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# Leadership Playbook

What it takes to WIN as a Leader at Community Church



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## Thank you

Thank you so much for taking the time to review this Leadership Playbook. We believe leadership matters and we do not take it lightly. Over the next several pages, you will better understand why and how we do leadership at Community Church.

Every church has a culture. Culture either happens intentionally or accidentally and we desire to intentionally create a culture of leadership. This starts with our Community Church values and builds from there.

It is our prayer that our values will not merely be words memorized, but ways of life that become a part of who you are, your very DNA. Our values help us stay unified as a leadership team. Unity is the key, in fact, to us experiencing all God has for us. We believe nothing is impossible for a people who are in unity and have Holy Spirit living inside of them, which is why unity is a must on the leadership team.

Over the next several pages, this packet will present the vision, the purpose, and some of the basic details necessary for leadership at Community Church. One of our values as a church is Growing Means Changing, which means this document is updated periodically with enhancements to help us all grow and lead on a greater level in order to impact more people for Jesus!

As Community Church continues to grow, it is important that more and more people step into both the privilege and the responsibility of leadership within God's house. So, again, thank you for taking the time to learn more about leading at Community – leading to your full potential.

The Best Is Yet to Come!

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## Part 1

# The Big Picture of Leadership at Community Church

### **Our Vision**

*Live Fully Alive*

### **Our Values**

- ~Pray First
- ~Speak Life
- ~Love God Love People
- ~Approach Culture Proactively and Creatively
- ~Every Number has a Name and Every Name Matters to God
- ~Proclaim and Become Good News
- ~Do Everything with Excellence
- ~Growing Means Changing
- ~Stay Humble, Stay Hungry

### **Our Strategy**

Leadership team helps implement the strategy.

Four Main Categories:

1. Weekend Services and Special Events  
Jesus demonstrated the power of drawing a crowd to begin life change.
  - Matthew 5-7
  - Luke 5:3
  - Mark 2:1-12
2. Groups and teams were the model Jesus used to build His Church.
  - Matthew 10:1-4
  - Mark 6:41



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3. Connection is the primary model of caring for one another at Community Church and in the community.
  - Acts 2
  - John 13:34
  - 2 Corinthians 13:11
  - John 13:1-20
  - Galatians 6:2
4. Restore Beyond
  - Acts 1:8

We have visionary Senior Pastors, who desire to lead people into a relationship with Jesus and create pathways for them to connect with others in meaningful relationships. We desire to see people find freedom and begin to *Live Fully Alive*.

With the heart of the greatest and second greatest commandment, (*Love God, Love People*) at the core of this, we move forward. We believe Jesus demonstrated the best way to move forward is in the context of a team.

When someone steps into a leadership role they become a part of the leadership team. The leadership team is united around our vision, mission, and values. We believe nothing is impossible for a people who are united and have the Holy Spirit inside of them (Genesis 11:1-11, Matthew 18:19, Joshua 1, Philippians 2, Acts 2).

John Maxwell famously said, “everything rises and falls on leadership,” so to say the leadership team is important feels like a massive understatement.

Leadership at Community Church is a great privilege that also comes with great responsibility. The good news is that you don't have to have it all figured out to become a leader or even be a leader. We serve the God who doesn't merely call the equipped,



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but equips the called. The greatest leaders know any level of success is a result of God working in and through them.

When you are a leader, you make a commitment that will change your life in a great way. The main goals of a Community Church leader are to help others *Live Fully Alive* by connecting relationally and growing spiritually. Leaders invest in people by creating an engaging, loving, and encouraging environment.

A healthy leadership culture regularly trains up new leaders and those leaders are then able to raise up new leaders as well.

Leadership is not merely about what you do; it's about who you are becoming. Jesus said those who follow him will produce fruit (John 15). For us that "fruit" can be measured by effectiveness and impact on others. Producing fruit is about helping others *become more* than it is about getting others *to do*.

As leaders, we marry the mission not the method (*Growing Means Changing*) and changing is also the only way we keep effectively reaching more people who are not yet living for Jesus. Leaders are the first up to try new things and new ways, recognizing the principle that "what got you here won't keep you here" and/or "what got you here won't get you there."

