



MAN IN THE MIRROR

# NO MAN LEFT BEHIND LIVE

“You then, my son, be strong in the grace that is in Christ Jesus. And the things you heard me say in the presence of many witnesses entrust to reliable men who will also be qualified to teach others.”

2 Timothy 2:1-2

WORKBOOK





*On behalf of the staff and faculty at Man in the Mirror...*

## **Welcome!**

We're honored and excited that you are attending this training conference. Your attendance shows your commitment to the Great Commission and men's discipleship.

**No Man Left Behind LIVE** is based on the book *No Man Left Behind* and our work consulting with thousands of churches. We have structured the event to focus on practical next steps you can take right away in your church. We believe you will leave this event equipped and encouraged.

Because we will spend so much time on application, you are necessarily getting an abbreviated overview of the content and principles. You will have additional questions or want to go deeper in certain areas, so we've provided some tools to help:

- You can access 16 sessions of online training at [www.nomanleftbehind.org](http://www.nomanleftbehind.org). We also provide free leadership webinars and videos at [www.maninthemirror.org](http://www.maninthemirror.org).
- Much of the material is presented in the book *No Man Left Behind*. If there is a concept you didn't quite understand or get enough information about, you can find more by reading the appropriate section of the book.

**The most important part of this training will not happen in the next few hours, but in the next few weeks.** As mentioned above, we will help you develop a strategy to capture the momentum that is created during this training. Begin thinking now of how you will take these concepts and incorporate them into your men's discipleship efforts.

The headquarters and Area Directors of Man in the Mirror stand ready to help you in this endeavor—to reach and disciple *every* man in your church to help them become transformed by the power of God through His grace. Remember these words from the Lord to Joshua as he was taking on the mantle of leadership:

*"Have I not commanded you? Be strong and courageous. Do not be terrified; do not be discouraged, for the LORD your God will be with you wherever you go." (Joshua 1:9)*

Standing with you in the battle for men's souls,



Brett Clemmer  
President, Man in the Mirror



# NO MAN LEFT BEHIND **LIVE**

## Learning and Planning Schedule

**Opening:** Welcome & Introduction

**SESSION 1: YOUR MINISTRY PHILOSOPHY: DISCIPLESHIP CHANGES EVERYTHING**

**SESSION 2: NO MAN LEFT BEHIND MODEL OVERVIEW**

**Workshop:** NMLB Model (p. 9)

**SESSION 3: BUILD YOUR TEAM**

**Workshop:** Leadership Team (p. 12)

**SESSION 4: CREATE AN ENVIRONMENT**

**Workshop:** How Our Church Makes Men Feel Like They Belong (p. 14)

**SESSION 5: SHOW YOUR MEN WHERE YOU WANT THEM TO GO**

**Workshop:** What is Your Vision? (p. 37)

**SESSION 6: KNOW YOUR MEN**

**Workshop:** Ministry Audit Part 1 (p. 38)

**LUNCH MINISTRY AUDIT PART 2**

**SESSION 7: THE DISCIPLESHIP ENGINE**

**Workshop:** Create, Capture, Sustain Opportunities (p. 39)

**SESSION 8: JUMPSTART YOUR MINISTRY TO MEN**

**Workshop:** Q&A and Top 3 Takeaways

## Session One

# Your Ministry Philosophy: Discipleship Changes Everything

A. What is the central mission of the church?

*All authority in heaven and on earth has been given to me. **Go therefore and make disciples of all nations**, baptizing them in the name of the Father and of the Son and of the Holy Spirit, teaching them to observe all that I have commanded you. And behold, I am with you always, to the end of the age. (Matthew 28:18-20)*

*Then he said to his disciples, "The harvest is plentiful, but the laborers are few; therefore **pray earnestly** to the Lord of the harvest to send out laborers into his harvest." (Matthew 9:37-38)*

**What is the overarching purpose of your church (stated and/or unstated)?**

## Session One: Your Ministry Philosophy: Discipleship Changes Everything

### B. What is a disciple?

**disciple: pupil, learner, follower**

*...and how from childhood you have been acquainted with the sacred writings, which are able to make you wise for salvation through faith in Christ Jesus. All Scripture is breathed out by God and profitable for teaching, for reproof, for correction, and for training in righteousness, that the man of God may be complete, equipped for every good work.* (2 Timothy 3:15-17)

- **Called** to live in Christ
- **Equipped** to live like Christ
- **Sent** to live for Christ

*Jesus answered, "The most important is, 'Hear, O Israel: The Lord our God, the Lord is one. And you shall love the Lord your God with all your heart and with all your soul and with all your mind and with all your strength.' The second is this: 'You shall love your neighbor as yourself.' There is no other commandment greater than these."* (Mark 12:29-31)

### C. Behavior Modification vs. Heart Transformation (Luke 6:45)



**Discipleship is not about behavior modification; it's about heart transformation!**

## Session One: Your Ministry Philosophy: Discipleship Changes Everything

Preaching	Teaching	Christian Literature
Leadership Training	Godly Families	Bible Studies
	Service/ Missions	Worship
Fellowship	Discipleship	Evangelism
Informal Discussions	Stewardship	Private Study
	Mercy Ministry	Vocation
Seminars	Mentoring	Small Groups

<b>Preaching</b>	<b>Godly Families</b>
<b>Teaching</b>	<b>Fellowship</b>
<b>Mentoring</b>	<b>Service/Missions</b>
<b>Leadership Training</b>	<b>Evangelism</b>
<b>Bible Study</b>	<b>Stewardship</b>
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<b>Small Groups</b>	<b>Worship</b>
<b>Christian Literature</b>	<b>Mercy Ministry</b>
<b>Private Study</b>	
<b>Informal Discussions</b>	



## Session Two

# The No Man Left Behind Model Overview

### Why men? The Numbers...

#### *In America...*

**127,000,000** men are 15 or older (est. '15).

**77,000,000** don't profess faith in Christ.

There are **73,000,000** children under 18.

