

As funds come in, build a war chest to use for men's events or outreaches. The Majoring In Men® ministry can be conducted without any cost to the church. When materials are purchased at a discount, they can be sold to the men for the retail price. This comes to less than US \$10 per month for most men.

Some churches have charged \$400 for a 3-year program, including commissioning. The men make the commitment and pay this monthly, which further strengthens their commitment to the program.

### *Sowing Into Others*

The finances that build up from the men's ministry can be used for retreats, to hold a special event, or to fund a special speaker coming in.

Men need more than fellowship. Consider using the funds for a special outreach, either to reach more men or to purchase the materials needed for a community project.

The most vibrant men's movements are able to help support the needs of others. The men can all give an extra offering within their groups to support a local outreach. Or, they can pay their own way to go on a missions outreach.

### *International Ministry*

Men all over the world benefit from Majoring In Men®. You could invest in other men. Many do not have a leader or the means to receive ministry, apart from existing men's groups joining them to start the work.

The ministry to men functions as the same life-giving organism wherever it is planted in the world, in any culture, with any group of men. "We all put our pants on one leg at a time," said Edwin Louis Cole. In his extensive world travel, he found that men are men, wherever they are in the world.

The time-proven materials Dr. Cole left us still produce the same results in men's lives today. Using the materials, employing the methods that work in the culture, experienced men's leaders can build a men's movement of any size in any church or nation. Prayerfully consider an investment in men outside your own area!

### **JOURNAL PAGES, "MY BROTHER'S KEEPER" PRAYER FORMS, ATTENDANCE ROSTER**

The following sheets are for your convenience and help in shaping your men's groups, camps and classes. *Please make all the copies you wish.*

The attendance roster is simply for your help in administration.

The prayer needs and journal pages may be distributed weekly. Or, you may make a stack available in each class. Some groups have created a small binder the men carry with their book and workbook. Just make this fit your culture. Resist the temptation to create work for your leadership team or for your men. Now that the many men no longer use notebooks or paper, you can add it to your church app not only for the men but for the entire church family.

The journal pages follow the method discussed in weekend men's camps ("Patterns for Ministry" section). It is the "SOAP" method – Scripture, Observation, Application, Prayer. You may teach this, or simply modify this form to fit what you've taught your men. This also includes a place for men to record scriptures they are memorizing. You may be creative and add it to your church app.

The prayer needs form, "My Brothers Keeper," is a simple tool to forge a deep sense of fellowship between the men. They are more focused in the meeting as they write down needs. They are encouraged to pray for each other between meetings. The principle is



that you become intimate with the one *“to whom you pray, for whom you pray, with whom you pray.”*

We have found that there is something special that takes place in the mind and heart when men write these things down especially using a pen or pencil. It seems to have strong imprint. That doesn't negate the use of electronic or digital means, just that there seems to be a stronger imprint of learning. That is why we use the workbooks and have the men write in the workbooks. We find that many men refer back to the books and workbooks the rest of their lives.



# MY JOURNAL

Today is: \_\_\_\_\_

Main Scripture That Speaks to Me: \_\_\_\_\_

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My Observation: \_\_\_\_\_

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How I Will Apply This: \_\_\_\_\_

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My Prayer Today: \_\_\_\_\_

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Scriptures I Am Memorizing: \_\_\_\_\_

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## MY BROTHER'S KEEPER

Date \_\_\_\_\_

## My Brother

### *His Need*

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

## MAJORING IN MEN<sup>®</sup> Roster

Last Updated:

[illegible]



## COMMISSIONING MEN TO BE MINISTERS TO MEN

- Standards for Commissioning
- Purpose
- Commissioning Requirements
- How to Commission Men
- Swords
- Commissioning Ceremony
- The Honor of Commissioned Men
- Other Kinds of Commissioning (includes Women and Young Men)
- Commissioning Forms
- Commissioning “With Honors” Essay Questions
- Forms
  - Application to Receive a Commission
  - Pastoral Referral Form
  - “Commissioned With Honors” Essay Questions

## Standard for Commissioning

The Commissioned Man completes nine books with their corresponding workbooks of the MAJORING IN MEN® Curriculum. The duration of study is generally between two and four years. Engaging the material is not an easy task, nor should it be truncated or compressed, without allowing the time necessary to do more than read books and fill in answers. The goal is for God's truths to saturate the heart, followed by corresponding actions, and results in visible fruit in the life of the man.

The full requirements and steps to receive a "Commission" are:

1. Complete nine books and workbooks of the Majoring In Men® Curriculum.
2. Complete final tests including short essay questions in each workbook.
3. Submit an Application to Receive a Commission to the local church to be reviewed and approved by the leadership.
4. Married men, the wife must approve also; single men, a sponsor or mentor must approve.
5. Be a faithful and active member of a local church.
6. Be a faithful giver of tithes and offerings.
7. Faithfully and actively participate in outreach ministry.

### *Commissioned with Honors:*

Complete "Honors Essays" - one essay each from your choice of three books (three essays total). Essays are found starting on page 108 of this guide.

## PURPOSE

Majoring In Men® works with and supports the local church. Christian Men's Network carries out its God-given mandate to reach men around the world by entrusting the message of Christlike manhood to faithful men who are commissioned to teach other men. Commissioning men is conducted under the auspices of the local church. All commissioned men are expected to continue to reach men with the message of Christlike Manhood.

Commissioning signifies that a man has paid the price of training and sacrifice by completing the required Majoring In Men® curriculum, achieving the standards of a faithful man, and has been approved by his family and pastor to receive this highest honor.

The duration of study is generally between two and four years. Engaging the material is not an easy task, nor should it be truncated or compressed, without allowing the time necessary to do more than read books and fill in answers. The goal is for God's truths to saturate the heart, followed by corresponding actions, and results in visible fruit in the life of the man.



## COMMISSIONING REQUIREMENTS

Men are required to complete the four core book plus any five additional Majoring In Men® books, in any order. The four core books are *Maximized Manhood*, *Courage*, *Communication*, *Sex & Money*, *Strong Men in Tough Times*. The final tests must be completed from each workbook.

To be commissioned, a man must be proven to be faithful:

- to God
- to his family
- to his leadership
- to his employer, authority, clients or customers
- to his local church
- to tithe
- to participate in outreaches

Men desiring to be commissioned submit an application affirmed by a wife, if married, or another man or mentor, if not married, plus a recommendation from his pastor.

### *Commissioned Men's Statement Of Purpose*

"I believe God has called me to speak with a prophetic voice to the men of this generation. He has commissioned me with a ministry 'majoring in men,' to bring men to an identification with Christ and impress them with the reality that 'manhood and Christlikeness are synonymous.'"

## HOW TO COMMISSION MEN

Plan a special service, or a date during a regular church service, to hold the commissioning and announce the date well in advance. Most men will take from two to four years to complete the classwork as well as take part in ministry outreaches.

It is helpful to distribute a list of requirements and tell the men far in advance when the commissioning ceremony will be held. This helps to ensure that you will have the most men possible commissioned at each ceremony.

Some churches have orientation meetings once or twice per year that spell out exactly what is required for a man to receive a commission. Wives could be included in this, to help them understand the level of commitment required.

Many groups distribute an "Intent to Pursue a Commission" that has the requirements listed, and asks for the men to write briefly why they wish to be commissioned. This is then signed by the men and turned in. Your leaders will be able to assess the level of each man's maturity and commitment by what he has written.

### *Final Exams*

Require the men to complete the Final Exam in the back of every workbook. Men who have mastered the material should have no problem in completing it. To check the

exams, an answer key is available online at the Christian Men's Network website. The pastor or local leaders review the exams then return them to the men.

For most men, completing a book and a final exam is a badge of honor. Allow them to feel great about their accomplishment. At a baby dedication in one church, a man walked up with several pieces of paper in his hand. The pastor nervously asked if the man had something he wanted to say. The young father said, "Yes, I just want to say that I'm going to raise this baby right, and here's my final exam that proves it!"

Be sure to collect and review the exams as you go through the classes. You can empower someone to compare them to the answer keys. By having this done in small increments over the months of study will eliminate any last-minute pressures to ensure the men can be commissioned.

### *Applications*

Distribute and collect applications for commissioning at any time during the process. Again, waiting until the last minute to receive all the applications will cause undo stress, right when you are planning the commissioning ceremony. Appoint a team of trusted men to review the applications to distribute the work away from you.

Applications must be affirmed by the candidate's wife, if married. If not married, the application must be affirmed by a mentor, sponsor or friend who is able to attest to the character of the man. In addition to the application, men must have a pastoral referral stating the pastor's approval for his commissioning. The pastor should be aware if the man is a member in good standing of the local church, a faithful tither, and if he participates in ministry outreaches.

Each application should require a fee that covers your cost of the sword including name plate. When you start far enough in advance, men can pay this fee monthly rather than at one time.

A month before the ceremony, go through all the applications and ensure the application is complete, and the fee is paid. Ensure the final exams have been received for all except the last book, and with the recommendations from the pastor and spouse or friend. Before the ceremony, be sure you have collected all the final exams for the final books studied.

### **SWORDS**

Being commissioned after months and years of study and practice is a highlight for men. It is a rarity in most men's lives to walk across a stage and receive an award. But even for men who are accustomed to honors, commissioning is a special one because the materials challenge a man on the deepest levels of his life. The first man to be commissioned in the nation of Peru was the oldest living general from the Peruvian army.

One medical doctor in the US who was being commissioned told his wife, "I've received a lot of degrees and awards, but this is the big one!"



The emblem for commissioning is a sword. The sword is the symbol of a trained warrior, from Scripture and from history. Awarding a sword is recognition that a man is armed to fight for the souls of men. The men who fought with Gideon in Biblical days fought with a sword. God refers to His Word as the "sword." Having a sword is a reminder of being armed with God's Word.

You may order the swords from the Christian Men's Network office or from [ChristianMensNetwork.com](http://ChristianMensNetwork.com). Most churches order nameplates for the scabbards to place on the swords when they arrive. (some churches opt out of applying name plates)

## **CERTIFICATES**

In addition to the Sword, every man that is Commissioned should receive a Commissioning and Graduation Certificate. A template are available from your CMN representative. Certificates are included with each purchase from the CMN bookstore. The certificates are required by higher learning institutions for credits as proof of completion and Commissioning. Check on the CMN website for more information of turning course completion into college credits.

## **COMMISSIONING CEREMONY**

The commissioning ceremony can be part of a regular church service, ministry event, or at a CMN sponsored event. If you choose to do the ceremony during a regular church service, be sure to do it at the end of the service. When the men are presented and invited to lift their swords, there should be music and applause. The families will want to congratulate their men, as will the rest of the church members, immediately after this. Placing it at the end of a service will make the celebration more exciting for the whole church body.

With the Commissioning Ceremony coming at the end of a service or meeting, the pastor, minister or special speaker can teach or preach about the significance of what is to follow.

### *Advance Planning*

Immediately upon setting the date, you may invite leadership from the Christian Men's Network, or another commissioned leader or special speaker. CMN will do everything possible to send an available member of the leadership team when the request comes in far enough in advance.

Two months in advance, order the swords and nameplates. Certificates will be sent along with the swords. Or, you may download the certificates from the Christian Men's Network website. When swords are ordered in advance, then if there are last-minute additions of men seeking a commission, it is easy to accommodate the few rather than doing all the materials at the last minute.

One month in advance, finalize your program. Go over the meeting with anyone who is speaking, so they understand fully what they are speaking at. Determine if you want

any of the men or their wives or families to give testimonies, and go over the testimony and the allotted time with them. Give your media team plenty of time if you intend to make a highlights or testimony video.

At least one month in advance, issue special invitations to:

- The wives and families of the men being commissioned
- All the men and leaders involved in the men's ministry, along with their families.
- Perhaps local politicians, educators, newspaper and/or radio programs.

### *Before The Ceremony Begins*

Request commissioning candidates to be dressed properly for the ceremony. You may require jackets or your group's shirt. Just set a standard that everyone follows. Tell them to arrive early at a time your team sets. Usually this is at least 30 minutes before the ceremony. Have the leader who will be reading aloud their names, double-check pronunciations with the candidates personally, to ensure each name is read correctly.

Plan in advance where you want family photographers to go, so the attending audience can view candidates as they receive their commissions and at the same time, the family can take the photo. Show ushers how to manage this during the service.

