



THE DELEGATION BUCKET

MASTERING THE MANAGEMENT BUCKETS

**Christian Camp and Conference Association
2007 National Convention & Exhibition
November 26-29, 2007 – San Diego, California**

Presented by:

John Pearson, *President*

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MASTERING THE MANAGEMENT BUCKETS

THE DELEGATION BUCKET

Buckets Book Available March 2008!

RegalBooks.com

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- **Participate** in our two-day *Management Buckets Workshop Experience* or the six-hour *Nonprofit Board Governance Workshop* at the Blue Lantern Inn, Dana Point, Calif. --or at the location of your choice.

Management Consulting

Vision Implementation With Detailed Execution



UCKET | THE PEOPLE BUCKET | THE CULTURE BUCKET | THE TEAM BUCKET | THE *HOOPLA!* BUCKET | THE DONOR
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MASTERING THE MANAGEMENT B CKETS

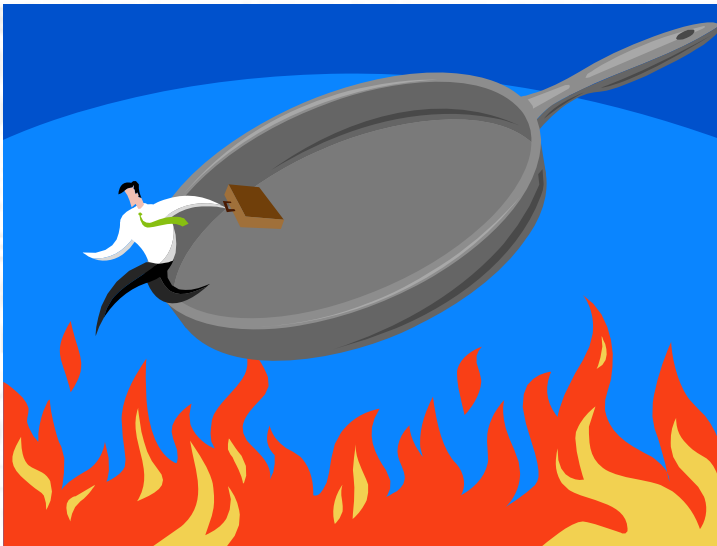
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MASTERING THE
**MANAGEMENT
BCKETS**

THE DELEGATION BUCKET

Pick 1:



For this PowerPoint, send an email to:
John@JohnPearsonAssociates.com



The 20 Management Buckets

CAUSE

1. The Results Bucket
2. The Customer Bucket
3. The Strategy Bucket
4. The Drucker Bucket
5. The Book Bucket
6. The Program Bucket

COMMUNITY

7. The People Bucket
8. The Culture Bucket
9. The Team Bucket
10. The Hoopla! Bucket

11. The Donor Bucket

12. The Volunteer Bucket

13. The Crisis Bucket

CORPORATION

14. The Board Bucket

15. The Budget Bucket

16. The Delegation Bucket

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18. The Systems Bucket

19. The Printing Bucket

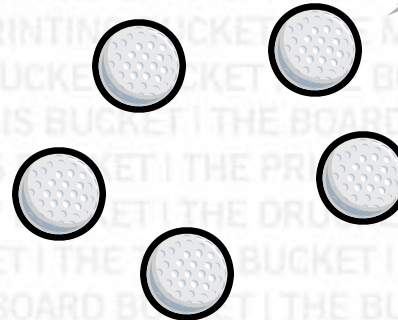
20. The Meetings Bucket

The **20** Management Buckets

Bucket = Core Competency



Balls = Action Steps!



Management Competencies

Level 1. I don't know what I don't know.

Level 2. I know what I don't know.

Level 3. I have an action plan to address what I know I don't know.

Level 4. I am knowledgeable and effective in this core competency—and can mentor others.

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The Customer Bucket Core Competency

We know our primary and supporting customers. We segment our customers to more effectively meet their unique needs. We listen to our customers. We are zealots for researching and understanding our markets.



The Customer Bucket Ball #1

Focus on your primary customer.

The 5 Drucker Questions:

1. What is our mission?
2. **Who is our customer?**
3. What does our customer value?
4. What are our results?
5. What is our mission?

You can't be all things to all people.