Tonight, **27%** of them will go to bed in a home without a father.

**40%** of first marriages end in divorce affecting 1,000,000 children each year.

**40%** of all children are born out of wedlock.

#### *For every 10 men in the church...*

**9** will have kids who leave the church.

**8** will not find their jobs satisfying.

**6** will pay the monthly minimum on their credit cards.

**5** will have a major problem with pornography.

**4** will get divorced.

**1** will have a biblical worldview.

**All 10** will struggle to balance work and family

### To Get the World Right...

**WORLD**

**CHURCH**

**FAMILIES**

**MARRIAGES**

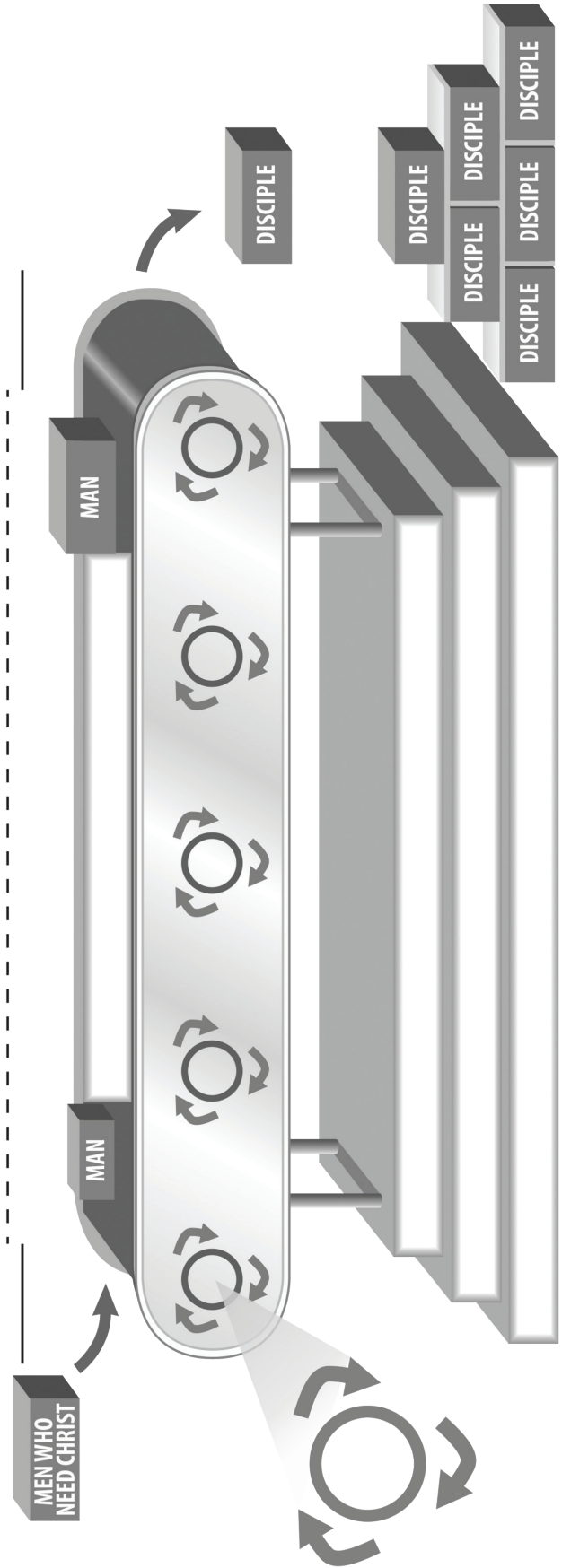
**MEN**

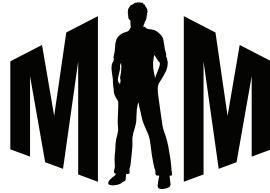


Your \_\_\_\_\_ is perfectly designed to produce the \_\_\_\_\_ you are getting.

## Session Two: The No Man Left Behind Model Overview

*Does our church have an intentional strategy today to help men become disciples of Jesus Christ?*





## MAN IN THE MIRROR

### **The vision and mission of Man in the Mirror:**

for every church to disciple every man

### **The purpose of this training:**

to help leaders provide a discipleship pathway for every man in their church.

### **Table Discussion Questions:**

1. What are the biggest obstacles we are facing as we seek to reach and disciple men in our church?
2. Take the NMLB Model Card assessment. What does it show us about what's working and what's not working?

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## NOTES

[illegible]

## Session Three

### Build Your Team

*Two are better than one, because they have a good return for their labor: If either of them falls down, one can help the other up. But pity anyone who falls and has no one to help them up. Also, if two lie down together, they will keep warm. But how can one keep warm alone? Though one may be overpowered, two can defend themselves. **A cord of three strands is not quickly broken.*** (Ecclesiastes 4:9-12, NIV)

#### **Strand 1: Support & Involvement of Your Senior Pastor**

1. Pray
2. Support
3. Inform
4. Include
5. Love

#### **Strand 2: A Passionate Leader**

#### **Strand 3: A Committed Leadership Team**

- Praying
- Vision-Casting
- Planning
- Engaging



The height of your ministry to men will be determined by the depth of your leadership team.

## Session Three: Build Your Team

## Table Discussion Questions:

1. How are we engaging our pastor (pray, support, inform, include, love)? Which could we do better? What is a concrete step we could take?
2. How effective can a leadership team be without a designated leader? Do we have one?
3. Review Leadership Team Audit (p. 35).

