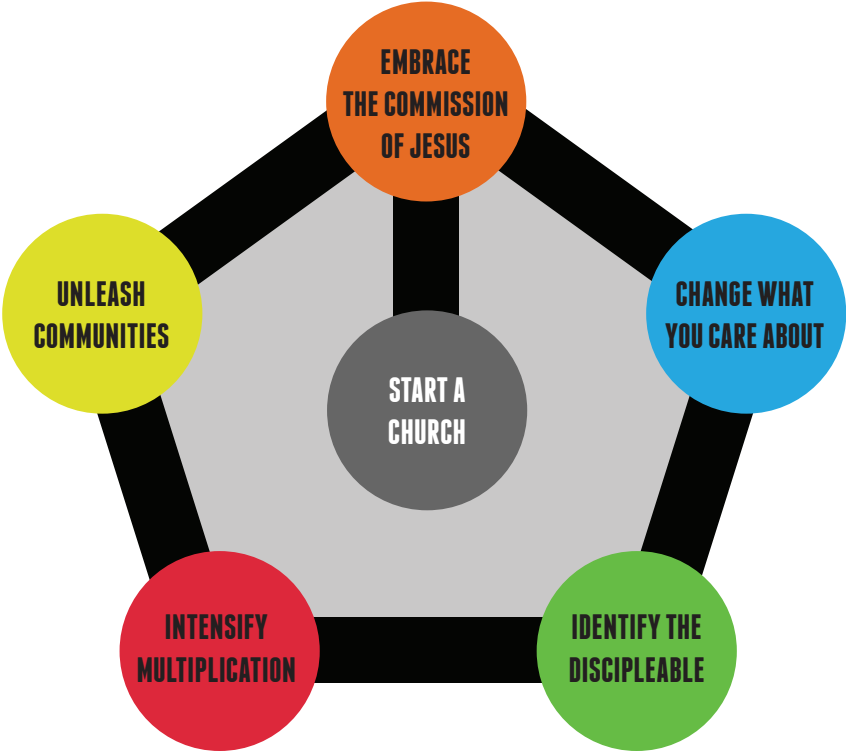


# Generate One Day Event

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ARE YOU JUST STARTING A CHURCH OR ARE YOU  
STARTING A DISCIPLESHIP MOVEMENT?



# Resources



## **Starfish Movement - Book**

Dan Grider

After more that 25 years of church planting and launching discipleship movements on both coasts, Dan has developed a strategy for launching discipleship movements that work. This approach takes the core principles and strategies that Jesus used and applies it to the American church context.



## **The God Questions - Book**

Dan Grider & Hal Seed

You can be confident as you engage in spiritual conversations. This book deals with the 40 top questions people have related to God. It is also designed to be used as a conversation tool with those you are discipling. The God Questions has been written in a way that everyone can tackle topics they would otherwise shy away from.



## **Network Simulcast**

Hosts Dan Grider & Rodney Arnold

Need encouragement, direction, and motivation? Once a month you'll get relevant insights that help effectively deal with the issues you face every day. Our hosts present topics that are designed to assist you as you build a disciple-making culture that will grow into a movement.



## **Personal Coaching**

Coaching Cohorts and Live Personal Coaching

Meeting together with leaders who are facing the same issues that you face can make the difference. There are some situations that need one on one help. Our cohorts and live coaching will come alongside you as you work through the situations that arise in your local ministry setting.

# Training Events



## Generate One

One-Day Live Training // Online Training // Coaching  
Simulcast

You can start a movement, we can show you how. Most of us began hopeful that we would lead a disciple-making movement. Often the reality is we are just leading church programs.

We will give you a modern day process that is patterned from the principles and processes that Jesus used to rapidly multiply disciples who multiply disciples. If you are interested in launching a reproductive disciple-making movement don't miss this.

Eligibility for Generate Two requires completion of: One Day Live Training, Online Training, Coaching Simulcast, reading "Starfish Movement"



## Generate Two

Two-Day Live Training // Online Training // Network  
Simulcast

This intensive will give you practical steps to launch a disciple-making movement out of your church. If you are a church planter or the pastor of an existing church you can shift to become a rapidly reproduction disciple culture.

Eligibility for Generate Three requires completion of: Two-Day Live Training, Online Training, Participation in Network Simulcast, Launching of the Local Culture



## Generate Three

Two-Day Live Training

This two-day intensive seminar is used to establish the public gathering stage of church planting. This training will focus on understanding your culture and establishing a plan to reach the area to which God has called you.

# Presenters



## **Dan Grider**

Lead Architect, Ignite Network

Dan has led church planting movements on both coasts over the past 25 years. He has led two churches to grow to approximately 2,000 in attendance by using discipleship reproduction and multi-site expansion. He has established a network to empower leaders to reproduce disciples that start movements. To date, the Ignite Network has launched churches in nine states. Dan lives in Knoxville with his wife Debbie. They have two children, Chase and Tiffany. They are the proud grandparents of 4 fun eclectic grandchildren.

### **Contact Info:**

dan@IgniteDiscipleship.com  
(843) 855-0216



## **Rodney Arnold**

Pastor of OneLife Church, Knoxville Director of Ignite Network

Rodney has helped support and launch 5 churches and campuses on all sides of Knoxville over the past 5 years. Both churches and campuses have grown to approximately 1100 in attendance using the methods in the Generate training. Rodney lives in Knoxville with his wife Harrison, daughter Mariclaire, and son Aaron.

### **Contact Info:**

pastor@onelifeknox.com  
(865) 238-4242 x 200

For more information about the Ignite Network go to [IgniteDiscipleship.com](http://IgniteDiscipleship.com)

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# Generate One Single Day Schedule

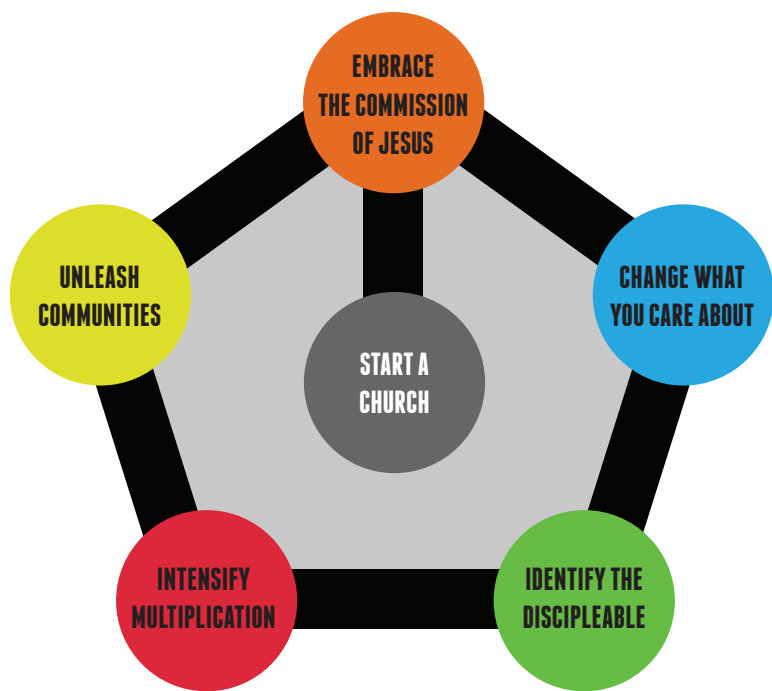
Arrive	Registration
Session 1 90 min	Welcome... <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Embrace the Commission of Jesus</li> </ul> You Must Be The Disciple First
<i>Break</i> 5 min	
Session 2 110 min	<ul style="list-style-type: none"> <li>• The Virus &amp; Detox</li> <li>• Are you starting a church or a Movement?</li> </ul>
<i>Lunch Break</i>	
Session 3 65 min	<ul style="list-style-type: none"> <li>• Change What You Care About</li> <li>• The Factory</li> <li>• Remove the Queen</li> </ul>
<i>Break</i> 5 min	
Session 4 70 min	Change What You Care About <ul style="list-style-type: none"> <li>• Incremental vs Categorical</li> <li>• Spiritual Conversations</li> </ul>

# Steps to Start a Discipleship Movement

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## 1.0 Embrace the Commission Of Jesus

**ARE YOU JUST STARTING A CHURCH OR ARE YOU  
STARTING A DISCIPLESHIP MOVEMENT?**



*“Therefore go and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, and teaching them to obey everything I have commanded you.”*

---

# Making Disciples Like Jesus Did Is the “Commission Of Jesus”

## How Did Jesus Make Disciples?

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- 
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## Describe His Method

- 
- 
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-



## ACTION STEP 1.1

# The Tension of Disciple Making

1. **A bus has arrived outside to help us with our training event.**
2. **Place your cell phones and wallets on the table.**

Write a brief note to your family to explain what you will be doing for the next six months.

**Principle: We are unable to learn what we think we already know.**

### **Our minds are designed for efficiency.**

In our complex world we have much to process. Our brains resist replacing information we currently hold with new information unless we perceive that the old information poses a risk to us.



### **Jesus used tension to get the attention of his disciples.**

He knew that His message was, “new wine.” He explained that the old containers would not be able to hold this new way of living. He used a startling method to get the attention of his new followers - He sent them out in pairs with no resources!

**They would have to depend on the Holy Spirit to provide for them.**

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**ACTION STEP 1.2**

# You Must Be the Disciple First

**Don't start making disciples until you first become a disciple.**

**Principle:** As Christ-followers who lead churches, we often use metrics that measure what we do. Jesus urges us to live in a way that flows from who we are.

**Being a disciple must define me more than being a**

\_\_\_\_\_.

**What metrics have you used to measure your worth and value?**

- 
- 
- 
- 

**How can we make the shift to allow our actions to flow naturally from who we have become as a disciple of Jesus?**

- 
- 
-

# Evidences of A Disciple

## According to Jesus a Disciple:

- Is filled with God's Spirit. Acts 13:52
- Reproduces other disciples who multiply rapidly. Acts 6:1
- Has a Kingdom of God focus versus an institutional focus. Luke 9:62
- Does ministry in community for multiplication. Acts 2:46-47
- Builds relationships with those far from Christ. Mark 2:15-17
- Develops a biblical world view. Acts 6:4
- Is willing to embrace a new way of thinking and living. Matt 8:21

**Principle: Tension is the key to making disciples that multiply.**

---

## Douglas Hyde

- Born in England
- Became a Communist at age 17
- Age 37 became a Christian

When he became a disciple of Jesus, Hyde asked, **“Why is it that the Communists make disciples like Jesus did, but the church doesn’t?”**

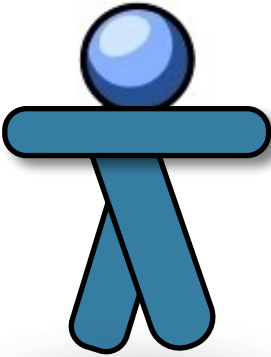
- **How does the church avoid and reduce tension for people?**

# Jesus created a culture of discipleship reproduction

---

That moved outward to all the world.

