Know Your Players

Biographical Profile

- **Year of Birth** = for generational understanding
- **Place of Birth** = take an interest in their upbringing
- **State(s) of Residence** = "connect the dots" with others
- **Father Factor** = what was the impact (or lack of) in his life?
- **Family Status** = what kind of home did they grow up in?
- **Marital Status** = current status? previous status?
- **Educational Status** = HS grad? College grad? Grad School?
- **Vocational Status** = *current workplace? job contentment?*

Spiritual Profile

- **Spiritual Journey** = what is his "God Story?"
- **Denominational Background** = various church experiences
- **5 Types of Men** = what is his current category?
- **Discipleship Process** = "fully-devoted follower?"
- Prayer Emphasis = desire to become a "Man of Prayer?"
- **Ministry Leadership** = previous experience(s)?
- **Small Group** = is he "sharing life" with other men
- **3-Fold Cord** = is he "doing" life together with 2-3 men?
- **Men's Conference**(s) = previous experiences?

Recreational Profile

- **Hobbies & Interests** = *leverage* these in planning!
- **Sports & Recreation** = where does he have fun?

Generational Profile

•	Builders	1925-1945	Radio Generation
•	Boomers	1946-1964	TV Generation
•	Busters	1965-1976	Technology Generation
•	Bridgers	1977-1997	Internet Generation

Comments on Coach K

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"Coach K has turned out to be a perfect fit for Man in the Mirror. He has been weaving our Field Staff into a fellowship and a force.' Not that we're surprised. In God's inimitable way, He has once again brought the perfect person to the team."

- **Dr. Patrick Morley** (Founder/Co-CEO...Man In The Mirror)

Reaching Men on the Fringe

Give a man what he **NEEDS** in the context of what he **WANTS**...



Reaching Every Man...from Lyle Alzado to Max Lucado!

5 Types of Men

Natural Man (seekers, lookers, investigators) = Me
 Cultural Christians (men "on the fringe") = Me & God
 Biblical Disciples (yearning to fully surrender to God) = God & Me
 Servant Leaders (focused on moving beyond "Me") = God & Others
 Hurting Men (loss of job/health/family/hope) = Where Is God?



3 Common Mistakes

- **Lack of Intentionality** = focusing on the other *3 sub-groups*
- Lack of Multiple Entry Points = minimum # of "on-ramps"
- Lack of Personal Awareness = "Know Your Players!"

Scriptural References

• Loving this life *more* than the next

Letting the worries of this life choke the Word

• Embracing Cultural Manhood over Biblical

• Doing what is permissible but not beneficial

• Building on sand and not the Rock

2 Timothy 4:10 Matthew 13:22 Galatians 5:9

1 Corinthians 6:1

Matthew 7:24-27



Hebrews 5:12

"Milk is for beginners, inexperienced in God's ways; solid food is for the mature..." (MSG)

Ministry of "Hanging Out"

1 Thessalonians 2:8 - "...we were delighted to share with you not only the Gospel of God but **our lives** as well." (NIV)



"You can embrace and enjoy someone without *endorsing* them."
"You don't have to compromise your convictions to be *compassionate*."

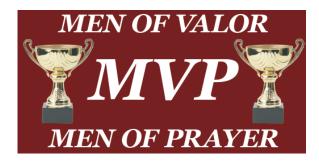
"It takes 1000 cups of tea to reach a new acquaintance in our culture."

"A message of grace will attract people...a *culture* of grace will keep them."

"If the message of the church is for everybody, we dare not create a church culture that is an *obstacle* to anybody."

Coaching Tips from the MVP Locker Room

F	Focus in Life = "Me & God"	
R	"Regular" Joe vs. "Holy" Joe	
I	Intentional Approach	
N	Needs vs. Wants	
G	God's <i>Timing</i>	
E	Encouragement & Enlightenment	



10 Leadership Lessons

- Develop a comprehensive Team Roster (vs. Church Directory)
- Establish a "Point Man" for each of the 5 Types in your Church
- Determine what you need to Leverage (existing ministries)
- Discover what you need to Launch (non-existing ministries)
- Earn credibility by getting on their Turf (from surveys)
- Look to get a "W" in your next season of ministry (C/C/S Cycle)
- Utilize effective resources (Reach 3 Cards/Man Alive booklets/etc.)
- Go where Jesus would Go and Do what Jesus would Do
- Demonstrate the "Living" Word (vs. Written Word)
- Realize the significance of a Prayer Huddle

Proven Strategies 4 Father's Day

- Friday PM "Take Me Out To The Ball Game" (fun event)
- Saturday AM "Dad in the Mirror" (MIM book) or DMD Seminar
- Sunday AM Men's Survey/Books by the Box/"Stool Pigeons"
- Sunday PM Family Time/Fun Event "Olympics 4 Dads"