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## Session Four

### Create an Environment

Every church has an environment for men, a “man code”—the impression your church gives to men.

**“Men are \_\_\_\_\_ here.”**

**Try to attend church through the eyes of a relatively new man.** How would you assess the overall appeal of your church to men?

Area	Grade	Comments
Setting/Décor		
Bathrooms		
Bulletin/ Announcements		
Leaders		
Use of Humor		
Music		
Opportunities for Men		
Online Presence		
Other		
Other		

(For more about “man code,” complete the online training at [www.nomanleftbehind.org](http://www.nomanleftbehind.org).)

## Session Four: Create an Environment

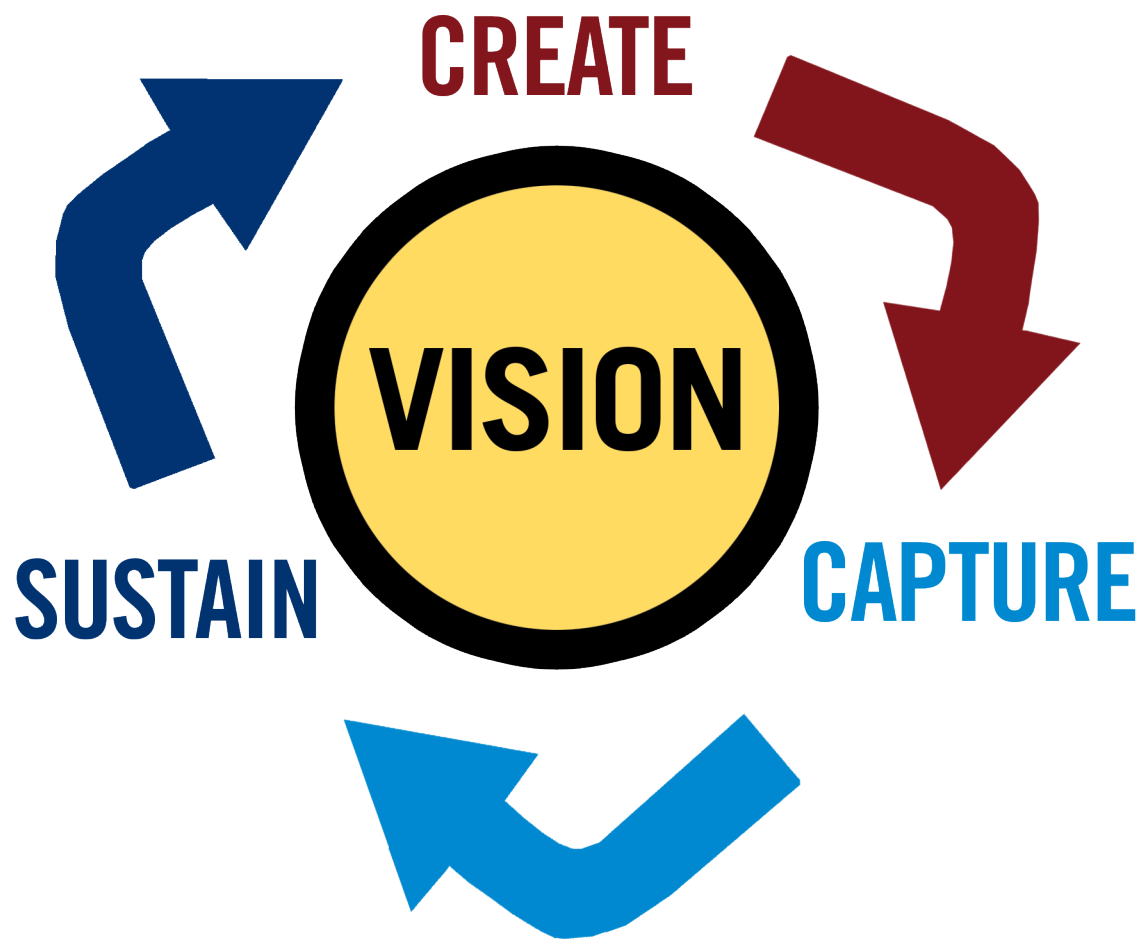
### Table Discussion Questions:

1. How does our church make men feel like they belong?
2. How does it make them feel like church isn't "for" them?
3. List 2-3 ways we could make men feel more welcome.

[illegible]



## The Model Engine



## NOTES

[illegible]

## Session Five

# Show Your Men Where You Want Them To Go

Have you ever been involved in some kind of ongoing volunteer activity, such as Little League, Boy Scouts, etc.? Why did you do that?

If you have one, what is the purpose of the vision statement for your ministry to men?

