

- How long do you want the **Sustain Change** step to last? (*circle one*)

6 weeks*

12 weeks**

24 weeks

*Suggested *Man in the Mirror* book chapters for 6-week study: 2–3, 6, 8–9, and 14

**Suggested *Man in the Mirror* chapters for 12-week study: 2–3, 6–11, 14, 16, 18, 23

Once you have decided on the above, you are ready to begin preparing for Challenge 1 and to assess the men in your church in the areas related to this challenge.

1. Determine the Faith & Life Objectives for this challenge.

a. What do you hope to accomplish in the heads, hearts, and habits (hands) of the men in the church?

b. Visit www.maninthemirror.org/JBM and download the template for the Faith & Life Objectives (F&LO) for Challenge 1. Review it with your team. Adjust as needed. Note that you'll want an objective for "Head," one for "Heart," and one for "Hands."

c. Give the F&LO card to your senior pastor for approval.

d. Print them on **business cards**, either through a commercial printing company or on your own, using the Avery template for business cards, 10 per sheet (Avery business card paper can be purchased from Office Depot, Staples, or a similar supply store). **Be sure to have one for EVERY man in your church.**

e. Establish a distribution plan: Determine who, where, when and how. Be sure to cover Sunday worship services, home groups, Sunday school classes, sports teams, etc. The idea is for every man—including those on the periphery of church activity—to feel included in the challenge and aware of the objectives.

Who: _____

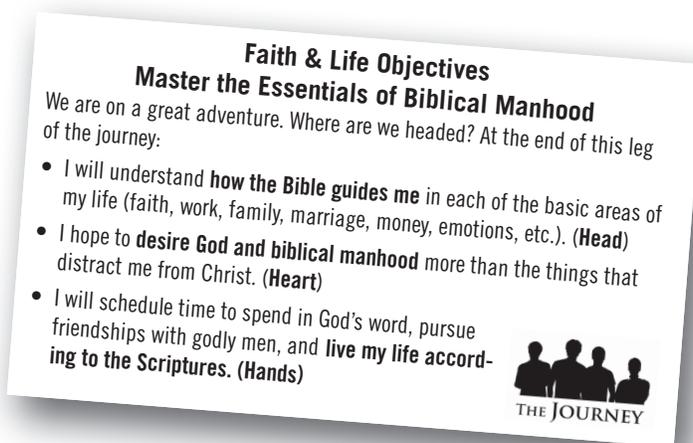
Where: _____

When: _____

How: _____

2. Develop your Assessment.

a. Where are your men starting from in the areas of this challenge?



- b. Visit www.maninthemirror.org/JBM and download the standard Assessment for Challenge 1. Note that there will be two Assessments for each challenge—a pre-challenge and a post-challenge. Be sure to download the pre-challenge. Review it with your team. Adjust as needed. (Note: The Assessments are also in the Forms section of this notebook.)
 - c. Give the Assessment form to your senior pastor for approval.
 - d. Print one for EVERY man in your church.
 - e. Establish a distribution plan: Determine who, where, when and how.
 Who: _____
 Where: _____
 When: _____
 How: _____
 - f. Note: We recommend you distribute the Assessment before the Faith & Life Objectives card so men can answer before they see your goals for the challenge.
3. **Recruit new leaders to help with this challenge.**
- a. For every challenge, aim to have a combination of existing leaders and new leaders working together. This will prevent burn-out and foster a feeling of inclusion.
 - b. In the Processes section of this notebook, complete the Leadership Audit and Recruiting Worksheet with your current team.
 - c. Using the Recruiting Worksheet as your guide, invite these new guys to join your team for Challenge 1. Share your vision with them for the kick-off event and challenge as a whole.
 - d. For future challenges, it may be wise to give your current leaders an opportunity to gracefully take a break from the leadership team at the start of each challenge. The Journey can be a long process and you don't want any one man feeling overwhelmed or overcommitted. But because this is Challenge 1, this step is not necessary.
4. **Determine the All-Inclusive activities (see No Man Left Behind term key and the Processes section).**
- a. Inevitably, there will be men who cannot or do not actively engage in the “men's-only” portions of the challenge. There will always be a percentage of men that will not come to an event or join a small group or class. **It's critical that your team helps them participate in the challenge through whatever ways they are already engaged at your church.**

- b. Below are some ideas for making this challenge all-inclusive. We also provide communication templates on our website for involving other leaders. Review them and see how they might fit into your plans.

