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PORTAL PRIORITY—Make sure men know you're not trying to fix their behavior, but that everything you do is to help them grow as authentic disciples of Jesus Christ (see 2 Timothy 2:2).

YOUR MAN CODE—Just like people discover your dress code by what they see, they learn your “man code” from the atmosphere of your church. Make sure to send the message that men are important and can make a real contribution.

THREE STRANDS OF LEADERSHIP—The effectiveness of your discipleship process for men will rise and fall with the involvement of your senior pastor, a committed leader, and a leadership team (see Ecclesiastes 4:12).

VISION—Men want to give their lives to something bigger than themselves. Use a phrase or slogan to let men know that God wants to do something great for His kingdom through your church (see Jesus' great challenge in Matthew 28:18).

CREATE VALUE—Give men what they need in the context of what they want. Personally invite men to engage in different opportunities to move them forward with Christ.

CAPTURE MOMENTUM—Give men believable follow-up opportunities right where you create value. Make sure it's something a man could actually do. “What's the right next step for every man?”

SUSTAIN CHANGE—Most long-term change takes place in relationships. Get men into the regular study of God's Word and authentic relationships with other men (see Galatians 6:2).

ALL-INCLUSIVE MINISTRY TO MEN—Retire the phrase “men's ministry.” It's not just about what happens when men are off by themselves. Instead, disciple your men right where they are—in co-ed Bible studies, on the worship team, coaching kid's basketball, etc. Every interaction your church has with any man is ministry to men. Make all of them an intentional part of your discipleship process. (See more in the Helpful Tools section.)

THE WIDE-DEEP CONTINUUM—Build a process to reach men where they're at spiritually. Cast a wide net for men early, then seamlessly lead them deep. Engage the five types of men: men who need to know Christ, cultural Christians, biblical Christians, leaders, and hurting men (see 1 Corinthians 9:22–23).



Man in the Mirror

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