Place the swords for each candidate in alphabetical order by last name on a conspicuous table in the front of the room to inspire those attending.

Gather candidates in a separate or adjoining room as they arrive. Give them instructions as to when they will stand, kneel, move forward, and unsheathe their swords.

Provide an unhurried moment for the pastor or men's director to give personal inspiration, congratulations and pray with them in a meaningful way.

Ask candidates to form a line in alphabetical order by last name to ensure ease of conferring the commission. After the crowd has arrived, have candidates walk into the meeting hall or church together. They will sit together during the service, and stand together at the appropriate time when the ceremony begins.

### **Commissioning Ceremony Presentation Example**

#### *Start with the Word of the Lord*

"And the things that you have heard from me among many witnesses, commit these to faithful men who will be able to teach others also." 2 Timothy 2:2

#### *Other meaningful verses of Scripture:*

"Go therefore and MAKE DISCIPLES of all the nations, baptizing them in the name of the Father and the Son and the Holy Spirit." Matthew 28:19

"STUDY to show yourself APPROVED unto God, a workman that needs not to be ashamed, rightly dividing the word of truth." 2 Timothy 2:15



"COMMISSION Joshua, and encourage and strengthen him, for he will lead this people across and will cause them to inherit the land that you will see."  
Deuteronomy 3:28

*Continue with the honor of becoming a commissioned man*

*The Commissioned Man* is one who has met the curriculum requirements, adheres to the qualifications of serving in the local church, and has accepted the responsibility to minister to other men.

*The Commissioned Man's* statement of purpose is: "I am commissioned with a ministry majoring in men, to witness to the men of this generation and bring them to identification with Christ, impressing them with the reality that 'manhood and Christlikeness are synonymous.'"

A "commission" is an authorization and command to act in a prescribed manner and to perform prescribed acts. It is a charge giving authority to act for, or in behalf of or in the place of another. *The Commissioned Man* receives a sword, the symbol of a trained warrior. The sword is a weapon of battle and the act of awarding the sword to *The Commissioned Man* is recognition that he is armed for battle and has agreed to fight for the souls of men.

*The Commissioned Man* is part of the elite group of men, a brotherhood and honor guard, who have committed to be there in the toughest moments, the hero who needs no accolades, the warrior who sheds his blood for others, the one for whom sacrifice for the cause of Christ is expected and embraced. From Peru to Indonesia, from Miami to Kampala, commissioned men have accepted the challenge to live the life of a warrior for God. These are the rarest of men—the men who change the world.

The pastor or men's minister may at this time list the qualifications that have been fulfilled.

### *Presentation*

The pastor or men's minister calls for the candidates to come forward. Candidates respond by walking to the predetermined place, generally lining up across the back of the platform.

These men have successfully completed the Majoring In Men® curriculum. The (leadership, board, or pastoral committee) have recommended that they be commissioned as ministers to men, to "teach others also," according to scripture.

The pastor or men's minister may ask the candidates to kneel where they are, and pray a prayer of confirmation over them, calling them to act with courage to help fulfill the Great Commission by making disciples of all men.

Leaders move to center stage. The table with the row of swords is brought next to them.

One leader stands at a microphone, at the side of the stage, and in a powerful, deliberate voice calls one man's name, starting with the first in the alphabetical list. The first man

called individually walks to the leaders at center stage. The leadership team, or the leader of that man's small group, may pray for each candidate individually, depending on your church culture and the number of men being commissioned. Some churches may have "laying on of hands," according to Scripture.

The candidate is handed his sword. At that point, the leader at the microphone can quote the phrase used for Gideon from Judges 7:20, "The sword of the Lord and of \_\_\_\_\_ (man's name)." The pastor or leader awarding the sword should pause long enough for the weight of the moment to be felt by the candidate. This also gives the family the opportunity to take a photograph.

Each candidate then returns to his position in line, holding his sword down with both hands, so the tip touches the ground. The next candidate is called, and so forth through the entire list.

### *Conclusion*

After every name is called and every man has received his sword, the leader at the microphone can then present the "commissioned men of (date)" and call out, "Gentleman, unsheathe your swords!"

Commissioned men hold their swords high in the air. When you have other commissioned men in attendance, often they file up to the sides of the stage and raise their swords at the same time the newly commissioned men raise theirs.

Have appropriate music determined in advance for this climactic moment. Tell the men in advance how long swords will be drawn and give the signal when they are to be sheathed again. Keep in mind they will start to get heavier the longer they are raised. Plan for how long you will keep them fully extended and drawn. Do it yourself to know for sure, and let the men know ahead of time how long they will be extending their swords. Tell them that if any of them are having problems to just move to the halfway position. (By all means always make sure the swords when drawn are clear of obstacles, people at tables or chairs, and children!)

At the conclusion of the song, or when you give the signal or dismiss the service, allow the newly commissioned men to move off the stage to the congratulations of other commissioned men or family members. Distribute their certificates as they leave the stage or during any reception that you have planned immediately after the ceremony.

After the conclusion, if you have a large number of men, or tremendous outcomes that you could not share during the ceremony itself, you may plan for a reception with a microphone where leaders and men are able to speak.

## **THE HONOR OF COMMISSIONED MEN**

Men who have successfully fulfilled the requirements to become a commissioned man, and have been duly authorized and commissioned locally, are now eligible to be a member of all Commissioned Men, a global band of elite warriors that share a common bond. Information and registration is on the CMN website, [ChristianMensNetwork.com](http://ChristianMensNetwork.com).



## OTHER KINDS OF COMMISSIONING

### *Commissioned "With Honors"*

Majoring In Men® allows for high achieving groups, or high capacity individuals to become commissioned "with honors." This is for men who have completed all the requirements including active participation in at least one outreach, plus writes three essay questions for one book of his choice. The recommended essay questions vary, so that all types of men may find three that they resonate with, and that will be helpful to them as they continue to minister to men.

### *Young Men*

An entire ministry has developed using Majoring In Men® for young men, called "Men of Honor." For "teen men" under the age of 18, we recommend a shortened version of the curriculum, generally *Courage, Maximized Manhood, Sexual Integrity and Power of Potential*. "Teen men" have shown remarkable ability to grapple with and grasp the concepts, given enough time and coaching.

Whereas the emblem for commissioning for a man is a sword, for "teen men," we recommend a dagger. The young men may receive their daggers at the same time as the men, either in the same alphabetical list, or from a list read just before the older men's ceremony. *Read more in "Young Men."*

### *Women*

Many churches have women qualify to become commissioned as well for some very compelling reasons:

- There is a demand among women to learn what the men are learning.
- Women are untaught in certain cultures, meaning what the men learn is completely foreign to them. For a wife to respond appropriately to her "new" husband, she needs to be taught as well.
- Single mothers are caring for boys all over the world, as fatherlessness has become a worldwide epidemic. One leader's wife was handed *Maximized Manhood* by her single mother when she was a girl. She determined she would not marry anyone who didn't measure up, and she ended up marrying a man who has become one of the most visible and distinguished pastors in the world.

To teach women the same principles, there are some important differences. First, Dr. Cole always joked that a woman could read the same books as the men, as long as she didn't read them first and underline them. A great truth lies behind this humor. A man needs to know that he is learning on his own, with the other men. It is better for the men to take the classes first, ahead of wives taking the same classes. Whenever possible, it is also better that they have their own books, in case they want to underline them. It is definitely better that each has a separate workbook.

"Commissioning" for women should occur at a completely different time than for men, possibly a few months apart or even half a year apart. The men need to be able to have



an all-men kind of ceremony, and the women an all-women type of ceremony. Just as important, women should not receive swords. The emblem of a woman's commission that has become common is a tiara. This fits scripturally with the godly wife being her husband's crown.

To conduct women's ministry, choose your curriculum, then follow the same steps as for the men. Most women's ministries use the Majoring In Men® titles, *Maximized Manhood*, *The Unique Woman*, *Communication Sex & Money*, *Sexual Integrity*. Many study *Never Quit* and *Power of Potential*. Many study all of the Majoring In Men® books. However, you may augment the ministry to women with a few classics such as *What Happens When Women Pray* by Evelyn Christenson or *The Battlefield of the Mind* by Joyce Meyer, or another woman's book of the leader's choice.





# CHRISTIAN MEN'S NETWORK MAJORING IN MEN®

## APPLICATION TO RECEIVE A COMMISSION

*And the things that you have heard from me among many witnesses, commit these to faithful men who will be able to teach others also. 2 Timothy 2:2 NKJV*

### *Requirements:*

1. Complete the Majoring In Men® four "core" books and five "elective" books
2. Apply to receive a commission / pay fees / for married men, the wife must affirm; for single men, a sponsor, mentor or friend must affirm
3. Be a faithful and active member of a local church / faithful giver of tithes and offerings / faithfully and actively participate in outreach ministry

Name \_\_\_\_\_ Spouse \_\_\_\_\_

Address \_\_\_\_\_

Contact phone \_\_\_\_\_ Email \_\_\_\_\_

Churches attended regularly during the past 6 years. (If more than one, reason for leaving):

\_\_\_\_\_  
\_\_\_\_\_

Briefly describe your salvation experience:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Briefly describe your activity/work in outreach or in the ministry to men:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_ I declare that I fulfill the requirements to receive a commission.

\_\_\_\_\_ I have successfully completed the optional three extra honor essays to receive a commission with honors.

\_\_\_\_\_ I will pray for my family, support my pastor and reach other men for Christ with the message of "manhood and Christlikeness".

Applicant \_\_\_\_\_ Pastor/Leader \_\_\_\_\_

Wife (if married) \_\_\_\_\_ Sponsor (if single) \_\_\_\_\_

# CHRISTIAN MEN'S NETWORK MAJORING IN MEN®

## PASTORAL REFERRAL FORM

\_\_\_\_\_ has completed the MAJORING IN MEN® Curriculum and has applied to become Commissioned as a “minister to men.” A commissioned man is authorized to be a “minister to men” by teaching other men the truths of Christlike manhood and helping to fulfill the Great Commission by reaching men for Christ.

In order to qualify, the Applicant's pastor must verify that he has completed all the academic requirements, is an active member in good standing, a faithful tither, and participates in outreach ministries. Candidates that complete the three extra essay requirements may be “Commissioned with Honors”. If this candidate is qualified, please sign and return this form. Room is provided for any additional comments you may have.

Additional Comments:

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I affirm the applicant is qualified for Commissioning.

☐ Please check here if applicant is to be “Commissioned with Honors”.

Pastor's Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Please sign this form and return it to the director of the men's ministry.



# COMMISSIONED WITH HONORS MAJORING IN MEN®

## ESSAY QUESTIONS

One essay question must be completed from three different books in order for a Majoring In Men® commissioning candidate to be commissioned “with honors.”

Instructions for Essay Exam:

1. Write each essay on a separate paper. Use 10 pages or less for the three essays combined. Write the question at the top of your exam before you answer.
2. Your exam must be written clearly. If you do not have access to a computer then good, clear handwriting is acceptable. Illegible exams will be returned.
3. Choose one question from three different books. You will write a total of three essays. Choose essays that will help you in the area of ministry you feel God is directing you.

Give your completed three essay exams to your pastor or men’s leader.

*Choose ONE essay question per book from THREE of the following books:*

### ***Communication, Sex and Money***

1. Many men have referred to the book Communication, Sex and Money as the “Sex and Money” book. Write reasons why men think of those two items and not communication. What is necessary for men to develop good communication skills? Compare the ideal with the real. Discuss why communication may be hard for men.
2. From the materials studied, create a list of what you believe are the most important attributes in a healthy marriage. Support your opinions with Scripture references.
3. Why do marriages fail? Give reasons, ways to prevent it, and steps to restoration. Include Scripture references. Write your answer in essay form or create a presentation using any method.

### ***Courage***

1. Devise what you believe are the necessary steps and elements for the “new construction” of a person’s life. What is necessary for “reconstruction”? Compare the two. Discuss which is harder and why.
2. From the materials studied, create a list of what you believe are the most important lessons a young man must learn. Support your opinion with Scripture references.
3. Why do men rebel? Give reasons, ways to prevent it and steps to restoration, including principles from the Parable of the Prodigal and any other Scripture references that apply. Write your answer in essay form and provide a teaching outline to be used for speaking as well.