MAKE IT ALL-INCLUSIVE

- Give guys who aren’t participating in group studies the chance to be a part of Challenge 1 with **individual study**. Post a link on the church website or email a link to the online *Man in the Mirror REMIX* video series (link can be found under Challenge 1 at www.maninthemirror.org/JBM). The study can be watched for FREE by streaming or downloading from the website, and comes with downloadable handouts.
- Encourage all men in the church to enter into **one-on-one** accountability relationships. Print out or email excerpts from the article “How to Have an Accountable Relationship” (link can be found under Challenge 1 at www.maninthemirror.org/JBM) to lay the groundwork and then distribute Accountability Cards (available from Man in the Mirror for the cost of shipping only). Focus on pairing up men who may not be participating in Challenge 1 *directly*, but are plugged in elsewhere—the ushers, the choir or worship band, men in FPU or Crown classes, college-aged youth leaders, parking attendants, etc.
- Help men think about what biblical manhood truly looks like, as opposed to other definitions of manhood to which they might subscribe. Print out or email the article “Archetypes of Men” (link can be found under Challenge 1 at www.maninthemirror.org/JBM) to all the men in the church. Create discussion by asking them which versions of manhood they’ve bought into, and how they can live out biblical manhood. Consider emailing additional articles to all your men every few weeks during the challenge.

- c. Brainstorm with your team additional ideas to reach the men who aren’t participating in the standard ways:

- i. _____
- ii. _____
- iii. _____

- d. Determine who on your leadership team will be responsible for the different aspects of implementing the All-Inclusive activities you’ve chosen.

All-Inclusive activity: _____

Who else do we need to involve from other ministries in the church for permission or help? _____

Who on our team will provide leadership to this effort? _____

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5. **Distribute the Faith & Life Objectives and the Assessment.**

- a. Approximately three weeks before the kick-off event, using the plan agreed upon by the team, distribute the pre-Assessment and then the F&LO cards.
- b. **The point of the Assessment** is to help both the leaders and the men of the church see where they are spiritually at both the start and the end of the challenge. Ask men to take the pre-challenge Assessment based on their life during the last year.
- c. **The point of the F&LO card** is to help all the men of the church see that you are trying to accomplish something more than just another men's class or event.
- d. If possible, have your pastor reference the Assessment during regular worship services and give men the option of dropping their completed Assessment in the offering basket or tray.
- e. **It's very important that you get back every completed Assessment possible. Give men multiple ways to do this:** a drop box in the lobby, an opportunity during the service, collection by their small group and class leaders, collection at their sports games, etc.
- f. Create a simple report with the results of the Assessment. Share the report with your pastor and the leadership team. Keep the results confidential among the leadership team.

CREATE VALUE

The **Create Value** step for Challenge 1, Run the Play, is Man in the Mirror's *Success That Matters* seminar. This is a **six-hour event** that can be done on a Friday night/Saturday morning, or all day Saturday. (We recommend the two-day format.) It can also be presented by a Man in the Mirror speaker (*Faculty-Led Seminar*) or you may use your own speaker(s) (*You-Teach-It Seminar*). It is designed to be a **break-even** event for the church, meaning it should pay for itself.

The material covered at the event will introduce the basic themes that will be emphasized throughout this challenge. Sessions for this event include: Finding a Purpose for Your Life, Finding Respect and Honor at Home, Finding a New Best Friend in Your Wife, and Finding a Deeper Personal Relationship with God. These are essentials for every man in his pursuit of biblical manhood.