Leaders embrace structure but recognize that structure is not what matters most. Culture is what matters. When speaking on *The Way to have a Healthy Church*, Sam Chand said, "culture eats vision for lunch." The emphasis on our values exists because values determine culture – we celebrate what we elevate and we measure what matters.

Healthy and positive cultures typically do not just happen. They require intentionality, follow-through, and faith! The greatest way to raise up leaders is to have a leadership culture that embodies our



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values. Creating a leadership culture starts with one person at a time and builds from there.

Below are seven helpful ways to ensure you are leading well in unity with the leadership culture of Community Church.

*Help people into their purpose.*

Get to know those in your sphere of influence, help them through the Discover Track; encourage them to step up and get involved somewhere even if they don't know for sure it's a "right fit." Look for people who are united with the vision and ready to serve.

*Empower.*

Give away leadership! Avoid micro-managing – empower. Your team does not need you to hover over them. Show that you value your team members by asking questions and offering direction, but trust God working in them to do great things.

*Celebrate.*

Celebrate individual acts of service and team results that have made significant impacts. Make certain to *publicly affirm* those team members and leaders who are doing well.

*Be Flexible.*

We operate within our values and we do value excellence (*Do Everything with Excellence*) and certain essentials must be firm, but non-essentials need some flexibility. If the focus is on what is most important, helping people go all in for Jesus, while maintaining established team expectations, the outcome will always produce desired results.



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*Ask for feedback.*

Ask your leaders (coach) and team members for feedback and be open to making changes. Your openness alleviates fear and creates trust.

“Always be authentic; use wisdom to discern where to be vulnerable.” ~ Megan Brueseke  
(Transparency is how much you share, authenticity is the truth of your words and actions).

*Lead Relationally.*

Get to know your team as *people*! Learn about their family, life, relationship with God, and dreams for the future. Let them know you care about them as people, not just what they can do to help you (leading from relational authority is the healthiest way to lead others).

*Set a Great Example.*

Be motivated, enthused, energized, and passionate! Your leaders (coach) and team members (future leaders) will serve to the level of enthusiasm you model for them. Leaders are always first-class “noticers.”



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## Part 2

### Become

We believe life is better connected! Every person at Community Church should get plugged into a serve team and a community group to help them *Live Fully Alive*, and connect relationally and grow spiritually. Discipleship, which is ultimately what leadership at Community Church demonstrates, is not so much about *doing* but instead is about *becoming*. Below are four “Be’s” that are part of becoming who God made you to be.

#### *Be Encouraged.*

Prioritize the importance of being in church regularly and attending a few specific events. The weekend services and events inspire, motivate, and encourage involvement in other parts of our strategy.

#### *Be Connected.*

Life is designed to be done in relationship. Being connected to a serve team and group is essential to your development as a Christian and a leader.

#### *Be a World-Changer.*

When we serve someone else, we change the world. *Every Number has a Name and Every Name Matters to God* is not just a value – when we live it out, it changes everything.

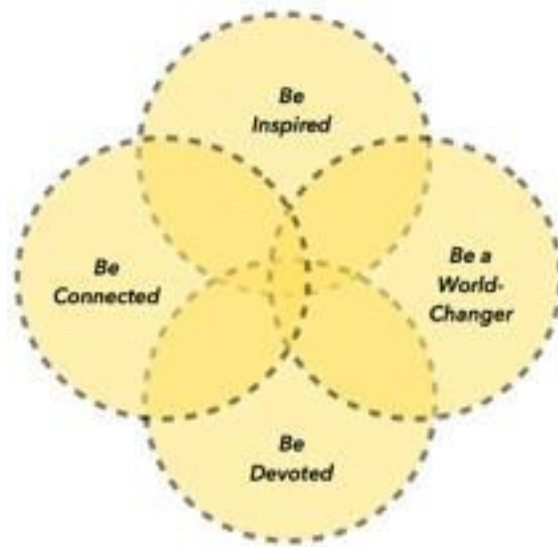
#### *Be Devoted.*

Become devoted to Jesus through a personal, spiritual discipline that is growing and developing.





