Michael Hyatt, former CEO of Thomas Nelson Publishing, says that in order to be successful in today's world you need two things:

a. A compelling product.

b. A meaningful platform.

I believe we as Adventists are good at the first one. Our message is powerful. Our beginning was providential. Our emphasis is prophetic. From a handful of disappointed North Americans, we have become a worldwide, multicultural movement that seeks to point people back to scripture. We can make a compelling argument directly from the Word, and we seek to inspire people to return to a more biblical approach to Christianity.

Yet, more than 50% of people in the United States do not know who we are, many others confuse us with Jehovah's Witness or Mormons, and yet others identify us only by our diet and what we don't do.

As a ministerial director, I seek to help leaders to grow...
together in 4 areas that can help us become more effective in “platform building”. The word to remember is LEAD. It's an acronym for:
Leadership
Evangelism
Accountability
Diversity

Let’s take the first one, leadership. John Maxwell loves to say: “if you are leading and no one is following, you are only taking a walk”. I grew up in a church where leadership wasn’t taught, explained, modeled, mentored, preached, or practiced much. It got a little better in my formal education, but most of the leadership concepts I learned came about in two ways: 1. Personal interest in the subject. 2. Personal mistakes that taught me leadership lessons. I remember arriving at my first church (some might identify with what I am about to share), and having my first board meeting. I was coming in with all these plans, dreams, and was absolutely sure who the leader was. Me! After all, I was the pastor! That lasted about 30 minutes. My plans and ideas went out the window faster than you can say "I'm in charge". I remember feeling very discouraged. I survived, but noticed immediately my very present need to grow in the area of leadership. It took me a while to understand that I am none of these three things: *I am not the man. In other words, I can't make ministry be about me, because it isn't. *I am nor the messiah. I am not indispensable. There is only one Messiah and his name is not Roger. *I am not the manager. I am not called to just maintain the status quo, to just run programs and keep everyone happy. I was called to lead, not manage.

As a ministerial director, I do this in three ways: 1. I screen all my invitations through the LEAD concept. It’s impossible to preach, teach, and present everywhere we are invited to. So, when invited to attend an event, present a seminar or preach at a church, I ask myself how that event fits in the overall mission and vision. That helps me stay focused, on track and on point. 2. I use multiple avenues to communicate the LEAD message. Twitter, blog, Facebook, email, articles in the union paper (or like this one). Every time I send an email, it’s an opportunity to further the brand, and instill the values. 3. I seek to develop leaders, not just train members. Training is important, but it's not enough. Through LEAD Conferences, LEAD Resources, and other avenues, I am interested in leadership development. I measure my success by how many leaders have grown as a result of the conferences and resources, not how many attended an event. It’s growth by multiplication, not addition.

May God help you, to LEAD today.
The First the Blade initiative is the dream and passion of Dr. Hyveth Williams, Professor of Homiletics at the Andrews University Theological Seminary. The goal of FTB is to share an educational experience for the children of Seminary Students on the campus of Andrews University located in Berrien Springs, MI. We put together programs on Adventist history and our fundamental beliefs, making them available in interactive events for all ages. We also provide scholarships and an educational resource center for our parents.

WHO?
The Christian Ministry and the Discipleship and Religious Education Departments of the Seminary along with all the Seminary faculty and students want to support you in nurturing the faith development of your families. You are studying here to better nurture the faith of congregations and classrooms, and we are here to encourage you in remembering . . . First the Blade (Mark 4:28).

WHAT?
First the Blade will provide:
(1) Monthly children’s programs based on the Bible and Adventist Heritage,
(2) Potential financial encouragement for unsponsored students wanting to have their children in church school in the area,
(3) A physical resource library where new and gently-loved books, games, tapes (etc.), that can enrich your parenting skills, family spiritual times, or children’s understanding of their role as disciples of Jesus and members of the Seventh-day Adventist church can be shared and/or borrowed
(4) A web resource where you can find continually updated links to resources, actual resources, a calendar of family-friendly programming in the area, encouraging blogs for parents and families, and a place to share prayer requests.
(5) Membership pins for all registered children 5 through 12. This is to be worn to each program. Replacement pins will be available for $2.00.

WHEN?
Physical and monetary donations for this project are sought on an on-going basis. An offering of at least $1.00 is requested of all attending Seminary chapel on the third Tuesday of each month.

WHY?
We are passionate about the current religious education of other Ministerial Directors in our Division.

A Point to Make
Pacing one's self, balancing a personal life, and finding the appropriate priority of vocation are daily concerns in the sojourn of pastors. Imbalance among these priorities often results in frustration, discouragement, and even burnout… Pastors lose passion when the busyness of ministry drowns out the purpose and meaning for which they serve.

Calendar

October 11-17
GC Annual Council, Silver Spring, MD

October 18
NAD Theology of Ordination Study Committee.
Chicago, IL

October 16
Webinar This Month presented by Ron Halvorsen, Jr., Senior Pastor of the College View SDA Church in Lincoln, NB at 1:30pm e.s.t.

October 30, 31
NAD Pastor Advisory Silver Spring, MD

October 31-November 2
NAD Diversity Summit Silver Spring, MD

November 2-7
NAD Year-End Meetings Silver Spring, MD

December 2-4
Pastor Evangelism Leadership (PELC) Council, Oakwood University
your children! We are here to support and enrich what already happens at home, church and school.

**HOW?**
In the power of the Holy Spirit, the teacher God has sent to empower the spiritual growth of us all. We would love for you to share your ideas, suggestions, and needs.


If un-sponsored Seminary students are unable to send their children to church school, will this affect their passion or commitment to promote Christian education when hired? What are the solutions?

Join the discussion on our [Facebook page](http://www.facebook.com).