


The background image shows a church with a cross on its roof, situated in a snowy, mountainous area. The sun is shining brightly in the upper left corner, creating a lens flare effect. The church has a simple, rustic design with a dark arched doorway.

Blizzard Winter Ice Age

*Imagining ministry
beyond survival*

**Adaptive Leadership during
the Coronavirus Pandemic**

A stylized map of North America, including the United States, Canada, and parts of Mexico. The map is overlaid with various weather-related symbols: large white snowflakes are scattered across the northern and central regions, while red circular icons with a white 'L' and arrows indicate low-pressure systems. A yellow lightning bolt is visible in the southern United States. The background of the map is color-coded in shades of blue, green, and purple. Overlaid on the map is a block of text in a white, outlined font, and a title at the bottom in a solid white font.

The rain and the snow come down from the sky.
They do not return to it without watering the
earth. They make plants come up and grow.
The plants produce seeds for farmers. They also
produce food for people to eat. Isaiah 55:10

Dwelling in the Word



Dear God...

How do YOU need God's help?

HELP!



1. Dairy Queen
_____ Treats

**What do these
3 things have in
common?**



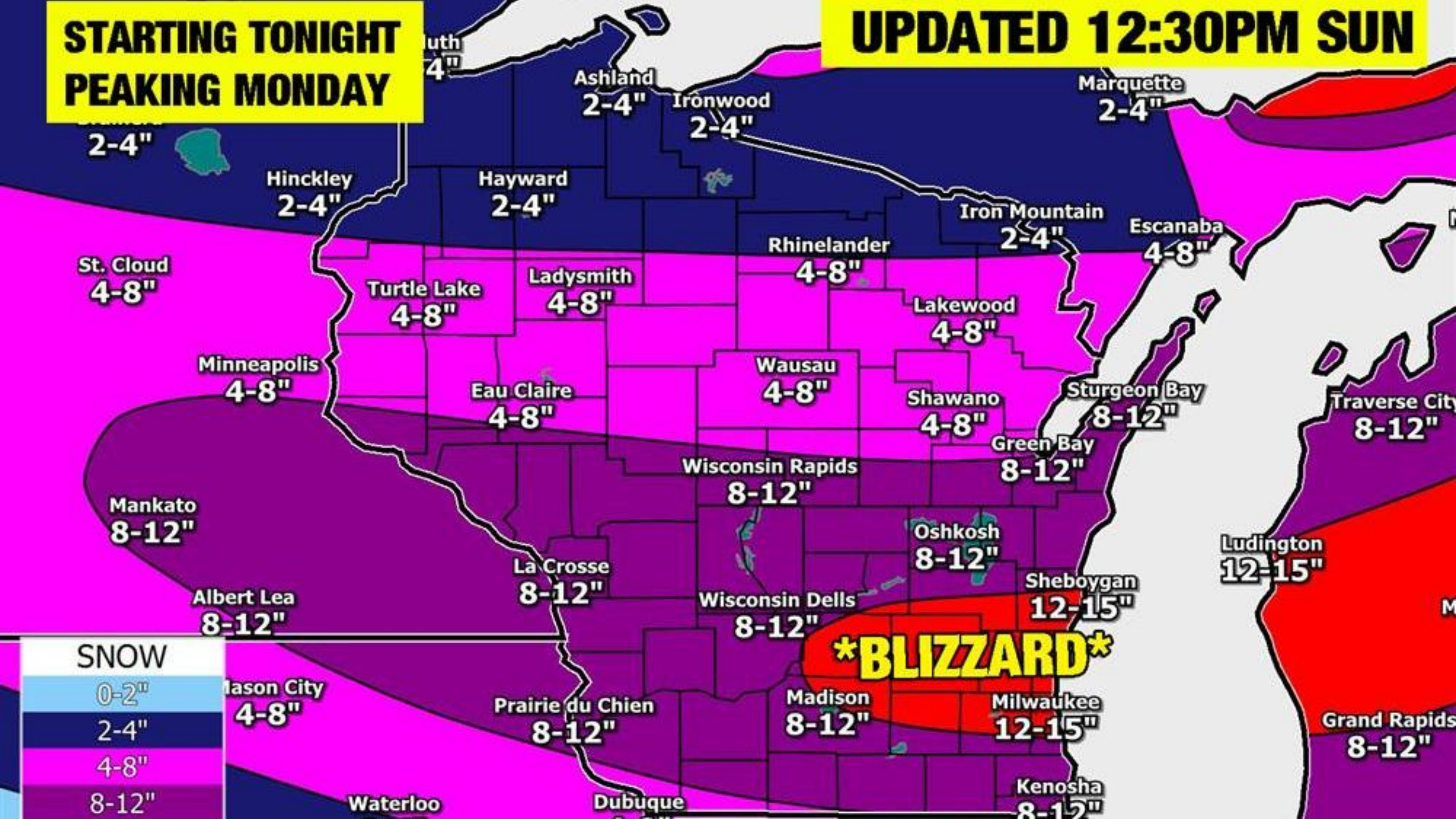
2. "Always _____
Never Christmas,"
The Lion, the Witch
and the Wardrobe