**The Gospel Was Designed to Go  
Through You NOT TO GO To You**



- Always a Beginning
- Learns to Teach Others
- Creates Tension to Learn

Everything that Jesus taught was designed to be reproduced and wrapped in a simple, reproducible language of His new Kingdom. Jesus intended that His followers would immediately reproduce this culture.



- Ends With Me
- Only for My Benefit
- Avoids all Tension and Pain

This approach sees Jesus as a personal genie in a bottle. We have to learn the magic incantation to get the results we desire.

# Evangelism vs Discipleship

---

## Evangelism

The American church has made the practice of the first part of the Great Commission a stand alone practice of the church.

In the Bible there is no “ism” to the evangel (the good news).

**List the steps to doing “evangelism”:**

- 
- 
- 

## Discipleship

- In the Bible the first step of discipleship is to engage in spiritual conversations. This can occur with Christians or persons far from Christ.
- Jesus did not make the second step of discipleship to be the introduction of a “sinners prayer.”
- Jesus built a life change culture that centered around a new way of thinking called “living in the Kingdom of God.”
- This culture was reproduced in His disciples. The multiplication of this culture is real discipleship.

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**ACTION STEP 1.3**

# Discipleship Vs. Disinfection

---

We must agree...what is a disciple?

Church culture talks about discipleship often but would define a disciple differently from the way a New Testament church would define the term.

**How would most Christians define a disciple of Jesus?**

- 
- 
- 

**Disinfection - Decision-Based Model**

The Win = Make a Decision and Attend

**Discipleship - Multiplication-Based Model**

The Win = Multiply Disciples

**Disinfection vs Discipleship**

Describe the journey that a new Christ has in most churches.

Describe how Jesus prepared followers to multiply disciples.

# Multiplication Is a Platform Shift

---

## 1. Which side of the road you drive on is a Platform Shift.

- How Cars are Made
- How Cities are Designed
- Direction of Roundabouts

## 2. The move from Cell to Smart Phone is a Platform Shift.

- Changes how we communicate -TXT-Facebook vs Calls
- Replaces 80% of devices -

GPS - Maps  
Video Camera  
Photo Albums

Bible  
Weather Channel  
Remote Control

Camera  
Decible Meter

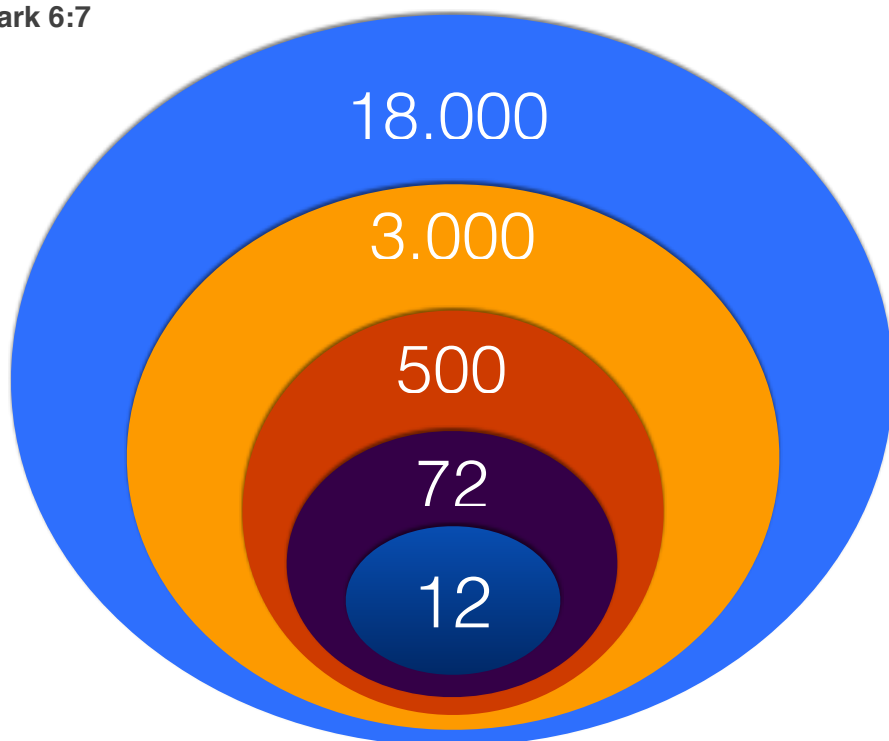
## 3. How will multiplication be a Platform Shift for you?

- 
- 
- 
-

# Evidence of Multiplication

“Calling the Twelve to him, he began to send them out two by two...”

**Mark 6:7**



“Jesus appointed seventy-two others and sent them two by two ahead of him to every town and place where he was about to go. He told them, ‘The harvest is plentiful, but the workers are few. Ask the Lord of the harvest...’” **Luke 10:1-2**

Luke 10:17-20

1 Corinthians 15:6

Acts 2:41

Acts 4:4

The 12      Multiply to 72

The 72      Multiply to 500

The 500      Multiply to 3,000

The 3,000      Multiply to 18,000

“Jesus said, ‘I saw Satan fall like lightning from heaven. I have given you authority.’” **Luke 10:18**

“Jesus said... “Do not rejoice that the spirits submit to you, but rejoice that your names are written in heaven.” **Luke 10:18-20**

**GENERATE ONE TRAINING INTENSIVE**



## ACTION STEP 1.4

# The Four Functions of Math

---

The church does all four of these very well, but Jesus only told us to do one.



## What happens when the church does:

- Subtraction:
- Division:
- Addition:
- Multiplication:

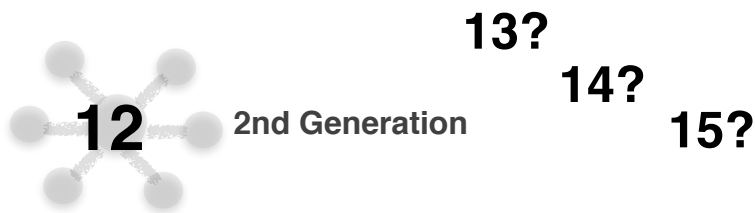
**Addition has been the focus of the American church. It can be a distraction that takes us off mission and keeps us from multiplication.**

We currently spend \$16,000 to add one convert to the American church.

Based on the above info, if every dollar that was received by the American church was invested in New York we would only be able to reach all of Mid-town Manhattan.



# Focus On Multiplication vs Addition



**Acts 1:23** And they put forward two, Justus, and Matthias. And they said, Lord, show us who you have chosen...

## There Never Was Successful Addition In The New Testament Only Multiplication

**Addition      Starts the same way      Multiplication**

<b>2+2 =4</b> This 2 will only add The 2's are not the same...	<b>2x2 =4</b> This 2 will explode they are different
---	---

<b>4+2 =6</b> This 2 will only add	<b>4x2 =8</b> This 2 will explode
------------------------------------	-----------------------------------

If you keep adding 2... <b>20</b> times later = <b>46</b>	If you keep multiplying by 2... <b>20</b> times later = <b>8,388,608</b>
--	---

# Jesus Declared The Win

When Do We Celebrate a Person's in the Kingdom of God?

## ➡ Decision to follow Jesus

First Generation Disciple

### 4 Months of Following Jesus Launches the Multiplication Culture

Jesus gathered his disciples on a mountainside, and from the group he appointed twelve who were apostolic, and they went with him. He prepared them to be sent out on mission, and to have authority to drive out demons. .” **Mark 3:13**

Second Generation Disciple

### 18 Months Jesus Sent the 12 Jesus Launched the Ekklesia Culture

“Calling the Twelve to him, he began to send them out two by two...” **Mark 6:7**

Third Generation Disciple

### 4 Months Jesus Sent the 72 Jesus Reproduces the Ekklesia Culture

Jesus appointed seventy- two others and sent them two by two ahead of him to every town and place where he was about to go. He told them, ‘The harvest is plentiful, but the workers are few. Ask the Lord of the harvest...” **Luke 10:1-2**

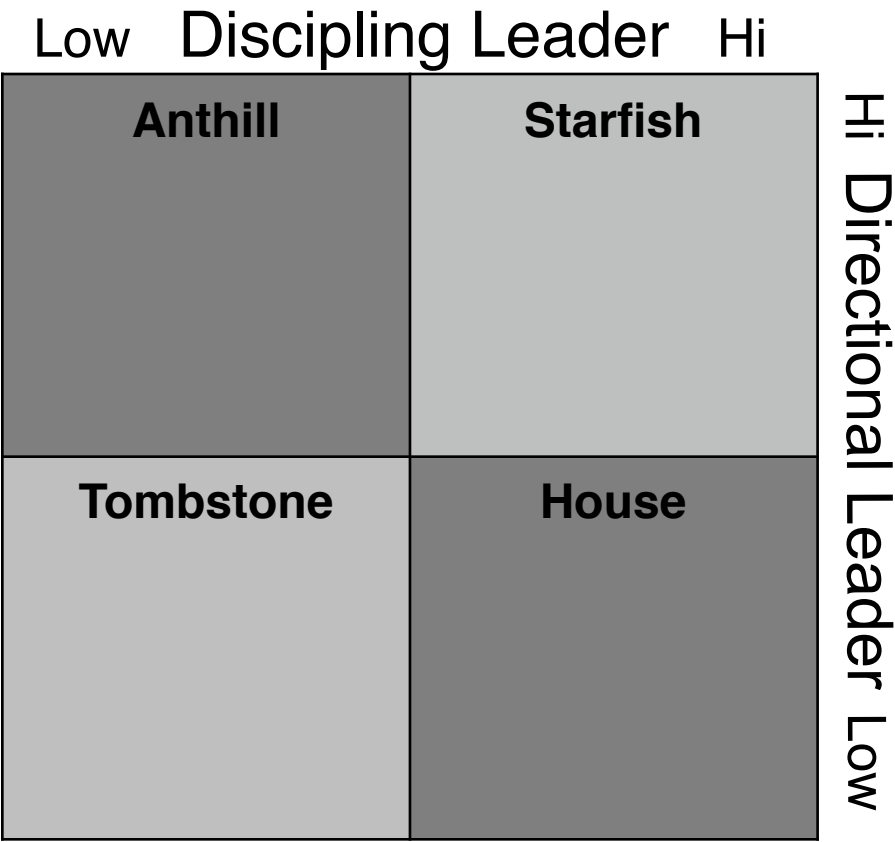
### 4 Months Jesus the 500 Return

“Jesus said, ‘I saw Satan fall like lightning from heaven. I have given you authority However, do not rejoice that the spirits submit to you, but rejoice that your names are written in heaven.” **Luke 10:18-20**

Fourth Generation Disciple

# Starfish and the Anthill

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# Multiplication Begins Slowly

If it took Jesus the Incarnate Son of God three years to detox a group of mildly infected peasants, it's doubtful you will improve on His performance. It will take a season for you and your team to embrace this new culture.

Church vs Discipleship	
Russia	China
	1915
	1990
Estimated 76,000 <i>(1/10 of 1 million)</i>	Estimated 160-220 million

**The institutional church has historic:**

- Buildings
- Services
- Structure
- Most are casually associated with the state church. Their lives remain unchanged.