The Customer Bucket Ball #2

**Identify your supporting
customers.**

**To be effective:
focus, focus,
focus!**





The Customer Bucket Ball #2

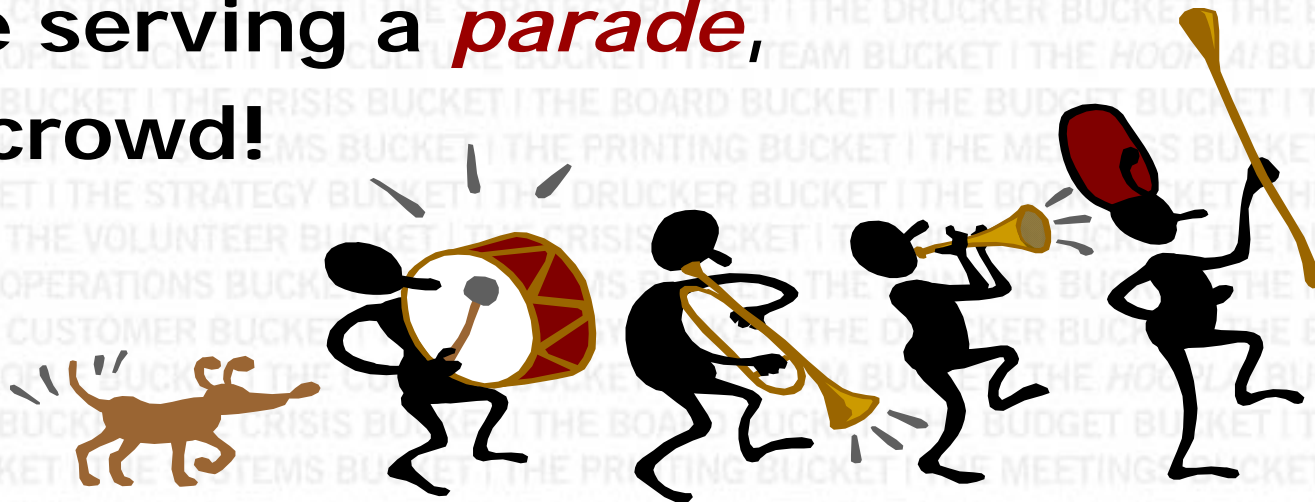
Your Supporting Customers	Children	Youth	Adults
CHRISTIANS	A	B	C
NON-CHRISTIANS	D	E	F
<i>Don't Attend Church:</i> CHRISTIANS	G	H	I
<i>Don't Attend Church:</i> NON-CHRISTIANS	J	K	L



The Customer Bucket Ball #3

Learn how your customers will
change.

You're serving a *parade*,
not a crowd!





The Customer Bucket Ball #3

“You never get to the point where everybody knows your story, where there is no more criticism. **Remember, you are talking not to a crowd but to a parade that is changing all the time.**”

“You must communicate with all the marchers—young people are growing up, new people are assuming the burdens of the old, different people are moving into your area, even the same people are changing their thinking.”





The Customer Bucket Ball #4

**Move customers from ignorance
to purchase!**

Level 1: Ignorance

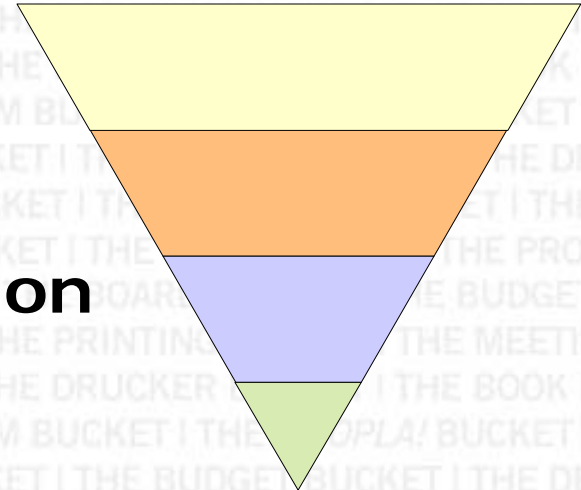
Level 2: Awareness

Level 3: Interest

Level 4: Trial or Consideration

Level 5: Preference

Level 6: Purchase





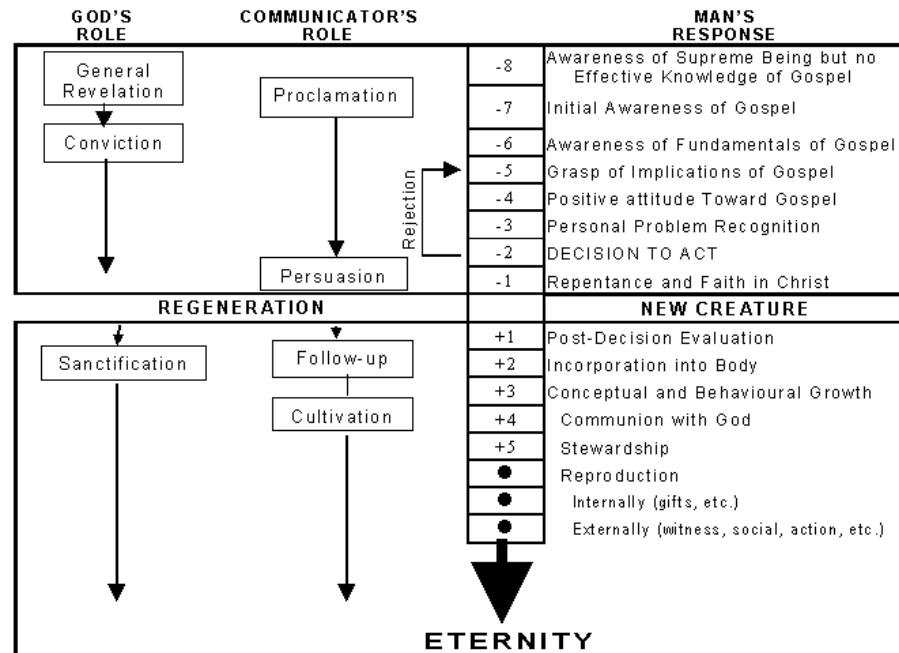
The Customer Bucket Ball #5

Segment your customers prayerfully.