3. 2002 Animated
Film _____

**STARTING TONIGHT
PEAKING MONDAY**

UPDATED 12:30PM SUN



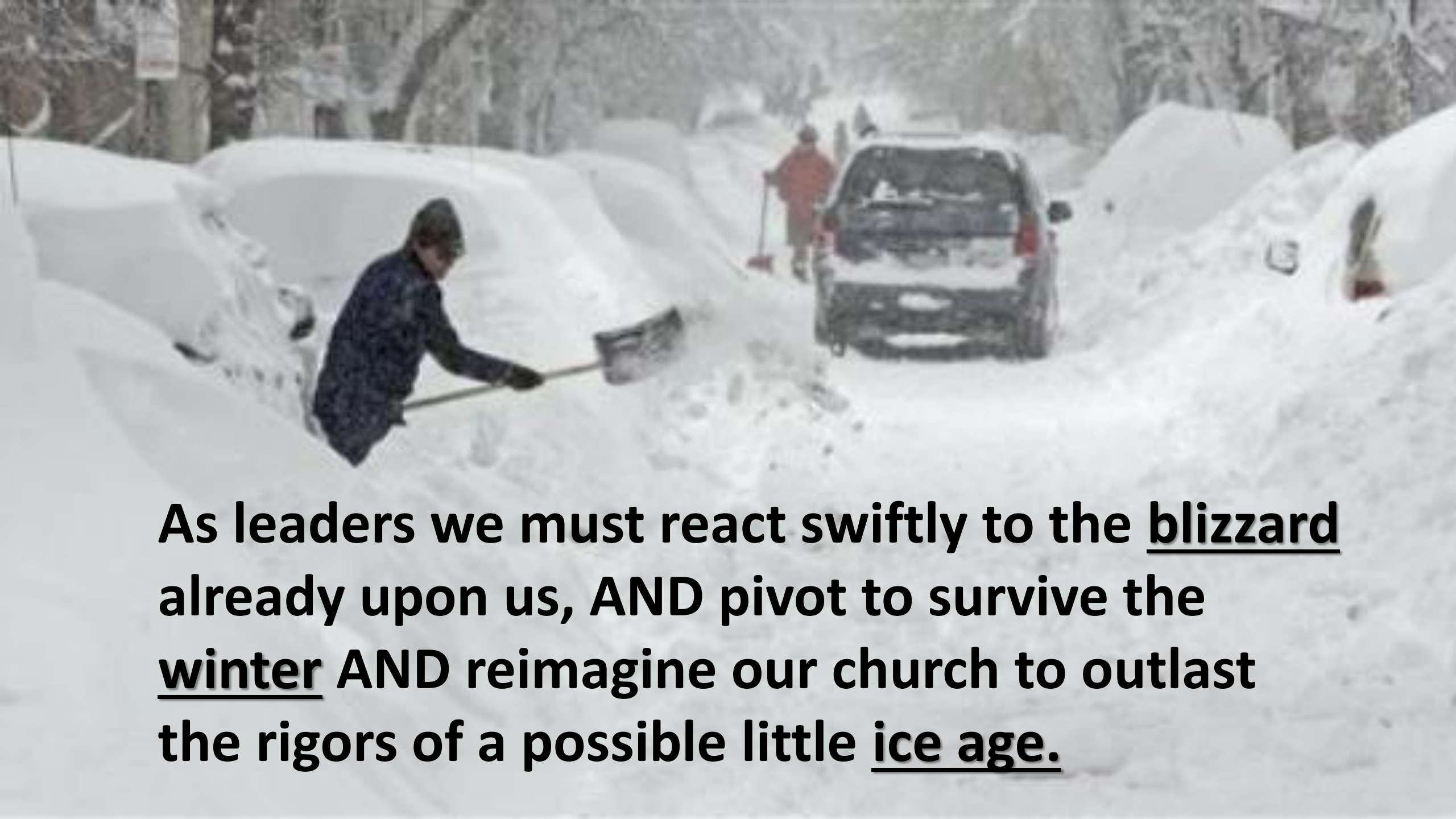


Blizzard Winter ICE AGE

**Adaptive Leadership during
the Coronavirus Pandemic**