**The organic church:**

- No buildings
- No services
- Relational structure
- Radical life change

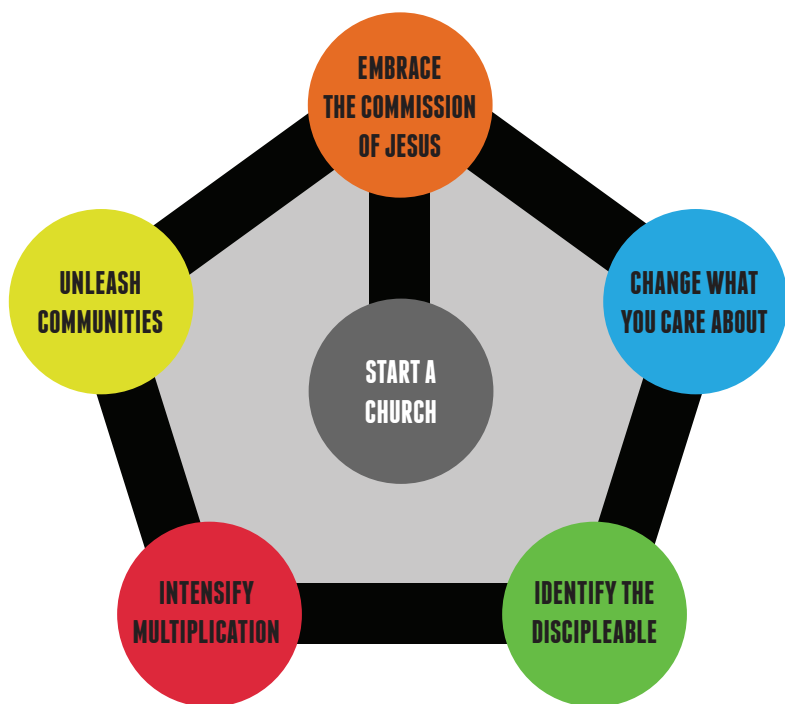


# Steps to Start a Discipleship Movement

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## 2.0 Start Movements Don't Start Churches

**ARE YOU JUST STARTING A CHURCH OR ARE YOU  
STARTING A DISCIPLESHIP MOVEMENT?**



Teaching Available Online Session 1

## ACTION STEP 2.1

# The Virus

**According to Jesus we must recognize and address the virus**

*“Jesus said to them, ‘Be on your guard against the yeast of the Pharisees and Sadducees...guard against the teaching of the Pharisees and Sadducees.’”* **Matthew 16:11-12**

- **What is the Virus?**

The Virus is an insidious spreading corruption that renders disciples and the church impotent.

- **How is the Virus at Work in Me?**

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## ACTION STEP 2.2

# Detox

### Jesus isolated his disciples in the detox phase.

*"You study the Scriptures diligently because you think that in them you have eternal life. These are the very Scriptures that testify about me, yet you refuse to come to me to have life..."* **John 5:39-40**

#### Jesus intentionally:

- Didn't invite any of the "Bible people" to be disciples.
- Didn't conduct "Bible studies" that were sterile learning events.
- Did not believe that intensive Scripture study made disciples.

Jesus isolated the 12 so they would be able to detox from the religious culture.



*"There are religious people who want to take you captive through a hollow and deceptive philosophy (world view), They want to drag you off into endless arguments that never amount to anything. They spread their ideas through the empty traditions of human beings... But that's not the way of Christ. Everything of God gets expressed in him, so you can see and hear him clearly. You don't need a telescope, a microscope, or a horoscope to uncover the fullness of Christ, and the emptiness of the universe without Him."* **Colossians 2:8-9**

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**ACTION STEP 2.3**

# Which Are You Starting: A Church or a Movement?

**Starting a Movement:** God placed the potential for a movement in the heart of every Spirit filled Christ follower.

*“As the Father has sent Me, I also send you.’ After saying this, He breathed on them and said, ‘Receive the Holy Spirit...’”* **John 20:21**

**Principle:** Jesus said to start with the basic unit of the movement: multiplication! Make disciples who make disciples.

**The New Testament is a descriptive study showing that everything Jesus did was designed around the deliberate intention to start a multiplication movement.**

*“All authority in heaven and on earth has been given to me. Therefore go and make disciples...”* **Matthew 28:19**

**Principle:** Everything must be designed with multiplication in mind.

**Start a Church:** Why is it that most church planter training is centered around how to start a church service and programmed events?

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# Ekklesia vs Kirche

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**Ekklesia:** A gathering of Christ followers who have been changed and empowered to live a Kingdom life.

**According to Jesus He would be the One to build Ekklesia.**

“Jesus said, ‘And on this rock, I will build my church, and the gates of Hades will not overcome it. I will give you the keys of the kingdom of heaven.’” **Matthew 16:18**

**Kirche:** A building or location for religious purposes.

German scholars substituted the word **Kirche** for **Ekklesia**.

**How does this substitution affect the way that the American church responds to the commission of Jesus?**

*“Go train everyone who will respond, far and near, in this way of life, marking them by baptism in the threefold name: Father, Son, and Holy Spirit. Then instruct them in the practice of all I have commanded you. I'll be with you as you do this, day after day after day, right up to the end of the age.” **Matthew 28:19** (Message Version)*

# Ekklesia vs Kirche

---

## Ministry direction must be reversed

### **Kirche Uses Centripetal Force**

Example: The movement of water as it goes down a drain or a bowl

### **Ekklesia Uses Centrifugal Force**

Example: The movement of a centrifuge, or a merry-go-round

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# Incremental vs Categorical

The “Good to Great” tension Jim Collins popularized states: Good is the enemy of Great.

Likewise, incremental change is the enemy of categorical change that produces transformation.

## Incremental

Kirche-minded Christians and churches will focus on incremental change and the belief that improvement, growth, and change can happen over time by making gradual incremental improvements.

### Examples:

- A person changes churches or starts a new small group
- A person tries a new behavior (i.e. cuss less, read more, try harder)
- Church hires a new staff member
- Church makes purchases to improve the environment and worship experience

## Categorical

Ekklesia-minded Christians and churches will focus on categorical change that completely alters the operating system away from simply doing “church” but being part of a multiplication movement.

### Examples:

- Adopting a culture of discipleship multiplication
- Reducing schedule complexity to empower the culture to take hold
- Focus on different relationships not just church relationships
- Church hires based on the culture first rather than competency first

**ACTION STEP 2.4**

# Incremental Pursuits

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Incremental pursuits that you have tried or your church has tried:

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**What Categorical Change Is Necessary?**

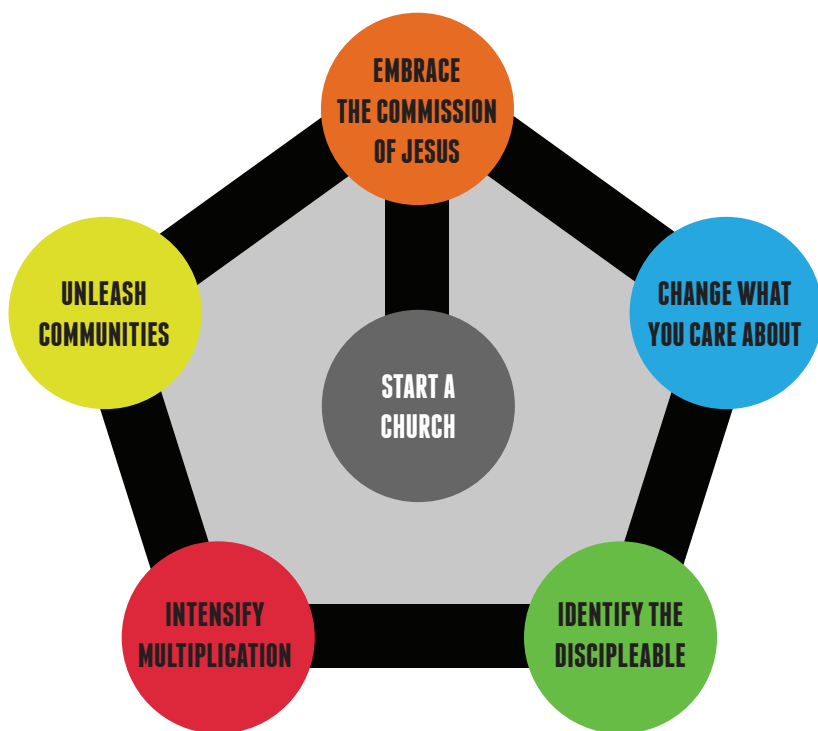
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## 3.0 Change What You Care About

### Xcellerate Phase 1

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**ARE YOU JUST STARTING A CHURCH OR ARE YOU  
STARTING A DISCIPLESHIP MOVEMENT?**



Teaching Available Online Session 2

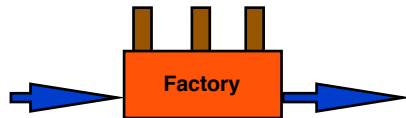
## ACTION STEP 3.1

# What Is Our Factory Designed to Produce?

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### Most churches produce:

- Events to attract and keep consumers who attend services
- Disciples in mass who are sterile and attendance focused
- “Missional” events to build attendance
- Buildings, programs and events



### The raw materials that go into most church factories are:

- 
- 
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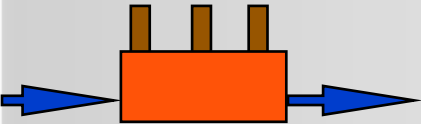
### What rolls out of most church factory doors?

Why is the product that comes out of the factory so far from what Jesus commissioned us to do?



What do you want to roll out of *your* factory?

What do you prayerfully expect to come out of the assembly line of the (church) factory that God has called you to lead?



List the qualities produced from the (Church) factory that God is moving you to plant or lead.

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- Discuss in groups the above list and the statements below.
- When we focus on building the attractional church, disciples rarely emerge.
  - When we effectively make disciples, the church emerges from that process.
  - Most of us want to do what Jesus told us to do, but we don't know how.

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ACTION STEP 3.2

The Holy Spirit & The Factory

Movements require a dependency on the Holy Spirit and an intentional process for making disciples.

Principle: Church growth can happen without the Holy Spirit so we have to change what we care about to what only the Holy Spirit can do.

Let's be honest:

- If you combine a charismatic speaker
- A talented worship band
- Some hip, creative events

People will attend your church.

*"Yet this does not mean that the Holy Spirit of God is actively working and moving in the lives of the people who are coming. It simply means that you have created a space that is appealing enough to draw people in for an hour or two on Sunday."* **Francis Chan, "Forgotten God"**

What in your factory would happen without the help of the Holy Spirit?

- 
- 
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What can only happen in the factory with the help of the Holy Spirit?

