

# DO MORE WITH LESS TIME

10 Time Management  
Keys for College Ministry

Paul Worcester

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# INTRODUCTION

**Time is your most valuable resource.** As a college ministry leader, I have never felt like I've had enough of it. Seven years ago my wife and I started our ministry, Christian Challenge from scratch and by God's grace we now have a growing team of staff and student leaders laboring on campus with us. Despite our growth, there has been a constant struggle to answer the question: "How can I use my time for what makes the greatest impact on campus?" This is certainly not a unique question, and it is one that has proven helpful to pursue an answer to.

However, we all know that life happens apart from the work. In addition to being a part of a growing ministry, I have encountered a unique set of challenges in shepherding my family. For around six years, due to complications from our first child, my wife has suffered with serious back problems. She is basically stuck in her chair at home 24/7, with the occasional trip to the pool, church, or somewhere that there is a good place for her to sit. She is physically incapable of watching our two children (ages 6 and 3) on her own.

# INTRODUCTION

God has used this time in our lives to humble us, test us, and shape our character. (James 1:2-4, Romans 5:3-5) In addition, God has used this situation to move me to be more intentional with how I leverage my time for what matters most. By God's grace, we have been able to keep a healthy marriage, spend time investing in our children, and see a growing number of students meet Jesus, get plugged into a local church, and be developed into Kingdom leaders.

Yes, time is your most valuable resource—and it is also the resource with the clearest limitations on it. Time passes, whether we like it or not. In hopes of helping you leverage your time, I have developed some key practices that you'll be able to transfer into your ministry context. I hope that these help you to make the most of your time, and my prayer for you is that you might ultimately be steadfast, immovable, always abounding in the work of the Lord, knowing that in the Lord your labor is not in vain. (1 Corinthians 15:58)

KEY #1

# SIMPLIFY YOUR STRUCTURE

## KEY #1 SIMPLIFY YOUR STRUCTURE

One perk of a ministry that is focused exclusively on making disciples of college students is the ability to be focused on what will most effectively reach, train, and send students. If it doesn't fit in one of those three categories, then your response is simple—you don't do it. In fact, take it further: If it doesn't effectively accomplish one of these three goals *well*, don't do it.

If you notice that you are constantly pressed for time, I would encourage you to ruthlessly evaluate all of your ministry programs. Pick up the calendar axe and hack. Ask hard questions as a leader and as a team about how effective each program is in helping you multiply disciples. Evan Blackerby gives a great example of how he asked hard questions and made radical changes which enabled him to streamline his process and more effectively multiply disciples. You can do the same.

One thing that we discovered is that a process of intentional, relational, and reproducible discipling takes care of 90% of strategic ministry needs. If you asked any of our staff or key student leaders what our ministry strategy is

## KEY #1 SIMPLIFY YOUR STRUCTURE

they would simply say, “We make disciples.”

One thing we’ve found to be effective is creating a “down-line” of students who are discipling students who are discipling other students. Equipping and unleashing student leaders to make disciples is the secret weapon of every college ministry that is consistently seeing students come to Christ and multiply. I can sleep at night when I know more experienced believers are personally investing in younger believers because I know they are getting the encouragement and help that they need. Knowing that students are getting custom training in their walk with God helps me feel less of an urge to start a new program, class, or training meeting for every specific need that comes up. It also helps our leaders grow as they encounter questions and issues they have never helped anyone with before. According to the 70:20:10 Principle, the best kind of leadership development comes through “hands-on” ministry. Daniel Im puts it this way:

*“Discipling others while being discipled is actually one of the best ways to get discipled!”* **Daniel Im**

## KEY #1 SIMPLIFY YOUR STRUCTURE

One faith goal we have is that a freshman student who is committed and faithful to the training that we give them will be able to lead one person to Christ and start discipling them by the fall semester of their sophomore year. This is not a side project of our ministry, it is a driving force behind our entire ministry structure. We discovered that if we can help a student begin leading others to Christ and discipling people, then the chances of them becoming a lifetime kingdom contributor exponentially increase. Once they catch the “discipleship bug,” they will be hooked and never want to settle for a life that is not leveraged for Christ’s mission. You will guard your time well by leveraging the existing vehicles to accomplish your goals, rather than creating, staffing, branding, promoting, implementing, evaluating, tweaking, evaluating again, and culturally assimilating new programs and events.

Did that feel like a long sentence? Good. Feel that weight, because it’s a longer process to do it well. Use the ministry vehicles you already have to accomplish what you want to do.



## KEY #1 SIMPLIFY YOUR STRUCTURE

Take evangelism training as an example. Evangelism training courses can be great—but what we have discovered is that if we integrate evangelism training into our personal discipling process, more people receive the training in a way that actually equips them to do evangelism in the flow of everyday life.

It works the same way with gender-specific issues. There are entire programs that your ministry could run to minister to men and to women. You could run entire programs around the issue of sexual purity or other issues. Rather than creating new vehicles of ministry, we have chosen to equip our men with tools to invest in younger men on key issues they face, and to train upperclassman women to invest in younger women. We also have intentionally formed a strong partnership with adults in our primary partner church by getting them involved in some of the men's and women's events that the church puts on. Informal mentoring relationships have been formed as a result of partnering in this way. This model of discipleship and leadership development is accelerated further and faster

## KEY #1 SIMPLIFY YOUR STRUCTURE

when in partnership with a local church.

