



HELPING CHURCH LEADERS TRANSITION FROM THE PRESENT TO THE FUTURE

Number 131 • August 30, 1999

“15-15...Then, Now and In the Future”

The Editor’s Board is an advisory group of Church Champions, a network that focuses on the practical application of learnings at the local church level through consultants, regional denominational leaders and teaching churches (www.churchchamp.org). Last week the Editor’s Board met to discuss a wide range of issues related to congregations, leadership, the culture and the future. One of the exercises the group went through was “15-15” to identify key issues and ask three questions, “What is different now than it was 15 years ago?” “How is it now?” and “How will it be different 15 years from now?” This is a good exercise for staff, governing boards, strategic planning and other key leadership groups. The following are nine of the issues discussed by the Editor’s Board.

Table with 4 columns: Topic, Then- 15 Years Ago, Now, Future-15 Years Out. Rows include: The Leader, Pastor/Leader role, Teaching Churches, Information, Outside Advice, Models of Ministry and Practice, External Consultants, Failures, Chief Resources.

Phyllis Tickle of Publishers Weekly was a guest participant and outlined the current trends in religion publishing. “The biggest news is in religion fiction and the absolute hottest are the evangelical Christian books. What has changed is that evangelical publishing is no longer dependent on the Christian bookstore for the bulk of its sales. Last year, Zondervan’s biggest customers were Wal-Mart, K-Mart and Target. For the first time ever, Publishers Weekly had four books of this genre on our best seller list, fueled by the “Left Behind” series, clear evidence that the general public wants these type of books.” In religion non-fiction, five areas are especially strong: (1) science and religion; (2) the nature of the self; (3) ethics (note: the current Life@Work journal is an outstanding issue devoted to ethics, to subscribe, call 1-877-543-9675); (4) Jesus studies; and (5) grief and loss.

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