- 
-

## **ACTION STEP 3.3**

# **Remove the Queen**

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**How will you teach people to be the church and make disciples before you begin a weekly service or as if there isn't a weekly service or "kirche" to attend?**

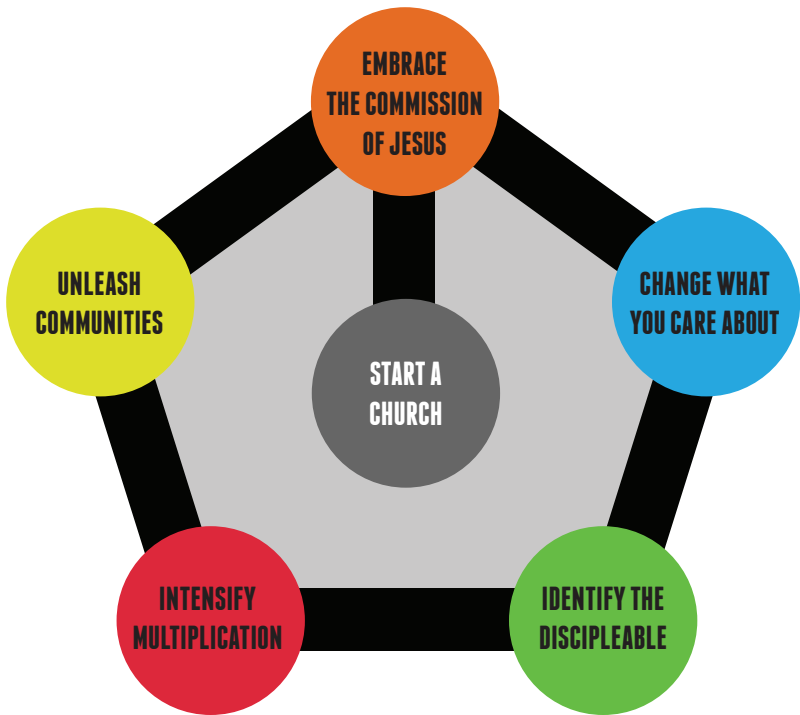
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## 4.0 Spiritual Conversations

### The Vehicle for Launching a Rapidly Multiplying Discipleship Movement

**ARE YOU JUST STARTING A CHURCH OR ARE YOU  
STARTING A DISCIPLESHIP MOVEMENT?**



Teaching Available Online Session 3

# Principle of the “42s”

**Spiritual conversations must be the foundation of a movement.**

---

Principles:

- Spiritual conversations were the central element of how a group of untrained peasants transformed the world in a few short years.
  - The principle of the “42s” shows us how a group of Christ followers began in Acts 2:42 by “devoting” themselves to examine the way that Jesus refocused his followers to live a Kingdom centered life.
  - This group proceeded to engage the culture in the dialogue about Jesus who had changed their lives.
- 

**They are the story of Jesus as told through your life**

---

Acts 2:42 “They devoted themselves to listen to the apostles share about Jesus and his message...”

---

Acts 5:42 “Day after day...they never stopped speaking about and sharing the amazing news about Jesus...”

---

Acts 9:42 “They spoke of what God had done all over Joppa, and many people believed in the Lord.”

---

Acts 10:42 “...The Father compelled us to speak about these things to the people and to share our story that Jesus is the one whom God appointed as judge of the living and the dead.”

---

Acts 13:42 “As they were leaving the synagogue, the people invited them to speak further about the things God was up to the next time that they gathered.”

---

**What does this teach you about spiritual conversations?**

# Spiritual Conversations

## Defining Spiritual Conversations

The virus will continually seek to disrupt your culture, but spiritual conversations are the key to inoculating the virus and keeping your values and culture focused on disciple making.

**Principle: Follow the promptings of the Holy Spirit, ask questions and share testimonies.**

### Spiritual Conversations...

- Begin regardless of a person's spiritual condition. This is where disciple-making begins!
- Don't always end with someone surrendering to Christ.
- Are tools the Holy Spirit uses to bring further clarity and tension to someone who is spiritually curious.

**Certain seasons of life make people more open to spiritual conversation. Look for people who are...**

- Going through life transitions.
- Dealing with pain or unexpected circumstances.
- Experiencing spiritual movement in their lives.
- Brought into your life by the Holy Spirit.

### Spiritual Conversations are not...

- Discussions about churches, programming, or worship styles.
- Simple invitations to a church service.
- Apologetic or theological debates gimmicks or scripts.
- Your opportunity to talk a lot (You should listen and ask questions).

# The Win of the Spiritual Conversation

---

**Principle: The end result of every spiritual conversation isn't leading someone to surrender to Christ.**

While there are many scenarios that all vary depending on how well you may or may not know the other person, here are some ways conversations may wrap up...

- Exchange phone numbers and plan to continue the conversation another day.
- Leave them with a question or thought that will give them an opportunity to continue wrestling with their tension point.
- Direct them to a resource that may be helpful.
- Pray with them, don't just simply say, "I'll pray for you."

**Principle: Don't "Go Church" on them**

This is the true measure of changing what we care about.

Remember their attendance at the gathering is not the end goal.

- Avoid the temptation to invite them to church.
- Remember our goal is to seek out discipling opportunities and relationships.
- You won't make disciples if your focus is to merely get them into church

**Principle: Follow the leading of the Holy Spirit to discern the next steps after the conversation.**



## **ACTION STEP 4.1**

# **Stop Answering Peoples Questions**

**We have been trained to give sound theological answers to questions**

**How did you develop your biblical knowledge?**

- 
- 
- 

**Principle: Stop robbing people of the growth process that produced growth in you.**

**Why do people ask you biblical/theological questions?**

- 
- 
- 

**What happens with the person to whom you give an answer that you have worked through and arrived at?**

- 
- 

**Do they get the benefit of understanding the life change process that the Holy Spirit used to help you arrive at your answer?**

# Mistaken Maturity

## Principle: Learn to Share What the Disciple Needs

- We have mistakenly assumed that if we would teach the Bible to our Church attenders that they would naturally become mature followers of Christ.
- We have created a church culture that makes attendance at teaching events the focus. The result is we keep having to increase the production value and variety to keep their interest and participation.

Just in Case	vs	Just in Time
University model of lecture		Discussion based model
Information transfer		Based on the needs of the disciple
Low interest in topic		Hi motivation to learn
Based on teachers interest		Allows tension to create interest
Based on teachers experience		Based on disciples current
experience Prepare for the future		Respond to what is relevant

It is nearly impossible to motivate most church attenders to read their Bibles or engage in following Christ. Why is this?

# Limit One-On-One Discipleship

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**Principle: Jesus didn't invest much time discipling one on one. Jesus did most his discipleship in a group based model.**

One on one discipleship is:

- Harder to lead. The group will help disciple each other and it takes pressure off the leader.
- Not as time efficient.
- Overly focused on the individual disciple to create community not isolation.
- Typically not reproduction centered.
- Going to revert to become curriculum based.
- Pressure producing-the disciple needs a group experience.
- Commonly performance/ behavior driven.

**Principle: The average one on one discipleship relationship seldom goes more that 3 sessions.**

- It places too much responsibility on leaders who are often ill-equipped to lead.
- Most leaders are not adequately supported.
- The focus often becomes about studying a curriculum.

**Principle: Fight the tendency to disinfect.**

One on one discipleship can create:

- The temptation to make discipleship about behavior change.
- An excessively needy focus.
- An unhealthy dependency on the disciple-making leader.

# How does a Disciple Become Mature?

## The reproduction of other disciples:

- Creates the hunger for Scripture.
- Motivates the disciple to seek the Holy Spirit.
- Stimulates the disciple to become focused on others.
- Engages the disciple in missional behavior.
- Produces generosity.
- Encourages servant like actions.

# Recommended Books

***An Unstoppable Force*, Erwin Raphael McManus**

*Be Fruitful and Multiply*, Bob Logan

*Big Dreams in Small Places*, Tom Nebel

*Breaking the Missional Code*, Ed Stetzer and David Putman

*Church Planting Landmines*, Tom Nebel and Gary Rohrmayer

***Church Planting Movements*, David Garrison**

*Church 3.0*, Neil Cole

*God's Missionary People*, Charles Van Engen

*Houses That Change the World*, Wolfgang Simson

*In the Name of Jesus*, Henri Nouwen

*Invading Secular Space*, Dwight Smith and Martin Robinson

***Just Walk Across The Room*, Bill Hybels**

*Let The Nations Be Glad!*, John Piper

*Lost in America*, Tom Clegg and Warren Bird

***Making Room For Life*, Randy Frazee**

***Movements That Change The World*, Steve Addison**

***Organic Church: Growing Faith Where Life Happens*, Neil Cole**

*Shaped By God's Heart*, Milfred Minatrea

*Spiritual Leadership*, J. Oswald Sanders

*Starting a New Church*, Ralph Moore

***The God Questions*, Dan Grider & Hal Seed**

***The Forgotten Ways*, Alan Hirsch**

***The Irresistible Revolution*, Shane Claiborne**

*The Present Future*, Reggie McNeal

*The Search to Belong*, Joseph Myers

*The Shaping of Things to Come*, Michael Frost and Alan Hirsch

***The Tangible Kingdom*, Hugh Halter and Matt Smay**

*They Like Jesus But Not the Church*, Dan Kimball

*Transforming Mission*, David Bosch

# Personal Reflection

Am I Producing and Intensifying Multiplication	Low	High			
I am focused on Jesus' redemptive mission of reproducing disciples.	1	2	3	4	5
I am aligned with Jesus' mission to seek and to save what was lost.	1	2	3	4	5
I am not interested in someone making a decision but rather in making disciples.	1	2	3	4	5
I function as a disciple maker where I live, where I work, and where I play.	1	2	3	4	5
I am a committed follower of Jesus – loving, obeying, serving, honoring, sacrificing, giving and living like Jesus.	1	2	3	4	5
I incarnate, personify, & demonstrate the gospel to those in the culture around me through spiritual conversations.	1	2	3	4	5

What is it that you need to change, in order to better align with the commission of Jesus?

## Next Steps to Prepare for Generate Two

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1. Complete Generate One Video Teaching With your team.

Session 1

Session 2

Session 3

at [www.GenerateDisciples.com/training](http://www.GenerateDisciples.com/training)

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2. Plan to participate in a Zoom Simulcast for follow up and to take the next step.

Date for Simulcast

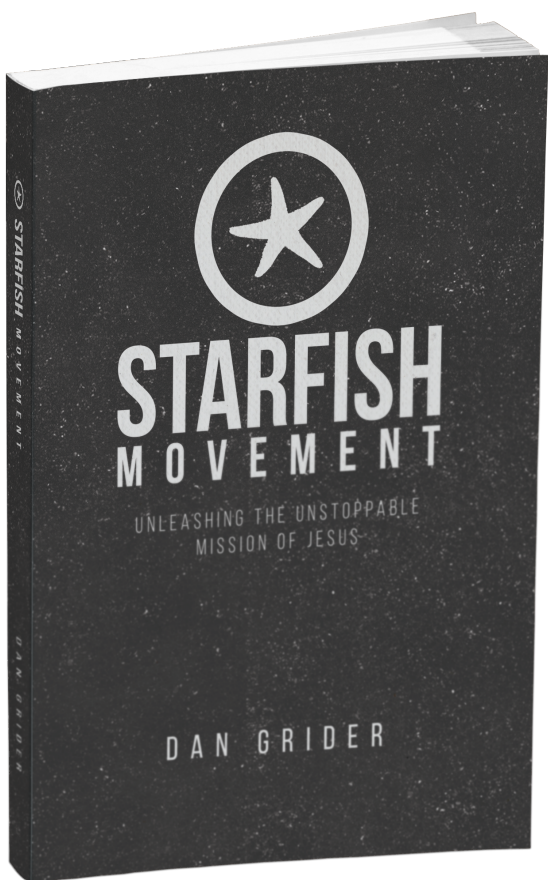
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3. Read The Book “The Starfish Movement”

Register for Generate Two at [www.GenerateDisciples.com](http://www.GenerateDisciples.com)







GENERATE ONE TRAINING INTENSIVE

## **Introduction**

### **What Is a Starfish Movement?**

It was one of those moments. Everything seemed to stand still. The late afternoon sun was just kissing the horizon. I was sitting on my surfboard 200 yards off the Southern California coast. I was staring out to sea mesmerized by the spectacular sunset that the Mount Pinatubo volcano created from its recent eruption 7,000 miles away. The sky was bathed in a stunning show of radiant warm colors of gold and orange. It didn't matter that I was missing potential waves. The moment was all encompassing. As I sat suspended on my surfboard I noticed that 10 feet beneath the surface of the Pacific was a false floor of colorful creatures. I had never seen anything like them before. They were brilliant. Perhaps they stood out because the celestial scape above me was reflecting the perfect hue to make them light up. Whatever the reason the creatures fascinated me. The aquatic floor of color was a collection of five-armed urchins floating in mass as far as I could see.