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## PART 3

### What a Leader Looks Like

#### **Owner of Community Church**

- Faith in Jesus and water baptized as a follower of Jesus Christ.
- Regularly participate in groups.
- Serve on a weekend serve team.
- Support the vision of Community Church with time and finances.
- Shares faith with others in a way that draws them to Jesus.

#### **Representative of Community Church**

- Leaders are first a member of the leadership team in Community Church before they are a Group Leader or Serve Team Leader. Leaders lead with unity behind Community Church.



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- Leaders represent Community Church and are seen that way by others in the community (this includes online communities such as Facebook, Instagram, etc.).
- Leaders are an extension of the Senior Pastors.
- Leaders adhere to the Social Covenant.

In order to be a leader, we must first be able to be a team player. The following is how to be a great Serve Team Member through the lens of our values:

Serve Team Members are expected to purposefully live out the values of Community Church in their daily lives and while serving others as a Serve Team Member.

## *Love God, Love People*

Exemplify love daily, engage people everywhere – all the time. Simply stated: our position on everything as a church is “lead with love, everything else is a conversation.” *We Love God, Love People* through the role of a Serve Team Member and this permeates every area of life.

## *Speak Life*

The most important words we hear are the words that come out of our own mouths; always speak positively about yourself and others. Believe the best in people and speak that over them regularly. *Speak Life* over people with a smile, warm welcome, and an encouraging word. Let this become a part of who we are!

## *Pray First*

Seek God first, during every situation, through prayer. Praying first fixes our focus on Jesus rather than any situation or problem we are facing. We can do this intentionally by praying before all huddles, meetings, events, and weekend services.



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## *Stay Humble, Stay Hungry*

Always remaining aware of the greatness of God, we are constantly seeking an ever-growing relationship with Him. Realizing our dependence on Jesus, we can find contentment in our current situation and put others' needs before our own – allowing Him to work in and through us daily.

## *Do Everything with Excellence*

Everything we do represents Jesus. A Serve Team Member is a representative of our church and our values while at church as well as in our community. Serving in a weekend role with excellence means always parking in the serve team area, arriving on time or early for all scheduled serving opportunities, responding to all Planning Center invitations as quickly as possible, responding to all emails within 24 hours, and checking in before serving. Honor leaders and their time by attending huddles and all scheduled team events.

## *Growing Means Changing*

Adaptable, coachable, and teachable are characteristics of a Serve Team Member that is committed to the vision and values of Community Church. Methods may change but our vision always remains the same: *Live Fully Alive*.

## *Proclaim and Become Good News*

While serving, and throughout our daily living, our words and actions should glorify God. When we speak about how Jesus has changed our lives and show the love and hope of Jesus by what we do, we *Proclaim and Become Good News*.

## *Approach Culture Proactively and Creatively*

Be a world changer – create opportunities to reach people! This requires becoming a first-class “noticer.” Be fully aware of surroundings and how others may best be served in the present



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situation. If there's a piece of trash on the floor - pick it up; if there's a person that is sitting alone – keep them company. Become an extension of our church leadership, using talents and creativity to reach people at every opportunity.

*Every Number Has a Name and Every Name Matters to God*

Jesus went after the one and never overlooked the one. Our mission is to reach 25,000 people with the love and hope of Jesus. Always work to recognize the needs of others, and value “the one” – the one person crossing your path today.

## **Practical expectations of a team or group leader:**

- Attend all leadership events at Community Church: Leadership Summits, annual Leadership Advance, Team Leader Nights, and any other training events.
- Establish a track record of multiplication in your group or team.
- Connect in person with your coach on an agreed upon schedule.
- Participate in weekend services and special events of prayer, worship, communion, and encouragement.
- Serve in Local Impact projects and in any other activity as called upon.
- Spend at least 3-6 hours a week focused on the group members and/or team members.
- Encourage and demonstrate to group members how to serve and love others.
- Pray for people (such as when requested during weekend services or special events).
- Respond to all needs from those within your sphere of leadership within 24 hours (phone calls, e-mails, etc.).