The Engel Scale

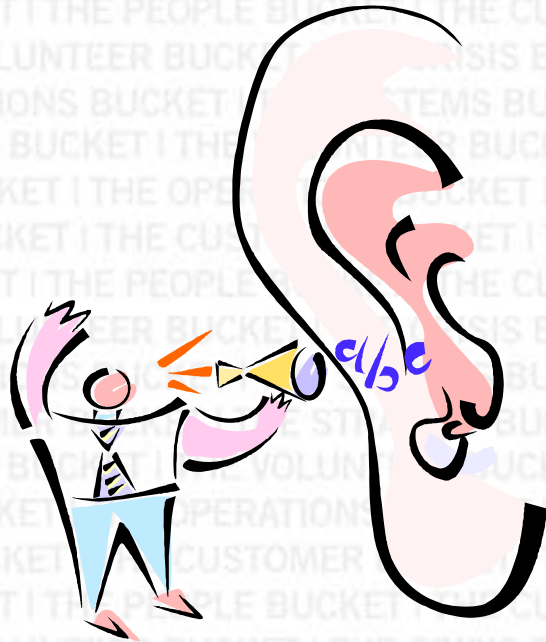
What's Gone Wrong With the Harvest

Jim Engel and Wil Norton





The Customer Bucket Ball #6



Research: What
does your
customer value?

Listen!

Listen!

Listen!

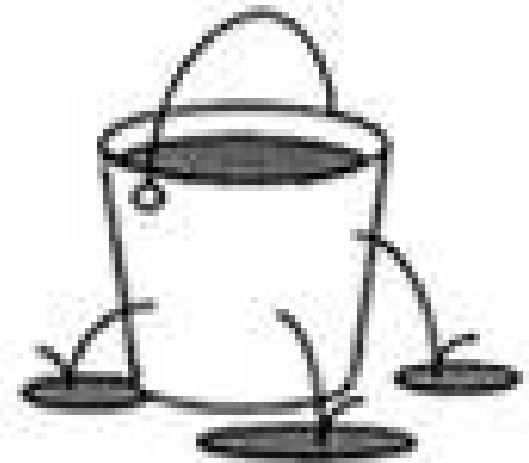
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The Customer Bucket

3-minute take-away:

- **1 big insight**
- or... **1 tool**
- or... **1 leak-proof idea!**



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We are zealots for program effectiveness and so we research and understand our customer before launching new programs, products or services. **We measure program results.** We feed our primary programs and drop the losers—all in the spirit of discerning where God is at work.

The Cookie Story

Jason's
marketing
lesson:





The Program Bucket Ball #1

Give program choices.

When the only 2 answers are
YES or NO, you're not satisfying
customer needs.

*Learn from Starbucks and
Willow Creek's book, "Reveal."*

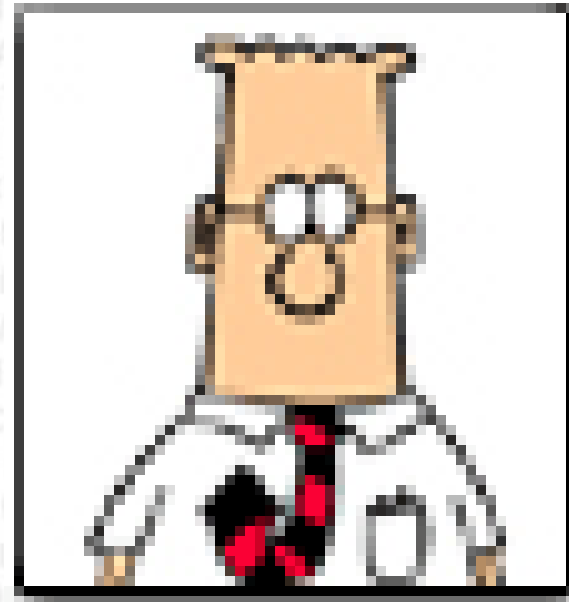
www.RevealNow.com





The Program Bucket Ball #2

**Build
program
capacity and
sustainability
first.**





The Program Bucket Ball #2

Check the 2 Most Important Questions:

- 1. Does this program align with our **mission statement**?
- 2. Does this program align with our Big Holy Audacious Goal (**BHAG**)?
- 3. Does this program have written goals that meet the **S.M.A.R.T. test** (Specific, Measurable, Achievable, Realistic, Time-related)?
- 4. Do we have the **people capacity** to both launch the program and maintain it (a staff champion, support staff, volunteers, etc.)?
- 5. Have we answered the **five Drucker questions** (see The Customer Bucket)?



The Program Bucket Ball #2

Check the 2 Most Important Questions:

- 6. Have we invested adequate time and money in **researching** “Who is the customer?” and “What does the customer value?”
- 7. Does this program **align with our culture** and our core values?
- 8. Have we conducted the due diligence to assess the program’s **sustainability** (including revenue and expense) over the next three to five years?
- 9. Under what conditions do we agree that we will “**pull the plug**” on this program, if the goals are not achieved by the target dates? *(Is it OK to celebrate programs that bomb?)*
- 10. Have we been diligent in asking our inside circle for **constructive criticism**—or have we spiritually hyped it so much that naysayers have been silenced?



The Program Bucket Ball #2

Luke 14:28-30

The Message

Sustainability!
Count the Cost!