I later began to learn more about the sub-surface sea carpet which was a mass collection of starfish. The starfish is an amazing creature. There are nearly two thousand species living in the world's oceans. They use a variety of spectacular colors for camouflage or to scare off potential attackers. They often move in large clusters.

Even though a starfish doesn't have a head, it has everything necessary to survive. It has no central processing system, all of its systems are distributed throughout the starfish's entire body. In fact, the major organs are replicated throughout every arm of the creature. If you cut the starfish in half, you'll be in for a surprise; the animal won't die, and soon you'll have two starfish. It is amazing that an entirely new starfish can be formed from just from a small portion of another

creature. The contributing starfish will soon regenerate a replacement for the severed limb.

The starfish was designed with multiplication in every cell. That means a starfish will often reproduce in a situation that would otherwise kill another animal. This multiplication quality is the definition of resilience.

A coastal fishing village in Australia faced a crisis. The starfish population was growing at an alarming rate. The massive numbers began to overtake the coastal inlet and destroy the coral. So a group of motivated locals decided to eliminate all the starfish along the Great Barrier Reef. A group of divers began to slice up every starfish they found—unaware they were causing the starfish population to explode.<sup>1</sup>

This reproductive quality in nature is a perfect parallel to what occurred in the explosive discipleship development of the early church. There, success came from the decentralized nature of the movement. There was not a geographic center, there was no institutional focus, and after the resurrection of Jesus there was not a single central leader for the movement. In fact, they experienced an explosive season of growth for nearly 300 years. Jesus had established the Church to be a starfish movement from the beginning. This season of growth saw a motley band of peasants reproduce until nearly half of the known world had become Christ followers.

There was certainly a collection of leaders who emerged over time. Every starfish movement must have a catalyst. Catalytic initiatives can only become a movement when there is a reproducible process that is not dependent on the presence of a single leader. Leadership bottlenecks occur when one person is essential to every decision and all forward movement. Starfish movements often become even more explosive when the catalyst is removed and the power shifts

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<sup>1</sup>Ori Brafman, Rod A. Beckstrom, *The Starfish and the Spider: The Unstoppable Power of Leaderless Organizations*, Penguin Publishing, London, 2006 p. 144.

outward. This decentralized shift of influence and power from the centralized nerve center to the outer concentric circles will make the movement nearly unstoppable. The Jewish and Roman leaders were highly consolidated during the early days of the church. They were dependent on a focal leader and a highly institutionalized system. These groups were operating on the false assumption that the movement that Jesus started was dependent on a lone leader. They wrongly assumed that if they removed Jesus the movement would come to a sudden stop. They had never seen a starfish movement.

They expected the unruly collection of Jesus followers to scatter when they threatened persecution and death. But the more they opposed and punished them, the more they reproduced. The movement was unstoppable because it was decentralized and simple. Simple creatures like the starfish can reproduce rapidly. This is a foreign concept to those of us who have become accustomed to a complex church culture.

In the book of Acts, the early church seemed to multiply more rapidly when it was persecuted. In the second century, on the heels of Roman oppression, Tertullian observed, “the blood of the martyrs was the seed of the church.”

The starfish movement Jesus launched has the capacity for explosive reproduction. The exact same elements that were present in the first century are present today. We must learn to release the elements that will result in rapid discipleship multiplication. If we are going to engage in the mission Jesus gave us, we need to learn from the original starfish movement.

## **VERSION ONE THE ORIGINAL STARFISH MOVEMENT**

We read about the “starfish movement” when we open the Gospels and the book of Acts. We will call this, “starfish movement version one.” The word that was used to describe the small clusters of disciples was the Greek word *ekklesia*, which means “a collection of those who have been changed by the work of the Spirit of God to reproduce disciples.” Jesus intended that this movement would rapidly expand to “the ends of the earth” (Acts 1:8). As this movement rolled out, it had many different updates and shifts that were part of the starfish movement version one. Philip’s encounter with the Ethiopian on the Gaza Road was a starfish version one expansion. The headquarters moved from Jerusalem to Antioch. This was a starfish movement transition moment. Then the prompting by the Spirit to expand to Macedonia was a further ripple. The book of Acts details the combination of starfish expansions that occurred under the direct leadership of Jesus as He worked through the Holy Spirit to change the world. The Spirit of God was empowering and leading, but the followers were not being motivated by a single catalytic earthly leader making the decisions. The starfish movement was rapidly reproducing leaders.

## **VERSION TWO THE ANTI-MOVEMENT**

When we read the New Testament. It is packed with amazing stories of life change. This can’t help but awaken something inside us. What created such an explosive radical movement? Why was their experience so full of life change and the authentic work of God? We look at the current church culture and see an entirely different picture. Most Christians today live out a humdrum, habituated, existence compared to the Christ followers of the first century. When did we lose the starfish movement version one?

The New Testament church was simple and reproducible. This movement experienced explosive growth until Constantine, the Roman emperor, institutionalized all things church. The only way to kill a starfish movement is to institutionalize it and merge the church with an intricate governmental system. Complex things grow slowly and often are crushed under the weight of their own burdensome frame. Simple structures are reproducible and can multiply rapidly. This can be seen when we compare the starfish to the whale. Some starfish can reproduce after eight weeks because they are simple creatures. Whales on the other hand are much more complex and aren't able to reproduce until they are 15 years old. Jesus launched a simple starfish movement. The leadership of this movement was decentralized. It had a simple unifying mission. They were Jesus followers, period. The life of Jesus that was lived out in them reproduced life everywhere they went. As a result it reproduced quickly. The Jewish and Roman cultures of His time were more like the complex orca. Ironically the American church has become like the involved institutional systems of Jesus' day.

It eventually became apparent that the resistive approach that the Roman empire took toward the New Testament church movement didn't work. Each of the ruling Roman emperors were vicious persecutors of the followers of Jesus. When the Roman empire came under the rule of Constantine things changed. He had a front row seat to watch the explosive rise of the starfish movement. The movement had reached the tipping point in less than 300 years. There were more Christ followers in his empire than pagan emperor worshippers. Constantine made a shrewd political decision. He wrapped his arms around the movement. Instead of applying more persecution, he did what most leaders do, he added complexity to the once lean and nimble starfish movement. In doing so he neutralized the starfish qualities of the movement.

In one instant, the starfish version one went from the underground fringes to the main stage. With this shift everything changed. The followers of Jesus were celebrated instead of persecuted. They became the focus of the Roman culture. An all-out effort was made to collect any relics or possessions of the once ostracized followers of Jesus. Shrines were built to honor the fallen martyrs that

past Emperors had killed. The culture shifted its zeal for emperor worship to apostle worship.

Rome smothered the starfish with its institutional affection. The swift growth of the movement quickly stalled out. The church immediately became less about rapid, organic multiplication of Spirit-filled followers who would gather the ekklesia (small communities of believers) and more about the process of building a legacy that would endure. The current day church is still a product of the version two shift from 1,700 years ago. The American church culture with its events, programs, and buildings came from version two Christianity. Over the years we have made upgrades to the institutionalized, anti-movement version, of the church. The upgrades became more about style and form and less about multiplication. In most places we have not been able to move back to the principles of the starfish movement.

The concept of ecclesiology, which is the practice of church, have become the focus more than relationships. The relational community of believers, or ekklesia was at the heart of the starfish movement. The upgrades have tried to adjust the church to match popular culture. When the church fully embraces the culture it tends to struggle to keep its distinctive. Mission drift is always inevitable. Prophetic voices occasionally emerge to call the church back to its mission and purpose, all the while we sit adrift in the ocean of culture unable to make any progress in any direction.

There have been spiritual awakening moments in the culture. The first and second great awakening were significant moments. It looked like the church would be able to break the grip of the version two anti-movement, but it tended to slip back into the institutional grip of version two.

The focus of the church for the past thirty years has been about updating its presentation and music style. This current shift to embrace contemporary worship is just another small upgrade for the stuck version two church. This small shift does not represent a return to a starfish movement status. Superficial

adjustments can never really move the church out of version two. Service styles won't make the change. Whether a service is liturgical, revivalistic, or charismatic makes little difference. Preaching styles won't do it either. We have been through the cycle of preaching fads. Pastors have tried topical sermons, inductive sermons, expository messages, and high church homilies. They remain incremental adjustments. Many people feel passionate about a certain style of communicating biblical truth. The truth is, most of the fads did a reasonably good job of sharing truth concepts. Some were better than others, but most stayed true to the biblical text.

The plug-ins or software patches won't change the version two shift that Constantine initiated seventeen hundred years ago. Christians argue over form and style with a passion that is misplaced. The truth is, we all are missing what Jesus came to give us. Most of us are in Christian communities that are distracted and off mission. We are not experiencing a starfish movement.

In the past some Christian groups have pushed against modernism. These misguided groups thought the elimination of all that is culturally modern would usher in a return to the days of the first century starfish version one. The Amish and the Mennonites took that path. They are not popular and are in steep decline. Most Christians realize that anti-modernity is not the answer. The good news is that something interesting is happening in the poorest countries in the world like China, India, South America, and Africa.

### **VERSION THREE THE STARFISH MOVEMENT**

We must realize that we can't return to starfish version one. It is not possible. God's movement in history is like the movement of traffic on a crowded freeway. It is impossible to stop and back up. The only direction that we can move is forward. Having said that, there is a major spiritual shift currently happening in the world.



Neil Cole introduced this concept in his book *Church 3.0*. Cole says he believes the next major shift is occurring now. Look globally at what the Father is up to. We are seeing the starfish version three movement breaking out in ways that have never happened. China is a great example of starfish multiplication.<sup>2</sup>

The average church planter in China is an eighteen-year-old girl who is minimally educated. The average American Christian already knows more than this young church planter. Simply knowing biblical information does not create a disciple-making starfish movement. She lives annually on what the average American church planter makes in a single month. The difference is that she has already begun to lead a movement of reproduction that has resulted in a living room full of new converts. These new converts are hungry to know more about this person they have begun to follow named Jesus. This is radically different from what most of us have experienced in American version two churches.<sup>3</sup>

What is happening in China, and in parts of Africa and South America, is a categorical shift. This is more than the American house church emphasis. House church worship can be another upgrade to the version two church. In many cases the house church is a smaller more intimate version two model of the more institutional lethargic American church.