1. Schedule *Success That Matters* with Man in the Mirror.

- a. Confirm your event date with the leadership team and senior pastor.
- b. Call a Ministry Consultant at Man in the Mirror or work with your Man in the Mirror Area Director to schedule the event. If doing a Faculty-Led Seminar, review the list of speakers on Man in the Mirror's website and indicate your preferences, if applicable. **Ask about the JBM discount.**
- c. Mail or email a completed seminar contract, along with the scheduling fee.
- d. **Receive the seminar kit from Man in the Mirror. The most important item is the Manual.** Read through it thoroughly and assign the following Coordinator roles:

Event Director: _____

Promotions & Registration: _____

Prayer & Follow-Up Groups: _____

Resources (Faculty Led only): _____

Speaker (You-Teach-It only): _____

Set up weekly meetings with your event planning team to study *No Man Left Behind*. The book will come with your seminar kit; for more in-depth training, go through the video-based No Man Left Behind Courseware.

- e. Man in the Mirror seminars are designed to be break-even events for the church. Determine your ticket price using the Ticket Calculation worksheet in the Manual that you received with your seminar kit. See if anyone in the church would like to offer a scholarship for another man. Even if you have ministry funds to cover the event, we encourage you to charge *something* for it—experience has shown us that charging increases perceived value, commitment, and attendance.

- f. Using the guide in the Processes section of this notebook, choose the location for your event and make sure you have technical and room requirements met.
 - g. **Follow the Manual timelines for event logistics.**
2. **Invite men to the event.**
- a. **The Manual will have detailed timelines and a promotions plan.** Follow it, adding your own ideas as you go.
 - b. Invite your pastor to attend the event, as well as help invite others during Sunday morning worship services.
 - c. Print your event details on the bulletin inserts and mini-brochures that came with your seminar kit, using the templates provided on the Promotions CD. Hang up the event posters in heavy-traffic areas of the church.
 - d. Work closely with other ministries, groups, and leaders in your church to involve everyone in the invitation process. (See Promotions Plan in the Processes section.) Make it an all-inclusive effort.
 - e. Aim for every man in your church to receive no fewer than five touches. Make sure all men are encouraged to **pre-register and pre-pay**, if you're charging for the event. This will increase the sense of commitment and thereby increase attendance.
 - f. Have the leaders helping on this challenge commit to calling a group of men and personally inviting them to attend. Divide all the men in the church among them. **Personal invitation is critical to the success of your kick-off event.**
 - g. Encourage men to bring someone with them. Use this event to cast an outreach vision. The more men that get involved in the challenge at the initial level, the better!
3. **Plan and prepare for your Capture step.**
- a. The **Capture** step for *Success That Matters* is a six-week follow-up booklet, or "Life Plan," and it is included with the seminar kit. It is designed to be an "entry-level" study—attractive to men who have never been involved in a small group study.
 - b. Make an educated estimate for event attendance and determine how many small group facilitators you'll need to have in place. Aim for one per eight men expected to attend.
 - c. With your event team, make a list of men you'd like to ask to be small group facilitators.
 - d. Invite them to lead a six-week follow-up group. For *Success That Matters*, the Life Plan includes a leader's guide and discussion questions. Emphasize that facilitating a group should be easy and just requires a willing man.
 - e. For more instruction on choosing and preparing group leaders, see the Processes section of this notebook.

4. **Kick off the challenge with your event!**
 - a. Follow the Manual provided with your seminar kit.
 - b. Have your leaders in attendance and make sure every man feels welcome!
 - c. Make sure every man receives a Session Outline when they arrive for taking notes during the event.
 - d. Be attentive to men sitting alone or men who are new to the church. Have table leaders in place to help facilitate discussion during breaks.
 - e. If your event will have 100+ men, signs should be hung up around the room with follow-up group locations, days, and times (see the Processes section).
 - f. Help men form small groups at the end of the event—**BEFORE they leave.**

CAPTURE MOMENTUM

The **Capture Momentum** step for Challenge 1, Run the Play, is Man in the Mirror's *Success That Matters Life Plan*. This is a six-week study booklet with discussion questions for men to do in small groups. Life Plans are included with your seminar for up to a certain number of men. You may order additional Life Plans before the event, as needed.