A. Resonance

B. Internal—Planning Tool

C. External

1. Name for All Your Men: (Based on church or geography)

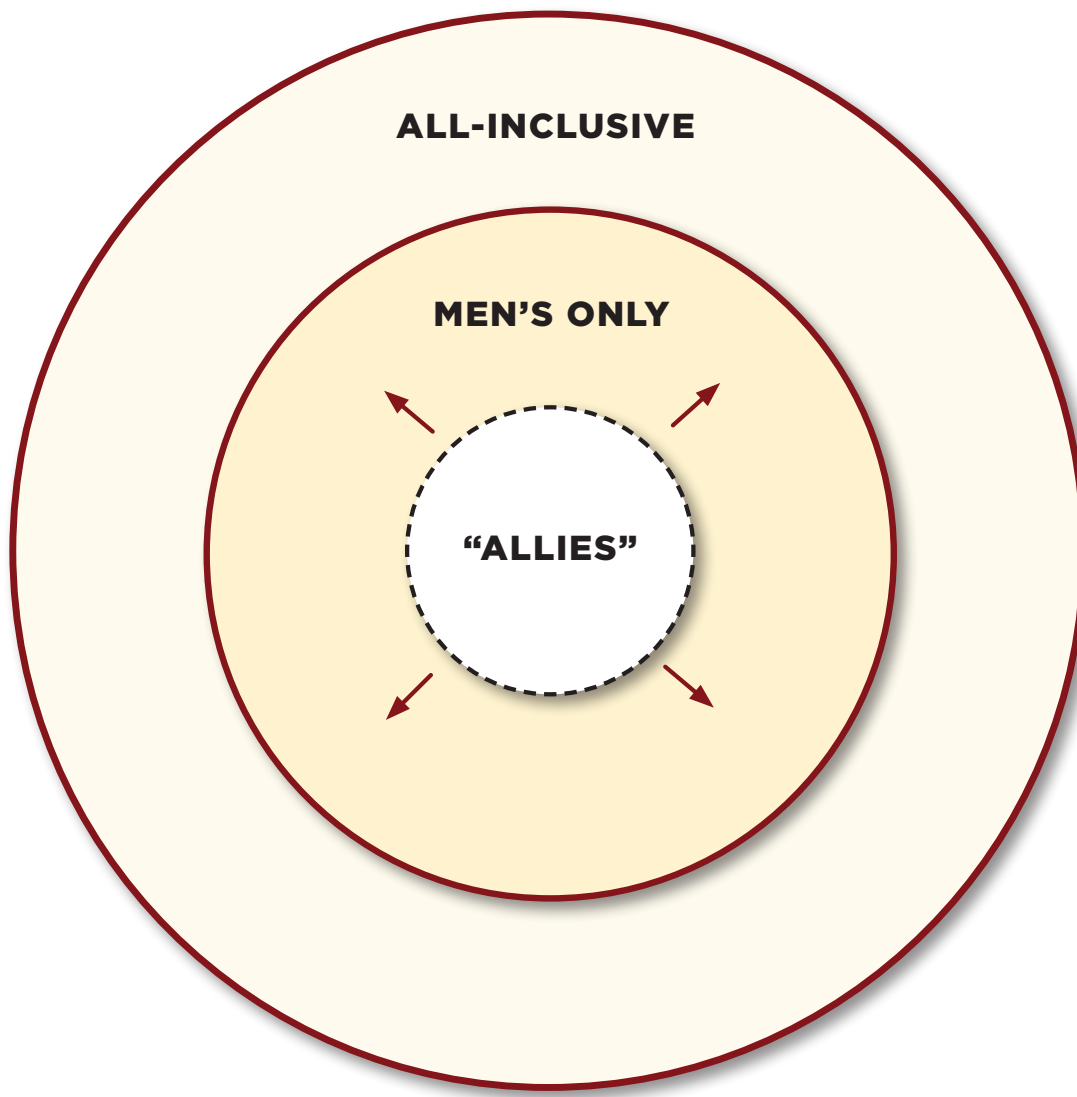
2. Slogan/Call:

D. “Elevator Speech”

**How can we call  
men to a challenge?**



## Session Five: Show Your Men Where You Want Them To Go



All men want to be part of something bigger than themselves!

*“Men wanted for hazardous journey. Small wages. Bitter cold. Long months of complete darkness. Constant danger. Safe return doubtful. Honor and recognition in case of success.”*

—Recruiting ad placed by Ernest Shackleton for his 1914 expedition to Antarctica. Close to 5,000 applicants applied for the 27-man team.

## Session Six

### Know Your Men

*Him we proclaim, warning everyone and teaching everyone with all wisdom, that we may present everyone mature in Christ. (Colossians 1:28)*

A. (At tables) What activities does my church have for men?

B. The number of men in my church: \_\_\_\_\_

The number of men in my men's ministry \_\_\_\_\_

C. The *real* number of men in my ministry to men: \_\_\_\_\_

D. Definition of an all-inclusive ministry mindset:

***An All-Inclusive Ministry Maximizes the Kingdom  
Impact of Every Interaction Our Church Has with Every Man***

E. Problems this solves:

1. Are you "in" or "out"?
2. Turf battles.
3. Puts you on the Pastor's Team.
4. Takes the pressure off.

## Session Six: Know Your Men

*How do you decide what discipleship activities/events to offer men in your church?*

### 5 Types of Men

WIDE

1. **Natural Men:** *Men who have no interest in discipleship*  
“Me”

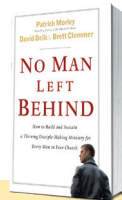
2. **Cultural Christians:** *Men who are avoiding discipleship*  
“Me and God”

3. **Biblical Christians:** *Men who are engaged in discipleship*  
“God and Me”

4. **Servant Leaders:** *Men who are disciple-makers*  
“God and Others”

DEEP

5. **Hurting Men:** *Men who are in crisis*  
“Am I going to be okay?”; “Where is God?”



*There is no shortage of activities for men today. A little analysis will give you the insights you need to get your men's attention.*

*—No Man Left Behind*

**WIDE**  **DEEP**



As leaders, we're called to build a process to reach every man *where he is* spiritually.