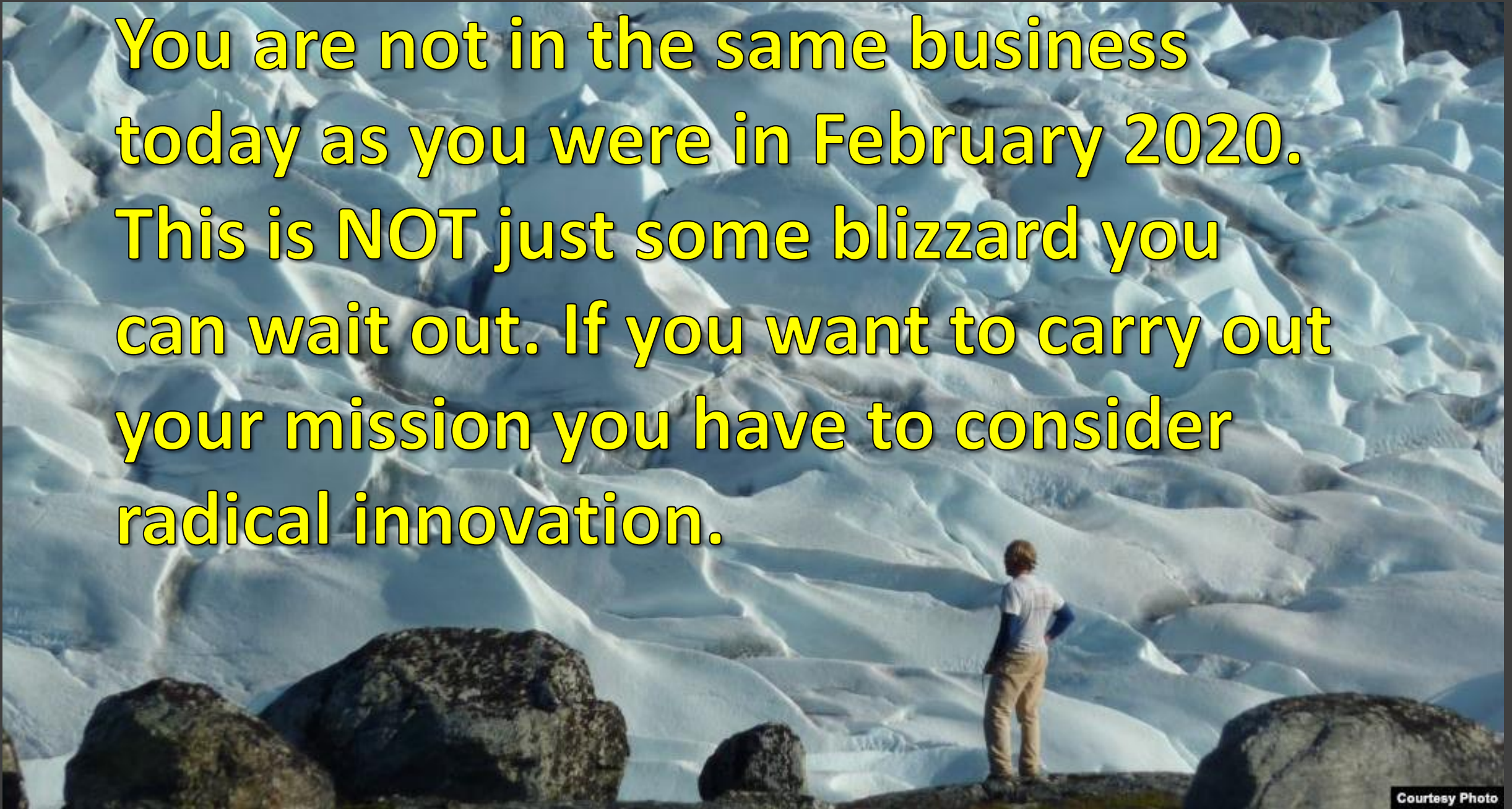
	BLIZZARD	WINTER	ICE AGE
How long does it last?			
What do you do during it?			
How do you prepare for it?			
What do you do when it is over?			

