



LEADERSHIP DEVELOPMENT AT AMPLIFY CHURCH

Our Vision

To lead as many people as possible into a growing relationship with Jesus Christ

Our Values

PASSIONATE: Jesus demonstrated infinite passion when He gave His life for us. That is why we are passionate about sharing His life-changing love.

ACCEPTING: Jesus never required anyone to get their act together before He would accept them. That is why we are accepting of others as they are.

GENEROUS: Jesus personified generosity when He held nothing back. That is why we are generous with all of our resources to make a difference in the world around us.

INSPIRING: Jesus lifted those around Him to new levels of faith, courage and purpose. That is why we endeavor to inspire others to fulfill their God-given potential.

A New Generation Church

We are committed to be a *New Generation Church*, a church with attendees whose average age is at least as young as the average age of the community we serve. Continually developing effective leaders at Amplify Church is essential to realizing our vision, living our values and continuing to be a *New Generation Church* that effectively connects with and stays connected with the next generation.

We are deeply committed to leadership development at Amplify Church because we are determined that God's plan for our church will never be compromised due to a shortage of effective leaders.

Leadership Development at Amplify Church

There are three foundational principles that shape leadership development at Amplify Church:

The primary role of every leader is to develop other leaders

Leaders at Amplify do not just make sure that their responsibilities are fulfilled with excellence. They are also committed to mentor others to do the same. Every leader at Amplify Church commits to mentor at least two people who can effectively carry out each of their key roles. That allows us to be “three-deep” at every key role in the church. There is no room at Amplify Church for indispensable heroes and leadership effectiveness is best demonstrated when the leader is not present. If a person is told, “I am so glad you are back from vacation. It went badly without you here,” it is not a compliment. It is an indictment of poor leadership skills.

The leaders of tomorrow are already here

Rather than assuming that we need to recruit new leaders from outside of Amplify Church, we assume that future leaders will emerge from those who attend the church. Every leader is always looking for new leaders to mentor and building the kind of genuine and healthy relationships that allow those they are mentoring to develop their God-given potential.

We are particularly determined to proactively give young adults the opportunity to grow into leadership roles. As a New Generation Church, we practice the “75 Percent Rule” – *75 percent of those in visible leadership during any given weekend service must be the average age of or younger than the community which we serve.* That requires us to identify a lot of young people who have leadership potential!

Leaders grow while doing

While leaders can and will learn valuable truths through many avenues, they learn best when in action. That is why “shadowing” current leaders is the primary way we develop future leaders. After watching and experiencing how a current leader fulfills their role, future leaders try it themselves with the support and coaching of the current leader. Positive feedback coupled with feedback for improvement prepares the future leader for excellence in fulfilling their roles – and models for them how to develop others.

Leadership Roles and Attributes

There are five leadership roles that are common across all of our campuses at Amplify Church. This allows for people to move relatively seamlessly from one campus to another, as needed.

We expect every leader in every role to embrace our vision and model our core values - *passionate, accepting, generous and inspiring*. They must also have “positive spiritual trajectory” - continually moving toward a deeper relationship with God. In addition, each leadership role has specific attributes that we look for and develop. Since each role has progressively more responsibility, the corresponding attributes are more challenging. When a person is being mentored for a future role, the leadership attributes related to that future role become the focal point of their development.

Leaders who do not reflect our values or the targeted leadership attributes for their role are given feedback and, if needed, moved to other roles in the church. We also purposefully expand the level of empowerment given to people as they progress to roles with wider responsibilities.

Amplify Church Leadership Role	Leadership Attributes		
Campus Lead Pastor	Visionary	Courageous	Culture Builder
Director	Big Picture Focus	Decisive	Team Builder
Assistant Director	Goal-Driven	Loyal	Empowering
Leader (Volunteer Team, Small Group, etc.)	Proactive	Trustworthy	Influential
Assistant Leader (Volunteer Team, Small Group, etc.)	Dependable	Teachable	Caring

Leadership Attribute Definitions

Dependable – a responsible person who can be relied upon to complete a task

Teachable – a person with a “teachable spirit” who loves to learn and easily receives direction from leadership; not defensive or resistant to change

