

# Fresh Insight

## for cell ministries

### French Fries and Cell Group Oversight

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When you visit your local McDonalds and order your favorite French fries, your main concern is with the speed of delivery and the taste of your fries. You don't really care about the procedures used to cook those fries or even who cooked them. As a customer you are only concerned about the end product. But if you were to purchase a McDonalds franchise, your concerns would change. You would discover that the quality of the fries and the speed in which they are delivered depends on things that the customer cannot see. There are procedures for cooking fries that must be followed. But even more important than abstract procedures that are written up on the official manuals, there are team leaders who oversee those who cook the fries and then store managers who make sure that all of the elements are in place to deliver the best possible food as quickly as possible. Without these team leaders and managers, the front line workers will get sidetracked, lose sight of the vision, or just get tired and quit. They need the support, direction and encouragement of the team leaders and managers.

This reality is even more important in the development of cell groups than in the cooking of French fries. I am quite concerned about what is happening across North America in the small group world. Churches are jumping on the small group bandwagon, buying up curriculum to start as many groups as possible. Some of the pastors of these churches have called our ministry saying, "I have 30 groups as a result of a recent small group campaign, what do I do now?" The focus lies only in telling the group

leaders what to do while neglecting the development of team leaders and managers to oversee and support these group leaders. It is easy to start lots of groups. But it takes much more effort to establish a support infrastructure of team leaders and managers—called cell group coaches and cell group pastors—that will ensure that these groups will still be healthy and growing a year from now.

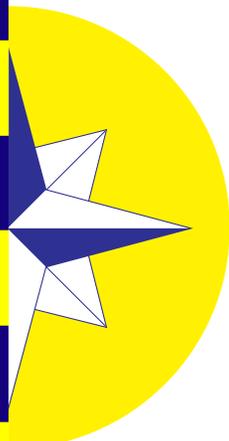
#### **Same Song, Fourth Verse**

This pattern is nothing new. When pastors traveled to Korea in the 1970s to learn about the phenomenon that is Yoido Full Gospel Church, they returned to America with a clear understanding that cell groups should be a priority. They started as many groups as possible expecting to see the miraculous growth they saw in Korea. A few years after starting the groups, the groups were nothing but a failed experiment. The same thing happened in the 1980s with the home Bible study movement and even in the 1990s as pastors jumped on the cell church wave. One church got so excited about the cell church, they retooled everything around cell groups. They developed over 160 groups expecting continued growth. But they failed to raise up enough cell coaches and cell pastors to support those leaders. As a result, they lost almost 100 groups due to leader burnout and frustration.

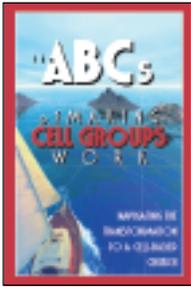
#### **Four Leadership Roles**

Every effective organization, whether the army, a multi-billion dollar corporation, a fast-food restaurant or a

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## Featured Resource



**The ABCs of Making Cell Groups Work**  
by M. Scott Boren

There seems to be two kinds of people in this world: voracious readers and a much larger group of people who just want the basics and don't have time or don't enjoy reading like the first group.

Voracious readers have already been satisfied with Boren's original work, *Making Cell Groups Work*. It's thorough, and covers all the details for each of the 8 stages. The *Navigation Guide for Making Cell Groups Work* delves deeper within each stage with helpful articles and self-assessment tools. It too is helpful for those who enjoy reading.

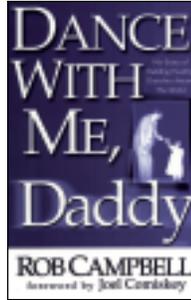
The ABCs booklet is for everyone else in your world who just wants the basic facts.

It's short, to the point, and explains the 8-stage transition process. Who will benefit from reading this booklet?

- Leaders you are recruiting for your transition team. Often, a brief introduction to the process will raise interest and draw them in to learn more or agree to join the team.
- The "power people" in your congregation. Without their support, the transition will fail.
- Friends, relatives, financial supporters, overseeing denominational offices, etc. Instead of explaining why it's going to take your church some time to implement cell groups over and over, why not give them a booklet that explains the process?

[To learn more or buy this booklet, click here!](#)

## In Review



**Dance With Me, Daddy**  
Rob Campbell

Reviewed by: Randall Neighbour

Have you ever stumbled on a good book with a bad title? At first glance, I thought this book might be about how to raise daughters the right way. After all, there's a photo of a father figure dancing with a little girl on the front cover. But, it's not about raising girls—it's about Pastor Rob Campbell's journey into church planting and how God led him to plant Cypress Creek Church, a cell-based church in Wimberley, Texas. Dancing is discussed throughout the book as a theme, but I don't think those of you who are conservative and against dancing will be offended!