### ***Maximized Manhood***

1. Based on 1 Corinthians 10, write a comparison of the Israelites coming out of Egypt and a modern man becoming “maximized.” Use specific comparisons, such as the Red Sea in the Old Testament and baptism in the New Testament. Include Scripture references.
2. Contrast the Kingdom of God to the Kingdom of Satan, using specific attributes such as love and lust. Explain the counterfeit nature of Satan’s Kingdom and how what appears to be good is actually bad.
3. Prepare a one-hour presentation on “How to Maximize Your Manhood.” Write the outline of it, including Scripture references.

### ***Never Quit***

1. Rephrase the ten steps of entering and leaving in your own words. Give an example of why each is important. Then offer ways to accomplish each step, listing difficulties that may occur and how to overcome them.
2. Imagine you have been invited to speak about God’s faithfulness to a group of prison inmates. What would you tell them about their situation? What hope do they have? Write an outline for a one-hour presentation, including scriptural references and personal experiences you may have had.
3. The path to victory can be excruciatingly painful. Create a chart that shows specific steps to victory backed by Scripture. Then show the steps to maintain victorious living using biblical principles.

### ***The Power of Potential***

1. From the Book of Genesis, write your personal opinion on why Joseph is a good role model for modern men who are trying to achieve a dream. Include patterns and principles Joseph encountered or learned while waiting for his dream, with Scripture references. Include where applicable, quotes from men today who have achieved their dreams.
2. Write a personal testimony of where you have seen the Holy Spirit work in your life through the supernatural or spectacular, or both. Give instances from Scripture of both the supernatural and the spectacular. Draw parallels where possible between your experiences and those in Scripture.
3. Prepare a one-hour presentation of any kind on “lessons from the Life of Joseph.” Write an outline for it. Include Scripture references.

### ***Real Man***

1. Write on the principle that “private philosophy determines public performance,” by choosing a Biblical story or series of scriptures. Include patterns, principles, Scripture references and modern quotes as applicable.
2. Prepare a personal written testimony on “spiritual unemployment.” Why is it essential for a man to be spiritually employed and active? Support your conclusions with Scripture.
3. Create a one-hour presentation of any kind on the principle that “fame can come in a moment but greatness comes with longevity.” Write an outline for it. Include Scripture references and news media or personal illustrations.



### ***Sexual Integrity***

1. List some sexual problems men encounter before *and* during marriage. Take each of the problems you listed above and provide examples of how men might fall into these problems. In your essay, try to walk in the shoes of fallen men and empathize with their situations. Offer solutions to the “problems,” recognizing them as sin, and showing a way men can recover from sin in each situation.
2. Explain the covenants of the Bible from a scriptural perspective, including the covenant of marriage.
3. Imagine you have been invited to speak to 500 teenagers to convince them to keep themselves pure until marriage. Prepare an outline of what you would say, using Scripture references and emphasizing what points you would use to convince them.

### ***Strong Men in Tough Times***

1. Part One: Develop a plan for stopping “Scriptural Illiteracy” in a person’s life. Part Two: Expand it into a plan for an entire church. Give biblical support for each stage of your plan.
2. Explain a father’s need to provide his family with intimacy, discipline, love and value. Give a scriptural illustration for each of the four. In what ways can drugs, cults or gangs offer a counterfeit family to children? Support your opinions with references from the news media, backed by Scripture.
3. Write what you believe about God and what God has for your life. If you are married, work on it with your wife. After writing it out, condense it to create a short confession of roughly 50 words. Share the entire project with your children, adapting it to their age level. Teach them the confession and lead them in it daily.

### ***The Unique Woman***

1. Clarify the difference between men and women by writing a speech that could be given to young teenagers. In what ways are women to be treated differently than men? Support each point with Scripture.
2. Imagine you find a group of men who have been hidden in a bunker since a war occurred in your country around twenty years ago. Find a way to prepare them for how women have changed since they last saw one. In what ways are the changes good? In what ways are the changes bad? Who is to blame or to be congratulated? Give them a scriptural basis for conducting themselves around modern women.
3. What is the surest way to live a long, good life with the spouse of your youth? What is the surest way to destroy it? Write specific steps to avoid destruction and build a good marriage, using Biblical principles and quotes. Use personal examples only with your spouse’s approval.

## HOW (NOT) TO KILL A MEN'S MINISTRY

- Five Ways to Fail
- Objections You Can Overcome
- Pitfalls to Avoid
- Push Through the Pain



Ministry to men takes hard work. It takes prayer, planning, preparation, perseverance and perspiration. Then, you have to repeat it again, and then, repeat again. *"The very greatest things – great thoughts, discoveries, inventions – have usually been nurtured in hardship, often pondered over in sorrow, and at length established with difficulty."* Samuel Smiles, Scottish Author

This is true, and yet the Bible commands ALL believers to "go and make disciples." This is what we are all about as followers of Christ. Jesus wouldn't have commanded us ALL to do it, if we weren't EACH capable of it. Some men will have success in numbers, some in various forms of media such as starting a local men's radio program, some in depth of intensity, some in various forms of ministry such as evangelism. Pray, work, find your pattern, and God WILL help you succeed. The bottom line is: YOU CAN DO THIS!

## **FIVE WAYS TO FAIL**

These are the five most common attributes of local ministry to men that does not last or have impact.

### *1. The senior pastor is not involved and is kept uninformed*

The pulpit is the propulsion center of the church. What is celebrated from the pulpit will be part of the life of the church. What is neglected will have no energy, and many will see it as secondary in importance. The DNA of the pastor fills the life of the church, and the pastor's commitment gives life to the ministry to men. We are trying to take men to a particular place, into a passionate, committed lifestyle of following Christ. This singular purpose must be at the heart of the pastor. Discipling men was at the core of the life of Jesus, and it must be our center priority. For the pastor who is not "hands on" with the ministry, the passionate endorsement and emphasis from the pulpit is still needed.

### *2. Fellowship is a priority*

Fellowship is always the by-product of purpose. The focus must be about building men strong spiritually. Keep the main thing the main thing. Have fun, hang out, do fun events, but – make the process the center of your purpose. Everything you do continually points in to building strong men. We do events to bring profile and energy to the men's movement, but that's not the focus of a ministry to men, it's the highly visible place that introduces men to your ministry to men.

### *3. Trying not to offend anyone*

If you back off the passion of reaching and building strong men, you will not get anything done. Iron does sharpen iron. Sermons don't set men free, truth does. Don't be afraid to confront men with the life of Christ! Jesus wasn't! What is it to be a real man, to be like Jesus? Don't back off calling men to a higher level of living. Don't lower the ministry to the level of your men's lives. Bring them up to the life of a spiritual achiever. That

challenge may make men uncomfortable, but it's what they need to break out of a 'normal' life. The pain of staying the same must become greater than the pain of changing to move men to decisions that will bring transformation.

#### *4. Guys are busy; don't ask too much from them*

The best guys are always busy—that's why they get stuff done. Men who are not busy are generally not men of capacity. For some of your men who have made the smaller things larger in their lives, you will have to help them adjust their priorities. Jesus called men who were working. They were busy people. He never called a man who was just hanging out.

#### *5. Just let things happen ("It's organic...")*

Nothing "just happens." Announce a meeting and don't promote it further and exactly nothing *will* happen. To make something happen, build a system for discipling men, equip your leaders, empower them, then watch, measure, adjust, push, lead and encourage.

### **OBJECTIONS YOU CAN OVERCOME**

You will not build a men's movement without obstacles and possibly opposition. Here are some common misconceptions that you will want to overcome:

#### *The old men's ministry leaders will not like this!*

This is a real concern, particularly if there is any murmuring against other existing men's ministries, or against previous men's leaders. The solution is: Do not murmur! You've read about it in *Maximized Manhood*, and this is your opportunity to put it into practice. Don't talk badly about other men's methods or leadership. Just be a success yourself.

Let your leadership be proof enough. In one church, several men's ministries existed in tandem. After a few years, only the Majoring In Men® ministry still continued.

Don't use "faded glory." If another men's ministry was once a success, don't feel that you have to use the same methods. Do something new and inviting rather than boost an old program by merely adding something new. Stay fresh.

#### *It's too expensive.*

Review the section on "Finance." Men's ministry should never be on the "expense" side of church financials, but always on the "income" side. Men who are disciplined learn to be wise stewards. They learn generosity. And they learn responsibility.



As the men pay retail for their books, while the church receives a discount, there should be a steady increase of income that can be saved for a men's retreat, prison outreach or other ministry purpose.

Disciplined men bring more income into the church. As more men become faithful tithers, church income rises. As men are faithful on the job, they receive promotions, raises, bonuses and new job offers. This also benefits the church.

*It takes too much time.*

The pastor and men's leader will have to invest time at the start. As more men are trained and empowered with tasks, every man has a small load to carry.

For the classes themselves, men's meetings should begin and end on time. "Reward virtue, discourage vice," is the principle. By starting on time, men learn to come early. By ending promptly on time, men want to keep coming, and wives will keep sending them, because they know exactly what time they will get home after the meeting.

The entire church is saved time when men are disciplined. The pastor is not constantly receiving urgent calls to counsel another turbulent marriage. The women's leaders are not spending time caring for an abused woman. The children's leaders are not taking care of traumatized children. The youth leader is not dealing with as many troubled teens.

The healthy, ministry-minded family is able to work for the health of the congregation. The system set up by the men's ministry becomes self-healing and replicating when the family that is saved from disaster helps other families to have the same experience.

*What about the women?*

Women are happy with the ministry being "men only" when they understand it, but they are *thrilled* when it begins to affect their lives. One pastor said after two weeks of men's classes, he was stopped in the hallways of his church at weekend services and thanked by delighted wives, and that phenomenon continued every week after that. When men are ministered to, the wives, children, pastors, congregations and community are the recipients of all the good that comes from disciplined men.

We stated at the outset of the MoMENTum Guide: Majoring In Men® directly applies universal Biblical principles and truths to a man's life. The ministry was not established to supplant or compete with women's ministries, but to complement all the ministries of the local church. The discipling of men will always bless women and children. Women and children are its most direct beneficiaries. No woman wants to attend church and then go home to an addict, abuser, adulterer, adult adolescent or

an absentee father. Dr. Ed Cole's wife Nancy said it succinctly, "This is a ministry to men, *for* women."

At first, some women may be skeptical, thinking you are teaching men to make women inferior. Scripturally, when Jesus spoke to women publicly and treated women with dignity, it was historic. When a husband is Christlike, it means his wife is treated as a "joint heir," not someone of less importance. When men are "maximized" in their manhood, women are free to become "maximized" in their womanhood as well.

Women who are not interested in their husband's attendance will try to keep him home if it interferes with his responsibilities in the home. Fatherlessness is the curse of our day. We are dedicated to putting the father back into the home, not giving him another excuse to stay away. When a man becomes responsible, the wife and children are able to come around to his ways instead of trying to lure him to theirs.

Men may need to compensate their wives and families for the time they spend away from the family by doing something special when they get home. Encourage your men to stop and buy a card, take the family on an outing or plan a special activities as a way of saying "Thank you." One church purchased cards the men could pick up at the meeting to take home to their wives!

## PITFALLS TO AVOID

We live in an age when churches split, members church-hop, and leaders are subjected to an unending stream of materials enticing us to give up what we're doing and try a different ministry. *Here are some common pitfalls that you will want to avoid:*

### *Power Grabs*

Sedition is a sin. Sedition is simply the undermining of constituted authority. If one man tries to take off with the group, reassert leadership. It's your responsibility not to let the group go. The Bible taught against sedition along with an entire list of sins in Galatians 5:19-21:

"Now the works of the flesh are manifest, which are these; Adultery, fornication, uncleanness, lasciviousness, idolatry, witchcraft, hatred, variance, emulations, wrath, strife, **seditions**, heresies, envyings, murders, drunkenness, revellings, and such like: of the which I tell you before, as I have also told you in time past, that they which do such things shall not inherit the kingdom of God."

Men may bump up against you. This is understandable because you're calling strong men. Be willing to put yourself out there. You want real men, so be a real man. Pastors and leaders in ministry can be intimidated by strong men.



Remember, you are not called to be a peer with those whom you are called to serve. Just serve. Don't allow yourself to be intimidated by some man's degree, money or position. Be strong spiritually.