1. **Begin six-week small groups.**
 - a. The **Capture** groups should begin the week following the event.
 - b. **Invite all the men in your church to join a follow-up group, even those who didn't attend the event.** Have extra Life Plans on hand for late joiners.
 - c. Have group leaders give out and collect pre-challenge Assessments for any men who haven't completed them. This should be done at the first meeting.
 - d. Have group leaders hand out a Faith & Life Objectives card to any man who doesn't already have one, but only after completing the pre-Assessment. They should read and briefly discuss them as a group at their first meeting.
 - e. Call each group leader to see how his first meeting went and to pray with him.
2. **Help men who don't join the men's-only groups participate in the challenge.**
 - a. Implement the All-Inclusive suggestions found in this section of the notebook that are specific to this challenge, as desired. For additional suggestions, see www.maninthemirror.org/JBM.

- b. Use the email templates and other communication tools found on the website to recruit leaders of existing ministries and groups, asking them to emphasize the Faith & Life Objectives during their interactions with the men in their areas of influence.
 - c. Make sure every man has a Faith & Life Objectives card.
 - d. During the six-weeks of follow-up study, plug as many men as possible who aren't participating in small groups into other ongoing ministries in the church.
3. **Prepare for the Sustain step.**
- a. Decide if you will use a book or video study of *The Man in the Mirror* by Patrick Morley. (*circle one*)

Book study	Video study
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 - b. If doing a book study, order copies of the book *The Man in the Mirror* by Patrick Morley. Heavily discounted copies of this book are available in bulk through Man in the Mirror's *Books! by the Box* program.
 - c. If doing a video study, order *The Man in the Mirror Remix* series from Man in the Mirror. You may also download these videos for free from the Man in the Mirror website!
 - d. *The Man in the Mirror* has 24 chapters or video sessions. Decide if you will do a 24-week study, a 12-week study, or a 6-week study. We provide chapter suggestions for the 12-week and 6-week options under **Plan & Assess**.
 - e. Ask all existing **Capture** group leaders if they'd like to continue leading a group for the next study. Replace and recruit as needed.
 - f. In Week 5 of the follow-up groups, announce the **Sustain** step—in both the small groups and church-wide.
 - g. If possible, send an email to all the men in the church and invite them to join in *The Man in the Mirror* study. Re-communicate the Faith & Life Objectives.
 - h. In Week 6 of the follow-up groups, have guys agree to start on the **Sustain** study. As needed, reform groups or meet in larger groups to accommodate more men.

SUSTAIN CHANGE

The **Sustain Change** step for Challenge 1, Run the Play, is *The Man in the Mirror* by Patrick Morley—either a video or book study. This can be a 6, 12, or 24-week study.

- 1. **Begin *The Man in the Mirror* study groups.**
 - a. The **Sustain Change** groups should seamlessly start as the **Capture** groups end.

- b. Invite men who haven't yet participated directly in the challenge to be a part of *The Man in the Mirror* study.
 - c. Have group leaders hand out Faith & Life Objectives cards to any men who don't already have one (or who might have lost it).
2. **Help men who don't join the men's-only groups participate in the challenge.**
 - a. Continue to implement the All-Inclusive suggestions.
 - b. Keep the leaders of other ministries engaged and updated throughout the study. Ask them to support the challenge in their interactions with their men, and offer to serve them in any way possible.
 3. **Choose one or two "Hands" opportunities.**
 - a. During the **Sustain Change** time period of the challenge, give men an opportunity to put what they're learning into action. Below are some ideas.