Caring – a person who is genuinely concerned about the needs and well-being of others and demonstrates “relational intelligence” - the ability to connect with others in a way that builds community and fosters healthy relationships

Proactive – a person with high initiative who looks for things that need to be done and is then willing to take action

Trustworthy – a person who will take on a serious commitment and says, “consider it done” – and you know it will be done

Influential – a person who others are willing to follow; one who can rally others to accomplish a task or goal

Goal-Driven – a person who identifies problems and has a “whatever it takes” attitude in solving those problems, rather than looking for excuses why a desired outcome cannot be realized

Loyal – a person who you know “has your back” (even when they disagree with you) and is a peacemaker rather than a drama creator

Empowering – a person who positions and releases leaders in appropriate roles and provides resources and removes barriers so they can be successful

Big Picture Focus – A person who is not just committed to effectiveness in their area but, with the overall organizational vision in mind, is equally committed to effectiveness of other areas

Decisive – a person who is willing to confidently make and implement wise decisions and “take the heat” if those decisions are not popular

Team Builder – a person who creates cohesion, harmony and builds synergy among their team members even if those team members are very different from one another

Visionary – a person who can implement the organizational vision in their own context, continually “vision-casting” in a way that captures the hearts of others

Courageous – a person who is willing to take necessary risks without the fear of failure and to face the opposition that always comes when great things are being accomplished

Culture Builder - a person who creates cohesion and harmony and builds synergy among all of the people and teams in the organization to ensure that the values are pervasive and the vision is achieved

Keys to Leadership Effectiveness

Shoulder Tapping, Shadowing, Coaching and Resolving Conflict

Shoulder Tapping

We practice “Three-Deep Mentoring” where every leader at Amplify Church commits to mentor at least two people who can effectively carry out each of their key roles. That allows us to be “three-deep” at every key role in the church. We recruit leaders to mentor by *Shoulder Tapping*.

After you have identified a potential leadership candidate, set up a time to have a serious conversation with that person. Do not just ask a quick question or make a passing comment. Shoulder Tapping conversations work best when they are one-to-one and in an environment that allows you to cast vision without distraction. Remember - This interaction could change that person’s life and the lives of those God uses that person to touch!

During the conversation, make sure that the candidate understands that he or she is going to be making a difference for the Kingdom of God, not just completing tasks. You are not just asking someone to lead the greeting team - you are asking them to help create an environment where people feel welcomed and loved. You are not just asking someone to do a task on a production team - you are asking them to help create a worship environment that makes it easier for people to connect with God. You are not just asking someone to work with kids - you are asking them to create an engaging environment in which children can be introduced to the love of Jesus Christ.

A few things to remember:

- Never say someone’s “no” for them. It is easy to think of a list of reasons why someone might not be able to fulfill a role and decide not to even ask. Don’t punctuate the conversation with statements “I’m so sorry to ask” or “I know you don’t have the time for this.” It is an honor to serve God. Give them the chance to make an informed choice.
- If a person says “no,” do nothing to make them feel guilty and do not assume that you made an unwise decision to tap that person on the shoulder. Sometimes it is just about timing. Sometimes it is about the right fit. Put them into God’s hands. And thank them for talking about and considering the opportunity.
- If a person says “yes,” celebrate the decision and make sure that they receive the orientation and support needed to set them up for quick success as well as the appropriate welcome to reinforce how much they are appreciated.

Shadowing

Shadowing current leaders is the primary way we develop future leaders at Amplify. It starts with relationship. The heart behind what we do is often *caught* rather than taught. When people shadow you, they will learn from your life as they see your faith and love in action. Practically, this means that you begin to “do life” with them. When possible, join them for coffee, go out to lunch together, invite them over for dinner, etc. Growing your personal relationship with these individuals will give you a greater opportunity to be a positive influence on their lives and leadership.