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- Follow up with anyone who discontinues group participation and help them have healthy next steps.
- Help team and group members take next steps, including connecting in future groups.
- Have an intentional plan for personal growth (e.g. books for spiritual growth and leadership development, video studies and training, etc.).
- Adhere to all leader processes and resources on the website.
- Readily respond to all information, requests, and needs of staff and leaders.
- Meet registration deadlines.
- *Pray First* – always pray for your coaches, pastors, and group or team members.
- Continuously grow in your personal relationship with Jesus.
- Actively pursue, resource, and empower new potential leaders.

Care is also a vital function to the leadership role at Community Church. As a leader, use the following CARE model to shape and structure your time.

## *Connect*

Open with a time of connection and relationship-building. Remember, your influence and voice with another individual is a product of your relationship with him or her.

Ask questions like: What's a story that sums up your past week? Are there any new things happening in your life since we last met? How is your family doing?

## *Accountability*

Be intentional about asking how your team members are doing in their faith, family, personal life, etc.



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Ask questions like: How would someone else describe your faith?  
Where are you winning in your leadership? Where are you losing?  
Who is on deck for you (if already a leader)?

### *Resource*

Think of ways you can resource your members to grow spiritually and in their leadership skills. You can only resource others as much as you are resourcing yourself, so look for opportunities to read, listen and grow.

Ask questions like: May I direct you to a resource on this topic? Have you thought about how this passage of Scripture might have application for you?

### *Encourage*

This is a crucial piece to leadership. Make a diligent and heartfelt effort to leave your members inspired and energized to continue pursuing an authentic and life-changing relationship with Jesus Christ.

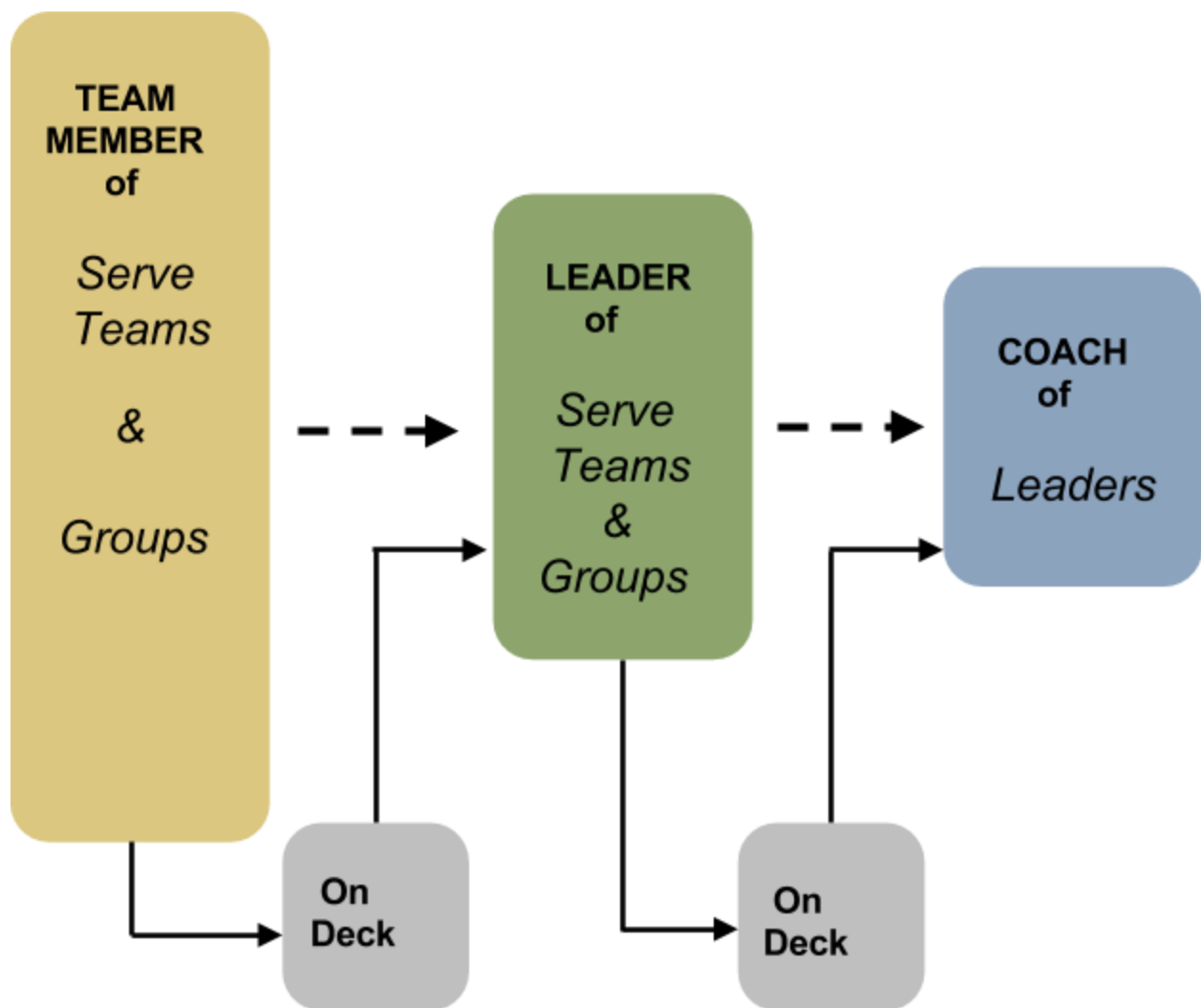
Ask questions like: How can I be praying for you? What can I do to continually support you in your life?