USE YOUR "HANDS"

- Challenge every married man to plan a **date night** for his wife and give her a hand-written letter about what he cherishes about her. Have guys share their plans with each other!
- Plan a one-day, "Test Your Manhood" **service project**—be creative and make it a fun day with barbeque lunch or a bonfire afterward. Build a house with Habitat for Humanity, paint and fix up the home of a widow in the church, wash the cars of single moms, do yard work for the seniors, or anything else that brings the men together to actively serve the community.
- Have the pastor email all the men, using excerpts from the free article "Hindrances to Transformation" or "Seven Tips to Develop Your Own Bible Reading Plan" (links can be found under Challenge 1 at www.maninthemirror.org/JBM). Invite every man in the church to **schedule daily time in God's Word**. To build camaraderie, add in a team aspect to the challenge—the Early Birds vs. the Night Owls! Have guys in both categories keep each other accountable.

- b. Advertise these opportunities church-wide, not just to men participating in the study! You may choose to use portions of the promo plan found in the Processes section for this effort, depending on the nature of the Hands project.
- c. Be sure to delegate related tasks to your leadership team members for this challenge.

4. **Distribute the post-challenge Assessment.**
 - a. Visit www.maninthemirror.org/JBM and download the standard post-challenge Assessment for Challenge 1. Note that there will be two Assessments for each challenge—a pre-challenge and a post-challenge. Be sure to download the post-challenge. Review it with your team. Adjust as needed to conform to your pre-challenge Assessment.
 - b. Give the Assessment form to your senior pastor for approval.
 - c. Print.
 - d. Have the study group leaders distribute to their men in the final week of the study.
 - e. Distribute to all other men in the church. Keep the Assessments of direct challenge participants separate from the others as you collect them.
 - f. Instruct men to complete it based on how they are living their lives *recently*.

EVALUATE & CELEBRATE

This is the home stretch; don't skip the end of the challenge! This final phase helps you determine and celebrate what God has done in men's lives.

Be sure to rally your leadership team during this integral time and thank them for all the work they've done and the impact they've made throughout Challenge 1. The last thing for them to do will be to help plan and execute the Celebration. The celebration for Challenge 1, Run the Play, is a **men's dinner**.

1. **Evaluate your men.**
 - a. Collect all post-challenge Assessments.
 - b. Create a simple report of the results; **if possible, make one for the men who participated in the men's-only portions of the challenge and a separate one for those who did not.**
 - c. Share the results with the church leaders and senior pastor.
2. **Plan the celebration dinner.**
 - a. Ask the leaders of the **Capture** and **Sustain** groups for the names of some men who they think have particularly benefitted from the challenge.
 - b. Ask those men to share their story with you or another team member—either by email, on a web cam, or in person.
 - c. Invite a few of them to share their stories at the celebration dinner.
 - d. In order to emphasize the all-inclusive nature of the challenge, aim to find one man to share at the dinner who was impacted but didn't participate in the men's-only groups.

- e. Share all testimonies with the church leaders and senior pastor.
- f. Review celebration “hardware” ideas on www.maninthemirror.org/JBM. If you choose to give out coins, wristbands, or something similar, order them with plenty of time for arrival.
- g. Plan to include humor or competition as part of the celebration.
- h. Choose a date and time for the dinner, with approval from your pastor, who should plan to attend:

Date: _____ Time: _____

- i. Reserve a room or venue for the dinner.
 - j. Decide on the menu and whether it will be buffet style or plated. Be creative! Have the male teenagers in the church help serve dinner or have the leadership team grill out.
 - k. Invite **all** the men in the church to attend!
3. **Celebrate!**
- a. Have men share testimonies, as arranged ahead of time.
 - b. Announce the results of the Assessment, if appropriate. Remind men of their Faith & Life Objectives and how you hope that God worked in their lives.
 - c. Connect the testimonies and other celebration remarks to the larger vision of the church and how God is using your men to impact their community and world.
 - d. If you ordered any celebration giveaways, such as tokens or wristbands, pass them out to all the men.
 - e. Unveil the next challenge and the next **Create** event.
 - f. Ask men, “Who’s missing?” and encourage them to invite others to the event from outside the church.
 - g. Give men an opportunity to sign up for the **Create** event before they leave the dinner.
 - h. Also, recruit additional men for the leadership team for the next challenge.