



## ASSOCIATION LEADERSHIP ESSENTIALS – PART 1

CORE COMPETENCIES FOR BUILDING AND SUSTAINING YOUR ALLIANCE OR ASSOCIATION

12 Week Online Course • Begins 6 February, 2012

**In this 12 week Online Course, you will:**

1. UNDERSTAND the Purpose and Function of a Membership-based Alliance or Association and Discover the Startling Differences Between a Church, a Denomination, a Parachurch and an Alliance or Association—and Why Organizational Structures Matter So Much
2. LEARN How to Select the Most Effective Alliance/Association Model for Your Unique Context—After Reviewing the 5 Association Management Operating Philosophies and Models
3. CONSIDER Options for Creating a Governance and Leadership Structure That Ensures Accountability, Integrity, Results and Sustainability—and Study Best Practices in Board Governance & Recruitment (Cultivation, Recruitment, Orientation and Engagement)
4. CREATE Responsive Membership Categories by Researching the Needs of Your Current and Future Members—and Researching What Your Members Value
5. GROW Your Alliance/Association Membership by Focusing on Your Primary Members—and Constantly Researching the Changing Needs of Your Members in Order to Meet Those Needs.
6. IMPROVE and Update Your Alliance/Association's Products, Programs and Services—and Evaluate Your Association's Current "Menu of Benefits and Services"
7. DEVELOP the 3-Year Strategic Plan for Your Alliance/Association's Products, Programs and Services—and Identify Association "Cash Cows, Sacred Cows and Dead Horses" (The Annual Pruning Exercise)
8. HEAR From God as You Envision Your Alliance/Association's Future Impact—and Discern What God Is Calling Your Association to Do and to Be (Your B.H.A.G. – Big Holy Audacious Goal)
9. LEAD and Manage the Alliance/Association Board, Staff and Volunteers for Kingdom Impact and Why Vision Without Execution Is Delusion (The Annual Plan and the 3-Year Plan)
10. CONTRIBUTE Valuable Feedback and Suggestions for This Inaugural Online Course—and thereby enhance future courses that will impact 128 WEA Alliances or associations!

*Scroll to next page for more information!*



**John W. Pearson**

*JOHN PEARSON is the course facilitator. A management consultant to Christian organizations and associations (including World Evangelical Alliance), John served 25 years as president of three national and international associations, including Willow Creek Association, Christian Management Association and Christian Camping International/USA. He is the author of Mastering the Management Buckets: 20 Critical Competencies for Leading Your Business or Nonprofit. For more on John, visit [JohnPearsonAssociates.com](http://JohnPearsonAssociates.com).*

## ALLIANCES AND ASSOCIATIONS ARE UNIQUE AND REQUIRE FOCUSED LEADERSHIP.

This online course will introduce you to the core leadership essentials and foundational building blocks of the association and alliance ministry model. You'll discover why the leadership competencies and organizational structures of alliances and associations are dramatically different from other models. Using the expertise and best practices of selected General Secretaries and leaders of many of WEA's National Evangelical Alliances, you will develop a philosophy of association/alliance leadership and explore the core competencies required of alliance/association leaders, staff members, board members and key volunteers. The course will also present the basic leadership and management core competencies for building and sustaining a membership-based National Evangelical Alliance using the most effective association model for your templates that you can begin using immediately.

<p><b>Who should enroll?</b></p>	<p>This inaugural online course is specifically designed for General Secretaries, staff, board members and volunteers of WEA's Alliances or associations. Others are welcome to participate, including leaders from the 7 Regional Alliances, WEA Commissions, Global Partners, Associate Members, and WEA Task Forces and Initiatives.</p>
<p><b>When is the course?</b></p>	<p>This 12 week online course begins 6 February, 2012.</p>
<p><b>How do I register?</b></p>	<p><a href="#">Click here</a> and submit your application form.</p>
<p><b>What is the course fee?</b></p>	<p>Course fees start from \$400 USD per non-accredited course (subject). Scholarships may be available. Contact <a href="mailto:weali@worlddea.org">weali@worlddea.org</a> for details.</p>



These courses have the potential to dramatically increase the effectiveness of all our Alliances or associations globally. In the European Evangelical Alliance, we are encouraging our ALLIANCE OR ASSOCIATION LEADERS to make full use of this online course - with its potential to help with the process of transforming all our nations.

*Gordon-Showell Rogers, and his wife Jane,  
WEA Associate Secretary General*

## WEA Leadership Institute

74 Trinity Place, Suite 1400  
New York, NY  
10006 USA

Telephone: +1 646 658 3148

E-mail: [weali@worlddea.org](mailto:weali@worlddea.org)

Website: [www.weali.org](http://www.weali.org)

Facebook: [www.facebook.com/worlddea.li](http://www.facebook.com/worlddea.li)

Twitter: [www.twitter.com/wea\\_li](http://www.twitter.com/wea_li)

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