## NOTES

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## Session Seven

# The Discipleship Engine

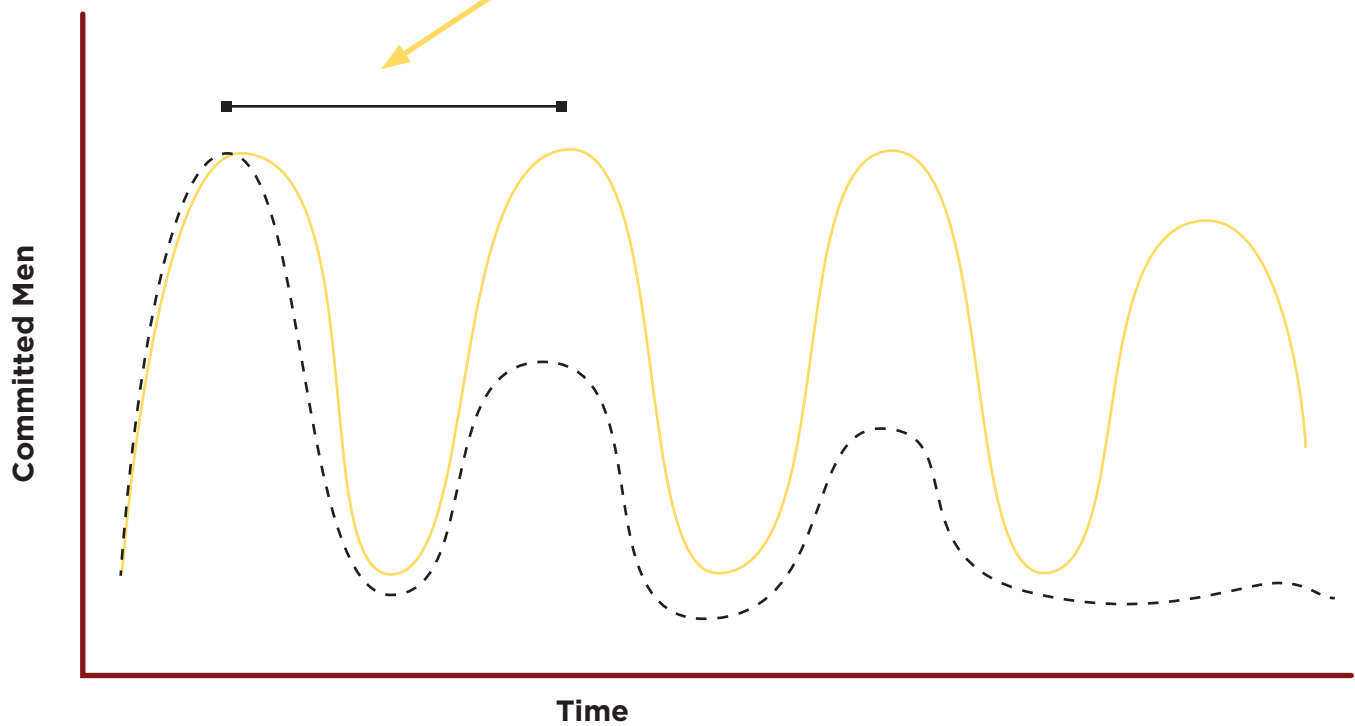
## The Problem

What is this?

If the distance between peaks is:

**YEARS** - **Leader**-Driven Ministry

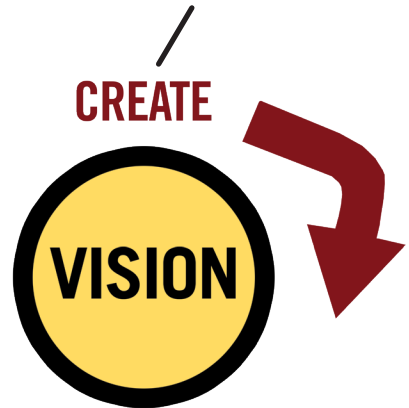
**MONTHS** - **Event**-Driven Ministry




Create Value					
	Natural Men	Cultural Christians	Biblical Christians	Servant Leaders	(Hurting Men)
Felt Needs					
Types of Activities					

Personal Invitation:

What kinds of men do we have? What will be valuable to them?





Give men what they need in the context of what they want.

**Your Church's Top Three Upcoming Opportunities to Reach Men:**  
(Most of these will likely be church-wide activities, not men's-only events.)

- 1.
- 2.
- 3.

## Capture Momentum

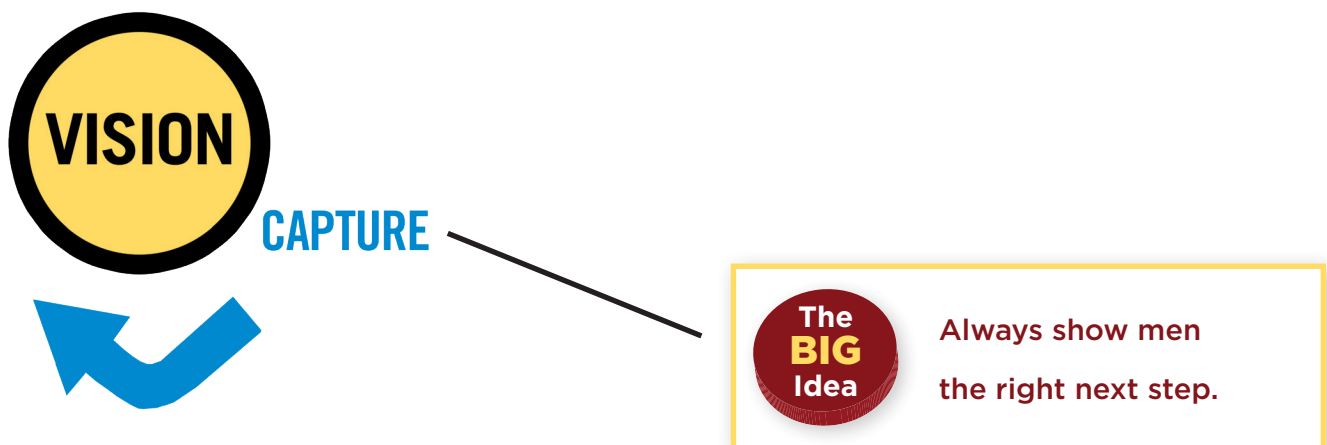
A. Capturing Momentum Solves the Problem of the Event-Driven Ministry

*It's 90° outside. If you're going to turn on the air conditioner, CLOSE THE WINDOWS!*

B. Second-Gear Material

- Appropriate
- Short-term
- Believable/Achievable

C. On-Site Commitment



## Sustain Change

If you could only do two things...

