

**Lutheran Church Planters Network  
Training Intensive (July 18-22)**

<b>Date</b>	<b>Training Component</b>	<b>Leader(s) &amp; Notes</b>
Monday, July 18 9:00am- 9:45am	Welcome. Introductions. Overview of training. Learning objectives. Surface participants' key learning goals Logistics. Today's theme: <b>Church Planter as Designer and Entrepreneur</b>	Hector  <i>Team Leader is Fred</i>
Monday, July 18 9:45am- 12:15pm	<p><b>Business Model Canvas</b> <i>(Visualizing what we are trying to do and how it fits together)</i> Overview; Example #1: Kelly's Lemonade Stand Example #2: Redeemer Chicago; Q&amp;A (30)</p> <p><b>Value Proposition Canvas (Who are we trying to reach?)</b> Overview, Example: Redeemer Chicago, Q&amp;A Demographics, Psychographics. Customer Segment Profile; Empathy Map (20) <i>Group Exercise: Developing your customer segment profiles (20)</i></p> <p><b>Designing the Value Map (What are we trying to offer them?)</b> Value Proposition and Fit; Customer Journey Map (5) <i>Group Exercise: Designing your Value Map (15)</i></p> <p><b>Prototyping Your Church Plant (What if...?)</b> Zoom In, Zoom Out; Business Model Environment; Innovation Matrix Push/Pull Approaches; 4 Actions Framework (Blue Ocean Strategy); BMC <i>What if's</i>; Q&amp;A (30) <i>Group Exercise: Plotting your new church plant onto BMC (25)</i></p>	Fred
Monday, July 18 1:00pm- 3:30pm	<p><b>Vision, Values, Strategy (Who are we?)</b> Overview (15) G: Vision Statement (5 years from now...) (15)</p> <p><b>Operating Systems/Vital Functions/Normal and Natural Pathways (How will we normally function?)</b> Overview (10) Group Exercise (40)</p> <p><b>Branding/Tag line (How will we be known?)</b> Overview (10) &amp; <i>Group Exercise (20)</i></p> <p><b>Guidelines for crafting a draft budget (How does this work financially?)</b> Overview (15) &amp; <i>Group Exercise (15)</i></p>	Fred
4:00pm- 5:00pm	<b>Lean Startup (How do we learn and make this sustainable?)</b> Minimum Viable Product. Build-Measure-Learn. Iteration. Pivot or Persevere. Group Discussion (60)	Fred
5:00- 6:00pm	Review. Debrief. <i>Intro to 1-Minute Talks</i> 1-minute elevator speech <b>1-minute faith story (What's my story?) (45)</b>	Fred, Matt

Date	Training Component	Leader(s) & Notes
Tuesday, July 19 9:00am-9:30am	Devotion. Quick review. Today's theme: <b>Church Planter as Chief Evangelist and Chief of Operations: Process and Timing</b>	Hector  <i>Today's Team Leader is Matt</i>
Tuesday, July 19 9:30am-Noon	<b>Branding (30)</b> Building your digital toolkit Establishing your website and social media presence  <b>Personal Evangelism (30)</b> B.L.E.S.S. method  <b>Making Contacts/promotion and advertising (30)</b> Getting the word out: need to go both deep and wide  <b>Launch Team (60)</b> Role of launch team. Metrics, developing leaders and systems  <b>Small Groups (15)</b> Curriculum, timing, locations	David, Brian, Matt
Tuesday, July 19 1:00pm-3:30pm	<b>Getting to Launch</b> <b>"W" rhythm (30)</b> <b>Preview Worship (30)</b> Format, music, logistics <b>Comeback Events (15)</b> <b>Metrics/Setting a launch date (30)</b> <b>Launch Sunday &amp; following (30)</b>  <b>Develop an action plan and timeline</b>	David, Brian, Matt
Tuesday, July 19 4:00pm-6:00pm	<b>Post-Launch (years 1-2)</b>  <b>Church planting landmines (60)</b> Opportunities and challenges in years 1-2 Role of launch and core teams  <b>Metrics &amp; Benchmarks (60)</b>	David, Brian, Matt

Date	Training Component	Leader(s) & Notes
Wednesday, July 20 9:00am-10:00am	Devotion. Share 1-minute faith stories. Quick review. Today's theme: <b>Church Planter as Leader and Equipper</b>	Hector  <i>Today's Team Leader is Brian</i>
Wednesday, July 20 10:00am-Noon	Next-level leadership for church planters.  <ol style="list-style-type: none"> <li>1. Developing your Church Culture <ul style="list-style-type: none"> <li>- Values, Narrative, behaviors</li> <li>- Have them begin to design</li> </ul> </li> <li>2. 7 Dimensions of Leadership <ul style="list-style-type: none"> <li>- Have them work through initial plan for all 7. Discuss in groups</li> </ul> </li> </ol> Hector give personal testimony to culture and leadership focus	Brian, Hector
Wednesday, July 20 1:00pm-3:30pm	Tension between planter/pastoral roles.  Leading in the early years. Accountability. Habit of asking. Perseverance. Emotional Resilience. Reproducing Leaders: 5-step apprenticing process. <ol style="list-style-type: none"> <li>1. Practitioner vs. Developer</li> <li>2. 5 Step apprentice model from day one.</li> </ol> Hector speaks into how this has been part of ELCA Chicago	Brian, Hector, David, Matt
Wednesday, July 20 4:00pm-6:00pm	4 Disciplines of Execution Fred with Redeemer story of focus, follow through and accountability 5 Dysfunctions of a Meeting	Fred & Shaun  David

Date	Training Component	Leader(s) & Notes
Thursday, July 21 9:00am-10:00am	Devotion. Share 1-minute gospel stories. Quick review. Today's theme: <b>Church Planter as Steward and Orchestrator</b>	Hector & David  <i>Today's Team Leaders are David and Shaun</i>
Thursday, July 21 10:00am-Noon	Fundraising and Stewardship The Habit of Asking	Matt
Thursday, July 21 1:00pm-3:30pm	<i>Participant Presentations (5-7 minutes)</i> 1-minute elevator speech Value Proposition Design Business Model Canvas Action Plan and timeline for next year  <i>Shark Tank:</i> Church Planter feedback to presentations (what's working; what needs more work)	
Thursday, July 21 4:00pm-6:00pm	<i>Continue participant presentations</i>	

Date	Training Component	Leader(s) & Notes
Friday, July 22 9:00am-9:30am	Devotion. Quick review. Today's theme: <b>Church Planter as Orchestrator</b>	Hector  <i>Today's Team Leader is Fred</i>
Friday, July 22 9:30am -11:30am	Breakout roundtable networking conversations on areas of interest and need, such as: <i>multiethnic, multicultural, multiracial dynamics; urban church planting; moving to multisite; mother/daughter church dynamics, etc.</i>	Shaun – multiracial, etc.  Hector – multicultural  Brian – multisite and mother-daughter church relations
12:30-3:30pm	Spiritual nurture. Time and task management. Rhythms of rest and renewal. Professional development. Support systems (family, Core Team, Sending church, prayer partners, coach, LCPN)	David & Shaun
4:00-5:00pm	Next steps: Follow-up support. LCPN expansion Coaching. Online resources. Conference gatherings.  Closing prayers and blessing.	Fred