Some pastors fear that men move with their own agenda. *One of the roles of the men's leader is to bond the men to their pastor.* The Biblical directive is that the pastor makes disciples. After the pastor discipless key men, those empowered leaders disciple other men in the same way, according to 2 Timothy 2:2. The result is that men are more bonded to their pastors, understand their vision better, are more involved in the work of the ministry. There is a clear, united vision and the church grows.

### *Inconsistency*

If you ever stop, it's hard to get started again. Keep sowing, even if it's only with one group instead of three during various seasons of the year. For example, a men's group from a factory, farm, engineering plant or retail outlet that has an annual busy season may have to stop for a while. You can get another group going during the time those men are busy. Just keep going.

### *Lowering Standards*

There has to be accountability. Set standards in place and ensure they are met. Put it on the line with the men. Men's ministry is not for the faint of heart. If a man commits, then he is expected to be there. If he misses two classes, then he has to re-take that book. He will not graduate with his class. (The way one pastor put it, is that if a man misses a Monday meeting when everyone else has knocked themselves out to be there, then his funeral better be on Saturday!)

If men are not accountable, they will do what they want to do, not what they need to do. The art of leading men is reading men, and holding them accountable.

### **PUSH THROUGH THE PAIN**

People and circumstances will disappoint you. Fix your heart that you will love people regardless of the fall out. Lead the men who are there, not who are not there. Don't bad-mouth the men who do not show up by saying, "Well, let's get started even though not everyone is here."

Remember, a coach has to coach the team on the field, not the injured players on the bench. Just get out on the field and play ball! Push through the pain. Never quit!

## **YOUR LIFE AS A LEADER**

- Leadership Basics
- Reading
- Bible Reading
- Prayer and Intercession



“Commit to faithful men who shall be able,” 2 Timothy 2:2. Jesus does not choose us because of what we are, but because of what He makes from us. We’re called to be faithful. God will make us able.

“Availability” is not the most important part of leadership. “Teachability” is the key. We can be available, but if we’re not teachable, we will never grow. The goal is to grow into the position where God has placed you.

Leadership skills are necessary to nurture gifts and ministries for the purpose of building up Christ’s Body and bringing it to maturity. As a base line for leadership, Chapter 19 of the book *Real Man* draws the qualifications of a leader from 1 Timothy 3. *Here are some powerful pieces of wisdom and a few skills to help you:*

## **LEADERSHIP BASICS**

*Maturity:* Maturity does not come with age, but with the acceptance of responsibility. As you accept responsibility for your men, you’ll mature. Make a conscious effort to grow, to develop in leadership, to increase your worth.

*Authenticity:* Be realistic about yourself, but don’t give in to feelings that you’re not qualified to lead. Your ministry will always be based on your authenticity. You can be a leader and still be real. Just take time with your men. The tendency of most men is to feel somewhat intimidated to be in front, especially when there seems to be “more qualified” people in the seats. You are not called to be a peer to the men you are called to serve. Don’t compare yourself to the men in the group. Just serve them.

*Expectations:* Perfection is not your standard. When the Apostle Paul wrote, “Follow me as I follow Christ,” he did not write that from a state of perfection. At the same time he wrote that, he also wrote, “I am the chiefest of all sinners.” No one knew his problems and weaknesses more intimately than he did. But, there was a need, he had an answer, and he simply acted in obedience.

*Simplicity:* Keep it simple. The Majoring In Men® curriculum is already written. “The Word does the work! The basic equation is not all that is written in this MoMENTum Guide. It always comes down to just two men + two books + two workbooks = men’s movement.

*Obedience:* Obedience is simply doing the next thing God tells you to do. As you are faithful with the little things God has taught you, He will make you the leader you wish you already were.

*Minister for results, not reactions.* Men want to be a part of something “larger than themselves.” They don’t want to be busy for the sake of being busy. Make sure that every meeting or event you schedule clearly serves your overall purpose.

*Be relationship-focused rather than task-oriented.* Most long-term change takes place in the context of church-based relationships with a bedrock of a relationship with God through His Word and prayer. Events can motivate men. Relationships make them stay. Look for ways to give men opportunities to create relationships.

*Make discipleship your core:* Jesus told us to **make** disciples and He gave us one prayer request, which was to **pray** for workers. Your best workers will be the men disciplined in your church. Resist the natural urge to look for men with talent. Commit to the men who are faithful.

*Fill Your Heart:* “What will I say?” Public speaking is one of the average man’s greatest fears. Once you have studied Majoring In Men® for any amount of time, the one-line principles will sink into your heart and spirit and begin to roll out of your mouth. The more wisdom you speak, the greater the esteem people will have for you. Many leaders and pastors have taken the “Coleisms” and created entire messages just from the truths of those simple easy-to-understand sentences. Fill your heart and your heart will fill your mouth.

*Making Mistakes:* As you develop as a leader, you may not be at your best every single day or in every single meeting. Just because you have a bad day doesn’t mean you’re having a bad life or that you are a bad leader. The old Space Shuttle program sent astronauts on 135 missions using the highest technology available at the time. However, the shuttles were only on course approximately 3 percent of the time. During the other 97 percent of the time, the leaders were doing course correction. You may correct your course numerous times. Just never quit. Men and their families are depending on you. The world needs you.

Even after working hard, sometimes we all blow it as leaders. When you do, consider it your entry point to the hall of heroes. You’ve just joined Moses, David, Peter, Thomas, Paul, and every other leader in all of history. It’s just that they just failed so long ago. Yours feels fresher, and much, much worse. It isn’t worse. How did they overcome it? By becoming a success! The antidote to failure is success. The only direction to take out of decline is UP. Re-read the MoMEntum Guide, talk to a CMN coach, pray for God to show you how to lead, read the *Never Quit* book. Evaluate. Make course corrections. Keep your vision fresh. Study. Read. Pray.

*Never quit:* The challenge is not in the ability to obtain but to maintain. You can obtain one great meeting, but what you want is an ongoing, thriving men’s ministry. When you plan, make a plan to maintain what you obtain.

## READING

One of the leader’s greatest responsibilities is to lead a man into learning for himself. The greatest benefit a pastor or leader can provide for a man is to guide him into a lifelong learning habit of reading the Bible for himself. The art of reading helps develop the man



as an individual, helps him become more of a leader at home and elsewhere and helps him to leave a godly legacy to his children.

*Here is what Edwin Louis Cole wrote about reading:*

The greatest sight in all the world is not Victoria Falls in Zimbabwe nor Niagara Falls in America, not the Sphinx nor the Taj Mahal, not the Grand Canyon nor the Swiss Alps. The greatest sight in all the world is a man reading the *Bible* to his family. A man reading to or with his child is a sight to behold.

A father misrepresents God to his children when he leaves the education entirely to others. Caring enough for your children to read to or with them will make you great in their eyes and in your wife's eyes. *Reading is the easiest ingredient in child development that bonds parent to child.*

The practice of reading develops the power of concentration, encourages creative thinking, broadens understanding and increases sharpness of mind and enjoyment of life. Reading to children develops their power of concentration, so they'll do better in school. Keeping the mind active is an agent against aging. If you and your children simply watch television, your minds will be more sluggish. *As a result of not reading, children mature more slowly and men age faster.*

Men do not own what they possess; they are only stewards. The three basic responsibilities of any steward is to guide, guard and govern. Those are the three areas of responsibility of a man with his family. In practical terms, this means to direct, protect and correct. In relationship, it is to nourish, cherish and admonish. Fathers who are godly stewards are the earth's and a family's greatest blessing. Teaching children to be good stewards of their minds is a lesson taught by example.

*Reading is an art form, and every man can be an artist.* I've had men tell me, "But I don't read that good." That's no surprise. If you don't read, you won't read "good." The only way you'll read "good" is if you read! It's so simple, we miss it. Television, CDs and the Internet are all technological marvels but not if they usurp the skill of reading.

*Reading is the most inexpensive thing a man can do, and not doing it is the most expensive. Reading the Bible to your children is the most inexpensive thing you can do, but the most expensive thing you don't do.*

The Bible says it was through ignorance that men crucified Christ, and it is through ignorance that men are destroyed. "My people are destroyed for lack of knowledge: because thou hast rejected knowledge, I will also reject thee, that thou shalt be no priest to me: seeing thou hast forgotten the law of thy God, I will also forget thy children" Hosea 4:6 KJV.

Ignorance in its most common form is simply a lack of knowledge. Failure to instruct and implant truth into children's minds and hearts leaves them ignorant and the father liable before God. However, if you school them in the Word, will and ways of God and they reject it, they are liable for their own consequences.

"Children will not always listen to you, but they will always imitate you." The example set is not in the words that are spoken but in the deeds done as a pattern to



be followed. *It is not the father's responsibility to make all his children's decisions for them but to let them see him make his.*

Setting the pattern by taking time to read engenders good study habits. The TV generation that is taught to learn in "sound bites" is easily led astray and has no concept of where to look for real answers when the inevitable crises arise.

*Too often, fathers try to do the work of the Word in their children's lives.* Fathers wait until there is a crisis then try to tell the children what the Bible says about it, which breeds resentment in the heart of the child toward God. "The yoke you wear determines the burden you bear" Matthew 11:29-32. Your yoke is what you believe, and what you believe determines the burden you carry in life. Reading the Word to your children yokes them to truth which creates the lightest burden. It provides them with a platform from which to build their own relationship with God over a lifetime, not just during a crisis.

Reading the Bible also teaches your children to love and respect wisdom. To hold God's Word in our hands, study it, learn from it, apply it, is a treasure made possible because of a few real men who recognized and respected wisdom. William Tyndale was strangled by a hangman and burned at the stake in 1535 for translating the Scriptures into common language. John Cranmer and John Rogers followed his fate trying to preserve God's Word for you and your family. Less than five hundred years ago, the Geneva Bible was made available to the public. These men fought and died for the right to read the Bible and to give you its truths today. They gave their lives for what they counted more dear than life itself. Yet we take the Bible so casually. Few believers today ever read the Bible in its entirety. Instead, we base our lives on weekend service readings and three-minute prayers.

"Home is the school of first instruction." Parenting is the basic societal art form. Training is teaching by example, and to train up a child properly is to set an example for them to follow. "Follow me as I follow Christ," is the pattern for fathering found in 1 Corinthians 11:1. What is taught in the home by word and deed determines the culture of a nation or people. No wonder our children have learned to watch television, when millions of fathers believe it is the sovereign right of men to live with a remote control secured in their hands.

"Just as my mouth tastes good food, so my mind tastes truth when I hear it" Job 12:11 TLB. Teaching your children to love truth by reading to them gives them a taste for the best life. The best is when you can do no better, and nothing can be better than the Word of God.

Words are power, and life and death are in the power of the tongue. We live on the basis of the words others have spoken to us that we have received into our lives or the words we have spoken which have become the basis of our belief and conduct. Reading the Bible to your children gives them words with which to create a world for themselves that is filled with truth, grace, liberty, wisdom, righteousness and honor. What a life! What a legacy!

Public reading of God's Word was once done religiously in synagogues and churches. It taught people to listen and learn. Today in most churches, it is uncommon to hear more than a scripture text for a sermon. Absence of knowledge of the Word leaves people scripturally illiterate.



Absence of public reading has allowed secular humanists to legislate reading the Word to private practice. Mental unhealthiness in America is often derived from the lack of knowledge of the Word of God. Its no wonder people are disturbed. When so many are living on the advice of psychics, astrologists and psychologists, watching unhealthy people defend their sick predilections on talk shows, putting trust in lying leadership and believing paranormal phenomena to determine their choices in life, it's a marvel they do as well as they do.

We preach and pray for revival, yet what might help most is if we simply found a time and place for public reading of the Bible. We have a National Prayer Day, but a National Bible Day where the Bible is read in every city would help even more. *The Word does the work!*

*Reading the Bible to the family lets the Word do the work rather than parents trying to "work the Word."* A "maximized" man is above all else a lover of God's Word. He does not steal time from the Word and from his family by giving it to television or hobbies or friends. He freely gives his family attention and leads them in paths of righteousness by allowing them to see him walk that path himself.

## **BIBLE READING**

Every man must be encouraged to develop the habit of reading his Bible. Reading the Bible will lead to further understanding of the messages each man learns in Majoring In Men®. For regular Bible reading, CMN recommends an easy, modern Bible translation. Dr. and Mrs. Cole's favorite was *The Living Bible*. For study, you may choose another version, such as *The Amplified Bible*, which was Dr. Cole's preference for teaching. He used the *King James Version* for scripture memorization. It's up to you.