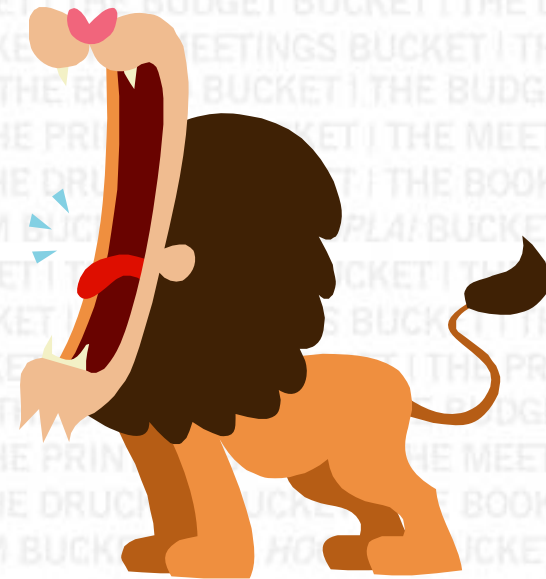




The Program Bucket Ball #3

**Feed your strongest
programs and
benchmark the others.**

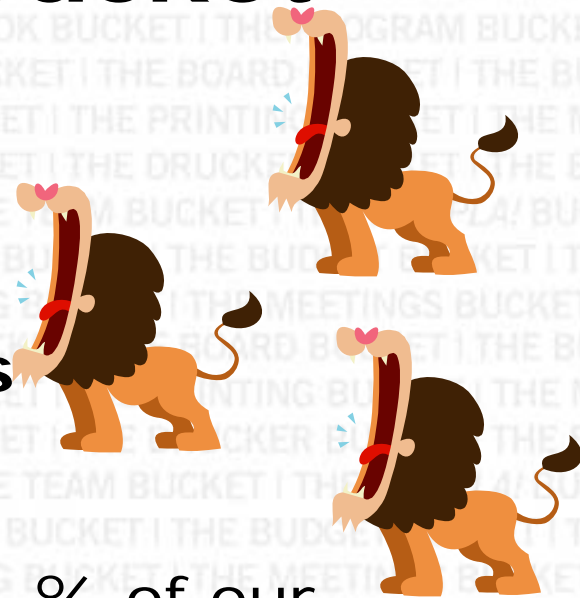
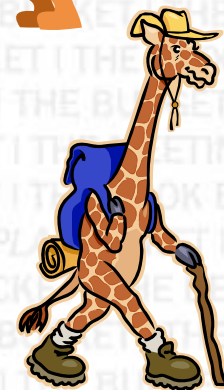
***All programs are not
created equal.***





The Program Bucket Ball #3

- **Primary Programs**
- **Secondary Programs**
- **80/20 Rule/Benchmarks**
- **Board Policy Manual**
 - Net income of \$ _____
 - Serves a minimum of _____% of our customers
 - Measurable results UP each year
 - _____





The Program Bucket Ball #4

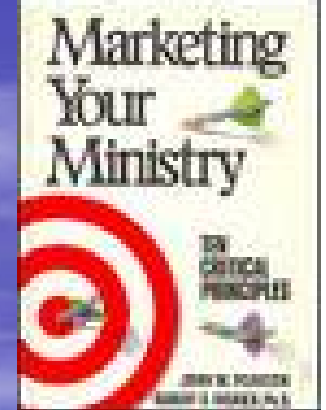
Don't be the 8th lemonade stand in a row of 9.

It's risky to be the first program—it's high risk to be the last.



Marketing Your Ministry

10 Critical Principles

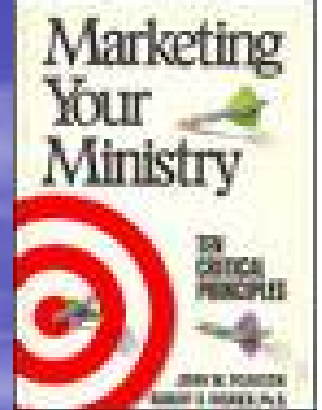


**Pre-launch
Priorities!**

**10 critical
principles**

Marketing Your Ministry

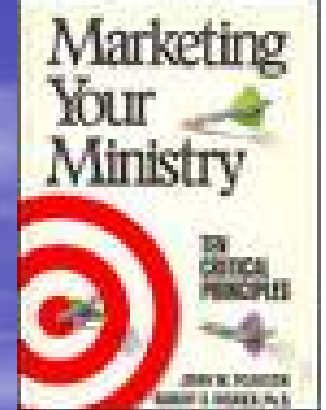
10 Critical Principles



- 1.** If you have \$10,000 to spend, invest \$5,000 in researching and understanding your audience.