	BLIZZARD	WINTER	ICE AGE
How long does it last?	A day or two	Four-five months	? Generations
What do you do during it?	Stay home, get to a safe place, play card, puzzle	Hunker down, hibernate, winter sports,	? Adapt or die
How do you prepare for it?	Gas for the snow blower, stock up on food of the week.	Gas up snowblower, winterize boat, car, split wood, preserve food,	? Die or move south
What do you do when it is over?	Shovel out and go back to work as usual. ENDURE	Celebrate, spring clean, plant fields, gardens, cycle of life repeats PLAN NEXT SEASON	? Watch ice melt. FIND NEW WAY



As leaders we must react swiftly to the blizzard already upon us, AND pivot to survive the winter AND reimagine our church to outlast the rigors of a possible little ice age.

You are not in the same business today as you were in February 2020. This is NOT just some blizzard you can wait out. If you want to carry out your mission you have to consider radical innovation.



What do you do during a blizzard?

Play cards.

1. Who you are-identity:

2. Who you serve:

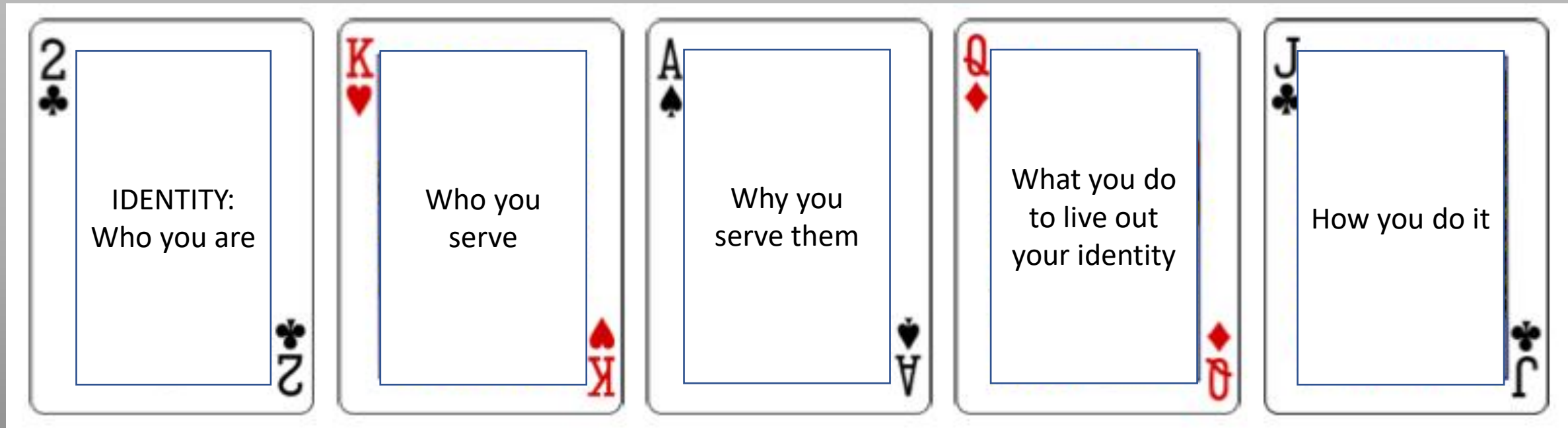
3. Why you serve them:

4. What you do to live out your identity:

5. How you do it:



This is your hand.



Play the cards you have.