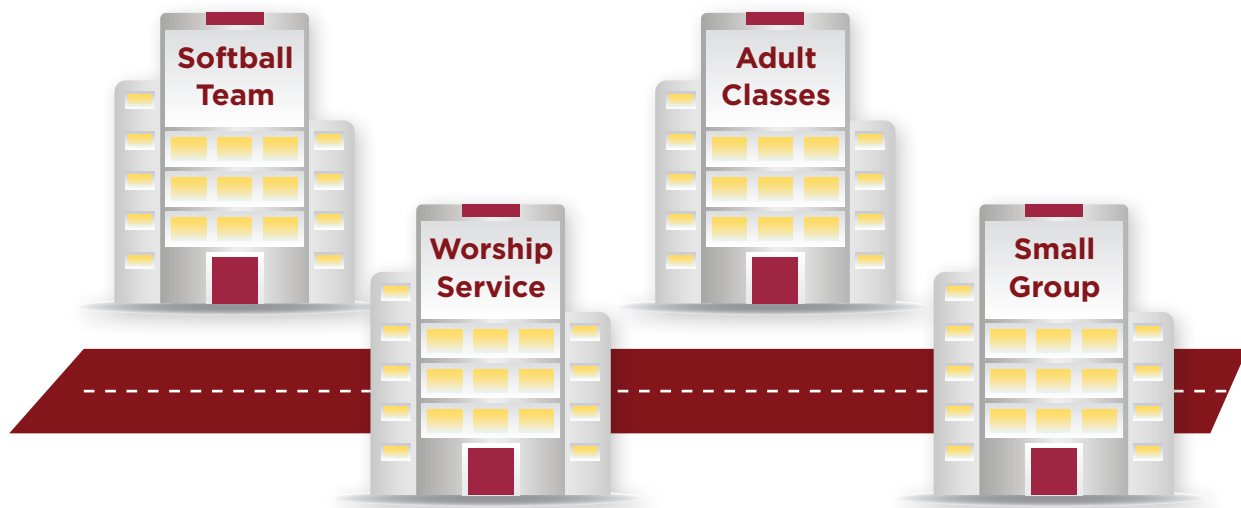
1. Get men engaged in the regular study of God's Word.

*All Scripture is breathed out by God and profitable for teaching, for reproof, for correction, and for training in righteousness, that the man of God may be complete, equipped for every good work. (2 Timothy 3:16-17)*

2. Get men into authentic relationships with other men.

*"This is my commandment, that you love one another as I have loved you."*  
(John 15:12)

**Bridges & Bringing:** Connect men to the things that are working the best. Create bridges between the skyscrapers and get your allies to **ACTIVELY BRING MEN**.

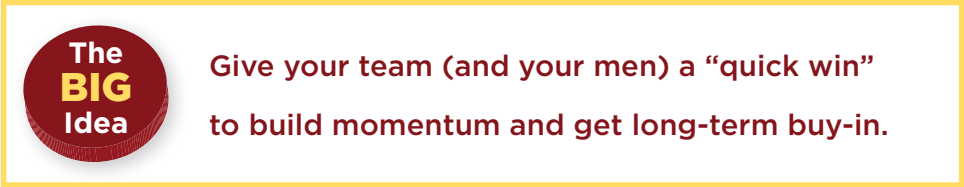


Connect men to the best disciple-making processes in your church.



## Session Eight

## Jumpstart Your Ministry to Men



**The BIG Idea** Give your team (and your men) a “quick win” to build momentum and get long-term buy-in.

## NOTES

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## Sample Get-a-Win Worksheet

Looking back at page 24 what were the three upcoming opportunities you listed?

1. Easter Egg Hunt - April 4
2. Upward Basketball Season-Ending Celebration - May 22-23
3. Vacation Bible School - June 22-26

Which has the greatest potential for impacting the type of men you believe it is most important to connect with at this point in your ministry? Ideally the event will also be all-inclusive in nature, something to which the whole church will devote resources (time, attention, personnel, money), and 3-6 months away. **Circle the one you choose.**

How can the men's leadership team come alongside and support the event/leaders?

Recruit volunteers  
Help with set-up  
Promotions/Community outreach

What are some concrete methods we can connect with men at/through this activity?

work at the sign-up/raffle table  
volunteer at activity stations and meet men  
give prizes to men for half-court shot, etc.

Men's Leadership Team Liaison to the Leaders of the Event: Frank "Doc" Rivers

Who is the leader of the event we are targeting? Joe Franklin

By what date should our liaison meet with this leader? March 15

What type of men will this event reach in the context of the wide-to-deep continuum?

All types - we will target wide side of continuum

What will we ask our ALLIES to do in order to help us at this event?

Pray for event; help us with activity stations + connect with guys; invite guys to a next step.

Recruit 20 allies.

Ministry/Area where we will recruit allies:

Wed. Night Men's Study  
Church Men's B-ball League  
Student Ministry

Assigned to:

Jeff  
Brett  
David

By when:

March 11  
March 8  
March 13

## Sample Get-a-Win Worksheet (continued)

What is a suitable **NEXT STEP(S)** for men attending this event?

Father's Day Weekend - Friday Night Pro Baseball Game  
Weekend "Dads That Make a Difference" Seminar

How will we engage with men at this activity and invite them to the next step?

