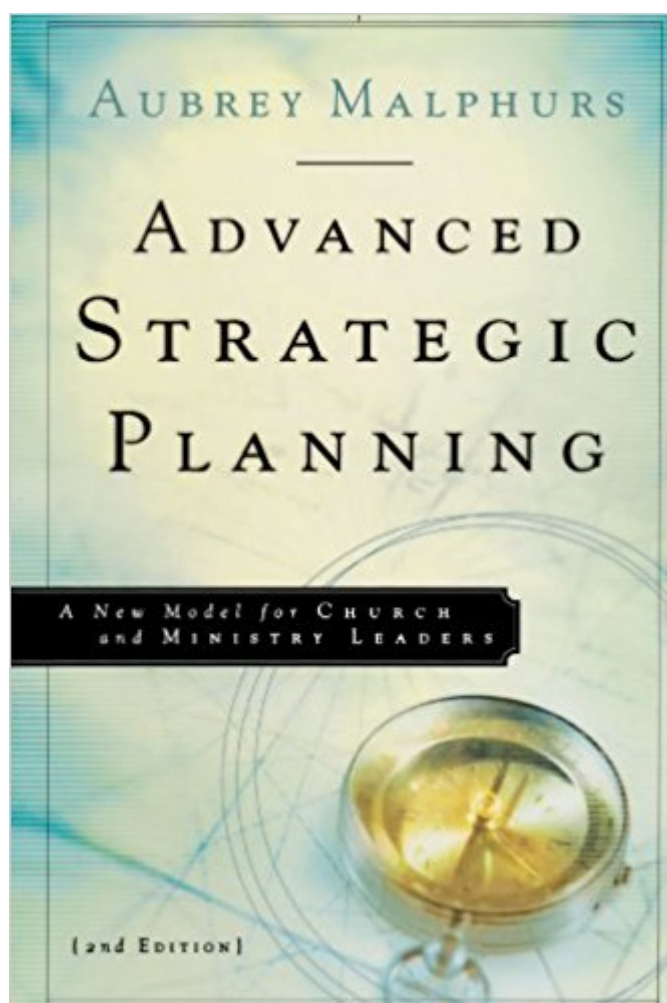


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# Advanced Strategic Planning: A New Model For Church And Ministry Leaders



## Synopsis

First published in 1999, *Advanced Strategic Planning* explained why planning was so important to carrying out the church's mission. Now in its second edition, this practical resource offers- a nine-step strategic thinking and acting model - useful ideas for developing a strategy - diagrams to help illustrate concepts - a new chapter on spiritual formation This updated edition places a stronger emphasis on discipling and clarifies answers to nine fundamental ministry questions. The methods in this book are proven to work, having already helped many churches articulate their vision and implement their mission.

## Book Information

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## Customer Reviews

Aubrey Malphurs is professor of pastoral ministries at Dallas Theological Seminary, the author of over a dozen books, and president of the Malphurs Group. He lives in Dallas, Texas.

Aubrey Malphurs' book *Advanced Strategic Planning* (already in its second edition) offers sound, practical advice to pastors seeking to chart out a strategic plan for healthy growth. As professor of pastoral ministries at Dallas Theological Seminary, Malphurs has experience teaching pastors to think strategically, and this book serves as a textbook for students who want to avoid the plateaus and valleys of church life. Malphurs is also the president of a consulting organization that helps identify weaknesses in churches and pushes them to implement changes that might help them grow again. There is much to be commended in Malphurs' book. He recommends the adoption of mission

and vision statements for churches. He helps churches discover their core values. He understands that churches will look different in varying contexts. He communicates the value of professionalism and excellence in ministry undertakings. He offers helpful instruction for evaluating the ministry, and he affirms the necessity of church discipline. Malphurs' book is very practical. Malphurs does not seek to back up every practice he condones with biblical support. He is clearly pragmatic at times in areas he believes the Bible does not specify a certain procedure. One glaring exception is his advice to avoid putting older men and women on leadership teams or committees. How that follows Paul's advice to have the older mentoring the younger is beyond me! But aside from that, Malphurs does offer good, helpful principles for thinking strategically in churches today. I recommend that pastors take Malphurs' book, glean insight from his experience, and begin moving their churches forward with a strong sense of God-given direction.

Although the introduction at this point is somewhat dated, the point that Malphurs makes as to what his book is teaching is spot on. How can the church move forward if it doesn't know what it is moving forward to. His detailed explanation as to how to develop a team to assess the vision, core values, mission, etc. is a great resource and was perfect for what my church needed at this stage in its life.

This is a wonderful book. It was purchased for school the author relayed the information in a way that made it easy understand and grasp the concepts that were being presented. This a must read for anyone in a leadership position in the church or someone who is in the process of beginning a church.

A primer for strategic planning for churches and pastors. Advanced Strategic Planning is a must read as churches look for ways to improve their impact and reach.

Aubrey Malphurs achieves his purpose for writing Advanced Strategic Planning, drawing on his experience as a consultant to make this useful guidebook widely available to churches and ministries across the nation and the world. This book would be a powerful tool in the hands of any church or ministry leaders that have any aspiration of taking the future health of their organization seriously.

I've read some of the negative reviews listed for this title, and I must strongly disagree. Malphurs'

work here is the best treatment of strategic planning for churches I have found to date. In place of the term "advanced" in the title, a better word would be "comprehensive." Nonetheless, Malphurs here provides a handbook addressing church planning that is unrivaled today in breadth and insight. As a pastor of twenty years, I wish this book had been available when I first started in ministry. I hope this title is now offered in many seminaries, because its content would be a gold mine for young, soon-to-be church leaders. Pastors, church staff members, and lay leaders, this volume is a must-have. In my opinion, it is required reading for anyone involved in church leadership.

Malphurs does an excellent job of laying out the strategic planning process step by step and in great detail. I really appreciated the fact that he takes into account things like church patriarchs/matriarchs and other church dynamics that are often not addressed practically in ministry books. He almost makes the process seem easy, and maybe it is, IF you are starting a new church or are in the very early stages of a church plant. However, much of the material seems practically impossible to implement in a "plateau'ed" or "downward spiraling" church that has been around for 100 years. The principles are easy and make sense IF you have 100% support of the congregation. That's pretty hard to do in most of the churches I've been in that need strategic planning the most. That's no fault of Malphurs; the book itself is a great book.

So Good Item.

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