Marketing Your Ministry

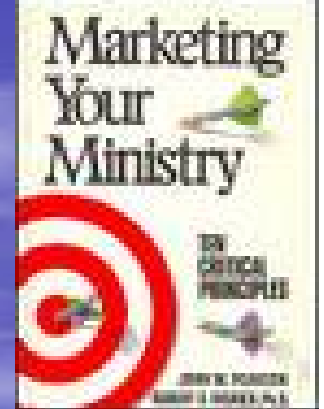
10 Critical Principles



2. You can't be all things to all people.

Marketing Your Ministry

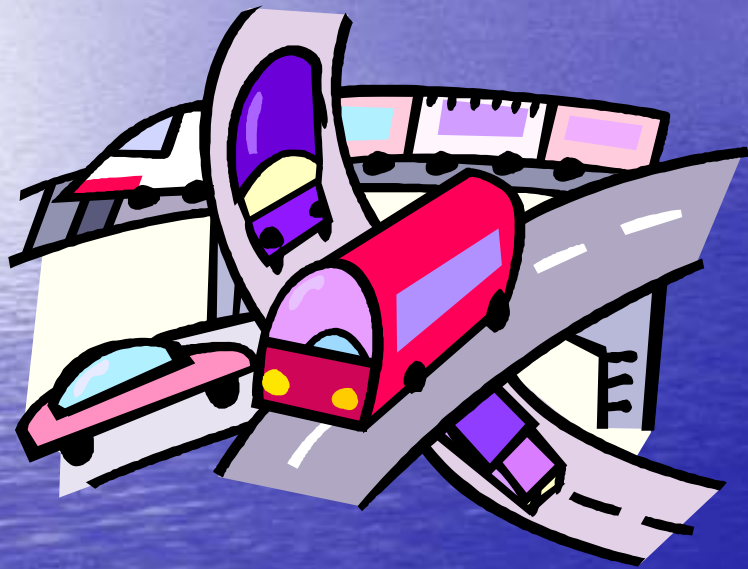
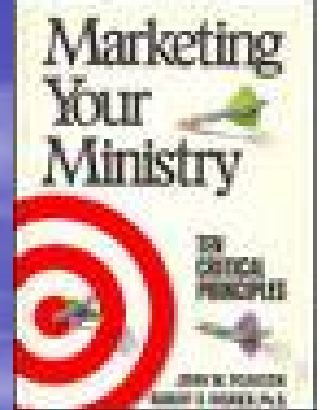
10 Critical Principles



3. Ask people what their real needs are—then listen, listen, listen.

Marketing Your Ministry

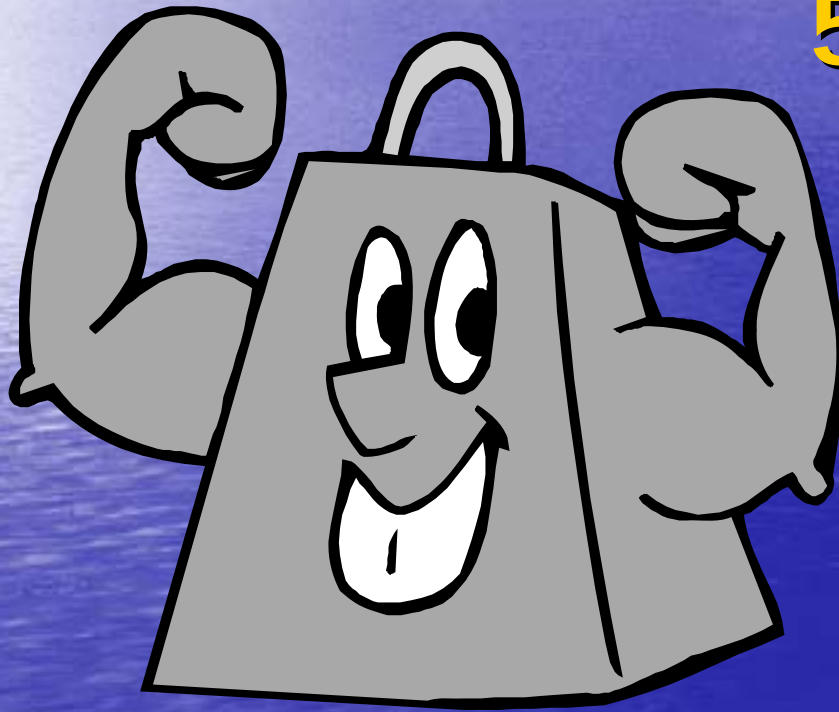
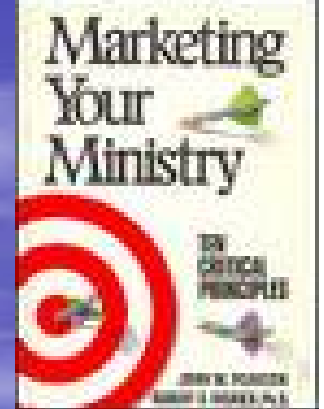
10 Critical Principles