This book shares Campbell's developing understanding of what makes a church healthy. It's filled with excellent quotes from other authors and current statistics about church life and leadership, all of which I found helpful in understanding where he was coming from and where he was taking me as the reader.

The first third of the book is historical, sharing Rob's journey into church planting. It's fascinating reading and carried me through each page and chapter. The last two thirds is testimony-based illustration of what each part of Christian Swartz' *Natural Church Development* (NCD) principles looks like when it is lived out in a local church setting.

If you are new to the cell movement, or wonder how NCD principles operate in a cell-based church, this book will be very helpful. As one who hopes to plant a church in the next few years, *Dance With Me, Daddy* was encouraging, despite the odd title! ♦



**Soul Talk**  
Larry Crabb

Reviewed by: Scott Boren

I love to read Larry Crabb, and I really dislike reading Larry Crabb. I love what he says because his words change me. I dislike his stuff because I have to deal with so much change. The best part about reading this book and other books by this author is that he refuses to point his finger at the reader without transparently confessing how God is dealing with him and his personal struggles with the topic at hand. At the same time, I don't like this because if the author is going to be this real and transparent, that means that I as a reader have no excuse but to join him.

*Soul Talk* is quite possibly Crabb's best book. In it, he invites the reader to engage others in a way of talking with one another that waits on the Holy Spirit. It is a way of speaking God's words of edification that involves getting beneath the obvious need and waiting to discover what God is saying. It is a way to deal with my flesh's need to solve other's problems and somehow find pride in how I help people.

The true power of this book is that it shows the reader how to lead people from their focus on their personal success or lack thereof so that they can discover their hidden desire for God. This is an art that every cell group leader must learn if his or her group is going to move beyond sharing problems and into the vision of what God is doing *in the midst* of those problems. *Soul Talk* is a language that every leader must to learn. ♦

*Read a good book lately? Submit your own book review! Email us with your 150 word review, the title, author and publisher: [randall@touchusa.org](mailto:randall@touchusa.org)*

# Upcoming Events & Resources

Click on any of the graphics below to be taken to a page on our website with more details!

## MAKING CELL GROUPS WORK

**June 8-10 • September 14-16 • Houston, Texas**

This three day event for pastors and church leadership will give you the tools required to create a gameplan for your church. You'll enjoy the interaction with TOUCH staff and other pastors in a limited size group, and leave with a clear understanding of how to proceed in your unique environment.

[Click here for pricing and hotel information!](#)

TURNING MEMBERS INTO  
**LEADERS**  
How to raise up  
your group members  
to lead new groups

**May 1st, 2004  
Fellowship Baptist Church  
Olathe, Kansas**

**Facilitator: Randall Neighbour**

**For more information,  
call Marty at 913-764-3153  
or click here.**

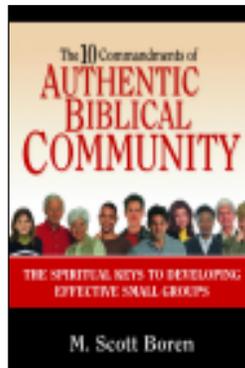
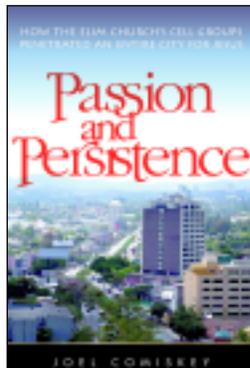
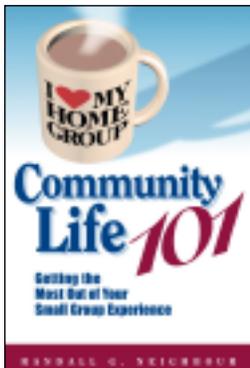


**CELL GROUP  
MINISTRY  
FORUM**

**October 21 & 22, 2004  
Houston, Texas**

**Keynote Speaker  
MARIO VEGA**

**Senior Pastor, Elim Church  
El Salvador • 120,000 in Cells!**



### September Releases:

**Community Life 101** by Randall Neighbour  
*A unique booklet for your cell members that will help them discover the power of community and their unique role.*

**Passion and Persistence** by Joel Comiskey  
*Learn how El Salvador's Elim cell groups are penetrating an entire city for Christ and how your church can do it.*

**The 10 Commandments of Authentic Biblical Community** by M. Scott Boren  
*Look beneath the structure and embrace the spiritual keys that make cell groups effective.*

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church, has four roles or levels of leadership. These roles are described in the illustration on the right.

Most churches do a good job of performing the role of vision and direction because that is what the senior pastor does. And most are doing a good job of recruiting and training group leaders to implement that vision. But the role of the cell group coach and the cell group pastor is either neglected or under resourced.