1. Who you are identity:
Christian, Lutheran, Historical identity.
2. Who you serve:
context for ministry, neighbors, needs
3. Why you serve them:
sense of call, purpose in God's mission



Discard and Draw a new card, new strategy

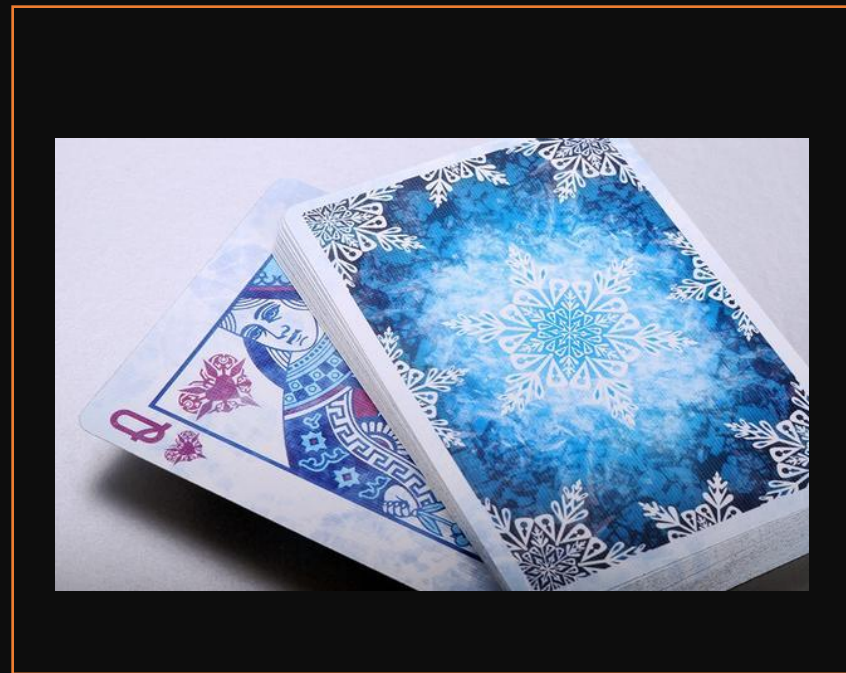
♠️ 4 What you do:
to live out your identity, serve others, and
accomplish your purpose in God's mission.

🃏 How you do it:
Actual day to day operations;
strategies to move forward

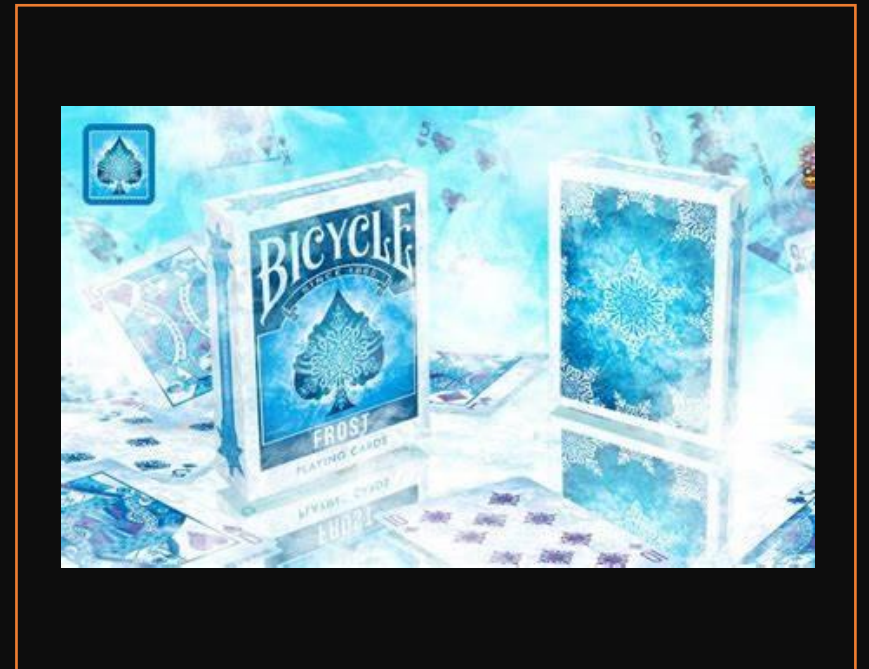


To address the long winter or little ice age, 1-3 change some; 4-5 need to be reimagined and require radical innovation

1. Who you are-identity-Christian, Lutheran, History
2. Who you serve-context for ministry, neighbors, needs
3. Why you serve them-sense of call, purpose in God's mission
4. What you do to live out your identity- serve others and accomplish your purpose in God's mission.
5. How you do it-actual ministries, tools, activities, staff, budget you use to accomplish #4.