### *Chronological Bible Reading*

Each workbook has a schedule for daily Bible reading that follows the events of the Bible chronologically and can be used with any translation or paraphrase of the Bible. Each day has an average of 77 verses of Scripture, which takes 5-15 minutes to read.

### *Psalms and Proverbs*

Dr. Cole urged men to read Proverbs each morning for wisdom and Psalms each night for strength and courage. The plan in the back of each workbook allows you to read through both books each month.

### *Accelerated Bible Reading*

The average Bible is 1500 pages long. Using any translation you like, read 15 pages daily. You'll complete the entire Bible in 100 days. To use with the chronological guide, read 3-4 days' worth of readings each day.

### *Repetitive Reading*

The following chart sections the Bible into roughly seven-chapter "bites." Read the same seven chapters once or twice daily for an entire month. Then start the next section on the next month.

Month	Chapters
1 .....	Mark 1-8
2 .....	Mark 9-16
3 .....	Acts 1-7
4 .....	Acts 8-14
5 .....	Acts 15-21
6 .....	Acts 22-28
7 .....	Galatians 1-6
8 .....	John 1-7
9 .....	John 8-14
10 .....	John 15-21
11 .....	James
12 .....	1 & 2 Thessalonians
13 .....	Matthew 1-7
14 .....	Matthew 8-14
15 .....	Matthew 15-21
16 .....	Matthew 22-28
17 .....	1 Corinthians 1-8
18 .....	1 Corinthians 9-16
19 .....	2 Corinthians 1-7
20 .....	2 Corinthians 8-13
21 .....	Luke 1-8
22 .....	Luke 9-16
23 .....	Luke 17-24
24 .....	Romans 1-8
25 .....	Romans 9-16
26 .....	Ephesians 1-6
27 .....	Colossians & Philippians
28 .....	Philemon & 1 Timothy
29 .....	Titus & 2 Timothy
30 .....	1 Peter
31 .....	Jude & 2 Peter
32 .....	Hebrews 1-7
33 .....	Hebrews 8-13
34 .....	2 John, 3 John, 1 John
35 .....	Revelations 1-7
36 .....	Revelations 8-14
37 .....	Revelations 15-22



## PRAYER AND INTERCESSION

**Pray for wisdom to develop strategy.** All victory comes from the right strategy, which comes from wisdom. Men pray for victory; God gives wisdom. The pattern is wisdom—strategy—victory! Pray for wisdom to do what is culturally relevant for your area. You don't have to do what does not fit the personality of your church or strains resources to the point of diminishing returns. Ask God for creative ideas for your men.

**Prayer produces intimacy.** When you pray with your core team, and with volunteers working on men's meetings, or with your leaders and facilitators as you plan your camps or groups, you grow intimate with them. To sustain your own ministry, grow intimate with God in seasons of prayer.

**Pray for power.** You will see the power of God's presence in your ministry as you pray. Your prayer life will determine the prayer life of your men, the level of your authority, your ability to lead and the number of men saved through your ministry. Jesus said, "My true disciples produce bountiful harvests. This brings great glory to my Father" John 15:8 TLB.

**Intercede in prayer.** Ed and Nancy Cole credited learning the following "Nine Keys to Effective Intercession" with the depth of the closeness of their marriage relationship. When they began to pray together, God moved them to a new level of life, ministry and relationship. (See the video, "9 Keys to Intercession" by Dr. Cole for the complete teaching.)

Enter your time of prayer. Remove all distractions and take a Bible, pencil and paper with you. Then follow these steps:

1. Confess out all known sin. Psalm 66:18; 1 John 1:9
2. Acknowledge our need of the Holy Spirit to direct your prayer. Romans 8:26
3. Die to our own desires, imaginations and prayer burdens. Proverbs 3:5-6; Isaiah 55:8
4. Ask God to fill us with His Holy Spirit. Ephesians 5:18
5. Praise God in faith for the prayer time we are about to experience. Psalm 100:4
6. Deal aggressively with the enemy. James 4:7
7. Wait in silent expectancy for God to speak. John 10:27
8. Confirm prayer with God's Word. Psalm 119:105
9. Praise God in advance for His marvelous work in our lives. Romans 11:36

## YOUNG MEN'S MINISTRY

In much of the world, we can no longer say to boys, "Act like a man," because so few today have ever seen what a real man is. After starting the Christian Men's Network saying, "The absentee father is the curse of our day," Dr. Cole changed to say, "it is fatherlessness that is the curse of our day and it is a worldwide curse."

In Nehemiah 8:7-12, we read of a culture that was no longer rebellious against God, their Father, but had moved to a heathen state with no knowledge of the father. We are no longer preaching to a "prodigal" culture that has left the father's house, but to a largely heathen culture that has no light at all. Most of today's men, and a majority of young people, do not know how to return to the father's house because they have never seen it. Our challenge today is to help boys understand manhood and specifically, the requirements of Christlike manhood.

The late Billy Sunday had massive crusades for men only, as well as services for men and women. He was well known for having unruly children or fussy babies sent out from the noisy halls, because he had no microphone. The tragedy of his ministry, however, was that his children did not follow him in the faith.

We have come far from the days of shooing children out of rooms. Today's Christlike men are raising an army of boys and girls, teen men and teen women, who will not have to recreate themselves after making enormous mistakes. "New construction is always easier than reconstruction" is the principle, and we want to raise children right, right from the start.

When appropriate, men should be allowed to bring their sons with them to men's meetings, and single mothers should feel confident about dropping off their sons. When conducting men's conferences and special events, make a point of spelling out that the young men are invited. Call them by a name with "man" in it, such as "young men," rather than calling them "youth." Let them identify with their own manhood. To make them feel invited, you will want to state the lowest age allowed on the advertising materials and announce it from the pulpit.



## MEN OF HONOR

You may start meetings that are only for young men. The recommended books are: *Courage*, *Maximized Manhood*, *Sexual Integrity* and *Power of Potential*. When a teen man completes all four, you can “commission” them using the emblem of a dagger.

Tony Rorie was commissioned through Majoring In Men®. As he prayed about what he would do with his commission, he looked around him. Working as a school principal, he saw firsthand the struggles of at-risk children. He launched a pilot program to use some of the Majoring In Men® books and train young men. The program was so successful that soon he launched a ministry to take the program to other schools. Today, Men of Honor is a full-fledged ministry to young men and women operating within public schools in many municipalities in the US and in other nations as well. To connect with Tony, simply contact the Christian Men’s Network office.





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Please fill out this application and send it to:

CMN at P. O. Box 3, Grapevine, TX 76099

or complete the online application at [EdCole.org](http://EdCole.org)

or email the information to [admin@ChristianMensNetwork.com](mailto:admin@ChristianMensNetwork.com).



**ORGANIZATION:**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

Briefly explain your organization's background:

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Briefly explain your interest in **MAJORING IN MEN®** and commissioning and or the use of CMN materials:

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**CONTACT:**

Name: \_\_\_\_\_

Title (if any): \_\_\_\_\_

Telephone \_\_\_\_\_

Email: \_\_\_\_\_

**RETURN TO:  
CHRISTIAN MEN'S NETWORK  
P. O. Box 3  
Grapevine, TX 76099**

## **WHY ALL THIS? WHY DO WE NEED A MEN'S MOVEMENT?**

- Paul Louis Cole: "We Are CMN. We Rescue Men!"
- Christian Men's Network Background
- The Global Men's Movement
- Scriptural Basis For Christian Men's Network
- Statement Of Purpose
- Edwin Louis Cole Personal Purpose For Majoring In Men®
- The History of the Christian Men's Network
- Edwin Louis Cole Sermon Outline: Why Do We Need A Men's Movement?
- Edwin Louis Cole Sermon Transcription: Why Do We Need A Men's Movement?
- Edwin Louis Cole Sermon Outline: Why Men's Ministries Succeed or Fail
- Mission
- START!



**FROM PAUL LOUIS COLE**  
President, Christian Men's Network

LET THIS ECHO ACROSS THE NATIONS!  
CMN IS RAISING UP MEN WHO WILL FOLLOW CHRIST WITH RECKLESS ABANDON!

A day may come when the courage of men fails, when we forsake our friends and break all bonds of fellowship, but it is not this day.

An hour of woes and shattered shields, when the age of men comes crashing down!

But it is not this day!

**This day we fight!**

*~ Aragorn, Lord of the Rings*

**WE ARE CMN. WE RESCUE MEN!**

*We are in a life and death battle for the souls of men.* CMN is fully committed to creating an army of godly men around the world. The malice of today's cultural wars is increasingly hostile, and Christianity is no longer the prevailing worldview. It is the counter-culture in a postmodern world. This generation has no "seed" of the Gospel. For most people under 25 worldwide, neither Grandma nor Grandpa nor friends nor any authority figure was in the Church or ascribed to a biblical worldview.

In the United States, arguably one of the most "churched" nations in the world...

- 108,000,000 men are 15 or older.
- 66,000,000 men make no profession of Christ.
- Only 8,000,000 men are involved in any discipleship training, leaving 100,000,000 men not involved in biblical training.
- 72,000,000 children are under 18. 33% live in a home without a biological father.
- More than 40% of first marriages end in divorce.
- 33% of all children are born outside of marriage.
- A top-selling gangster rap CD will sell 1,000,000 copies in its first week.
- There are 350,000 new cases of STDs every week.
- 35% of college-age women have an eating disorder, struggling to find their own uniqueness.
- Stress has surpassed cancer as the largest killer of men.

For every 10 men in the average United States church...

- All 10 will struggle to balance family and work.
- 9 will have children who leave the church.
- 8 do not find their jobs satisfying.
- 6 pay only monthly minimum on credit cards.
- 5 have a major problem with pornography.
- 4 will get divorced, which affects 1,000,000 children each year.

- Only 1 will have a comprehensive biblical worldview.  
*"It isn't that they can't see the solution. It is that they can't see the problem."*  
 – G. K. Chesterson

Ever since Adam blamed Eve and God for his indiscretions, men have found it easiest to go to places of denial and blame. Now it is time to accept the responsibility to change the culture in which we live and change the world.

*"Maturity does not come with age. Maturity comes with the acceptance of responsibility. Mediocre men want authority without accountability."* – Ed Cole

The answer is found only in a passionate relationship with Jesus Christ. The answer to AIDS, poverty and world hunger is men filled with the Holy Spirit, full of genuine and sacrificial love for God and for people.

It is the immeasurable grace of God that transforms the heart of a man. It is beyond reason that He would empower us, a band of messed up men, to live, reside and be immersed in His favor and peace. It's irrational that He would love us so much He sent Jesus to die for our sin. His grace allows us direct access to His presence. His grace shelters us in His love. His grace shelters our lives.

What is ferocious grace? Grace that never quits. Grace that is tenacious, robust and unending. Grace that fights. Grace that rescues. Grace that redeems.

TRAVELING THE WORLD, THE STORIES OF CHANGED MEN DOMINATE THE CONVERSATIONS! THOUSANDS!

Isaiah 58 shows that God manifests His grace to others through us;  
*"Is this not the fast that I have chosen: To loose the bonds of wickedness, To undo the heavy burdens, To let the oppressed go free, And that you break every yoke? Is it not to share your bread with the hungry, And that you bring to your house the poor who are cast out; When you see the naked, that you cover him..."*

We are CMN, we rescue men. And, we cover their nakedness.

The world exposes fault, inflicts pain and takes pleasure in the dysfunction of others. It relishes the nakedness of others. Watch the entertainment channels, financial news and most information sources and see the voyeuristic thrill of the exposed downward spiraling life or company... fully exposed.

Galatians 3:27 states that those who receive His grace are now covered, clothed with Christ... Isaiah 61 says it is a garment of praise! We rescue men, and we cover their nakedness with Christ!



JESUS CHRIST IS THE CENTER!  
WE DON'T BRING JUST CURRICULUM, WE BRING CHRIST!

In Colossians 1:15-17 God sets our foundation: *Christ is the visible image of the invisible God. He existed before anything was created and is supreme over all creation, for through him God created everything in the heavenly realms and on earth. He made the things we can see and the things we can't see - such as thrones, kingdoms, rulers, and authorities in the unseen world. Everything was created through him and for him. He existed before anything else, and he holds all creation together.*

THIS IS NOT THE DAY TO LIVE COMFORTABLE  
IT'S TIME TO LIVE AN INCONVENIENT FAITH!

