LEADING IN THE 21ST CENTURY

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Two Emerging Faith Formation Roles

Current Roles

1. **Developing** religious content
2. **Designing** programming
3. **Managing** programming
4. **Teaching/Facilitating** programming

NEW Roles

- ***Learning Architects*** designing learning environments—***architecture***
- ***Curating*** religious content and experiences

What is Content Curation (Beth Kanter)

Content curation is the process of sorting through the vast amounts of content on the web and presenting it in a meaningful and organized way around a specific theme.

- The work involves sifting, sorting, arranging, and publishing information.
- A content curator picks the best content that is important and relevant to share with their community.
- It isn't unlike what a museum curator does to produce an exhibition: They identify the theme, they provide the context, they decide which paintings to hang on the wall, how they should be annotated, and how they should be displayed for the public.

Faith Formation Curators

A Faith Formation Curator:

is someone who continually finds, groups, evaluates, organizes, and shares the best and most relevant content and experiences on a specific topic to match the needs of a specific audience.

Curated Faith Formation

Curating Content & Experiences

1. Church Programs & Activities
2. Denominational Resources
3. Community Programs & Activities
4. People Resources
5. Print, Audio, Video Resources
6. Art, Drama, Music
7. Websites, Courses, Blogs
8. Apps & Digital Resources

Developing Trusted Sources

Leading & Facilitating Innovation

Leadership 1.0 (Susan Lang)

- Organizational—Think hierarchical organization flow-charts. A strong emphasis was placed on putting the correct structure in place.
- Centralized—Denominations were generally the central holders of resources and information, which they dispersed from a given location.
- Authority-based—Established authorities and expertise provided the answers to questions.
- Agenda-driven—Ministry grew out of a set agenda and often used a "command and control" model.

Leadership 2.0 (Susan Lang)

Leadership 2.0 is growing out of the post-Christendom and the Internet age. The shape of relational, networked leadership is still emerging and will be very contextual. Leadership 2.0 is:

- Relational—The focus is on developing and nurturing relationships and links.
- Decentralized—Resources are distributed throughout a networked congregation and ministry. Each person is recognized as a connector to his or her own resources and networks.
- Collaborative—Collaboration builds on conversations and recognizes that we are all teachers, we are all learners, and we are always stronger together than we are alone.
- Focused on emergence—Recognizes that discernment is important for leaders, because God's presence and action among us emerge and often change over time.

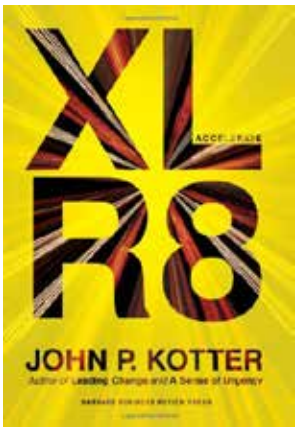
Management vs. Leadership

MANAGEMENT	LEADERSHIP
Planning	Establishing direction
Budgeting	Aligning people
Organizing	Motivating people
Staffing	Inspiring
Measuring	Mobilizing people to achieve astonishing results
Problem-solving	Propelling us into the future
Doing what we know how to do exceptionally well	
Constantly producing reliable, dependable results	

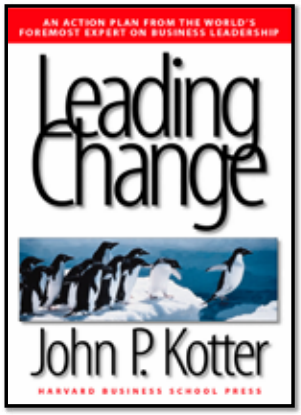
How People Change

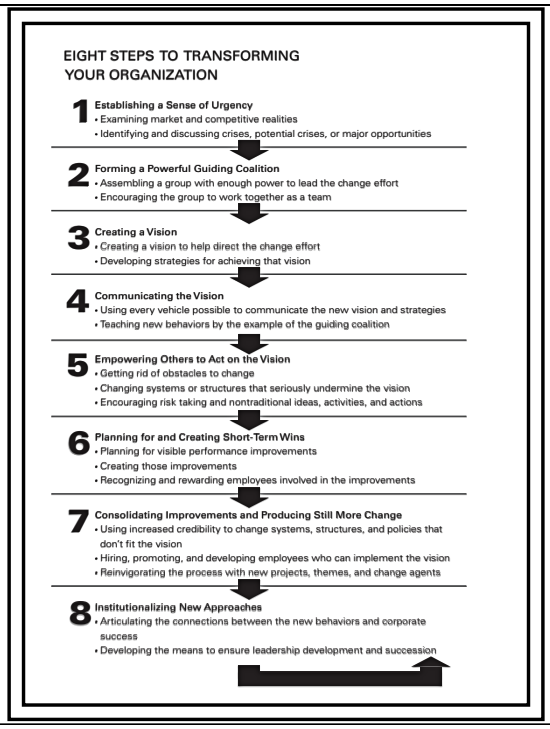
People change what they do less because they are given **analysis** that shifts their **thinking** than because they are shown a **truth** that influences their **feelings**.