4. If you don't know where you're going, any road will get you there.

Marketing Your Ministry

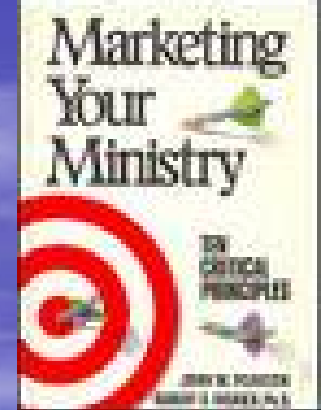
10 Critical Principles



5. Know your strengths, roll out from them, and then make sure others know them, too.

Marketing Your Ministry

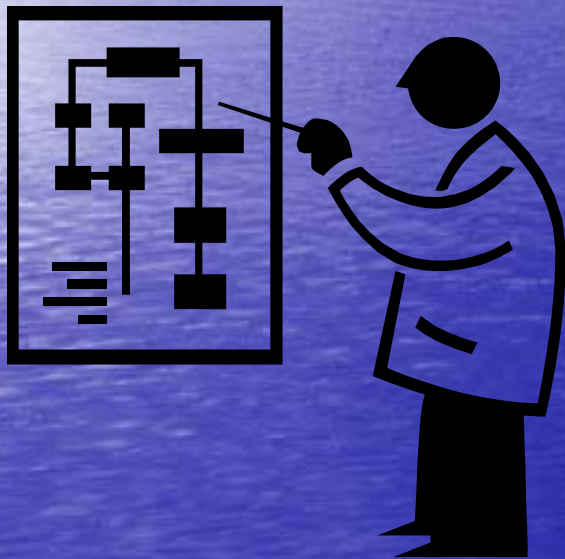
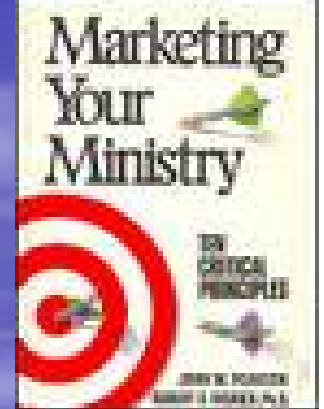
10 Critical Principles



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row of 9.

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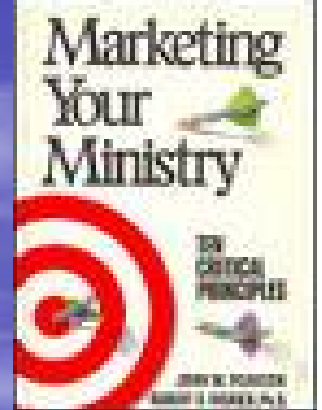
10 Critical Principles



7. Don't over-engineer. Your audience won't pay extra for something they cannot appreciate.

Marketing Your Ministry

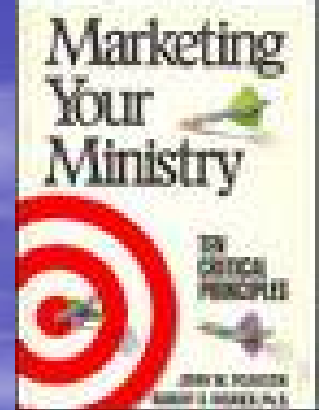
10 Critical Principles



8. Caution!
People are
creatures of
habit.

Marketing Your Ministry

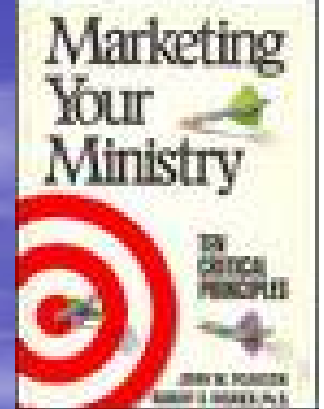
10 Critical Principles



9. Give people the choice to say “no” to a few options—but still say “yes.”

Marketing Your Ministry

10 Critical Principles



10. One clever direct mail piece does not a marketing plan make. People buy a total package.

The Program Bucket Core Competency

We are zealots for program effectiveness and so we research and understand our customer before launching new programs, products or services. **We measure program results.** We feed our primary programs and drop the losers—all in the spirit of discerning where God is at work.

The Program Bucket

3-minute take-away:

- **1 big insight**
- or... **1 tool**
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The *Hoopla!* Bucket Core Competency

We harness the power of *Hoopla!* for celebration, recreation, intentional food and fellowship gatherings, and just plain fun. We thrive on knock-your-socks-off spontaneity. We believe *Hoopla!* honors God. We budget funds for *Hoopla!* to mitigate workplace stress and most importantly, to show our team members how much they are loved and appreciated!

The Hoopla! Bucket

“Attempt to create the most fun workplace in the world!”

Dennis Bakke

Joy at Work: A Revolutionary Approach to Fun on the Job

www.DennisBakke.com

**JOY
AT
WORK**

*A Revolutionary Approach
to Fun on the Job*



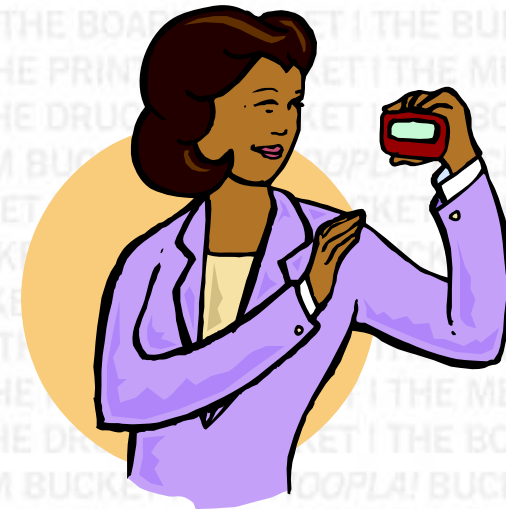
DENNIS W. BAKKE



The *Hoopla!* Bucket Ball #1

Celebrate the
appointment of your
new...