In these countries the starfish ekklesia that Jesus spoke of is being built and they are experiencing a genuine movement. If this shift is to happen here, we will need to alter most everything that we know about what it means to follow Jesus and learn the essential principles of how to be a part of a rapidly multiplying ekklesia.

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<sup>2</sup> Neil Cole, *Church 3.0*. Jossey Bass, San Francisco, 2010. p.7

<sup>3</sup> Neil Cole, *Ordinary Hero: Becoming a Disciple Who Makes a Difference*, Baker Publishing, Grand Rapids, 2011 p. 71

## MY STARFISH ENCOUNTER

I first saw the starfish movement at work when I was a young adult. I was living overseas and encountered Christ followers who had been radically changed by their encounter with Jesus. These Christ followers were not focused on doing church, but rather living for Jesus. When I returned to the States, I eventually discovered a group that was living in a similar way. They were different from any other group of Christians I had met in the States. I didn't know it then, but I was being drawn into the starfish movement.

These experiences were stimulating, but before long I had to get a job and become an adult. My degree was in broadcasting, so I worked my way into an on air job as an afternoon-drive radio personality in Lexington, the sixty-first media market in the country. It wasn't Los Angeles, but it was a start.

It seemed that most people in the entertainment culture were angry at the church and many were resistant to the Christian message. I was surrounded by a group of people who would regularly mock Christians and the church. This didn't bother me much because I identified myself as a Christ follower not as a church person.

I was new to the process of discipleship; I knew very little about how it all worked. I chose not to spar with those who were openly hostile but decided to ask questions. It was only a few weeks before those I worked with started asking me questions on the very topics they regularly mocked Christians about. I told them I didn't have many answers because I didn't. I was just starting my journey. I had not yet been trained theologically, so I had not been shown how to crush a discipleship culture with "proper theological answers." Instead, I invited them to join me to look for answers in the Scriptures. I was shocked by how many of them wanted to look into the Bible to find answers to their questions. I showed them what I knew. I began to meet with one or two then three—this small group was joining me to look for answers in the Bible. I didn't realize I was doing discipleship. No one had told me I should make disciples—this was a natural outgrowth of what was naturally happening in my life.

The number of guys who wanted to talk about Jesus progressively grew. I didn't realize I was starting a starfish movement. I was simply sharing with them what I was learning. I was growing in knowledge and I was building a biblical worldview. It was shocking how quickly the guys were embracing the Bible. It was impacting their language and the decisions they were making. During this time several of them gave their lives to Christ and began to disciple other radio people. I loved what was happening. This had been so satisfying that I wanted to take the next step—whatever that was. I sought out some Christian pastors and asked them what my next steps should be. They told me to leave the radio station and move to Louisville so I could attend the seminary they had attended. Some also suggested I leave the secular radio station and work at a Christian station. I wanted to learn as much as I could, so I did what they recommended. I assumed those pastors knew how to continue this contagious starfish discipleship culture.

When I relocated to Louisville, I had to find a radio job. I walked into one of the first radio stations that had a contemporary Christian format and got a job that day. This also was a move up in the radio world. I had gone from the sixty-first market to the forty-fifth media market. I enrolled at Southern Seminary and was on my way to learn how to make disciples like Jesus did. Throughout my educational process I became skilled at answering theological questions. I was learning a new way to live. I was becoming a church person. I had a new vocabulary. I was unaware that leaders of local churches had to learn a new language besides Greek and Hebrew. I was learning to speak in church and theological ways. I was sounding more formal and educated. I didn't realize that I was becoming a professional Christian. They showed me that there was an entire professional field for a properly trained church person. This professional Christian thing was much more vast than I had known before. It was at times overwhelming and new. The only thing missing was the joy I had when I was discipling those “crusty foul-mouthed” radio people.

I was becoming institutionalized. There wasn't a master plan for me to become a non-reproducing institutionalized Christian. It was a collective thing. I slowly became like all the other Christians I knew. The church does this to so many

young Christ followers. Without meaning to, the church culture with its structure and formal institutions, can crush everything reproductive out of new Christ followers. I continued this institutional church process for years. I earned my masters and doctorate. I even taught pastors at Golden Gate Theological Seminary how to move followers who began as potential viral disciple makers to become institutionalized church members.

This is not intended to be a criticism of Christian education. I learned much from my professors. This is an observation of something much larger. It's about how the American church has taken the highly reproductive starfish movement that Jesus gave and turned it into an overly-structured institutional machine.

It took me fifteen years to recover from my “churchification” process. This recovery only happened because of the pain and disappointment that I was experiencing as a frustrated pastor. I realized that I had to get back to the vibrancy that I saw during the early days of my Christian journey. While I was working as a DJ, I had seen what it looked like to make disciples who reproduced other disciples. Since that time, I had become a pastor who was spiritually sterile. I had planted a church in Southern California, but I was frustrated that there was no discipleship multiplication happening in that church. I didn't like what I had become. This disappointment provided the motivation to rediscover how to make reproducing disciples. The father had initially allowed me to experience a discipleship culture that was multiplying. I simply had to return to what I had know to do in the early days. It helped that I moved far away from a church-infested culture to rediscover how to make disciples.

My discipleship journey was one of rediscovering the starfish movement. Many of us in the early stage of our journey had the ability to become a reproducing disciple. The process of connecting with church people is often the thing that has sidelined so many. I am like many others who initially was attracted by the person of Jesus but wound up exchanging Him for church life.

If we can change this process for new Christ followers we will be able to see a starfish movement emerge. This process sounds easy but cultural Christian behaviors are deeply ingrained in our American culture.

If we are to launch a starfish culture that can produce vibrant reproductive Jesus followers there are a few essential elements that have to be in place. We'll discuss those elements and describe how you can launch a starfish movement. If you are to launch a starfish movement it must be based around what God has already begun to do in your life. People ask me how the starfish movement works and I describe a process in which every person can be involved in the significant reproduction of disciples. I explain that this process starts with learning how to do effective one-on-one spiritual conversations. They often say, "So you are teaching people how to do evangelism." I explain that what we call evangelism is not found in the Bible. The New Testament followers of Jesus didn't force a script on someone with the desire to get them to pray a "sinner's prayer" which would be followed by a new believers' class, baptism, and a life of volunteerism in a sterile institution. Jesus taught His followers how to have conversations that included a thought-provoking question and a story of how their life had been radically changed.

The power of the starfish movement is based on learning to connect with people in a spiritually authentic way. As the relationship develops, the disciple will learn to have conversations that expose the life change that the Holy Spirit has created because they have had a personal encounter with the living Jesus. The goal of the spiritual conversation is to identify individuals who are discipleable. A discipleable person is someone who will simply take the next step of advancing their relationship with the person of Jesus. Jesus began by discipling His followers without any rush to formalization or institutionalization. He simply let the process unfold. This process is what creates a starfish movement.

I am challenging us to look to Jesus as our model and to refocus our approach to become more reproductive. The basis of the starfish movement is about becoming a refocused Christ follower. The key is to embrace a different way of

thinking about discipleship and to allow the Spirit of God to lead you to the people that He wants you to disciple.

The primary question is how did Jesus launch a starfish movement that continued to ripple throughout all the world until it got to you and me? We often make excuses for the challenges we face. When you stop to think about it, Jesus launched His movement under the weight of the tyrannical rule of Rome. The early adopters of the starfish movement found themselves facing intense oppression that came from the established Jewish system that had ruled with a heavy hand. They had none of the things that we would say are associated with Christianity or church. They had no Bible, no buildings, no services, they didn't even do Bible studies.

When I present the concepts for launching a starfish movement in a teaching environment, I begin by asking the leaders and pastors who are present an important question. "What was Jesus' strategy for making disciples and launching a starfish movement"? They usually reply with the expected answers. Most will say, He disciplined them by spending time with them, teaching them, and doing life with them. These answers describe Jesus' approach during the instructional phase that preceded the launch of the movement. I usually remind them that their answers have described the rhythm of life of Jesus and His disciples. I point out that they have not identified the strategy that Jesus used to launch the starfish movement. I have taught this for years to hundreds of groups and seldom have I found an American church leader who can describe the strategy that Jesus employed.

Our struggle to identify the strategy that Jesus used to make disciples should concern us. If we can't answer this most basic of questions for a Christ follower, it is certain that we will not be able to make disciples who reproduce disciples. Because we struggle with this foundational element we will not be a part of the starfish movement that Jesus created.

This realization creates tension for those who have called themselves Christians. Tension is a critical element in the strategy that Jesus used to cultivate His disciples. Starfish movements are built on disciples who have sufficient tension to learn the strategy of Jesus. They also need tension to follow the Holy Spirit. Jesus used tension as one of the critical elements to develop his leaders. Jesus knew that without tension the selected disciples would probably never embrace His new Kingdom culture.

The next thing I do when I am teaching about the starfish movement is to ask the participants to stand and place their smart phones and wallets on the table. I ask them to follow me to the front door. I pause at the door to explain that they have been “punked.” They thought they were coming to a training event. I announce that they have been set up. Instead of attending a teaching session, I explain that we are going on a trip and that I have arranged for a bus to take us to the nearby towns and villages. Before we load the bus there is one stipulation. This is only for those who have been a Christ follower 18 months or more. I remind them when Jesus He used this approach to train His disciples He invested a year and a half with most of them. I remind them that they will need to recall all that they know about how Jesus made disciple to complete this exercise. Those are meet the criteria and are willing to take the next step should next get in pairs. Each pair will be assigned a town.

Next I then tell them the bad news. There are no meals prepared for them and no place prepared for them to sleep that night. The primary assignment for them is to find a “person of peace,” and remain with that person for the next several weeks. By this time most of them get the point of the exercise. They realize there is no bus coming and their anxiety fades. They get a first hand view of how difficult it must have been for the 12 disciples of Jesus when He gave them the assignment, and removed all of the items they usually would rely on. Jesus clearly designed this exercise to move His followers to step out of their comfort zone. It was designed to do more than simply get their attention. He established the primary strategy for launching the starfish movement.

Jesus introduced his followers to a situation that would produce tension so they would learn how to make disciples and thereby launch the movement. They were also required to apply everything that they had learned up to that point. These disciples would have to do three things. They would have to follow the leading of the Holy Spirit as they took the first step of finding a “person of peace.” They would need to depend on their partner who was sent with them to identify an effective person of peace. Finally they would have to connect with the relationships and community of the person they found to cultivate and develop a new community of reproducing disciples. In all of the synoptic Gospels this strategy is the central focus that Jesus used for cultivating a starfish movement. We find the accounts of how Jesus employed this approach in each of the synoptic gospels. It is recorded in Matthew 10:7-12, Mark 6:7-11, and Luke 9:1-8.

This strategy of the development of the “person of peace” doesn't stop with Jesus. This principle is embraced by the apostle Paul and it becomes the building block of the starfish movement throughout the New Testament.

