

# Coaching that Changes Culture

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Mobilize  
More  
Support Raising  
Leaders Conference  
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## Every Nation

### Who We Are

1. A global family of Churches & Ministries
  - a. Church planting, campus ministry, world missions
2. Discipleship & Leadership Focus
  - a. The opportunity to disciple and train leaders into their call to full-time ministry with us.
3. From lifted hands to raised lives
  - a. The discovery that there was a culture we wanted to create, cultivate, and perpetuate.

## The Importance of Culture

### What is culture?

1. Culture is comprised of **behaviors** and **beliefs** that are **accepted, expected,** and often **inspected.** This includes values, language, and goals that are passed on from generation to generation.
2. Culture is often a reflection of the heart of its leaders.
3. As MPD coaches, we lead the way in shaping, cultivating, and preserving the MPD culture of our movement.

## What is Your Culture?

### Define What You Want

1. Understand your current culture
  - a. What are the current behaviors and beliefs that are being cultivated and perpetuated by you, missionaries/coaches, and the ministry at large?
    - i. Examples: MPD as a process vs a lifestyle, a means to an end vs a ministry in and of itself, a jumping right in vs discipleship preparatory process.
2. Make the vision clear:
  - a. Identify and establish the behaviors, beliefs, and culture you want to perpetuate.
    - i. Readiness: The preparation phase for partnership development – for us, it was discipleship.
    - ii. Lifestyle: An ongoing way of living.
    - iii. Longevity: Longevity on the field and for generations to come.

### Activity:

3. Champion Culture:
  - a. Well trained and well **engaged** coaches help disseminate the culture you're cultivating.
    - i. What's expected, accepted, and inspected – both of your missionaries and your coaches?
  - b. Develop coaches with your culture in mind
    - i. Communicate beyond their vision but within their grasp.

- c. Find ways to keep coaches involved with field staff.
- d. Management can solidify the culture we create, however, it does not create it.

## Shaping the Culture

### Coaches Are An Extension of the MPD Core

1. Make sure you and your coaches are pulling in the same direction.
  - a. Pay special attention to more senior staff.
  - b. Keep the big picture in front of your coaches. Not just full funding but culture of lifestyle MPD.
  - c. Help coaches uphold the current trainings and practices (e.g. – Have coaches attend new staff trainings and coaches huddles)

### Invest in Coaches

1. Recruiting
  - a. Investing the time and money to impart vision to future coaches
    - i. Face to face touchpoints and casting
2. Current Coaches
  - a. Coach your coaches in MPD and as coaches.
  - b. Bring coaches alongside of how you are building and shaping culture.
  - c. Have veteran staff actively identify future coaches particularly in new missionaries
    - i. 2 Timothy 2:2- and what you have heard from me in the presence of many witnesses entrust to faithful men who will be able to teach others also.
  - d. Equip and empower your coaches through various levels and scopes of coaching.
    - i. E.g. – New staff, veteran staff, reserve/underfunded staff, etc.
  - e. Lead them beyond their vision but within their grasp (e.g. – SRS and similar conferences)

### Easy Entry Yet Firm Boundaries

1. Provide opportunities to lead at various levels and scope.
  - f. Provide small opportunities before they are an official coach.
2. What we look for in coaches
  - a. Willingness – Willing to help build your MPD culture as a whole
  - b. Model in MPD Standards – You impart who you are. Each coach models what you train and where you want to go.
  - c. Coachable – Open to feedback, growth, and ongoing training.
  - d. Fully Engaged – Available for missionaries and building and shaping the culture.
  - e. Provide feedback mechanisms from missionaries, other coaches, and MPD leaders.

## **Mechanism & Strategy for Ongoing Training**

### **Both Intentional & Relational**

3. Equip & Impart to your coaches
  - a. Initial Training
  - b. Coaches Huddles
  - c. Certification and recertification as a coach
  - d. Training upgrades (depending on who they coach)
  - e. Bring them to New Staff trainings.
  - f. Bring them with you to outside trainings and gather their feedback as you debrief.
  - g. Upgrade coaches according to cultural trends in the ministry and on the field (webinars)
4. Give them a voice: Allow them to help build where you're going
  - a. Give them freedom to create resources to help missionaries
  - b. Bring them into certain projects you are working on.
  - c. Encourage them to embrace ways to impact the organization culture on the field
  - d. Allow them to give feedback on trends they see with missionaries.
5. Let them lead
  - a. Provide opportunities for them to lead training or Q&A sessions with new staff
6. Provide Feedback
  - a. Where are they succeeding and where they can grow
  - b. Opportunities to solidify your culture.