(John Kotter)



Kotter's 8-Step Change Process





Prototyping & Piloting

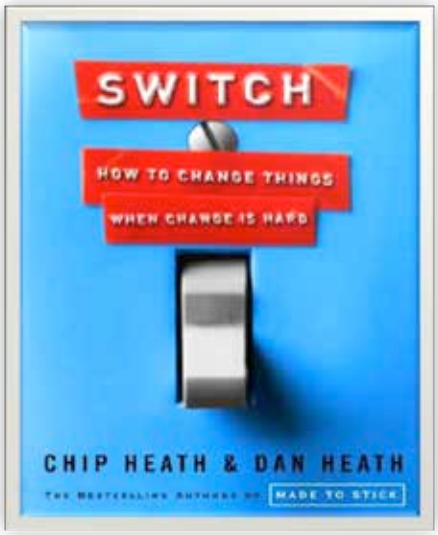
Implement your project through small scale prototyping – often with a small group of your target audience.

1. Identify a group within the target audience for piloting or a limited launch of a project in order to test the project.
2. Implement the project and get regular feedback on its implementation and effectiveness.
3. Develop leaders through the piloting phase so that they can be involved in the wider launch of the project.

Implementation Timeline

Season 1	Season 2	Season 3
1. Design 2. Prototype with a small group of the potential audience 3. Evaluate effectiveness 4. Re-design	1. Expand reach to wider audience 2. Continued evaluation	1. Integrate into regular offerings 2. Continue expansion

Switch: How to Change Things When Change is Hard



A Framework for Change

Direct the Rider (the conscious mind), eliminating what looks like resistance but is more often a lack of clarity by providing crystal-clear direction.

1. Following the bright spots: investigate what's working and clone it.
2. Script the critical moves: don't think big picture, think in terms of specific behaviors.
3. Point to the destination: change is easier when you know where you're going and why it's worth it.

A Framework for Change

Motivate the Elephant (the subconscious), eliminating what looks like laziness but is more often exhaustion by engaging emotions to get people on the same path as you.

1. Find the feeling: knowing something isn't enough to cause change. Make people feel something.
2. Shrink the change: break down the change until it no longer spooks the Elephant.
3. Grow your people: cultivate a sense of identity and instill the growth mindset.

A Framework for Change

Shape the Path (the situation), eliminating what looks like a people problem but is more often a situation problem, by making the environment more conducive to the change you seek.

1. Tweak the environment: when the situation changes, the behavior changes. So change the situation.
2. Build habits: when behavior is habitual, it's "free"—it doesn't tax the Rider. Look for ways to encourage habits.
3. Rally the herd: behavior is contagious. Help it spread.

Things to Remember

1. Follow the bright spots: investigate what's working and clone it.
2. Script the critical moves: don't think big picture, think in terms of specific behaviors. Shrink the change.
3. Point to the destination: change is easier when you know where you're going and why it's worth it.
4. Find the feeling: knowing something isn't enough to cause change. Make people feel something. Build an emotional and rational case for change.

Anchoring Change in the Culture

Culture changes only after you have successfully altered people's actions, after the new behavior produces some group benefit for a period of time, and after people see the connection between the new actions and the performance improvement.

(John Kotter)

Others can better write about Nelson Mandela's impact on the world stage, on how he stood up for the dignity of all people and on how he changed our world.

For those that seek to make a change in the world, whether global or local, one lesson of his life is this:

You can.

You can make a difference.

You can stand up to insurmountable forces.

You can put up with far more than you think you can.

Your lever is far longer than you imagine it is, if you choose to use it.

If you don't require the journey to be easy or comfortable or safe, you can change the world.

(Seth Godin)