In scripture Jesus didn't say that the goal was for the disciples to convert the “person of peace” to Christianity. Nor were they to get them to attend a church service or a Christian event. There wasn't a focus on teaching information from the scripture. He sent them out with the power of the Holy Spirit, which empowered them to do things that would create an impact. He simply instructed them to share with those who were open to hearing their story of life change. If the person they encountered was open and responsive they were to keep developing them to initiate a starfish movement. Each pair that were sent returned with the “person of peace” plus about nine others. The scripture records that seventy two came from this exercise

This doesn't match what we do when we talk about our discipleship process. Instead of sending our disciples into the secular world to learn how to grow as a Christian and make disciples. Most of the things that we do in the name of discipleship are designed to remove the disciple from their pre-Christian friends and past culture. The goal often is to teach them how to become a church person.



The discipleship process that most of us use is not designed to keep the new convert engaged in their pre-Christian community. What happens in most cases is the new disciple exchanges his pre-Christian past and his previous friendships for new relationships with his Christian friends. Separating the new disciple from his past culture and relationships produces a disciple who seldom ever make much of an impact on their world. This is the single most detrimental element to launching a multiplying starfish movement.

The strategy that Jesus used was to send His followers into the nearby relationship rich environments of the surrounding towns. This assignment was designed to have the disciples learn how to depend on the Holy Spirit for their life essentials, and how to find the right person to invest in. He wanted to keep them focused on the Holy Spirit and the mission.

Most who do this exercise realize that they are excessively dependent on their wallets and smart phones. With those two items most of us have the tools necessary to resolve the housing and food tension that the disciples faced. If we need to provide food and shelter we can use those to make it happen. It is clear that starfish movements are launched by leaders who learn to follow the leading of the Holy Spirit.

Matthew 11:1 comes as Jesus sends the twelve out in pairs. It says, “Jesus had finished instructing his twelve disciples....” Yet there are 28 chapters in the book of Matthew. Jesus sent his disciples on their two-by-two mission relatively early in the process. He spent very little time with them pursuing formal instruction. He instead sent them out with a mission. These followers had been given a glimpse into the front room of the Kingdom of God. They had been taught how to have spiritual conversations. He had modeled for them the skill of asking important questions. Jesus invested no time teaching them any deep theological concepts. He had not spent time exegeting passages from the scripture. He did not break down the text and do a verse-by-verse study. He didn’t assign His disciples to emphasis behavior modification. They were not assigned to enforce a morality code. Being a follower of Jesus was not behavior driven. As Jesus

prepared his disciples He spent no time doing what most of us would call discipleship. Yet the passage says that he had finished instructing them.

When they returned Jesus knew that the starfish movement was underway. He joyfully announced that Satan had fallen (Luke 10:18-20). This was the central strategy for launching the starfish movement. If you examine the book of Acts you will discover that this same pattern continues on as the central strategy for advancing the movement.

In this book we will share how this movement can begin to take shape in our lives in America. The starfish movement is still the strategy for believers to follow. Join us on the journey.

# PART ONE

Leadership That  
Launches a Starfish Movement



**STARFISH**  
M O V E M E N T



# **Part One**

## **Leadership That Launches a Starfish Movement**

### **Chapter 1**

#### **At a Crossroad**

The church as we know it is at a crossroad. Futurist writers like Alvin Toffler have been saying for years that the speed at which things change is moving at an expanding rate. We are seeing that with the shift of the Millennial generation. We have seen what I call the flip-flop generation for the first time. In a recent nationwide study it was revealed that 15 percent of the Millennial generation are involved in a local church. It is estimated that nearly four out of ten consider themselves to be non-Christian. That is a radical shift from the previous generation. More than eight out of ten Gen-Xers have claimed to be Christian. Most of them have had a Church experience at some time in their life. <sup>4</sup>

This level of spiritual shift in one generation is radical. The current generation of young adults are different from any we have seen before. For many of them, they will either walk away from the church as we know it, or they must be introduced to the real person of Jesus and the ekklesia He launched. For the most part, the current and future generations will not accept or provide maintenance for the church as it is in version two.

The question is not will God launch a starfish movement in our lifetime. Will we be a part of the movement Jesus launched or will we miss it? If you want to be

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<sup>4</sup> Patheos [research.com](http://research.com), January 2014.

involved in the biggest movement ever launched, learn to do the very thing in which Jesus invested His life. He has invited you and me on a journey to explore a new way of living. In the process we will join Him in reproducing disciples who live authentic transformed lives.

## **THE ADVENTURE CONTINUES**

When I read about the early apostles in the book of Acts, I almost feel like I'm reading a high-adventure novel. The experiences of the heroes in the early church were fresh and raw. They had no expectation of what was coming, and God kept showing up to deliver them out of difficult and tight situations. As you turn each page in Acts, another situation breaks out and another amazing adventure unfolds.

Time and time again, I have sat with the Bible in my hands, reading the stories of boldness in the book of Acts. Then I lift my eyes from the adventure that has engulfed me and suddenly I'm transported back to reality.

I assume we all have longed to be a part of a movement that looks like what we read about in Acts. For me it has been an obsessive curiosity that has now become a life calling. I have become increasingly dissatisfied with anything less than what I see in the story of the early church. This pursuit has led me to something that looks like the genesis of what the early church experienced.

I discovered one thing in my pursuit of this adventure Jesus invited me to join. This movement can't be found studying the models of growing, successful American churches, or by attending seminars or conferences. The true ingredient necessary for a starfish movement is found in the work of the Holy Spirit in each genuinely converted follower of Christ. It is inside of you; it is inside of me. It has been in us all along—each one of us who follows Christ and has received His Spirit. The hidden secret to this “mystery” is Christ in you and me, which is the true “hope of glory” (Col. 1:27[...]).

Alan Hirsch makes this point by saying: “If all the Christians in the world were suddenly killed off or abducted by aliens, and only one little Christian girl was left behind, she would have all that is necessary for God to start the entire Christian movement from her alone.”<sup>5</sup> The power of the kingdom of God is in Christ who is present within us. It is that simple, and yet that profound. When we make discipleship complex we ruin the amazing simple beauty inherent in the gospel. God has certainly empowered some to start movements. In every case, though, it is Christ who builds His church. If He is in each of us, then the seed of a massive and spontaneous expansion of His kingdom is within us. It is Christ who gives those very gifts to His church (Eph. 4:9–11). We must never lose sight of this. The impulse of a movement is inherent in the kingdom of God itself. It does not need to be manipulated or added to for a movement to happen. It must simply be released to be what it was made to be. We must restore our confidence in the One who placed this kingdom movement inside of us, rather than in our strategies and mechanisms. I don’t remember a single time Jesus criticized His disciples because they were lacking in tactical expertise. Today, what we need is not more strategy. We need to get to know the discipleship ways of the One who first called us on this journey.

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<sup>5</sup> Hirsch, A. *The Forgotten Ways*, Grand Rapids, Mich. Brazos Press, 2006, p 19.

## **Have I Been Following Yoda and John Maxwell Instead of Jesus?**

In the past I read leadership books hoping someone would suggest what I needed to do. I was on a desperate search for a leader to model. I liked Yoda, but “no books had he written.” Therefore, I began to seek for mentors. I asked John Maxwell to meet with me, “many books has he written.” This was during the time I was preparing to plant my first church. He was a local pastor in San Diego, just down the road from me. I set up a time to meet with him. He was kind and encouraging. He was patient with all my questions about how to start a movement. He was honest with me. He told me, at that time, he was currently feeling the pressure to raise large sums of capitol for a major church relocation project. He admitted as much as he wanted to think about movements he didn’t have the bandwidth for the topic. I appreciated his candor and patience. I learned much from his leadership, wisdom, and coaching, but not how to launch a movement.

It has been encouraging to see how John has impacted the skill level and leadership capacities of most pastors I know. So many of us have made dramatic growth and improvements due to his writings. The contributions of men like John Maxwell, Bill Hybels, and Rick Warren have been largely responsible for this important shift. I appreciate how they have dedicated time and energy to assist the church, and make great advancements. In spite of all their efforts, I still believe there is a deficiency in the leadership skills of most pastors.

I say that because I recognized it in me. I saw it in the results. The more I focused on building my leadership skills, the better the church operated. The more I grew as a directional leader, the more efficient things were. There seemed to be something big missing. It seemed that a smooth-running machine should not be the goal for a collection of Christ followers. The shiny, perpetual-motion pendulum clock on my desk ran smoothly. It has five balls suspended from a bar. The end balls smack the stationary three, which causes the end ball on the



opposite side to shoot out. This machine would hypnotize me for hours. It seemed it was a haunting illustration of the pursuit I was on. What was the purpose of this machine, it worked efficiently but it had little purpose. There was a lot of leadership motion in my life, but what was it all for? I could comfort myself that I was becoming a better Christian leader, but why did I feel so empty? There was little satisfaction in the fact that the church that I led was becoming a rapidly- growing, large American church. Our systems were running smoothly. People were telling me that my leadership was improving. It seemed so hollow, what was the point? I wanted to be a part of the movement that Jesus launched. Somehow it felt like I was disconnected from what I read in the book of Acts. The leaders in Acts seemed to have a different kind of leadership. It was a discipling leadership that produced real life change.

It seemed that many of the current pastoral leaders I knew were developing directional leadership instead of discipling leadership. No one was discussing how to develop discipling leadership. At that time, the conversation about discipleship centered on how to educate people who were already convinced. When I looked at Jesus it was obvious that He focused on developing discipling leadership in the New Testament. He was not focused on developing directional leadership that consumes the energies of most Christian leaders.

Directional leadership is the ability to mobilize people and cast an inspiring vision. These leaders often have a well-developed communication gift. Many of them are magnetic and have the ability to challenge others to make great sacrifices. They often can inspire followers to gather around a God-focused institutional church mission. These directional leaders usually have the ability to mobilize people to step up to challenges that they would not normally pursue. These leaders can accomplish great things by leading individuals to serve together as a team. God has used these leaders in great ways, but something still seems to be missing.

## Two Kinds of Leadership

It was a dark moonless night on the Mojave Desert. I was driving by myself. I had plans to meet some friends to snowboard on Mammoth Mountain the next day. As I sat behind the wheel for those long 6 hours, I began to reflect on the direction that I had taken with my life and ministry. I realized that I had solely focused on developing my directional leadership for most of my leadership years. That night I had a type of leadership awakening of sorts. Much of the journey that I have been speaking of came together. It was as if the Holy Spirit revealed to me that I had been focusing on only a small part of my leadership life.

That night I realized that I had obsessively focused on my directional-leadership style. I became aware that I had neglected the most important leadership area of my life. I had been neglecting to develop the discipling leadership area of my pastoral life. I had had a myopic focus on directional leadership. The pressure of leading a growing church had deceived me to think that solving my directional leadership issues was all that I needed to do. This approach had kept me from developing the discipling aspect of leadership. From that night on I began to shift my focus toward intentionally cultivating the discipling side of the leadership equation. No one had explained that there were different types of leadership development. Directional leadership is not necessarily a form of spiritual leadership. That is why pastors like John Maxwell can sell thousands of books on leadership to people who have no interest in spiritual things. Good directional leadership can be applied to any area of life and it will produce results.