Part 4

The Leadership Development Process

(for raising up new leaders and coaches)



A **Team/Group Member** is someone who CONNECTS to community through a group or on a weekend serve team.



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Being **On Deck** is someone who currently **SERVES** a group, team, leader, or coach to prepare for his or her next level of leadership.

A **Leader** is someone who **LEADS** a group or team, helping people live out their purpose.

A **Coach** is someone who **MULTIPLIES** his or her leadership. They have experience as a leader and have a passion to support, care for, and influence current and future leaders.

## Leadership Qualification Tables

SPIRITUAL GROWTH	<i>On Deck Leader</i>	<i>Leader</i>	<i>Coach</i>
Developing Godly Character	X	X	X
Promotes Church Unity	X	X	X
All-In for Jesus, including water baptism)	X	X	X
Developing healthy accountability	X	X	X
Models Godly Character		X	X
Models a Lifestyle of Generosity		X	X
Heart for the House		X	X
Meaningful Devotional Life		X	X
Embedded in Biblical Community		X	X
Lives out core values and is in unity with Community Church beliefs and practices		X	X





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Inspires Godly Character			X
Has Healthy Accountability		X	X
Spirit-Led Leader			X
Demonstrates fruit of the Spirit		X	X
Unity in Marriage (if married) and other significant relationships		X	X

LEADERSHIP CAPACITY	<i>On Deck Leader</i>	<i>Leader</i>	<i>Coach</i>
Self-Aware	X	X	X
Speaks Life	X	X	X
Team player who shares ideas and is not offended when ideas are not used	X	X	X
Resilient and Adaptable		X	X
Demonstrates Team-Building Skills		X	X
Engages Guests		X	X
Provides Valuable Perspective		X	X
Effective Communicator/Collaborator			X
Regularly Takes Steps of Faith			X
Manages Conflict Well			X



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MINISTRY EXPERIENCE	On Deck Leader	Leader	Coach
Regular Weekend Service Attendance	X	X	X
Consistent Participant in Group/Serve Team	X	X	X
Completed Discover Track		X	X
Engages in Building Community and Builds Relationships		X	X
Demonstrates Care for Others and Finds Ways to Meet the Needs of Others		X	X
Owner at Community Church		X	X
Involved in Leadership for 6 Months in Group/Team			X
Track Record of Multiplication			X
Coaches Continuously			X

Leadership is the responsibility of everyone that follows Jesus and is a calling on all of us at different levels. God's Word gives clear instruction that each of us has a responsibility to equip, teach, and disciple others in community. The following verses are foundational to that call, and they inform our entire approach to leadership development at Community Church.