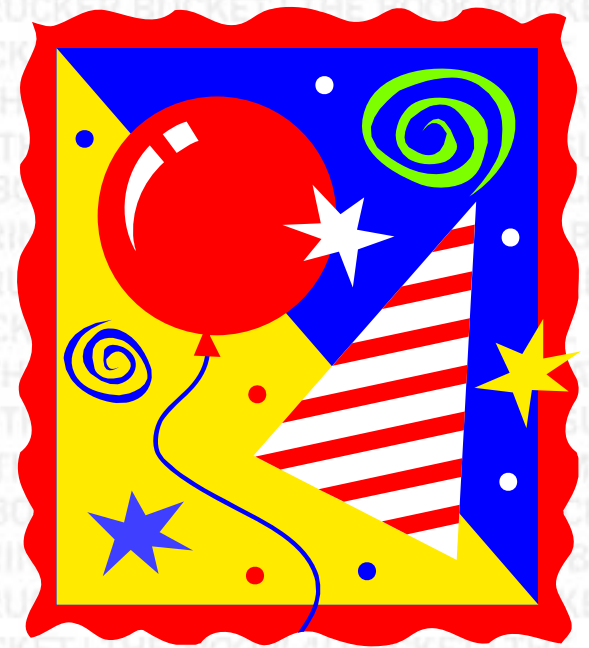
International Executive
Vice President of
Hoopla!





The *Hoopla!* Bucket Ball #2

Launch your *Hoopla!*
program with a
knock-your-socks-off
surprise event!





The *Hoopla!* Bucket Ball #3

Affirm your team
 with a **F.A.X.**

*Flipchart
 Affirmation
 eXercise!*

	MARY	JUAN	JOEL	SUE
MARY	X			
JUAN		X		
JOEL			X	
SUE				X
ETC				



The *Hoopla!* Bucket Ball #4

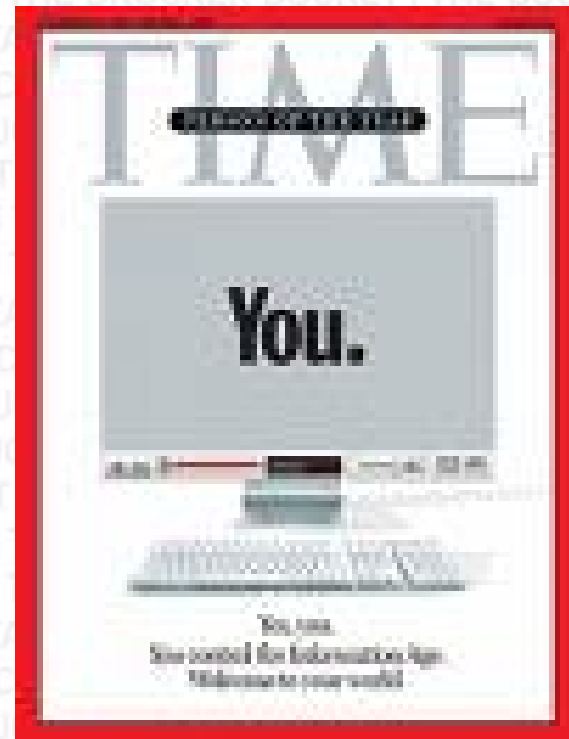
Recognize
your team's
contributions
with
spontaneous
Hoopla!





The *Hoopla!* Bucket Ball #4

Congratulations!
**2006 Person
of the Year!**



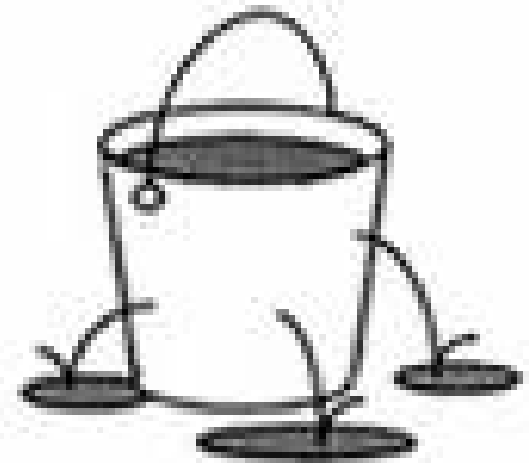
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The Volunteer Bucket Core Competency

We reject the notion of a two-tired kingdom work force. Instead, we seek to treat our paid volunteers (staff) and our unpaid volunteers with equal passion and intentionality. We will never have enough paid staff to accomplish our kingdom assignments and so we are continually honing our skills in volunteer **cultivation, recruitment, orientation and engagement.**

The Volunteer Bucket

It's not the paycheck that fosters effectiveness—it's the **passion!**



The Volunteer Bucket



**Skipper
the Intern**

vs.



**Joan
of Arkansas**



The Volunteer Bucket Ball #1

**Bless the socks off
your volunteers
...and walk a mile in
their shoes!**





The Volunteer Bucket Ball #2

Establish **S.M.A.R.T.**
goals for your volunteer
program. Elevate volunteerism
with corporate goals that are:

Specific
Measurable
Achievable
Realistic
Time-related



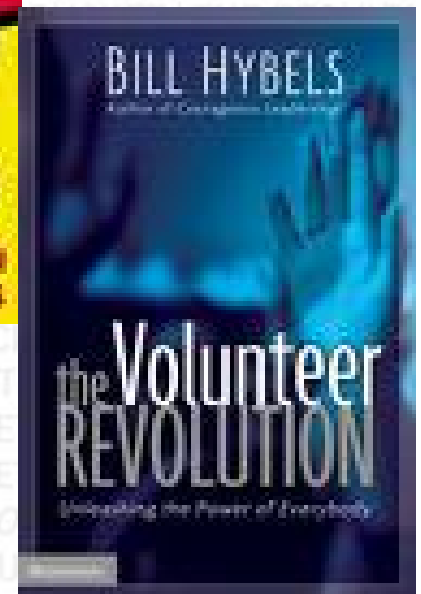


The Volunteer Bucket Ball #3

**Value your volunteers
with full organizational
support.**

Enhance volunteer
satisfaction and mission
results.