When Jesus ministered to the woman caught in adultery, He bent down and wrote in the dirt. He was willing to get dirty to save her. Ever since God first created man from the dirt with His hands, He has drawn us close to Him, and been willing to get into our mess with us.

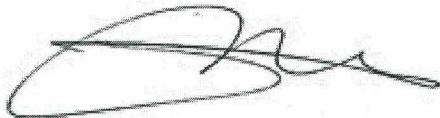
We are those men. Like Christ, we are willing to get dirty to rescue others.

*The men of CMN are the rarest of men.* Men who are willing to fight. Men who courageously join an elite group of men, a brotherhood, who have committed to be there in the toughest moments; the hero who needs no accolades, the warrior who sheds his blood for others, the one for whom sacrifice for the cause of Christ is expected and embraced. From Peru to Indonesia, from Miami to Kampala, commissioned men have accepted the challenge to live the life of a warrior for Almighty God.

The ferocious grace of God can transform every heart. We are carriers of that grace. Men who will stand when all others bow. Men who will cover their brother. Men who are true friends. Men who will change the world.

Join us in a vision to bring the transforming power of Christ to every man in every nation. To impact men everywhere with the message that *Manhood and Christlikeness are synonymous.*

Your friend, brother and ally,



Paul Louis Cole

## CHRISTIAN MEN'S NETWORK BACKGROUND

The Christian Men's Network was born of the Holy Spirit as a unique resource to reach and teach men the truths of God's Word. From its inception, CMN has been comprised of a network of faithful men whose hearts God has touched to broadcast the truth that "manhood and Christlikeness are synonymous."

The men of CMN believe the Biblical mandate must be fulfilled from Malachi 4:6 to "turn the hearts of the fathers to the children." By reaching men for Christ, we become part of God's harvest, we become answers to Christ's prayer request to "pray for laborers," and we fulfill our part in the Great Commission to "Go and make disciples" everywhere in the world.

The express purpose of establishing Majoring In Men® curriculum is to enable the discipling of men to take place in a biblical pattern. The ministry was not established to supplant the leadership in the local church but rather to give opportunity for the leadership to develop a strong and effective ministry to men, resulting in a powerful church and societal change.

Majoring In Men® directly applies universal Biblical principles and truths to a man's life. The ministry was not established to supplant or compete with women's ministries, but to complement all the ministries of the local church. The discipling of men will always bless women and children. Women and children are its most direct beneficiaries. No woman wants to attend church and then go home to an addict, abuser, adulterer, adult adolescent or an absentee father. Dr. Ed Cole's wife Nancy said it succinctly, "This is a ministry *to* men, *for* women."

Since the years when Christ disciplined twelve men, discipling men has been the basic ministry of the church and pastor.

- Mature men make a strong church.
- A strong church makes a strong community.
- Strong communities make a strong nation.

When men accept their responsibility to guide, guard and govern in righteousness, stability and strength are provided on the job, at the church and in the home.

The Christian Men's Network is not the idea of a man but a manifestation of the wisdom of God to accomplish His purposes on earth.

## THE GLOBAL MEN'S MOVEMENT

Christian Men's Network today is a worldwide church-based, pastor-led, massive group of men and leaders who live and propel the truth that "manhood and Christlikeness are synonymous."



Christian Men's Network is the first trans-generational men's ministry in the world. From Ed Cole and his generation, new young ministers are taking the message to today's generation. Every day of every week, somewhere in the world, men are studying Majoring In Men®. The movement was birthed, the movement was built and, now, you are one of those through whom the movement will broaden throughout the world.

In Brazil alone, thousands of men have become certified trainers to lead other men with the curriculum. From East Africa, Ugandan men are taking the message to neighboring nations. In Europe a burgeoning movement has begun.

In Indonesia, 15 years ago Christians made up 4 percent of the population, the largest Muslim nation in the world. Today, Christians make up 25-30 percent of the population, as estimated by Muslim experts. CMN Indonesia has more than 60 men's centers nationwide and has ministered to more than 500,000 men.

Why such an international appeal and impact? Because Majoring In Men® works! It is the most time-proven and widely used men's discipleship system in the world.

As massive strides are made, faithful partners keep the ministry going day in and day out, month in and month out through ministering to men individually and in churches, through financial support and by traveling in Ministry Teams to expand to reach even more men.

Changing men's eternal future by changing their earthly lives is CMN's singular goal and aim. God does it...one man at a time.

## **SCRIPTURAL BASIS FOR CHRISTIAN MEN'S NETWORK**

These verses of scripture were the starting motivation for launching the ministry to men in the late 1970's:

"Behold I have made a new threshing instrument with a sharp, cutting edge."  
Isaiah 41:15 TLB/AMP

"Send us around the world with the news of your saving power and your eternal plan for all mankind."  
Psalm 67:2 TLB

"But, you have given us a banner to rally to; and all who love truth will rally to it."  
Psalm 60:4 TLB

"The Lord gave the word: great was the company of those that published it."  
Psalm 68:11 KJV

## STATEMENT OF PURPOSE

The original message God gave with which the ministry began is stated in the book *Maximized Manhood*. Continuing understanding of the Word caused it to grow and multiply.

However, the basic truth of being identified with Christ, which is the essence of salvation, is finding greater application in men's lives today than ever before.

We do not minister for reaction but for result.

Since beginning full time in 1980, after incorporating in 1977, CMN has ministered face-to-face to millions of men in seminars, rallies, camps, retreats, church services, videos, radio, television, satellite broadcasts, online and in print. CMN has millions of books in print in dozens of languages. Majoring In Men® Curriculum is used by thousands of men in small groups globally.

It is estimated that thousands have received Jesus Christ as their personal Savior and Lord, hundreds of thousands of men's lives have been completely changed, and their marriages and families have been rescued.

To see men changed through the power of the Gospel is our goal.

For that purpose, to that end and for God's glory, let us each determine to fulfill His calling and to impact men with the message of Christlike manhood.

### EDWIN LOUIS COLE® PURPOSE FOR MAJORING IN MEN®

"God has called me to speak with a prophetic voice to the men of this generation and commissioned me with a ministry 'majoring in men.'

"God has called me to speak with a spirit of edification; given me a ministry of reconciliation; put a word in my heart to direct, protect and correct men; to declare a standard for manhood that is synonymous with Christlikeness; and to stand in Christ's stead, making His message applicable to every man in every nation.

"May this venture in faith that is called the Christian Men's Network be a time in your life to maximize your gifts, talents and ministry. Together let us do the work to which God has called us for the generation of men we serve."



EDWIN LOUIS COLE



## THE HISTORY OF THE CHRISTIAN MEN'S NETWORK

In 1964, this ministry was formed in the heart of Edwin Louis Cole. After more than a decade of pastoring, working fulltime on the evangelistic field and doing summer-long overseas missions, he became the very first fulltime regional men's director for his denomination. In that position, he realized his dream of reaching men for Christ utilizing key men and operating under the auspices of the local church.

After more years of pastoring and evangelism, the present ministry began. In 1977, sensing the need to get focused on men, Edwin and Nancy Cole, together with Paul Cole, incorporated a ministry organization in California.

In February 1980, at a men's retreat in the mountains of Oregon, God gave Edwin Louis Cole a "word" for men. It produced such a phenomenal response in men's hearts that, within two months, the first citywide rally for men was organized. In April 1980, 38 men attended that first citywide meeting. From those two seemingly small events, the Christian men's movement was ignited.

The "word" Dr. Cole gave the men in Oregon was that Israel's five deadly sins are the same five sins that still keep men from their personal "Land of Promise." That original "word" became the basis of the bestselling book, *Maximized Manhood*, one of the most widely read men's books in the world. Twenty years later, leaders would call Ed Cole the "father of the Christian men's movement," and men in 210 nations would be using materials for manhood created by Ed Cole.

Months after that first 1980 retreat, again at a men's camp, God spoke to Dr. Cole's heart to "major in men in ministry." Immediately, there was an effort made to gather some men to help sponsor the ministry. The first concerted nationwide effort in the U.S. to minister to men took place in July. While teaching there, Campbell McAlpine stated this new ministry would become a "new threshing instrument with a sharp cutting edge," based on Isaiah 41:15. At the time, Christians were not thinking about men's ministry.

In November of 1980, the Holy Spirit inspired people attending an intercessory prayer meeting to ask for 10,000 men in total attendance at men's meetings the next year, 1981. It was a historic moment. After the great men's prayer movement of the 1850's and the men-only meetings held by Billy Sunday at the turn of the last century, came a lull in ministry to men. The need was filled in part by businessman Demos Shakarian who formed the Full Gospel Men's Fellowship of the 1960's and 70's. After Full Gospel's laymen-run meetings were opened to women, there were no men-only meetings taking place and the focus of church activities was again on women and children. In 1980, it seemed like a mountain would have to be moved to bring men together for ministry.

In January, 1981, Dr. Cole was ministering with two Christian television networks, acting as Chancellor for a school of ministry, helping establish a worldwide radio ministry, pastoring a congregation, all while launching the ministry to men.

On April 24, 1981, a group of people met in California to pray and help sponsor the burgeoning ministry. Again, one of God's servants spoke a prophetic word. George Otis said, "This ministry is running late." Within twenty-four hours after hearing the statement, Dr. Cole resigned every ministry with which he was engaged, walked into the church where he pastored, preached a last time, prayed with the congregation and then made farewells.

The following day, an IBM typewriter was purchased, put in his kitchen with a four-drawer file cabinet, and the ministry was underway from that "office." Soon, a volunteer secretary came to help. She became the "office manager" when another person was employed, and in July, 1981, the office was moved into Dr. Cole's garage in Newport Beach, California. By September, they had rented office space nearby in Corona del Mar, California. Local men's meetings were launched across the country with thousands of men attending.

In April 1984, in Houston, Texas, 7,800 men attended the first National Christian Men's Event. In September 1984, the office was moved to Dallas, Texas. In November 1984, God began to impress on the hearts of all who were involved that there needed to be a "multiplication of the ministry." Then, in March 1986, at the dedication of a Tulsa television studio, God gave Dr. Cole the answer. In the same way that Pastor Willie George was able to minister to children in local churches through video, Dr. Cole could minister to men in the local church through video.

This was Dr. Cole's answer to be able to be a part of the pastor's life in discipling men and to deliver the life-changing truths God was pouring out. This meant that, rather than having every pastor or men's minister adapt his ministry to CMN, CMN could adapt its ministry to the pastor or minister. Men could minister in their church, home, school, business, prison or elsewhere. The ministry could occur any day of the week, fit into any schedule and be as effective as if it were being done in person.

The Christian Men's Video Network was launched at the U.S. National Christian Men's Event in Washington, DC, on June 7, 1986. Many of those attending gathered the next day on the Capitol steps to blow a trumpet and sound a note of victory that would symbolically carry into the hearts of men throughout the country and the world. Network Centers were established in churches from Maine to Hawaii.

Within weeks, the news traveled internationally, and CMN began to receive inquiries from other countries. Seeing the powerful global impact, Dr. Cole stated, "The mission field of the future is not geographic, it is high technology."

The first video meetings began in September 1986. The first overseas campaign was in Australia in October 1986. By 1995, Christian Men's Network had 17 international offices and launched a major thrust to establish ministry to men in 210 nations by 2001,



effectively covering the globe with the message that “manhood and Christlikeness are synonymous.”

In 1995, Dr. Cole returned to his roots at the Los Angeles Coliseum. He was once a newsboy on the streets of Los Angeles. His father had been an orphan and became a compulsive gambler, but his mother was a graduate of Aimee Semple McPherson’s L.I.F.E. Bible College. The Los Angeles Coliseum was the place he had attended with his parents to watch the 1934 Olympic games. He had gone to sporting events there with his father. He took his wife, Nancy, there on their first date to see the UCLA and Oregon football game. He and Nancy attended the 1984 Olympic games there together.

Dr. Cole’s message on “Your Word is Your Bond” had captivated Coach Bill McCartney in the mid-1980’s. As a result, Coach McCartney started a ministry to call men to be accountable to their word, which he called PromiseKeepers. Dr. Cole spoke at the first PromiseKeepers meeting in Colorado, and every year after. At the PromiseKeepers rally held in the L. A. Coliseum, Dr. Cole directed the crowd of 75,000 men to cheer not for a sports hero, but for Dr. Cole’s hero, Jesus. It was one of the ministry highlights of his life.