Hand out flyers and raffle off Dad in the Mirror books; Offer baseball tickets to moms to buy for their husbands for Father's Day; Offer Dads event tickets to moms; men who make half-court shot get free baseball game ticket.

What hurdles exist to men committing to the next step? How can we address those?

Price—maybe offer a raffle for a few free tickets to both the game and the event (ask someone in the church to do it through a scholarship); or ask men to pay for two and give one to any man who does not have a church home

How will we ask our allies to help us engage with men, as well as connect and BRING them to next steps?

Develop flyer with a "Reach 3 Challenge" card that explains upward and Baseball game follow-up strategy and give to allies; have them man a table at church for two weeks starting Easter Sunday, and recruit men to invite friends; have them distribute flyer at men's study and B-ball league; connect them with students to help as volunteers at the celebration; invite them to prayer time on April 19 to pray for names collected

POST-EVENT DEBRIEF: Rate your efforts and results:

Poor OK Good Excellent

Recruiting Allies

1 2 3 4

Inviting Men

1 2 3 4

Engaging Men at Event

1 2 3 4

Connecting Men to Next Step

1 2 3 4

Notes:

Got a late start/vacation issues

Reach 3 Cards effective

Provided 1/2 of all coaches

Good attendance at both F/V

What could we have done better?

Got an earlier start  
Think about vacation schedules  
Baseball game details worked out earlier  
Looped Pastor in earlier on Easter promo

What went really well? Why?

Baseball game went well - lots of new relationships formed  
DMD Seminar was fantastic  
MIM Area Director was awesome

Whom should we follow up with? Why? (Success stories, hurting men identified, etc.)

Fred Johnson - asked lots of ?? about faith; eager to learn and grow  
Pete Smith - w/ wife, making new connections; 2 sons want to go to summer camp  
Andy McLemore - divorced dad, needs support

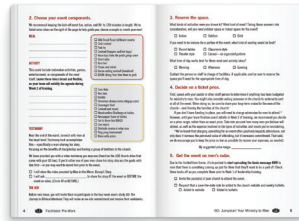
Any new leaders identified?

Jack Jones - big help with prayer meeting  
Al Witmer - invited every man in his neighborhood; excited to be involved  
Pastor Greg (student ministry) excited to partner with us; heart for dads of teens

## GO: Jumpstart Your Ministry to Men

### Does your ministry to men need a Jumpstart?

READY



#### For the Key Leader: A PLAN

A Facilitator Workbook is included to help with planning, recruiting, and leading your team.

SET

#### For the Team: TRAINING

Recruit men to a four-week leadership class, using the GO: Jumpstart Your Ministry to Men DVD series from Man in the Mirror. Training is based on the proven No Man Left Behind Model\* with a focus on the Create-Capture-Sustain engine that drives ongoing discipleship. Leader Workbooks are provided with planning exercises and tips for success.

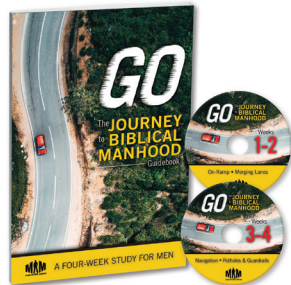


\*Visit [NoManLeftBehind.org](http://NoManLeftBehind.org) for information about our leadership training.

GO

#### For the Men: CURRICULUM

Kick off your ministry efforts with a simple men's event; included are outlines, invitation templates, and a video testimony to share with your guys.



Before the men leave the event, we'll show you how to get them to commit to a four-week follow-up study on the spot, called GO: The Journey to Biblical Manhood. (See details on the back.) Then at the end of four weeks, you'll be ready to offer men the right next step in their discipleship journey.

GO BOX Available at [ManInTheMirror.org/GO](http://ManInTheMirror.org/GO).



## Q&A and Top Three Takeaways

## NOTES

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## Worksheets to Use in Ministry Planning

- **Leadership Team Audit**.....35
- **Leadership Recruiting Worksheet** .....36
- **Vision Worksheet**.....37
- **Ministry Audit** .....38
- **Create—Capture—Sustain**.....39
- **Get-a-Win Worksheets** .....40



## Leadership Team Audit

Start here

Senior Pastor

Staff/Pastor Responsible for Ministry to Men

Then here

Ministry to Men Leadership Team Members	Strengths/Interests	Current Involvement
Designated Leader		

### AUDIT

1. Does our leadership team represent the kinds of men we want to reach?
2. Do we have a plan to make disciples?
3. Are we becoming to each other what we want the men of the church to become?
4. What are the obstacles to this?
5. What/Who else do we want for our leadership team (see Recruiting Worksheet)?

## Leadership Recruiting Worksheet

Use the table below to brainstorm potential leaders for your men's leadership team. Recruit men that might bring different perspectives, skills, strengths and interests to your team.

Commit to a timeframe to approach those leaders and what you will invite them to (a Create and Capture step).

Prospective Leaders	Their Strengths, Interests & Current Involvement	Who will recruit?	By when?

## Vision Worksheet

What is the purpose or mission statement of your church?

*“Each generation of the church in each setting has the responsibility of communicating the gospel in understandable terms, considering the language and thought forms of that setting.”*

—Francis Schaeffer

Name (for all the men in your church):

What is your external slogan, or call to men? How are you challenging them to join?

What is the purpose or mission statement of your **ministry to men** (internal/planning)?

Is this consistent with your church’s purpose or mission statement?