Jesus was an amazing leader. He set the starfish-culture in motion. He is the focus of the movement, but He did not make His physical presence the bottleneck for the movement. The personal coaching I received from pastors who had succeeded at creating a powerful church operation had modeled an over focus on the directional leadership style. The message I heard was that as the leader I was to retain absolute control. Much of that logic fed my runaway desire to lead something that was significant and influential.

I followed leaders that modeled that style. I heard mantras such as, “You don’t let the inmates run the prison. In the same way the volunteers don’t get to run the church.” I didn’t see the connection between the church and the prison, but I heard what they said. The message was loud and clear. If you want to lead a successful church don’t give influence to lay leaders or elder boards; it will always come back to bite you. The focus was on retaining absolute control of the directional leadership of the church. These leaders were so busy holding on to directional leadership that they were not releasing discipling leaders to change the world.

I am not suggesting that we ignore the directional leadership needs in our churches. We simply need to develop the neglected area of becoming a discipling leader. Jesus could have said something like “broad is the road that leads to directional leadership, but narrow is the road that leads to discipling leadership.” Few find the proper mix. To be honest, I was driven by my own need to lead a high-impact ministry that would change people’s lives. That sounds noble and biblical; however, in my case, it was just self-serving. I had become the major obstacle to the development of a starfish movement. There is a fine line between being used as the catalyst for a movement and becoming an obstacle to the work of the Holy Spirit. Max Lucado tells the story of when he worked at a wax museum. His job was to stand to the side of the display and provide the narrative while the patrons looked at the scene. Max admitted the longer he did the job the more he got into his job. One day he found himself in the middle of the scene describing everything in great detail. He noticed people kept craning their necks to see the wax figures. He thought that he was doing his job. He realized he was keeping people from the very thing they came to see. Like Max, I believe I had become the obstacle to the fluid work of God. He uses individuals who will be a catalyst, if they will model Jesus. <sup>6</sup>

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<sup>6</sup> Max Lucado, featured speaker Saddleback Worship Conference, May 2004.

Much of the current church culture has come from creating a directional leadership style that makes the highest level of leadership that a non-professional Christian can strive for is that of sitting on a church governance board. This model relegates non-paid church leaders to become passive attenders who get the message loud and clear. Your job is to just serve and tithe. This is not what a person who has been radically changed by the Spirit of Christ wants either. In most churches, the level of serving on the elder board is the highest level to which a non-paid volunteer can aspire.

When most church attenders started their Christian journey, they were probably like most of us. They thought they would be able to live out what they read in the New Testament. The professional church leadership culture has developed a directional leadership culture for most non-paid leaders that has a low threshold. Most Christians get the message soon enough. Your job is to serve, attend, and tithe. Maybe the prison motif is not so far-fetched after all.

### **Have We Become Businessmen?**

When I was leading a training event for pastors in India a few years ago, one of the national leaders there named Rahjal summed up directional leadership for me. He said, “Most American pastors remind me of businessmen far more than holy men.” What he was saying is that we have mastered the skills associated with directional leadership. He saw that many of us have an underdeveloped quality of spiritual leadership.

The starfish movement isn’t missing a new gear in the directional leadership transmission. It is a different kind of leadership. It is the kind of leadership Jesus dedicated three years of His life to develop. When Jesus launched His starfish movement, He invited many to drop what they were doing and come follow him. He used His directional leadership to influence the crowds, and gather a group of individuals who would follow Him. From that group He watched their behaviors. He was looking for a group of directional/apostolic leaders who fit His criteria. The New Testament records how this unfolded in Luke 6:13: “...He called his

disciples to him and chose twelve of them, whom He also designated apostles...” This passage reminds us that Jesus gathered a large group of follower/disciples and from that group He identified twelve directional leaders. This group was assembled to discover what it meant to be a part of the kingdom of God, and to be sent out to launch the starfish movement. Jesus knew that the movement would be built upon a collection of trained directional leaders. He spent approximately eighteen months teaching them the principles of the new kingdom and how to multiply disciples before he sent them out on mission. Jesus knew that he had to start with directional leaders and teach them how to become spiritual/discipling leaders. Even the Son of God knew you can’t make a non-directional leader become a directional regardless how much training is involved.

It is probably safe to say, that these men never had anyone invest in them like Jesus did. As a matter of fact, neither have we. Jesus masterfully cultivated their directional leadership skills all the while teaching them how be discipling leaders.

### **Discipling Leadership Is What Is Missing in Our Church Culture**

The development of discipling leadership is what is missing in our current church culture. This skill development is necessary if we are to cultivate a starfish movement. Unless the current culture of church leadership makes the shift from a leadership model that focuses only on directional leadership, we will never see a starfish movement break out.

Mike Breen does a good job of describing this type of spiritual leadership in his book *Multiplying Missional Leaders*. He discusses the need to have leaders who will develop the qualities necessary to become effective multiplying leaders. He suggests that 100 years from now, many books will be written on the current American church. He says, “I am fairly certain that it will be with a large degree of amazement and laughter that people, in reading about it, will say to each other, “You must be joking! Seriously? People actually thought it was a good idea to structure the church as if it were a business?” And so, in this so-called leadership culture, we expand church campuses, but we don’t really expand the kingdom.

We are running the church machine, but we're not making kingdom impact beyond our extraordinarily well-run Christian playgrounds.<sup>7</sup>

In most churches, the discipling leadership qualities are rarely a focus. The urgent need for volunteers to run the programs of the local church tends to drive most of the efforts to be about the churchification of all new converts and attenders. The desperate volunteer need in many churches requires getting everyone to roll up his or her sleeves and become a loyal worker in the local church program.

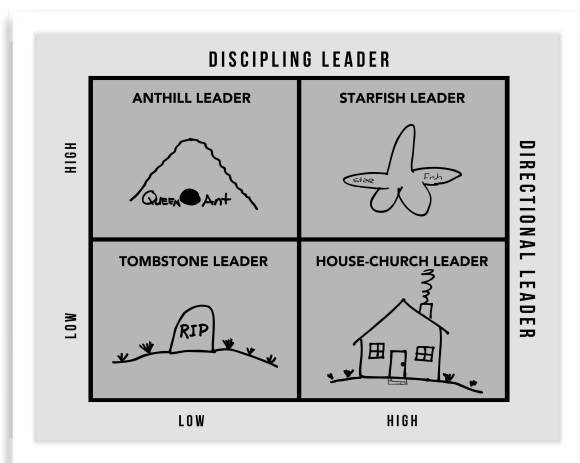
We never see Jesus operate with a desperate panic to get leaders to find an ever-increasing number of volunteers. Jesus perfectly blended the cultivation of both leadership styles in his twelve disciples. Much of the focus over the past 30 years has been to paint Jesus as a type A driven directional leader. It doesn't help that most of the current leadership writings describe Jesus as a CEO-type of leader. Laurie Beth Jones' book, *Jesus CEO*, Ken Blanchard's *Lead Like Jesus*, and many others, focus on the directional aspects of Jesus' leadership style. Those authors have helped us to see that Jesus was a directional leader. However, that was not the primary focus of His time with the Twelve, whom He cultivated into discipling world changers.

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<sup>7</sup> Mike Breen, *Multiplying Missional Leaders*, 3DM Publishing, Pawleys Island, SC, 2012. p.5.

## You Can Teach Discipling Leadership, but Not Directional Leadership

Jesus proved directional leaders can be taught how to become discipling leaders. Jesus demonstrated how to teach discipling leadership. It is impossible to teach directional/apostolic leadership. It can be developed in a person, but they must have the core elements of a leader. God has either gifted you with the capacity for directional/apostolic leadership or He has another plan for you. This is the reason He selected twelve men who were already directional/apostolic leaders. With the empowering help of the indwelling Holy Spirit, a starfish movement can be launched.



This Johari window helps to illustrate four current leadership types. They are the anthill leader, tombstone leader, house-church leader, and starfish leader.

When a directional leader learns the skills that are necessary to become a discipling leader he moves into

the category of the starfish leader.

The two leadership styles that have high directional leadership are on top. They are the anthill leader and the starfish leader. Most growing American churches have a strong highly directional but low discipling leader. This is the anthill leader. In most cases this leader has adopted a CEO corporate version of church leadership. These leaders can create a well-run church. On the lower right side we have the leader who is focused on discipling others but seldom leads a movement or reproduces other leaders to do what they know how to do. These are house

church leaders. These leaders can be strong at investing in one person at a time. They are usually teachers who want to transfer information to the student. They are doing a type of discipleship, but often their leadership gift is so lacking that they seldom experience much forward movement. Missional and organic churches do great things but it is hard for much momentum to ever be realized. Seldom will other people be able to connect with a scattered group of individuals who are doing their own thing. Most house churches are lacking directional leadership.

The house church seldom is led with a clear vision. These groups are gathered under the banner of what they don't want to be. In many cases the house church comes together from the felt need that Christians have for fellowship and community. Often house churches lack a compelling leadership vision to unite them.

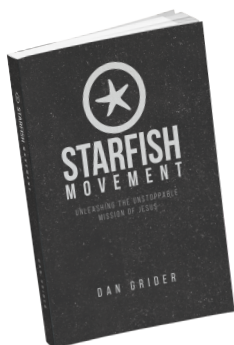
The tombstone leader is low on both leadership areas. He isn't directional and he has never been taught discipling skills. This leader is in abundance in American churches. Many pastors are teacher who love to transmit the truth of scripture but they don't have natural directional leadership qualities, and they have not developed their discipleship reproduction abilities.

The directional versus discipling leadership principle is similar to the one in the parable of the soils. Jesus explains that three of the four soil types produce nothing, like in the above illustration. Three of the four leadership-style combinations will be minimally effective at launching a multiplication movement. The three leadership groups can be effective at individual discipleship but not at launching a movement. To be effective at individual discipleship a person must simply apply the core discipleship principles we will discuss later in this book. To be able to lead and launch a movement that reproduces disciples requires a directional/apostolic leader to learn how to apply the core principles of discipleship multiplication.



As in Jesus' illustration of the soils, He established that all four have a potential season of growth. The same effort is required to sow seed in all four soil types. The effort is the same, but the results are radically different. The one soil with the right combination produced thirty, sixty, and hundredfold. That translates to 3,000, 6,000, and 10,000 percent growth. The stories from the New Testament remind us that it is necessary to combine the power of the directional/apostolic leadership quality with the discipling leadership skills that Jesus revealed. When that is coordinated with the work of the Holy Spirit, a starfish movement will result.

# The Starfish Movement



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Jesus birthed a movement that was designed to include, engage, and inspire. However, somewhere along the way, Christian leaders began imitating the leaders who went before them instead of imitating Jesus. They became immersed in church programs and issues of Christian sub-culture. As a result, most never experienced the power of the unstoppable mission of Jesus.

Instead, what if we were trained and empowered to become a part of that mission? What if we realized that Jesus had us in mind and created us specifically for this all along? This book is designed to do just that. It will challenge leaders to embrace the principles of the movement Jesus launched - the Starfish Movement.

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