The most important thing for a potential leader to understand is the *WHY* behind what they are doing. Our approach to doing church is constantly under review, so the goal isn't just to help people understand our approach. We always want to make sure that our potential leaders understand the purpose. This creates freedom for the leader to make decisions that they believe will help fulfill and advance the vision, rather than constrain them to completing a set of tasks. As for the task side of Shadowing, it is a simple three-step process:

Step 1: Watch (*I do. You watch. We talk.*) - In this first step, the potential leader shadows the current leader on a given week or over several weeks. This is followed up with a conversation about *what* you did and *why* you did it. Ask for the potential leader's thoughts, questions and comments.

Step 2: Do Together (*We do. We talk.*) - The second step in the shadowing process is to give the potential leader some of the responsibility of the role for a given week or service. Do the role side-by-side, allowing them to have a hands-on experience. Follow up with a conversation about what they thought, asking for their reaction to the experience.

Step 3: Do Alone (*You do. I watch. We Talk.*) – The third step is about allowing the potential leader to have all of the responsibility on any given week. Stay close, making yourself available for any questions or concerns. Follow up with a conversation about what they thought, asking them what their reaction to the experience was. Define a specific date to release them to be “on their own,” but make it clear that your role as a coach is ongoing. Also, make it clear that *their biggest responsibility is to raise up other leaders!*

Ultimately, our goal is to replicate ourselves in the various areas of leadership in which we currently serve. As you do, you will ultimately end up increasing the number of teams and responsibilities you are able to support. The ultimate “win” of a leader should be that your teams and leaders run effectively not only when you are there, but also especially when you are *not* there.

Coaching

You will never transition out of the role of coach, and that is why coaching should be as common as breathing for you as a leader. Coaching is primarily about helping a person to get on track and stay on track. Coaching can take place in a few moments or may last a significant amount of time, depending on the goal and the frame of mind of the person you are coaching. There is always some combination of positive feedback and/or feedback for improvement in a coaching discussion. Both are wonderful gifts.

Positive Feedback:

- WHAT – explain what the person did – be specific
- WHY – explain why what they did was effective – be specific

Feedback for Improvement:

- WHAT – explain what the person did – be specific
- WHAT – explain the preferred alternative – be specific
- WHY – explain why the preferred alternative would be more effective – be specific

Resolving Conflict

Anytime people spend time together, conflict is inevitable. If you suspect that conflict has arisen, don't be surprised – just resolve it. This CANNOT happen if you avoid it. One of the signs of a weak leader who will never fulfill his or her leadership potential is a fear of conflict. The earlier conflict can be addressed, the less destructive it is to the mission of the church. When you sense or become aware of the conflict, approach the person and have a candid discussion about the nature of the conflict. It can start as simply as, "It seems like something is bothering you, please tell me how you are feeling." A few guidelines:

- If that person's conflict is with another, encourage them strongly to go to that person. Offer to be a third party if the conflict cannot be resolved one-to-one.
- Discuss the perspectives of everyone involved with a goal of replacing the conflict with peace. Peace requires that all know that they have been heard and all involved choose love and unity over contention. It does not require that everyone end up agreeing on every point.
- If a person chooses to remain in conflict or be a cause of unnecessary drama, they need to be removed from leadership for at least a season. The vision and mission of the church cannot be compromised for personal feelings.

Summary

We are committed to build a church that will make a difference in this world for generations to come. That is why a significant part of the identity of Amplify Church is leadership development. That is why we will continually build leaders and teams that can effectively carry out our vision *to lead as many people as possible into a growing relationship with Jesus Christ.*

Capable leaders are willing to set standards that scare them. Ask yourself the question, "Are you operating at good, better or best?" Good is doing what is expected of you. It is slightly above average and requires some focus and determination to get there, but it is relatively easy to achieve. Better is rising a little higher than good. It typically means you are comparing yourself to the next one in line. But best is where you want to live. It is greatness and doesn't mean you are better than everyone else but that you're working to your maximum capability.

Brad Lomenick, *The Catalyst Leader*

When all is said and done, your ability as a leader will not be judged by what you achieved personally or even by what your team accomplished during your tenure. You will be judged by how well your people and your organization did after you were gone.

John Maxwell, *21 Irrefutable Laws of Leadership*

We will not hide these truths from our children; we will tell the next generation about the glorious deeds of the Lord, about His power and His mighty wonders.

Psalms 78:4 NLT