Your “Elevator Speech”...In 3-4 sentences, describe **why your ministry to men exists**:

# Ministry Audit

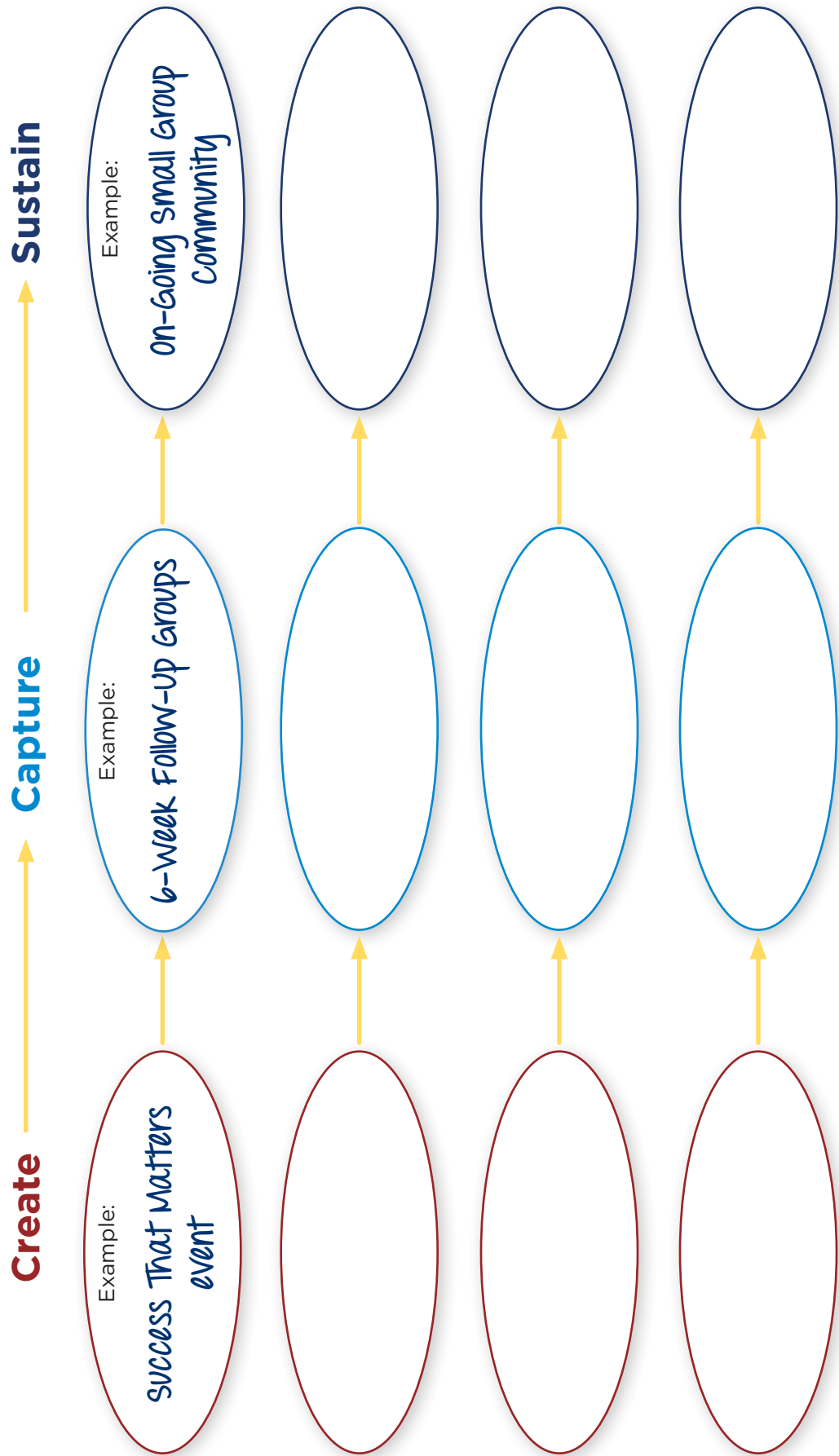
**WIDE**  **DEEP** (Across All Types)

Natural Men	Cultural Christians	Biblical Christians	Servant Leaders	Hurting Men
+ _____% Activities for men in this group	+ _____% Activities for men in this group	+ _____% Activities for men in this group	=100% _____% Activities for men in this group	_____% Activities for men in this group



Using the three opportunities you identified in Session Seven...

Your Area Director can help you maximize the potential of each of these activities.



## Get-a-Win Worksheet

Looking back at page 24 what were the three upcoming opportunities listed for your church?

- 1.
- 2.
- 3.

Which has the greatest potential for impacting the type of men you believe it is most important to connect with at this point in your ministry? Ideally the event will also be all-inclusive in nature, something to which the whole church will devote resources (time, attention, personnel, money), and be 3-6 months away. ***Circle the one you choose.***

How can the men's leadership team come alongside and support the event/leaders?

What are some concrete ways you can connect with men at/through this activity?

Men's Leadership Team Liaison to the Leaders of the Event:

Who is the leader of the event we are targeting?

By what date should our liaison meet with this leader?

What type of men will this event reach in the context of the wide-to-deep continuum?

What will we ask our ALLIES to do in order to help us at this event?

**GOAL:** Recruit \_\_\_\_\_ allies.

Ministry/Area where we will recruit allies:

Assigned to:

By when:

## Get-a-Win Worksheet (continued)

What is a suitable NEXT STEP(S) for men attending this event?

How will we engage with men at this activity and invite them to the next step?

What hurdles exist to men committing to the next step? How can we address those?

How will we ask our allies to help us engage with men, connect and BRING them to next steps, and overcome hurdles?

POST-EVENT DEBRIEF: Rate your efforts and results:

Notes:

	Poor	OK	Good	Excellent
Recruiting Allies	1	2	3	4
Inviting Men	1	2	3	4
Engaging Men at Event	1	2	3	4
Connecting Men to Next Step	1	2	3	4

What could we have done better?

What went really well?

Whom should we follow up with? Why?  
(Success stories, hurting men identified, etc.)

Any potential new leaders identified?