In 1998, a global effort was made to bring men in from around the world for training, equipping and commissioning, resulting in representatives coming from 50 nations for “Let the Lions Roar!” In 1997, the Majoring In Men® curriculum was launched and in 1998 the first men were commissioned as “missionaries to the men of the world.”

By autumn of 1998, CMN had offices in 34 nations. Thousands of men attended monthly video meetings, and hundreds of thousands of books were distributed in dozens of languages. By 1999, the Network had grown to 70 international offices and many more men commissioned, all of whom had completed the curriculum and all of whom received a sword as the emblem.

In 2000, Nancy Corbett Cole was called home after a long fight with pulmonary fibrosis. Edwin Louis Cole continued circling the globe in 2001, ministering with Robert Barriger in Peru and Argentina, Eddy Leo in Indonesia and many others. In Argentina, he sustained the first health issue of his adult life when he broke his back from a fall. Early in 2002, the diagnosis came that he had multiple myeloma cancer. Dr. Cole fought the disease for months until on August 27, 2002 he was reunited with his wife Nancy in the presence of the Lord.

Dr. Cole stated of the ministry:

“Why does CMN have such an international impact? Because the Network works! The truths we teach on ministry to men come from years of experience and success. For years, we have seen men follow the patterns and principles taught. They have dramatically impacted families, businesses, churches, communities and even entire nations.

"It is our purpose and our prayer that the Network will impact men throughout the world. The venture of faith, which it is, was initiated by God to multiply the ministry to men, which He so sovereignly started in 1980 with just 38 men. It is God's Network, God's men and God's ministry for our generation."

"Spiritual sons" worldwide rallied to the challenge given by Dr. Cole: BUILD MEN RAISE SONS. By 2005, the movement was growing around the world, using one of the most powerful curriculum tools for men ever created, tested globally for two decades. The "sons" crisscrossed the globe to speak at churches and men's conferences. Majoring In Men® was translated into new languages and published in more countries.

In August 2012, CMN celebrated 35 years of ministry. By that year, in Indonesia alone, more than 250,000 men had completed "Maximized Manhood" weekends, which resulted in tens of thousands of Muslim men being won to Christ. In Peru, 18,000 men had been commissioned by completing the curriculum. From the Peru base, every nation in South America and many in Central America have started men's groups with the curriculum. In Brazil, thousands of trained leaders are reaching their nation.

In Uganda, the entire nation reduced the AIDS epidemic. Leaders credit Dr. Cole's travels there during the 1990s, from which he wrote impassioned letters on the desperate need for the message of sexual purity to stop the AIDS epidemic. A "Glory of Virginity" movement was started under the leadership of Alex Mitala. "GLOVIMO" brought national healing and created a modern phenomenon, recognized by global leaders.

Dr. Cole influenced men who have become the pastors of some of the largest churches in the world. It is hard to find a major leader who has not read *Maximized Manhood* or been influenced by the ministry to men. The year he won the Superbowl, Coach Joe Gibbs said, "I've read three books this year, my Bible, my playbook, and *Maximized Manhood*." The late football Hall-of-Famer Reggie White was driving across his state to file for divorce when he first read *Maximized Manhood*. He said, "Ed Cole saved my marriage, saved my life." Actor Chuck Norris said, "You can still be mentored by his books today." The vibrancy of the ministry today affirms it.



**EDWIN LOUIS COLE® SERMON OUTLINE:**  
**“Why Do We Need A Men’s Movement?”**

“Surely the Lord God will do nothing, but He revealeth His secret unto His servants the prophets” Amos 3:7.

- Priests speak to God about people.
- Prophets speak to people about God.
- Kings rule by ability to serve.

A father must speak first to God about his children before he speaks to his children about God.

- Indifference is a form of rebellion.
- The basic ministry of pastors is to disciple men.
- All truth is confrontational.
- Criterion of spirituality is the love of truth.

Antichrist will gain power to bring “peace and safety.”

Gangs are formed from the fatherless.

Why do we need a men’s ministry?

The answer: For Raising up Fathers!  
Acts 9:31

“And when I became a man, I put away childish things” 1 Corinthians 13:11.

**EDWIN LOUIS COLE® SERMON:**  
**“Why Do We Need a Men’s Movement?”**

In Amos 3:7, the word of God says, “Surely, the Lord GOD will do nothing, but he revealeth his Secret unto his servants the prophets.”

Whatever God is going to do in the world, He makes it known through His prophets. People hear the word of the Lord through the prophet because the Church is built on the ministry of the word of the apostles and prophets.

**When Jesus came, He came as the prophet, priest and king. Every man needs to be the prophet, priest and king in his home.** Priests speak from the people to God. Prophets speak from God to the people. Kings rule or lead by the ability to serve. This is the reason for the statement that no man has the right to talk to his children about God until he has first talked to God about his children. Every man needs to be able to speak prophetically to his children. God reveals His secrets to the prophets who then give warning or counsel or revelation, whatever it may be, from God to the world.

When the Word of the Lord is rejected and rebelled against, it brings consequences. There are many kinds of rebellion. Indifference is a form of rebellion. The Bible says in Ezekiel that they came to hear the Word of the Lord, to hear some new song or some new revelation, but they had no intention of doing what the word said. (Ezekiel 33:32) They were indifferent to the word and, as such, they were rebellious.

Independence can be a virtue or a vice. For the prodigal son, his desire for independence made him willfully disregard the wishes of his mother, the prayers of his mother and the will of his father. (Luke 15:11-32) It was rebelliousness. He squandered his entire life’s inheritance. The story of the prodigal underscores the principle is that you pay the highest price for the lowest way of living. The high price that he paid was that he was reduced to living on a level beneath that of animals. Even the animals ate of the pods of the peas, but he only ate the husks. The prodigal lived on the lowest level of life.

Rebellion can be a form of witchcraft, according to Scripture. (1 Samuel 15:23) Rebellion takes different forms. In Oklahoma City some years ago, an explosion decimated part of a building, devastating the people and causing loss of life. It put the whole city in shock. The absolute idiocy of that disaster came from the insanity of a person who deliberately did it, thinking he was doing good. It is such perversity. A heinous crime committed by someone who takes glory in it is an aberration to a normal kind of life. It is not even an abnormality. It is an absolute insanity.

That leads me to what I want to bring to you today. Let’s talk about ministry to men. What is it and why do we do it?

First of all, an emphasis on ministry to men came into the world in the late 1970’s not as a result of the feminist movement, but as a sovereign move of God. People asked about men’s ministry, “Is this a male dominance teaching? Is this something that is taking us back before the liberation of women?” The answer is no! **In Genesis 2:15, we read that God gave Adam the responsibility to guide, guard and govern this Earth.** When



Eve came into being, He gave him the responsibility as the steward to guide, guard and govern the family. Direct, protect, correct. Nourish, cherish, admonish. Be the prophet, priest and king. That is Adam's responsibility.

Over a period of time, however, men failed to respond to this command, which is due to the sin of omission. There are two kinds of sins in the world. One is the sin of omission, and the other is the sin of commission. Interestingly enough, most people think you go to Hell because of what you do. That's not true. You go to Hell because of what you *don't* do. By not believing on the Lord Jesus Christ, you're not saved. As a result of what you don't do, you wind up doing dumb, stupid, asinine, silly, sinful stuff. Those sins are the evidence of what you haven't done, which is the sin of omission. This is the basic sin of humanity.

Men are subject to the sin of omission. In the Church, we have found that we can develop preventive programs for children, rehabilitation for youth, development for women, but when you send them back to a home where the man has not changed, you still have the same old problem.

Some people have asked, "Is what you teach simply for men to enjoy themselves at the expense of women?" The answer is no! My wife says it best: **"Men's ministry is a ministry to men for women."**

Being a male is a matter of birth and being a man is a matter of choice. When the male becomes a man, it allows the woman to become the woman that God created her to be. Until then, she has to make up and compensate for what is his sin of omission. So women love real ministry to men. Women buy books for men. We just give one piece of advice: "Don't underline the books, then hand them to your husband." That's all.

Someone has to teach men what men were never taught before. We teach children and we teach youth. We teach women how to handle themselves and their families. But nobody teaches a man how to be a man or what it is to be a man. Men's ministry is simply trying to do what God has given us in His Word.

So, if men get together and form a study group, is that a homosexual kind of thing? Of course not! It's a Godly thing. It's a manly thing. It's a real thing. It's simply being a man. That's all it is. Why should a man have to go out and get drunk and smoke cigars and whore around with prostitutes in order to prove he's a man? That doesn't make him a man. That just proves he's a sinner. It just reinforces that fact that he is in need of a Savior!

Adam was in the Garden of Eden. God wanted to be a father and Adam wanted to be a son. God told Adam what to do. He said to take anything in the garden, just don't touch that one tree. And so what did Adam do? He touched that one tree. Scripture says that by man, sin entered into the world. (Romans 5:12) God held the man responsible, and He holds the man responsible today. In many of our churches, people are counseling frustrated women. But if they never deal with the man, they send the women back where the same old problem is. So if you want to go for the solution to the problem, you have to go to the beginning where God dealt with the man.



The wonderful thing is that after the first Adam denied responsibility for his actions, God sent another Adam. Jesus is the last Adam, the Bible says. When Jesus came to this Earth, He didn't just accept responsibility for His own actions, but He accepted responsibility for the actions of the entire world.

Another aspect of men's ministry is the question, "Is it a necessary part of a pastor's portfolio?" Well, **the whole Great Commission is to go and make disciples of all nations. That's the basic ministry of a pastor.** His basic ministry isn't to develop missionary programs and appoint youth pastors and associate pastors. His basic ministry is making disciples of the men of his congregation. That's why churches with pastors who major in men in ministry have a majority of the congregation who are men. There are material benefits to serving God. There are residual benefits for pursuing the proper basic course God has called us to pursue. For example, when you get the man in the church, and he's taught to be a steward of the totality of his life, then the church doesn't get just the tithe on the woman's grocery money. The church receives the tithe on the man's gross income. We don't need special offerings if all the men are tithing.

Counseling frustrated women, dealing with rebellious youth, teaching disturbed children, all starts to decrease when you have men who are pursuing Christlike manhood as the husbands and fathers of those women and children. The pastor's ability to do missions, community outreaches, and have volunteers for the needs of the church increases as men are disciple and trained.

Men need to learn the truth. Teaching men truth can be inspirational and instructional. It can be confrontational. One of the things that the church has to recognize, and the world shies away from, is the fact that all truth is confrontational. True men's ministry confronts men with truth and calls for change. We don't minister for reaction; we minister for results. Ministers have to confront people with truth. People can avoid truth. People can circumvent truth. People can deny truth. But if you want to change personally, then you have to accept truth. You have to receive truth. God teaches us in the Bible that the love of the truth is the criterion of spirituality. You are not spiritual because you go to church or read your Bible or pay tithes or teach a class. The criterion of spirituality is because you love truth.

Love of the truth was the difference between King Saul and King David. The Bible said that when King Saul heard truth, he blamed the people. He justified himself by blaming the people for what happened. But when Nathan confronted King David, King David fell on his face in sackcloth and ashes and repented. People have historically said that David is a man after God's own heart because he repented of his sin. That's not correct. David was a man after God's own heart because he loved truth. And, because he loved truth, when he heard truth, he repented. His repentance was the evidence of his love of the truth. So you sit here today and you're confronted with truth, and you deny it, you absolve yourself of responsibility for it, you shovel it off onto someone else, and whatever you want to do to it, you can do it. But if you love truth, then you will act on that truth. And, what is not truth, you will repent of and get it out of your life. You embrace truth because whatever you love, you want to make it a part of your life.



Another question we might ask about men's ministry is, "Why should we invest in it? Why should we support it? Why should we be identified with it? Why should we be part of it?" When men's ministry first took off, there was a statement written in the classic men's book, *Maximized Manhood*, which said, "The absentee father is the curse of our day." Fifteen years later, the problem was no longer the absentee father, but the main problem became fatherlessness. National periodicals began talking about America's fatherlessness. And everywhere you turn, in both the secular and the sacred society, everybody's has admitted that the problem feeding crime today, and causing many of society's disorders, really is generated by fatherlessness in the home. Abortion is generated by fatherlessness in the home. Divorce is generated by fatherlessness in the home. So the main problems we face today come down to one thing: "fatherlessness."