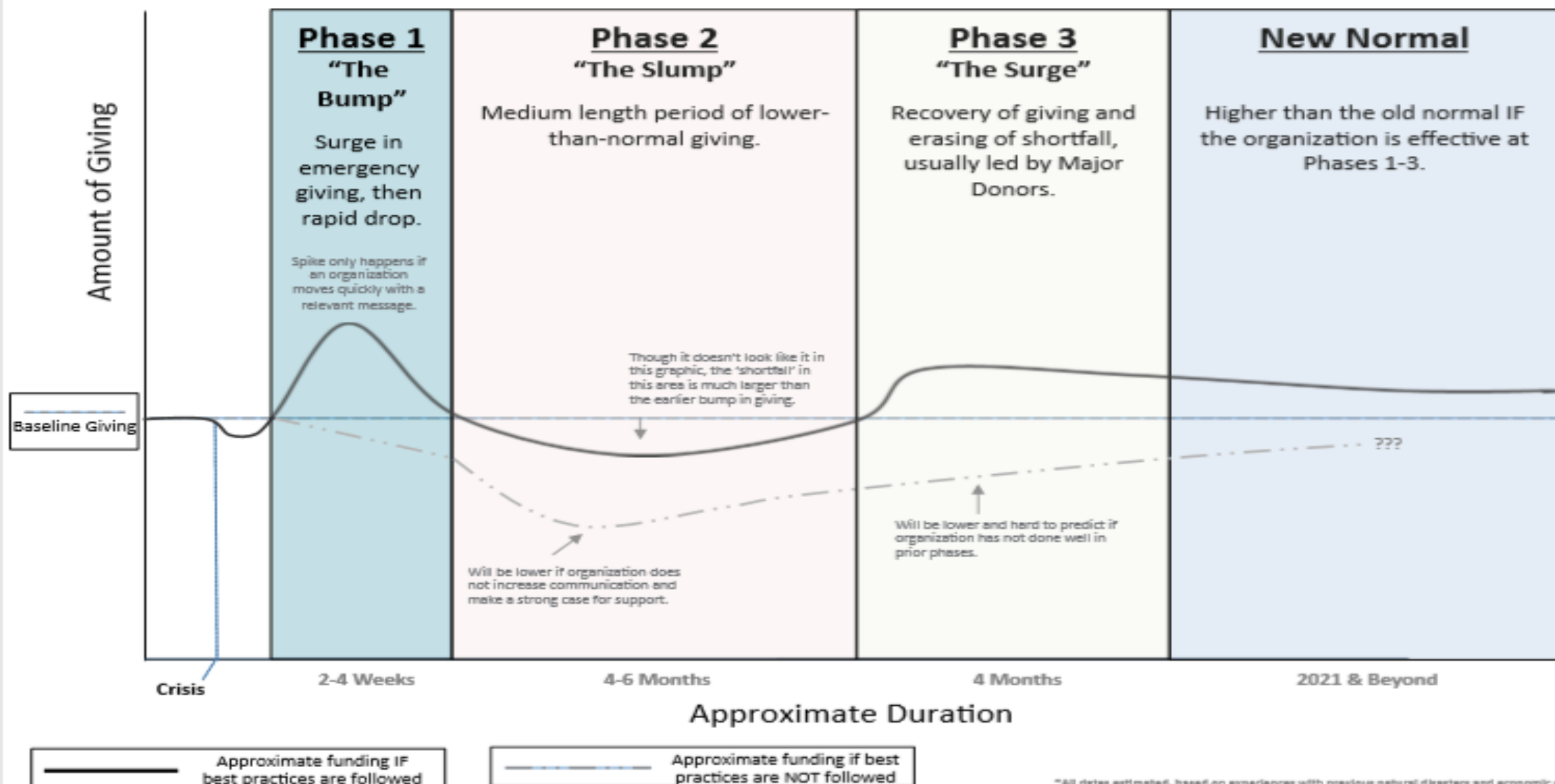



Discard
#4 and # 5



Your church	Feb 2020	Sept 2020
Who are you? Identity Statement _____ is a Christian Church and Lutheran witness to Jesus Christ in _____ WI. ①		
Who do you serve? Describe the neighborhood and context for ministry. ②		
Why do you serve them? Purpose in God's mission is to... greatest command, great commission, great vision Mt 22,28; Rev 22 ③		
What do you do? We provide the following gospel-based ministries: ④		
How do you do it? Who does what? Describe your leadership teams, tools, staff, activities, budget. ⑤		

