Strategy for Men’s Ministry – a spiritual pathway

The Sleeping Giant model shown here was developed by Kenny Luck and introduced in Sleeping Giant: No Move of God without Men of God (Broadman & Holman, 2012). Learn more about Kenny and the spiritual path for men by visiting www.everymanministries.com. Used with permission from Kenny Luck.

Most pastors dream of having a strong and vibrant men’s community that is driving the mission and vision of their local churches. This dream rarely becomes a reality because there is not a compelling vision for men that is articulated, visible and connected to a meaningful process that both transforms and trains the man to lead in the church context.

No end game. No goals. No pathway. No larger vision for him.

When the vision for men in the community and in the congregation is no larger than “this is good for you” or “you should do this” without any personally transcendent or transformational component driving interest or curiosity — why go? On the flip side, if there is a strong vision, a defined process that helps a man realize it, and outcomes that make men stakeholders in the ongoing success of the church’s mission — men long for that kind of significance!


The simple pathway that follows contains those critical ingredients mentioned above which are central to wide participation and success with men. Key word? Simple. Men like simple. But they also like strong (i.e., anything that produces significance for him as a man). To this end, your men’s pathway MUST call men in the congregation and in the community to:

“GET IN”

Get men together with other men who share a personal commitment to grow personally and spiritually. That could be a weekly men’s group. It could be the men from a couples group meeting on a separate day of the week. It could be some guys from work having coffee once a week. It could be a meeting of men at church or at a conference that connects a man to other men who seek God’s purposes for their lives and relationships. When a man commits to pursuing and deepening his male friendships, he will sustain his momentum and achieve personal changes faster than he ever could by himself. Men become men in the company of other men. Ask any warrior in any culture. And for God’s man, who wants to do life God’s way, connecting with other men is not optional.

The next call after “GET IN” provides direction and meaning once guys get connected. They will naturally want to know: “What’s the process?” For everyone’s sake the next step is for the man to:

“GET HEALTHY”

Step two of the process involves defining and meeting the felt needs of men and helping them get a “win” that is meaningful to them.

Men are like icebergs in the sense that they only reveal the tip of who they are and what is happening in their lives. But underneath the waterline of their lives are a host of issues
that are producing enormous stress and pressure morally, relationally, maritally, professionally, and emotionally that define the true substance of their existence. There’s a word for this type of lifestyle: acting!

If the most real and relevant issues remain unaddressed and untouched, the rest of what a man may learn or accomplish through his connection with other men will be short-lived in both the life and church contexts. He will simply become a more knowledgeable roadside bomb waiting to go off later in the leader development process because of unaddressed character issues.

In a group context and with group safety, men need to go after core health in their own character and relationships first. This involves an open discussion of temptation and compromise (moral health), his view of women and marriage (marital health), his leadership in the home (family health) and how masculine friendship and accountability work (relational health).

True health in these core areas is the difference between an authentic versus a synthetic leader. More importantly, the Bible requires core health and strong leadership in these categories prior to selection for church leadership.

GET IN and GET HEALTHY are powerfully connected parts of the process for the man and for the church. Here’s why.

1. Men who transform together tend to stay together and finish the process together. They have gone to war on major issues in their lives and celebrated major victories in those same areas. They have bonded deeply.
2. A church that sponsors transformation of men helps itself by winning the loyalty, energy, and expression of it’s men toward the larger needs, mission, and vision of the church. The transformed man is naturally asking: “What’s next?” This is called transformational capital.

Once a church has defined and met the felt needs of a man, the transformational capital earned by the church in that man’s life needs to be spent on leadership development and the call for that man to ...

“GET STRONG”

With a solid baseline of health intact, a vision for his continued involvement must be cast and a process of preparation for leadership must be in place that prepares him for deployment into his ministry within the church and his mission in the world. This next call will involve a higher stake in the vision of the church, a higher commitment and a higher cost.

The GET STRONG experience is about making a God’s Man.

In a relational context, the focus here is exploring and experiencing the core beliefs and behaviors of God’s man. It is the natural progression from transformation to activation into leadership training. Practically, men will feel themselves going to the next level of commitment personally, spiritually, and practically in ministry. Resources and relationships center on strong spiritual formation which leads to strong spiritual expression of the Great Commandment and Great Commission.
A God’s Man RISKs boldly in the direction of God’s purposes so that he can fulfill God’s DREAM and vision for his life, FIGHT evil effectively, and SOAR above cultural masculinity into a Spirit-filled and formed life of global impact.

Fully trained there is only one call left.

“GET GOING”

The first steps in the process defined and met the core needs of men in the community and congregation (Get IN and Get HEALTHY). The next phase captured the motivation created by transformations in men’s lives with a forceful vision and call to spiritual growth (Get STRONG). The last and most natural transition is to deploy these men to serve the church and aggressively share the Gospel or GET GOING.

A trained God’s man is responsible for ministry, reproducing leaders, and replacing pastoral staff in the execution and delivery of ministry to the people.

This spiritual pathway must be supported at each step with the right connective funnels, the right tools and resources, and the right relationships to be successful. When implemented in conjunction with these other elements, a solid leadership engine can be built in any church that will accelerate the mission and vision for the senior or lead pastor.