



Brad Aycok
Director, New Church Development

Our Mission: To be a diverse movement of church planting churches that make disciples of Jesus Christ for the transformation of the world.

“To become a successful changemaker, you don't have to study social entrepreneurship. You do need to understand the workings of the systems you hope to change and the history of the problem with which you are concerned.”

Awareness → Vision → Hope → Courage

“There is nothing more difficult to carry out, nor more doubtful of success, nor more dangerous to handle, than to initiate a new order of things. For the reformer has enemies in all those who profit by the old order, and only lukewarm defenders in all those who would profit by the new order.”

Characteristics.

- ***Creativity – possessing an inventive, innovative approach to situations.***
- ***Resourcefulness – subscribing to the notion that he or she can turn nothing into something.***
- ***Courage – taking calculated risks while maintaining a trailblazer’s mentality and the belief that he or she can achieve anything.***
- ***Vision – seeing and seeking opportunity where others don’t.***
- ***Perseverance – maintaining a healthy acceptance of failure as a way to learn and strengthen oneself.***

Our focus...

- 1. Recruit**
- 2. Assess**
- 3. Train**
- 4. Coach**
- 5. Fund**

Recruiting.

Spiritual Entrepreneur.

The church has an abundance of spiritual shepherds - managing what has been built and meeting the needs of the people. We're desperately missing the gift of spiritual entrepreneurship in the church today.

“Over the past century, researchers have studied business entrepreneurs extensively..

In contrast, social entrepreneurs have received little attention. Historically, they have been cast as humanitarians or saints, and stories of their work have been passed down more in the form of children's tales than case studies. While the stories may inspire, they fail to make social entrepreneurs' methods comprehensible. One can analyze an entrepreneur, but how does one analyze a saint?”

In a marketplace that's in love with start-ups and new ventures, we need some leaders who are inclined to spend their lives in the marketplace who will take their God-given talents and energy and throw them full time behind the mission of the church.



Greenhouse
Planter Development

How to think like a social entrepreneur, even if you aren't one...

- 1. Think Big**
- 2. Believe God can**
- 3. See abundance, not scarcity**
- 4. Think vision first, resources second**
- 5. Invest in personal and team development**
- 6. Believe this is bigger than them**
- 7. Ship first, improve later**
- 8. Comfortable with ambiguity**
- 9. Will risk it all without guarantee of success**
- 10. Don't wait for consensus**
- 11. Let the critics talk while they act**

“Social entrepreneurs are not content just to give a fish or teach how to fish. They will not rest until they have revolutionized the fishing industry.”

Bill Drayton

When social entrepreneurs say that they want to “work themselves out of a job” they are not making a glib statement to sound cool. They are merely stating the obvious — they want to fundamentally solve the problem that their solution is designed to address.

Commercial entrepreneurs are different. They’re out to standardize a business model. That model might solve a social problem — but if it’s profitable and doesn’t fix the problem, that’s okay, too.

As a result, social entrepreneurs are more interested in understanding the social, economic, political, and cultural context of the problems they are trying to solve than traditional entrepreneurs are. They can be more analytical.

-Harvard Business Review

“An idea is like a play. It needs a good producer and a good promoter even if it is a masterpiece. Otherwise the play may never open; or it may open but, for a lack of an audience, close after a week. Similarly, an idea will not move from the fringes to the mainstream simply because it is good; it must be skillfully marketed before it will actually shift people's perceptions and behavior.”

-David Bornstein

Our dream is to find individuals who take financial resources and convert them into changing the world in the most positive ways, in the name of Jesus.



ENGAGE

Newark

Pastor Dave Warner

Recommended Books.

-How to Change the World: Social Entrepreneurs and The Power of New Ideas, David Bernstein

-The Innovation Blind Spot: Why We Back the Wrong Ideas, and What to Do About It, Ross Baird

-Doughnut Economics: Seven Ways to Think Like a 21st-Century Economist, Kate Raworth

-The Unfinished Social Entrepreneur, Jonathan Lewis

-Start Something That Matters, Blake Mycoskie

-The Disruptors: Social Entrepreneurs Reinventing Business and Society, Kerryn Krige & Gus Silver

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