Bill Beckham, author of *The Second Reformation*, defines the specifics of these roles this way:

*The Role of Vision and Direction*

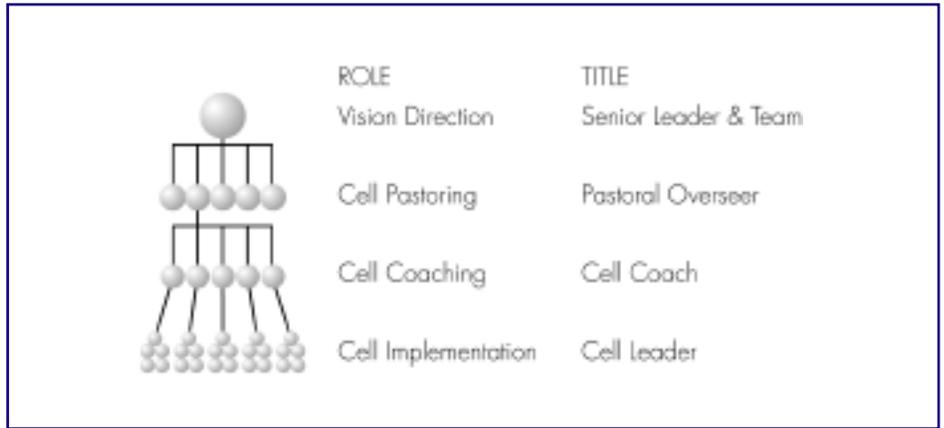
1. Coordinate the administration of the church.
2. Cast the vision.
3. Birth the concepts.
4. Model the basic task.
5. Mentor the cell pastors.
6. Vision for growth.
7. Facilitate the five-fold gifts.
8. Oversee celebration.

*The Role of Cell Group Pastoring*

1. Lead the flock.
2. Plan for expansion in an area.
3. Counsel leaders and members.
4. Train leaders.
5. Equip members (special equipping encounters).
6. Shape growth in the designated area.
7. Mentor the leaders over fifties.
8. Serve as a link to the whole church.

*The Role of Cell Coaching*

1. Shepherd two to five cell leaders. (In the G-12 system this can be up to 12 cell leaders.)
2. Control quality for cell life and ministry.
3. Trouble shoot.
4. Be the eyes and ears for leaders of hundreds.
5. Mentor leaders of tens.
6. Affirm the selection of cell assistants.



*The Role of Cell Leading*

1. Facilitate Body Life.
2. Follow the model of Aquila and Priscilla (Rom. 16:3-5).
3. Shepherd Christ's sheep.
4. Tend Christ's lambs.
5. Facilitate community.
6. Mentor an assistant.
7. Refer to support leaders.
8. Monitor spiritual growth.
9. Bring cell members into the presence of Christ.

**What Oversight Structure Fits Your Church?**

In a recent online survey, we asked church leaders to tell us which cell structure they use. The results are included in the sidebar below. In my next newsletter column, I will explain the differences between the most popular kinds of oversight structures, some of which are so new that nothing is in print about them. But the key to understanding how to develop an oversight structure that fits your church is to understand these four roles. Every effective structure emphasizes these four roles.

**How are your cell groups structured?**

5x5	21%
Pure G12	32%
G12.3	11%
Hybrid (G12 & 5x5)	9%
Other	27%

**Total Votes: 81**  
Quick Poll from the TOUCH Website  
August 2003

Let me illustrate. The G-12 model has been promoted as a radically different from the 5x5 model or Jethro structure (Exodus 18) that forms the foundation of Cho's model and what Neighbour taught in the 1990s. Some have even gone so far to say that the 5x5 is an Old Testament model and the G-12 is New Testament model because it is based on the number 12. But the reality is that a G-12 leader is

one who performs the role of the cell coach. It is just that in this system, the G-12 leader will coach up to 12 cell leaders while in the 5x5 the coach only worked with five. While there are other differences in the way churches do G-12, the role of the G-12 leader is the same as the role of a coach in the 5x5 system. They just do their jobs in a slightly different way.

If you want to make good French fries, you had better understand more than just the procedures for making fries. You must implement the roles of the team leader and manager. If you want to develop good cell groups, you had better pay attention to the unseen roles of the cell group coach and the cell group pastor. The things the coach and pastor do are not as visible as the front-line implementation activities of the group leaders, but without them, the food provided by the group leaders will not taste nearly as good. ♦

**M. Scott Boren** is the Director of Research & Development for TOUCH® Outreach Ministries, Inc. *The Cell Group People™*. He is currently working on a new book entitled "The Ten Commandments of Authentic Biblical Community", which will be released this fall.