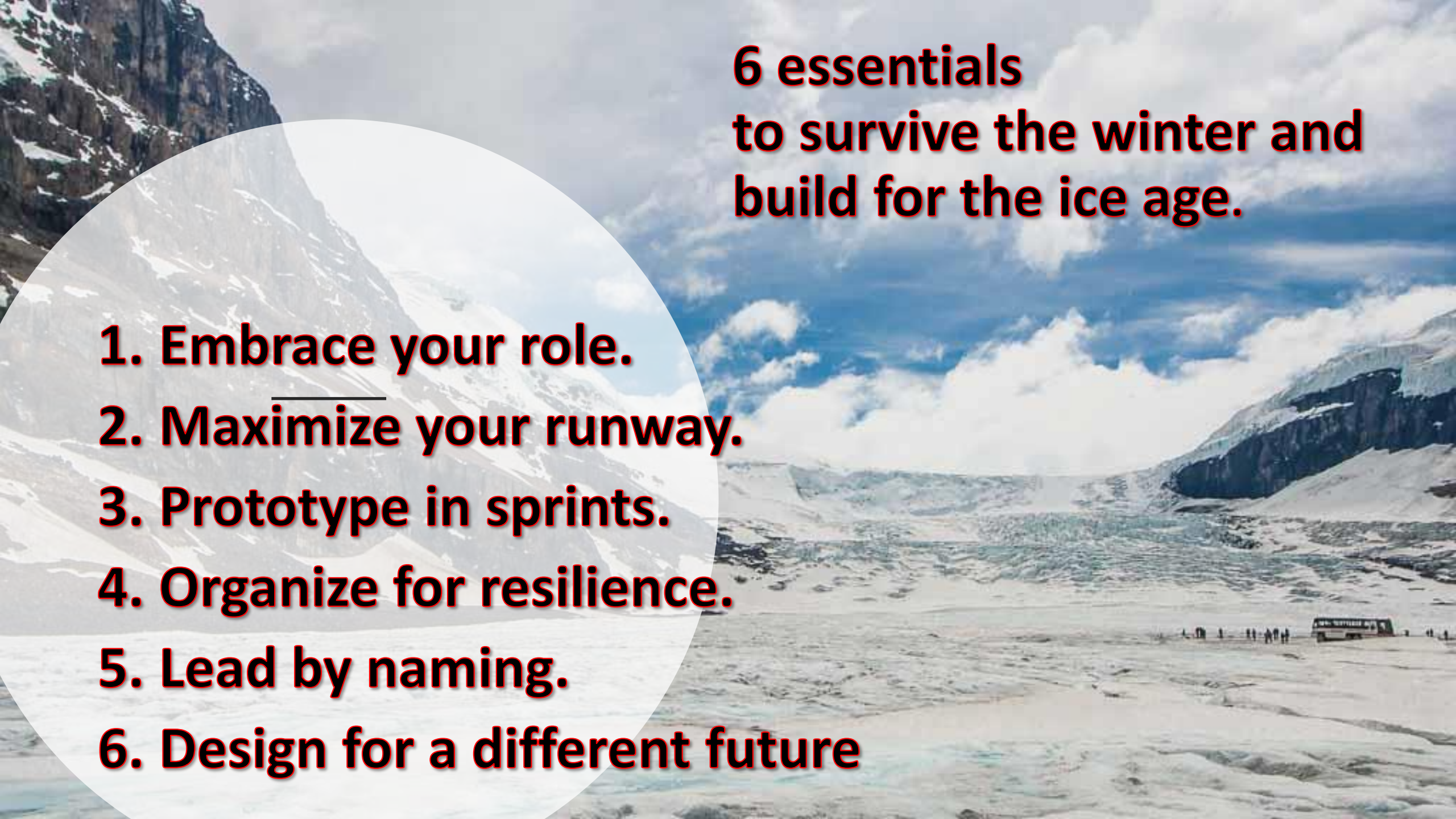





Traditioned Innovation
keeping what is essential,
meaningful in our faith
practice, imagining it in
new ways


Walter Brueggemann-
both continuity and
surprise characterize
the pattern of God's
redemptive work





6 essentials to survive the winter and build for the ice age.

