



**Two Keys to Maximize Any Team or Organization**  
**Arrow Leadership Webinar Summary Notes**  
**Dr. Rick Franklin - November 2, 2016**

**Key #1: Be Fiercely Focused!**

By focus, I mean having the utmost clarity as to what you should pay attention to, what should be the *center* or *bullseye* of your attention and activity.

Think about Jesus. If I were to ask you to distill down to *one main idea* as to the overarching purpose or mission or vision of Jesus, what would you say? Regardless of how you'd answer, my guess is you'd know in an instant. And that's my point... Jesus was never confused, never wondering about, never second-guessing himself. Instead, he knows his purpose and he's singularly focused on fulfilling it.

*Do you know where you're headed, how you're going to get there and why you're headed there in the first place? Or is it all a bit fuzzy? Do you find yourself as a leader or on your team floating from one idea or opportunity to another? Or simply busy with programs and people, but not making any headway?*

The fundamental core and first step to bringing clarity and focus is to sharpen your **Purpose, Mission, Vision and Values**:

**Purpose** addresses **why** the organization or team exists. It also reflects what is unique about the ministry, what distinguishes it from other ministries or organizations. To put it another way, it captures and communicates the "core DNA" of the ministry. The Purpose of an organization, if defined well, does not change much over time since it encapsulates a high-level conception of the *core essence of the organization*.

**Mission** explains **what** a team or organization does to fulfill its Purpose. It captures what the ministry does, the practical ways a ministry lives out its Purpose.

**Vision** provides *direction* for a ministry by indicating **where** it is ultimately headed. It captures the "preferred future" an organization or team is heading toward. Vision should **inspire and motivate**; it communicates a stirring and motivational outcome that engages people and inspires them to take part.

**Values** of an organization capture **how** it carries out its Mission by listing the **qualities** and **characteristics** it embraces and seeks to live by. These few characteristics (no more than 5 is my strong recommendation) guide and inform **how** people within the ministry act and carry out their various roles in fulfilling the Purpose, Mission and Vision of the ministry.

**Key #2: Be Relentlessly Relational!**

**4 Priorities to be Relentlessly Relational:**

**1. Value People** - This should be plainly obvious...we are all created in the image of God, which means we all have inherent value. And in ministry, we are brothers and sisters in Christ. And yet

too often I hear of ministries and teams that unfortunately do not value and appreciate their staff. Thus, the first priority in being relentlessly relational as a leader is to value your people!

Know your team members and staff - Know their strengths, developmental needs, family, etc.

Listen to your staff and team members – listening demonstrates valuing; ask your staff for their input.

Serve Your Staff – Draw upon Jesus’ model of servanthood in Phil. 2 and John 13. What needs do your staff have that you can help with? How can you bless your team today?

Appreciate Your Team – Saying “thank you” or writing a thank you note goes a long way! Refer to Gary Chapman’s “languages of appreciation” for a helpful template for practical ways of how you can demonstrate appreciation for your team.

**2. Build Trust** - Trust is the currency of leadership. Without trust, people disengage and go into what I call “bunker mentality,” where they only look out for themselves. With trust, people come together, engage, and sacrifice for the greater good.

*Two primary components to create and enhance trust: Care & Consistency*

Care - Simply put, it means looking out for the interests of others (Phil 2:4). Care is demonstrating you are on your team’s side. It flows from demonstrating value and appreciation.

Consistency – Your words need to match your actions and your actions need to match what you say as a leader. When you’re consistent in what you say and do over time, you are reliable and viewed as trustworthy.

**3. Communicate** - I can’t tell you the amount of team conflict I’ve seen arise simply due to poor communication. I often say, “It’s not *what* you do, it’s *how* you do it.” And that refers to communication—communication that is clear, compelling, and caring. State expectations clearly and define roles plainly, including responsibility and authority.

**4. Resolve Conflict Redemptively** - Don’t avoid conflict! Most people avoid conflict, but remember, problems aren’t like a good wine, they don’t improve with time. My suggestion is to seek to “correct” from a place of love and position of advocacy, not opposition. It flows from genuine care for the person. Follow Jesus’ model of “washing the day’s dirt” in John 13.

## Summary & Closing

Two keys to maximize your team or organization: Be *fiercely focused* and *relentlessly relational!*

If you want your team to excel or your organization to increase its influence and enhance its impact, I urge you to *hone your focus* and *invest in your people*. It *will* make a difference!

Try this experiment: Evaluate your own team or organization:

Do you have a clear focus that guides and propels your people forward? A focus that is connected to fulfilling your overarching vision and goals?

Do your people feel valued? Is there healthy trust? Do you practice clear communication? Do you resolve conflict quickly and redemptively?

Then apply the principles from today’s webinar for 60 days and see what happens. I’m confident you’ll see the difference!