

## WHAT IS FORMULA TWELVE?

Formula 12 is a series of formulas - strategic efforts with guaranteed outcomes. Like a mathematical formula,  $2+2$  always = 4, these strategies, no matter the area, setting or style always lead to a healthy growing church.

Over twelve months, a Formula Twelve instructor will lead an exclusive group of pastors through a 90-minute session once a month that includes classroom instruction, coaching for application and problem solving. Each month we will uncover a new formula that is essential to leading your church to the next level!

Every church will be provided with the teaching Keynote/Power Point, video and graphics used in the monthly sessions. Meaning every session is easy to re-teach to staff and volunteers. Many sessions also include a free tool that makes implementing the formulas easy and effective. Formula Twelve also includes a customized progress report that guides pastors toward specific goals. This allows for every church leadership team to track their progress and best implement each formula.



## FORMULA TWELVE LEAD TEAM

### PASTOR BRYAN CUTSHALL

Bryan Cutshall, D. Min., is the Senior Pastor of Twin Rivers Worship Center in St. Louis, MO. Under his guidance and direction, Twin Rivers church has grown from 52 people to one of the most vibrant megachurches in the Midwest. Bryan is a pastor, convention speaker and church trainer. Each year, he trains thousands of church leaders in conferences, diagnostic clinics, consultations and retreats. He is the author of several books in addition to ChurchTrainer - a resource line for training pastors, leaders and workers in the Body of Christ.

### PASTOR JOE DOBBINS

Joe Dobbins is the Executive Pastor of Twin Rivers Worship Center. Since 2003, Joe has been involved in various scopes of ministry ranging from national parachurch organizations to local churches. After being personally mentored by Dr. Owen Weston and Dr. Bryan Cutshall, Joe has assisted multiple churches in strategic planning, congregational mobilization and exceptional growth. His heart and passion is to be a resource and help pastors and leaders in revitalization, mobilization and expansion of ministry.

# FORMULA TWELVE

PROVEN EQUATIONS FOR CHURCH GROWTH



# WHY FORMULA TWELVE?

## 1. You will receive relevant information and help to apply it.

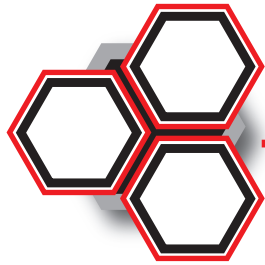
Formula 12 bridges the gap by using an exclusive coaching format by keeping the ratio of pastors to instructor small. This way you will never be lost in the crowd. We want every church to have their unique questions and challenges addressed. Additionally, by meeting once a month for one whole year you are not abandoned to apply the information on your own. Each formula works as a building block that is understandable and applicable. As a bonus, every participating pastor receives a one on one session with the trained Formula 12 instructor.

## 2. More people will be active in your church than ever before.

Formula 12's central focus is on mobilizing people into ministry and encouraging their participation in the local church. Through effective strategies we believe that every church will see more people active and in ministry!

## 3. You will receive a road map for long-term growth.

Through Formula 12 principles, we guarantee the year following your participation will be one of your best ever!



**FORMULA  
TWELVE**

# WHAT'S NEXT?

If you are ready to take the next step toward seeing your church transform into a healthy and growing body, visit us at

[www.FormulaTwelve.com](http://www.FormulaTwelve.com)

or

Contact your Church of God State Office

# FORMULAS

## • LEADERSHIP - MAXIMIZING YOUR 15%

Often 85% of every church leader's job description is already determined. This leaves only 15% of their time and energy for leading into the future. This formula will ensure you maximize that 15%.

## • VISION - THE 26 DAY LAW

Every church must have a compelling vision. This formula is designed to help every pastor discover the church's unique vision, implement the vision into culture and to develop clear communication goals for the vision.

## • OUTREACH - THE 63% TRUTH

The average church attendee has at least 7 significant relationships with unchurched people. 63% of these people say they would attend a church if a friend invited them. This formula will help the pastor develop a strategy to capitalize on this truth.

## • COMMUNICATION - THE 2+2+2 STRATEGY

Communicating to your congregation is arguably your most significant opportunity to inspire life change in the people of your church. This strategy will help you consider the 2 most important goals of communicating, the 2 types of people in every church audience, and the 2-weeks-ahead method of planning for your communication.

## • PLANNING - THE PREPARATION > CREATIVITY PARADOX

A church's calendar is a vital indicator of the church's direction and intention. This paradox points to the truth that being prepared always trumps being creative. Creativity is important to church leadership but must always submit to planning and preparation.

## • EVENTS - THE 1:4 RATIO

Executing a great event is a key element to attracting new people to your church. This ratio demonstrates that every person involved in the execution of an event affects the total attendance and success.

## • IMPRESSING GUESTS - THE 7X5 LAW

Guests form their first impression of your church very quickly. This law emphasizes the importance of two concepts: capturing the attention and heart of a guest within their first 7 minutes and making at least 5 contacts with that guest before he/she finds a seat.

## • CONNECTING GUESTS - THE 48 HOUR WINDOW

Having first time guests in your church is exciting but it isn't the final step of the ministry process. This formula teaches how you can make essential contacts with guests within 48 hours of his/her first visit to your church to ensure that he/she returns.

## • NEXT STEPS - THE 1/4 GOAL

The key to growing any church is retention of new attendees. This formula will help you work toward implementing a system that helps at least 1/4 of the people who attend your church find a place to belong in a group or serving on a team.

## • COMMUNITY - THE 1 FOCUS PRINCIPLE

Community and care are crucial to the well-being of your church. We call this the 1 Focus Principle because the pastor's energy, the church's vision, and the church's assimilation process should have 1 focus—building community and care.

## • CARE - THE 7:100 RATIO

Building places of belonging is a challenging and important part of every pastor's job. This ratio points to a practical strategy for developing systems in your church that create structure for every 100 people into 7 smaller groups.

## • MEASUREMENT - ATTENDANCE/FOLLOW-UP/CONNECTION

You can't manage what you don't measure. This final formula is designed to help you measure how effectively people are moving through your church's vision and process.