1. Embrace your role.
2. Maximize your runway.
3. Prototype in sprints.
4. Organize for resilience.
5. Lead by naming.
6. Design for a different future



Embrace your role

- *protect* your organization, not *preserve* it.
- Preserve is an attempt to change as little as possible; Protect is being willing to change as much as necessary so that the mission might be advanced.



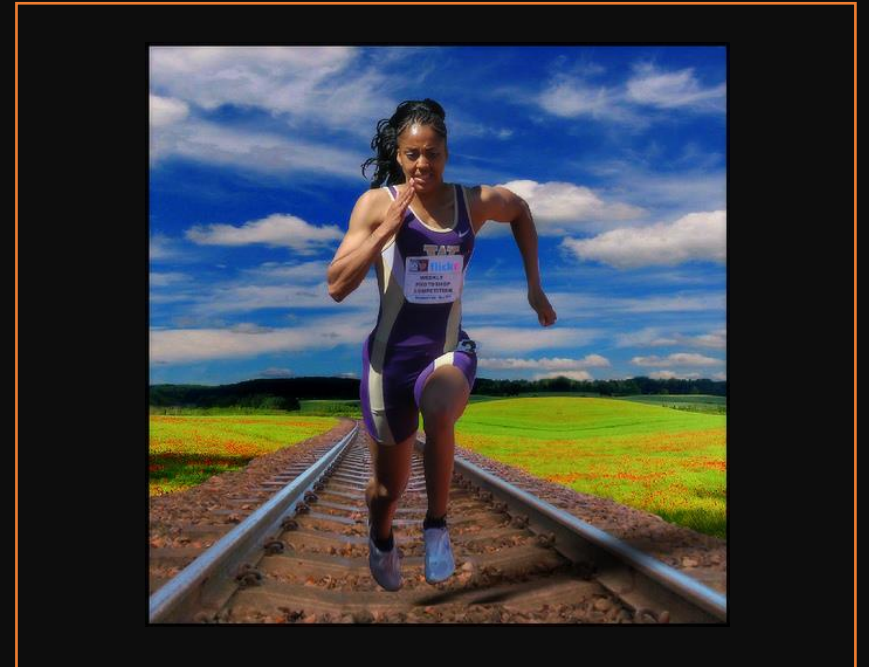
Maximize your Runway

- Cut building non-essentials
- Keep all your commitments
- Practice Better Fund-Raising Techniques

Prototype in SPRINTS

Basic Faithful Innovations process

- Pray, dwell in the word, seek God's will
- Ask God Questions
- Experiment/learn from failure/ repeat/agile/fast turnaround
- Design ministry for the winter and beyond the ice age





Organize for Resilience

- Be agile
- Reach out to others
- Go with your gifts
- Manage stress
- Lament



Lead by Naming

- Name reality
- Tell the truth
- Identify philosophical shifts

The background of the slide is a dark blue gradient with a complex network of white and light blue lines and dots, resembling a molecular structure or a digital network. A small orange horizontal bar is positioned above the title.

Design for a New Future

1. Clarifying assumptions-
generate new ideas
2. What role will we play in the
recovery?
3. What trust can be built on?
4. What are our greatest assets?
5. What new realities might
the ice age reveal?

Notes from presentation

Director of Lead: Louise Johnson

Let go of the immediate and important to tend to the impossible so that the gospel will thrive.

- Find trusted partners
- Don't do everything
- Try new things
- Be quick
- Crisis reveals the rot and in it is the seed for new life
- Lean into God's resurrection power, give God the time you don't have
- Close the gap between where you are and where God is calling you to be

- Better Fund Raising see jeff@jeff-brooks.com; steven@betterfundraising.com
- Leading Beyond the Blizzard: Why Every Organization is now a Startup by Andy Crouch, Kurt Keilhacker, Dave Blachard; Praxis
- Presentation to COB by Louise Johnson, LEAD