

## **LEADERSHIP LESSON # 73: USING FLAKE'S FORMULA**

OUTLINE JERRI HERRING

Extra Value Added: If you have a computer, Google Arthur Flake. There are a couple of great downloadable PowerPoint presentations created to show who Arthur Flake was and an outline of the formula.

Who was Arthur Flake?

Was he really a flake?

Why, after so many years, do we go back to his original formula for Sunday School work?

Who was Arthur Flake?

Baptist businessman/pastor who in 1927 spoke to SBC outlining his formula for having grown his church from 50 to 1000 members.

Was he really a flake?

It is obvious that Arthur Flake was not a flake in that churches are still looking to his original five ideas for growing churches. From 1927 to 2010 churches can still benefit from putting into practice his five very simple steps.

1. Know the possibilities.
  - a. If you cannot answer this most basic question it will be difficult for a church to reach its community. Other related questions might be: Who are we trying to reach? How are we uniquely gifted to reach them? How long has it been since we made a deliberate effort to know our community? How does what we know for sure measure up to what we thought we knew?
  - b. Make plans to get the names and addresses of those folks in our community who are not being reached by other churches. People search is a positive way to getting this information. Ask every church member to name one person they know who is not involved in any church. Everyone knows one person. Don't ask for five or ten. Just one.
2. Enlarge the organization.
  - a. Make plans to create at least one new class or department every year. It is a small goal but a worthy goal, especially if your church has not created a new unit in the past year. New units always grow faster than existing units. Create an atmosphere of "birthing" classes if the term "creating" classes creates an uneasy feeling. Whatever term is used a plan needs to be designed and implemented. New units can be created from existing classes by using only the names of people who are uninvolved in that class. Simply ask them to come and be a part of "writing the history" of a new class.
  - b. Look at new places to create new units. Remember that not every class has to meet on Sunday morning at the church house. Where can we start a class during the week that will meet the needs of those who cannot attend on Sunday morning? What time would work best for that group? There is a church in Kentucky that

provides a Bible study class for men coming out of the coal mine after the late shift. Coffee, donuts and Bible study are provided for the men before they leave for home. Think creatively about who, where and when you could provide that need in your community. Not everyone can attend on Sunday morning so think outside the box!

3. Enlist and train the workers.
  - a. For every action there is an equal reaction. Encourage each teacher to look for someone in their class who could become a teacher. Let them “team teach” until the associate is ready to birth a new group. Make use of on-line training as well as encouraging teachers to attend associational or state leadership training. A well trained class worker is more apt to do their job and be successful. Hold workers accountable for doing what they have been trained to do.
  - b. Organize each class for maximum effectiveness. The team approach works well for any size church. Classes need basic teams to do the work. An example is Mission Team; Ministry Team; Fellowship Team; Teaching Team.  
**REMEMBER THAT IN A SMALLER CHURCH A “TEAM” CAN SIMPLY BE ONE PERSON DOING THEIR JOB. THE IDEA IS TO GROW AND EXPAND THE LEADERSHIP BASE. START WITH ONE PERSON AND ADD OTHERS AS NEEDED.**
  - c. The key to effective leadership is the method used to enlist them. Look for passion vs enthusiasm. Look at spiritual gifts but don’t be fooled by them. Spiritual gifts are given for the good of the body.
4. Provide Space.
  - a. It has been said that in most churches space is the last frontier! Many classes are married to their space and the motto is we shall not be moved. The best process is to simply leave them alone and find a space that is not currently being used. It may be that meeting away from the building is the most profitable space. It may be that looking at adding a new Sunday School hour using current available space is best. It is not as difficult as it might sound. Remember that we are often limited not by space but by our looking at existing space.
5. Go Get ‘Em!
  - a. Be ready for immediate involvement. The worst thing a church can do is to make statements to people they are trying to reach and then not getting back to them. If you aren’t ready to go get ‘em, stay home and you won’t have to worry about the rest of the formula.
  - b. Develop a plan on how new people will be greeted, welcomed and involved in the life of the church. Many folks are looking simply for a friend or for a place to be missed. Encourage teachers and members to think in terms of who was not present instead of who was present.
  - c. Making a plan for going to get ‘em moves the focus from me and mine to others.
  - d. Not everyone will be happy with this strategy, but not everyone is happy doing nothing!
  - e. Go with the folks who are willing to go with you.

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1. Who was Arthur Flake?
2. Why is it that churches today can benefit from using his five points for growing a Sunday School?
3. Know the \_\_\_\_\_.
4. \_\_\_\_\_ the organization.
5. Enlist and \_\_\_\_\_ workers.
6. Provide \_\_\_\_\_.
7. Go \_\_\_\_\_.

Which on these five principles will be most difficult for your church to adopt and implement?

Why?

If we could only do one thing this year what would we need to put time and energy into?