For that very reason, we need to invest in men's ministry. For every problem that man creates, God provides a solution for the dilemma. Didn't He do it in the Garden of Eden? And hasn't He done it ever since then?

Fatherlessness is the curse of our day. At the end of World War I, because so many German fathers were killed during the war, that nation became known as a fatherless nation. It was full of disenfranchised, alienated, devastated young men and women who were without the disciplinarian, the mentor, the role model, the passing on of the legacy from the father to the son and to the daughter. Into that vacuum came a man who said Germany would be the new fatherland. Hitler came along and played exactly to the void in the young men's lives. He built his strength and network based on the renegade youth of that society, stemming from the lack and void of a father image. The father image was manipulated by Nazi Germany to fill the void in men's hearts so that they would be motivated to create atrocities and do things that normally men would not do. Fatherhood was the greatest lack in their life.

In presenting this to Germany at that time, Hitler had a threefold basis for what he called the "new fatherland." It was based on family, traditional values, and the unity of the country. Those were the three prongs that formed the basis of what he presented to Germany to recruit people. He embraced Christianity even. Because they believed that, they also believed in him. Hitler taught that government was the one that had failed society. Because of that, they needed a new society. Do you know what he called it? He called it the "good society." It was never called National Socialism until after he became the chancellor. Hitler accepted a threefold responsibility to those young people to guide, guard and govern. Direct, protect, correct. He did it according to the agenda and the purpose that he had devised for the country with himself as the father. But, by calling it the fatherland, that absolved him of responsibility for the atrocities and the crimes that he committed because then it became the responsibility of the program and not his. So he justified himself by blaming the fatherland, and the people in it.

Now, let's go to World War II. Russia comes along. Of every one thousand men who went to war in World War II, in Russia, only seventeen came home. Of that seventeen, only three were not wounded, maimed or crippled. And so after World War II, Russia became a fatherless nation. Into that vacuum came a man called Stalin. Stalin



began just like Hitler had. He began to appeal to the youth. And as he appealed to the youth and provided them with a new thing, just like Hitler, he pitted the young against the old, and the bourgeoisie against the proletariat. Stalin did this with a communist philosophy, but he also promoted some of the same things, such as an anti-government sentiment. He wanted to produce socialism where they were all dependent upon the leaders. So what he developed actually was a feudal system of princes and serfs.

If you know the result of communism when it fell, you know that the communist leaders lived like princes, kings and queens while the rest remained ignorant in a classic sense and were simply serfs. Under Stalin, the people had no independent entrepreneurial attitude. They had no basis for making money. They were entirely dependent upon the government: the very government that they had developed from an anti-government attitude in order to get rid of the previous government. They were left with a substitute society that was worse than the one that they had before. It's interesting that Stalin developed the program to guide, guard and govern. Have you ever heard that before? Guide, guard and govern. There it was. The same identical thing. Stalin was a hero to the young just like Hitler was a hero to the young. They wanted someone to follow.

Why should we be concerned about a ministry to men today? Because today, America is becoming a fatherless nation. Hitler and Stalin came from countries that were a fatherless nation, and countries that were fed the anti-government sentiment of the alienated, disenfranchised young men. Those men were able to cause the young to follow them in their philosophy, and buy into it with a pitting of classes against one another, and pitting of races against one another. Hitler was the most racist of all men on the face of the Earth. He believed that the Jews were enemies of the Aryan race and that they needed to be extinguished and obliterated from the face of the Earth. And of course we know about the fact that six million of them were obliterated.

Why should we be concerned? Why is a ministry needed for men today? Let me give you another reason. The Bible talks about the sons of Belial. When it talks about the sons of Belial, it's talking about young men, or women, who became predators of people. In the concordance, it says that Belial is an Old Testament term designating a person as Godless or lawless, and as corrupt or perverted, a rebel, a soundless, and a worthless person, a worthless rogue. These young people are those who became members of gangs. And today we are seeing in our country of America, and indeed around the world, a proliferation of gangs.

Open the newspaper and you will see that there are gangs in suburban areas, in the ghetto and everywhere. Gangs are proliferating and almost all gang members are recruited by whom? Fatherless young people, male or female. In Chicago, they had thirty thousand gang members march on City Hall and announce that they were forming a new political party in America, and that they were going to interface with other gangs across the country. They hoped to have two million members in their party made up entirely of gang members in order to affect the election in this country. It's interesting how politicians who live by preference will always acquiesce to those who they think have the power. Can you believe that two people wanted to run for the office in Chicago being put



there by gangs, nominated by gangs, supported by gangs, and they saw that that was the way that they could achieve their dream of becoming a city councilman?

Gangs are proliferating. Today in Italy, they have a problem with Chinese gangs that are imported. In Moscow, gangs blackmailed people in business and almost took over from the politicians. Why is that a major concern? Why are we talking about that? It's for a very obvious reason. The Bible says that there is going to come a day when there is a person who is called the antichrist. We know he is going to run for world office on a platform of peace and safety. We don't know who he is, but let's look at what he could potentially do, based on today's facts. In America, we have acquiesced to the United Nations. In sending our troops overseas, we have committed ourselves to UN authority. We are no longer the authority we used to be. If that can happen, then it would not be a very hard thing for someone to be promoted by the United Nations as a new world leader in order to produce peace and safety. If the law-abiding citizenry all over the world will give one person their power, he can take it and cause the gangs that are now around the world, who are the sons of Belial, to be his political party, to put down the solid citizenry of the world, and that's how he could gain the power to rule as the antichrist.

The Bible talks about the image that is going to be created. That's not some vase in a hole in a wall. That's not some figurine that people bow to. The image in our world is being created by Madison Ave on television. In the American elections, it has been said that candidates are not running on the issues of the country but they are being voted on the basis of the image they project on video screens. In that scenario, issues are no longer valid; it's now images. You and I both know the power of images. Your son comes to you and says, I want to go to the store and buy such and such. I saw it on television. When he comes to you because of what he saw on television, and wants you to buy it for him, then you purchase what he saw, you have bowed to that image. You buy the car you see on television, you buy the toothpaste you see on television, and every time you do, you bow that image. So it's the image that has to be created.

Where is the image of fathers? Gangs are basically formed out of young men and women who have been fatherless. By "fatherless," it just means that they had no father or father figure at home. If there is going to be an answer, it has to be in raising up men who are fathers; it has to be in no longer abandoning our responsibility but accepting it.

The father always sets the atmosphere in the home. Fathering is the most important ministry in the family when it comes to raising a normal society. We need fathers!

Look at the perversity, the idiocy, the sheer insanity of the heinous bombing in Oklahoma City. We now realize that proliferating throughout our country are young men who have joined a militia, and this militia is anti-government. Any movement that's out to overthrow government, more often than not, is based on myths. And what these new gurus who are forming the militias are telling are myths about the government and myths about the church and myths about people. They are taking these that have been disappointed in their parents, disenfranchised by their homes, have been alienated by their government, and playing upon their bitterness or their feeling of isolation and

saying "Hey, we've got the answer for you; join us; train with us, and we'll be able to change society." They feed that to the point where a man will blow up a building like the federal building in Oklahoma City feeling as though he is doing God a service. The interesting thing is that some of these militiamen have taken their cause directly from Scripture. But God said it best when He wrote it with a finger on the tablet, "Thou shalt not kill." That command has never changed from that day to this. It's still the same.

Now, if the solution is going to begin, where is it going to begin? It's going to begin in the house of the Lord because the fear of the Lord in the world comes from the Church. Where the fear of the Lord is lacking in the Church, there's no fear of the Lord in the world. The Bible says in Acts 9:31, that walking in the fear of the Lord and in the comfort of the Holy Ghost, multitudes were added to the church. Why do you preach the gospel? Because it takes the fear of the Lord to strike to the heart of man and to cause him to want to change his ways. How do you get the fear of the Lord? You get somebody that will stand up with a confrontational ministry and declare the counsel of God.

Why do you need men's ministry? Why does the world need the Christian Men's Network? Why do you need to join and be a part of ministry to men? Why am I speaking the way I am to you? It's because the most critical need in our nation today is a voice that speaks to men in answer to the fatherlessness of our country. And if somebody doesn't do it, our nation and our world are in for a great cataclysmic catastrophe that will lead us directly to Armageddon.

Today's men's movement was raised up by God to speak with this kind of voice. By the help of the Holy Spirit, we need to be stirred in our spirits, commanded out of our complacency, challenged out of our comfort zone, stopped from our petty little pipsqueak patterns, and we need men to stand up. We need men who will say, "When I became a man, I put away childish things!" (1 Cor 13:11) We need men who will be the fathers who answer the challenge, "Ye have ten thousand instructors in Christ, yet have ye not many fathers." (1 Cor 4:15) We need men to be taught to be real men!



**EDWIN LOUIS COLE® SERMON OUTLINE:**  
**“Why Men’s Ministries Succeed or Fail”**

The pastor disciples the man, the man disciples the family. Psalm 78:1-8  
Deuteronomy 6, 7 and 8—Reveal God as supernatural supply  
Deuteronomy 6:4-12

**RESPONSIBILITIES FOR THE MAN IN THE HOME:**

Prophet, Priest, King  
Guide, Guard, Govern  
Direct, Protect, Correct  
Nourish, Cherish, Admonish

Men’s ministries in the church succeed or fail on the basis of the leadership of the pastor. Luke 16:12

**THREE ESSENTIAL INGREDIENTS IN FAITHFULNESS:**

Constancy  
Loyalty  
Submission

**THE GOAL OF BRINGING MEN TOGETHER:**

Discipling the man for the purpose of evangelizing the world

EVANGELISM: The natural outgrowth of spiritual maturity

THE MOTIVATION FOR LEADING SOULS TO CHRIST: An outgrowth of the love of God in your heart

**IDENTIFICATION—THE BASIC ISSUE OF CHRISTIANITY**

We are identified with Christ by Word, Blood and Spirit.

**Pattern: IDENTIFICATION—INVOLVEMENT—INVESTMENT—INCREASE**

Some people have a talent for hearing the Word but have never submitted themselves to a local church. John 15:8

Bring men into identification with your men’s ministry, which causes them to be involved. Then they will invest, and the church reaps the increase.

## MISSION

In today's cultural confusion, the call for Christlike manhood has never been stronger, and the need has never been greater for men of faith to stand strong for their families, fight for the fatherless, and embrace their life MISSION.

It is critical we meet together to advance and expand the MISSION. Thank you for joining us in the fight! We trust we will see you in the field, receive reports of your victories... testimonies... praise reports and prayer requests. We are family!

The Christian Men's Network's powerful thrust, the Global Fatherhood Initiative, is in full force. Our focus is on defeating fatherlessness, ending child abuse, and setting men free from sin and Satan.

Jesus said, "You did not choose me, but I chose you and appointed you so that you might go and bear fruit—fruit that will last" (John 15:16).

**YOU DIDN'T CHOOSE THE MISSION, THE MISSION CHOSE YOU.**

The Mission is alive. The Mission is unstoppable. The Mission is Jesus Christ.

We are captured by the mission, to bring life into a dying world, proclaim freedom to the oppressed and downtrodden—to tell others the Good News about the wonderful grace of God.

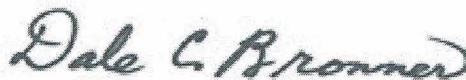
**We are CMN. We rescue men.**

**Rescue a man, save a child.**

Grace and Peace,



Dr. Paul Louis Cole  
President



Bishop Dale C. Bronner  
Chairman



**Pray**, receive wisdom and strategy.  
**Begin... Start... Go for it!**  
**Nothing just happens... Prepare...**  
**Build your team... Execute the plan.**  
**Evaluate and change!**

**Be strong and courageous, never quit!**  
You are a **winner**, you are a **champion!**  
**Victory** is yours!  
**The glory is God's!**

**We are CMN. We rescue men!**  
**Every child *deserves* a loving father!**  
**Manhood and Christlikeness**  
**are synonymous!**  
**You didn't choose the mission,**  
**The MISSION CHOSE YOU! - John 15:16**

A GLOBAL MINISTRY OUTREACH OF



**ChristianMensNetwork.com**  
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