- *Simply Strategic Volunteers*
- *The Volunteer Revolution*





The Volunteer Bucket Ball #3

The 7 Strategic Steps of an Effective Volunteer Program

1. We have a **written** volunteerism philosophy and an annual plan with S.M.A.R.T. goals.
2. We have a volunteer **coordinator** who receives continuing training in volunteer management.
3. We enhance the role of volunteers and **ruthlessly eliminate** anything in our corporate culture that smacks of “second class” status for nonpaid staff when compared to paid staff.



The Volunteer Bucket Ball #3

The 7 Strategic Steps of an Effective Volunteer Program

4. We have one or more volunteer Senior Advisors who we honor publicly with “**\$1-a-Year**” recognition.
5. We validate how much we value volunteers by providing superior **organizational support** in these key areas: (budgets, position descriptions, annual calendar, celebration, evaluations, newsletters, etc.)
6. We constantly evaluate the **impact and results** of our volunteer programs versus employing people to do the same work.
7. Our board members have clarity on the **three hats** they wear: the Board Member Hat, the Volunteer Hat, and the Participant Hat.



The Volunteer Bucket Ball #4

Calculate the real cost of volunteerism. Establish criteria to determine which jobs should be done by paid volunteers.

**Are the right volunteers
on the bus?**



Bucket Bottom Line:

“Sustaining motivation is better understood as a by-product as opposed to a goal of itself. It is my experience that if you pursue discipleship with volunteers, motivation will follow. If volunteers see the fulfillment of their role as ‘obeying and serving God’ rather than serving you or your organization it will cause motivation to swell.”

--Al Newell, Newell & Associates

www.newellandassociates.com

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- or... **1 tool**
- or... **1 leak-proof idea!**



The 20 Management Buckets

CAUSE

1. The Results Bucket
2. **The Customer Bucket**
3. The Strategy Bucket
4. The Drucker Bucket
5. The Book Bucket
6. **The Program Bucket**

COMMUNITY

7. The People Bucket
8. The Culture Bucket
9. The Team Bucket
10. **The Hoopla! Bucket**

11. The Donor Bucket

12. **The Volunteer Bucket**

13. The Crisis Bucket

CORPORATION

14. **The Board Bucket**

15. The Budget Bucket

16. The Delegation Bucket

17. The Operations Bucket

18. The Systems Bucket

19. The Printing Bucket

20. **The Meetings Bucket**

The Board Bucket Core Competency

We believe that board members must sense God's call to serve on the board of directors. We invest time in **cultivating, recruiting, orienting and engaging** board members in their strategic role as stewards of our organization. The first step in organizational sustainability is to inspire board members to be highly committed and generous partners in ministry.



The Board Bucket

Recruiting Exceptional Board Members!

- 1 **Recruit** for passion—not position.
- 2 **Pray** before prospecting.
- 3 **Date** before proposing!
- 4 **Inspire** your prospect to give generously.
- 5 **Propose** marriage.
- 6 **Continue** dating!
- 7 **Leave** a legacy.



The Board Bucket

3-minute take-away:

- **1 big insight**
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The Meetings Bucket Core Competency

We design meetings like an architect designs buildings. We have high expectations that our purpose-driven meetings will enhance team-building, accountability and our commitment to results. **We value Holy Spirit-led meetings.** We reject boring meetings.

The Meetings Bucket

**We Design Meetings With the
W.O.W. Factor!**

“If you have enough meetings over a long enough period of time, the meetings become more important than the problem they were intended to solve.”

Henrickson's Law of Meetings



The Meetings Bucket Ball #1

Focus on results with weekly 1-on-1 meetings. Invest time in truth-telling and the **Top 3 Standards of Performance.**





The Meetings Bucket Ball #2



Create a welcoming environment for every meeting.

The meeting begins when the first person arrives.

The W.O.W. Factor

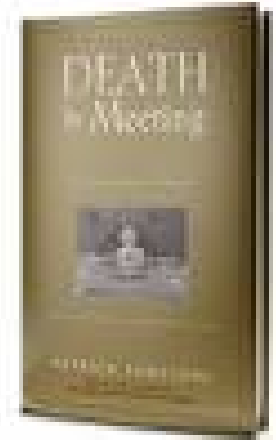
- **Welcoming**
- **Organized**
- **Warm**



The Meetings Bucket Ball #3

**Maximize results
with 4 strategic
meetings.**

- **Daily check-in meeting (5 min.)**
- **Weekly tactical meeting (45-90 min.)**
- **Monthly strategic meeting (2-4 hrs.)**
- **Quarterly off-site meeting (1-2 days)**



The Meetings Bucket

3-minute take-away:

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**YOUR
1 BIG
IDEA!**



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