

# GROWTH POINTS

With Gary L. McIntosh, D.Min., Ph.D.

## Recruiting Basics

One key aspect of leading a church is recruiting people to serve Christ. It's important not to confuse recruiting with calling. Every Christian is called to minister. The only questions are how, where, when, or to whom, but not whether. On the other hand, recruitment is getting people who are already called to go to work.

### *Guidelines for Recruiting*

1. Start with letting people know of your vision, goals, and plans. Then watch for those who are following or show interest in what you are doing.
2. Discover those who naturally lead. Observe others to see whom they like to quote, to joke about, to tell stories about, etc. Natural leaders have a natural following.
3. Look for evidence of their calling or interest. What are they saying they want to become? What courses are they signing up for in school? What books, blogs, or articles do they read?
4. Keep in mind the qualifications and personality strengths of the person who you desire to recruit.

For example . . .

- What level of work is required? Are you recruiting for an unskilled position or an executive type position?
- What personality traits are needed? Are you looking for someone who can work alone or someone to work on a team?
- What amount of experience is necessary? Are you looking for someone with lots of experience or someone who is new to the job?
- What length of commitment is important? Are you looking for someone to commit long-term or short-term? Are people afraid of commitment or are people ready to commit?
- What mix of giftedness is helpful? Are you looking for gifts of teaching, or administration, or serving, or caring, or giving, or leading, or ?

30th Anniversary  
of  
Growth Points

5. Look for people who are already motivated. Don't spend time trying to motivate the unwilling to become willing workers. Simply work with as many willing people as you have.

6. Don't be overwhelmed by a person's education, background, appearance, or giftedness. Some people look better than they perform. Identify quantifiable ways to assess what they are producing in ministry.

7. Watch what people actually do; don't just listen to what they say. Time is on your side. See if they demonstrate commitment. Are they on time every week? Do they follow-through on what they say? Remember: it is easier to identify and recruit people to ministry than it is to unidentify and remove them from ministry.

8. Communicate the true picture of the job to be accomplished. Write out a specific ministry description. Tell them the training requirements. Let them know the cost in time and energy. Sharing the real challenges of the work will draw them to commitment.

9. Provide training for the work. Training comes in three different varieties: Formal, Informal, and Modeling. Formal training involves education classes or seminars. This is best done after a person has already been involved in ministry for awhile. Informal training takes place as a person does ministry, and then participates in group discussion or one-on-one conversations. Modeling takes place as people observe others doing ministry, and then reproduce what they see.

In most church situations it is best to use the modeling approach to training. Start by assigning a new recruit to someone already involved in ministry. Encourage them to shadow another person and observe what ministry is all about. Let them ask questions and make suggestions based on what they see. Gradually let them do more and more of the work until they are confident to do it alone. The overall goal is to have them succeed, enjoy the work, and want to continue. People usually have a greater thirst for training as they are involved in direct ministry.

10. Deploy people in ministry. When deploying new people in ministry, use four steps. First, let them watch others doing the particular ministry. Second, let them do the ministry together with someone more experienced. Third, let them do the ministry alone, while the more experienced person watches. Fourth, let them do the ministry with no one watching them.

11. Monitor each person's progress. Continue to give feedback as the person moves forward in ministry. Ask specific questions rather than just "How are things going?" The questions you ask are the measurements to which they'll seek to perform. Surprise them by showing up and watching them for twenty minutes. Then, the next day, compliment them on some aspect of their work.

12. Nurture new recruits so they'll feel appreciated. Continually talk about your vision and explain how their ministry contributes to its accomplishment. Ask their council for any changes in their area of ministry. and bring them into collegial meetings with others in similar roles.

Recruitment is an on-going process. Put some of these ideas into practice this week.

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*Cohort Schedule*

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*FACULTY-MENTORS*

**DR. GARY MCINTOSH** is Professor of Christian Ministry and Leadership at Talbot. He has served as a consultant for hundreds of churches in North America. Dr. McIntosh is also the Founder and President of the Church Growth Network, which provides a wide range of professional consulting services in the areas of church growth analysis, strategic planning, and generational change. He is the editor of the Growth Points newsletter. Having published over 300 articles and written over 25 books, he is a prolific writer and church growth expert.

**DR. ALAN MCMAHAN** has served in churches in North America and on the Pacific Rim. He has also taught in the areas of missiology, church growth, leadership, organizational development and evangelism. He has been active in training undergraduate and graduate students including mid-career professionals, Bible school teachers, pastors, and denominational leaders through the U.S., Canada, and much of Southeast Asia in the effective means to develop leaders and grow churches. He has served as Vice President for the Alliance Theological Seminary and as the Academic Dean at the King's College in mid-town Manhattan. He and his wife, Terri, have two sons, Billy and Jonathan, and live in La Mirada, CA.

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"As I look at the United States today, I see people who are receptive to spiritual things. We need to learn how to communicate to them in a way that draws them to Jesus Christ."  
  
**DR. GARY MCINTOSH PROFESSOR OF CHRISTIAN MINISTRY AND LEADERSHIP**