*Ephesians 4:11-12 NLT Now these are the gifts Christ gave to the church: the apostles, the prophets, the evangelists, and the pastors*



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and teachers. <sup>12</sup> Their **responsibility is to equip** God's people to do his work and build up the church, the body of Christ.

2 Timothy 2:2 NLT You have heard me teach things that have been confirmed by many reliable witnesses. Now **teach these truths** to other trustworthy people who will be able to pass them on to others.

Matthew 28:19-20 NLT Therefore, go and **make disciples** of all the nations, baptizing them in the name of the Father and the Son and the Holy Spirit. <sup>20</sup> Teach these new disciples to obey all the commands I have given you. And be sure of this: I am with you always, even to the end of the age.

In a healthy leadership development culture, we will measure what matters and elevate what we celebrate!

As a leader, you must always have, or be developing, a personal relationship with your direct leader. The power of the team begins to breakdown when this aspect is removed (clarity brings unity). Throughout Scripture God emphasizes the importance of clarity and order.

## **From On Deck to Leadership to Coaching**

### *Train and Release*

Let people walk with you through life for a season, with the goal of releasing confident and competent leaders into ministry. How?

### *You Do it!*

Don't try to sell people on why they should do what you are doing. Don't try to sell them on why they should be a part of your team or group. Simply invite them to be a part, to observe, to watch. It must first be a fit before it makes sense for the next step to be leadership.



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*You Do It – They Watch.*

Clearly explain the roles and responsibility of the position/role. Establish standards of excellence, fully train them in the skills necessary to succeed.

*They Do It – You watch.*

This is pivotal to ensure the right person is in the right position. Serve alongside them; watch until you are confident in releasing them fully. Make corrections, affirm them, use teachable moments, and give honest feedback.

*They Do It!*

Releasing a leader is not subtraction- it's actually multiplication. By letting go, you exponentially increase unity and therefore impact through multiplication of vision, heart, and ability.

Once a person becomes a leader the process is not OVER! We believe that, in order to have a true leadership pipeline, we must coach continuously.

## **Coach Continuously**

*coaches only*

The goal is to remain in relationship with the new leader, continually equipping them, building them for works of the ministry.

Below answers how we make this possible and measure its effectiveness:

- Monthly (or regularly-scheduled) Leadership Meetings – gather your team together to cast vision, address issues, build community, and set spiritual foundation through prayer. (This is the expectation of a coach with their leaders, but we encourage leaders to do this with their serve teams too.)



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- Quarterly Leadership Summits – host all those serving in a specific leadership role and focus on training in all the practical and visionary aspects of their ministry.
- Core Values – regularly visit and reteach Community Church core values to ensure they are lived out: *Love God, Love People; Pray First; Every Number has a Name and Every Name Matters to God; Stay Humble, Stay Hungry; Do Everything with Excellence; Growing Means Changing; Approach Culture Proactively and Creatively; Proclaim and Become Good News; and Speak Life.*
- One-on-One Interactions – use teachable moments to continually train, develop, and affirm.



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## BONUS:

### One more perspective on leadership

The short-term win of LEADERSHIP is to create an environment for growth, transformation, and freedom. The long-term win is to multiply that environment.

There are many different ways to view the serve team or group you lead.

1. As a CIRCLE – Exclusive, closed-loop, where one person is the leader and everyone else simply follows instructions. There are many do-ers and one person that is casting vision and giving directions. This type of belief about a group does not lead to multiplication or create opportunity for others to lead.



God gives us a better way to view each other:



2. As a series of CIRCLES – Inclusive, has openings, and is fluid. This belief about your team or group allows growth, opens opportunities to expand. There is a functional leader of the group, but all members are viewed as potential leaders.



There is no limit to the number of leaders who can be raised up, fulfill their calling, and help others do the same.

Recommended Reading: *The Circle Maker*, *Honors Reward*, *The Blessed Life*, *H3 Leadership*, *Emotionally Healthy Spirituality*, *Boundaries for Leaders*