If you are in the process of starting a new ministry or growing a smaller ministry with limited resources, I would strongly encourage you to be slow about adding any additional programs to your structure. *Just because someone has a good idea doesn't mean that you should do it!* Work the process of what you have, or the addition of programs will work you. Momentum comes when you do just a few things well over and over again, year after year.

### REFLECT

**ARE THERE ANY MINISTRY EVENTS OR PROGRAMS THAT  
YOU NEED TO EVALUATE, CHANGE, OR CUT OUT?**

## KEY #1    SIMPLIFY YOUR STRUCTURE

### RESOURCES

**GOOD TO GREAT**    JIM COLLINS

**BUILT TO LAST**    JIM COLLINS

**FREE EBOOK**

**PRINCIPLES GOD HONORS**    JIM SYLVESTER



KEY #2

# FOCUS ON REACHING THE LOST

## KEY #2    FOCUS ON REACHING THE LOST

*“You have nothing to do but to save souls. Therefore spend and be spent in this work. And go not only to those that need you, but to those that need you most. It is not your business to preach so many times, and to take care of this or that society; but to save as many souls as you can; to bring as many sinners as you possibly can to repentance.”*

**John Wesley**

We have a motto in our ministry that says, “You have one job. Make disciples.”

I encourage our collegiate ministry staff to see ourselves more as missionaries than pastors. I often remind our leaders that God called us to do whatever it takes to reach lost students, not to babysit Christians. Most of our time, budget, our most elaborate events, and most passionate prayers are focused on reaching lost students. Period.

We do a number of things to intentionally keep the fire for evangelism in our ministry white hot. Each fall, we set “faith goals” for how many interested contacts we ask God to

## KEY #2    FOCUS ON REACHING THE LOST

give, so we can follow up with them and share Jesus. This fall, by His grace, we had 2,000 interested contacts and in the first three weeks set up 130 gospel appointments—with 77 students indicating decisions to follow Jesus! Our staff models the urgency to share Jesus by making a goal to do at least 30 gospel appointments a semester while bringing students with them to watch and learn how to share.

One “faith goal” I have this year is that each of our 50 core team members will be able to lead one person to Jesus, connect them to a local church, see them baptized, and personally disciple them. I humbly admit, only God can do this—but you can imagine how this helps focus our team training and prayers on the essential goal of multiplication.

We also encourage each student leader and staff member to have a “personal ministry target” where they are befriending unbelievers and sowing broadly among a certain “pocket of people” on campus. This has enabled us to begin reaching different networks of students on campus. I have heard of several ministries taking their entire leader-

## KEY #2    FOCUS ON REACHING THE LOST

ship team through this personal ministry target worksheet to help them focus on this game-changing strategy.

How does this save time? It actually doesn't—at first. However, it will in the long term. More work on the front end means huge time-saving and impact on the back end. When you have a ministry that is shameless about its focus on reaching the lost, it will attract the right kind of leaders and raise up a growing number of healthy disciples and disciplemakers.

Over time, you will begin to see the multiplication of students reaching and discipling other students who reach and disciple more students. The more laborers that you raise up, the more ministry you can see happen on campus! The harvest is plentiful but the laborers are few! The problem is not with the harvest. The harvest is plentiful! The problem is a lack of laborers—and your best laborers may still be in the harvest! Keep your focus on reaching the lost, and developing them as leaders and laborers. (Matthew 9:36-38, Luke 10:2)

## KEY #2 FOCUS ON REACHING THE LOST

### REFLECT

**WHAT STEPS DO YOU NEED TO TAKE TO CREATE A  
CULTURE OF EVANGELISTIC URGENCY?**

**ARE THERE ANY NEW STRATEGIES OR TOOLS THAT YOU  
WOULD LIKE TO TRY?**

**WHAT “FAITH GOALS” DO YOU NEED TO CONSIDER IN  
ORDER TO FOCUS MORE ON REACHING LOST STUDENTS?**



## KEY #2    FOCUS ON REACHING THE LOST

### RESOURCES

**T4T: A DISCIPLESHIP**

**RE-REVOLUTION**    STEVE SMITH WITH YING KAI

**THE FUEL AND THE FLAME**    STEVE SHADRACH

**MOVEMENTS THAT CHANGE**

**THE WORLD**    STEVE ADDISON

KEY #3

# FORCE YOURSELF TO BECOME A TIME MANAGEMENT BEAST

## KEY #3    FORCE YOURSELF TO BECOME A TIME MANAGEMENT BEAST

Can I be honest for a minute? This won't feel great to read, but it is true.

You ready?

College ministry leaders have a bad reputation for being disorganized and unprofessional.

There, I said it. It's in the open—and now the healing can begin.

I know a few businessmen who lead successful companies and are dedicated followers of Christ who know and support a number of collegiate ministry leaders. One of them shared with me that some of his friends who were Christian businessmen would joke about the work ethic of their friends who were in ministry. That's a real story. In a real way, part of that is a misunderstanding of what we do with our time in ministry. I'll give you that. However, the other side is that some of us actually are unprofessional with how we use our time and how we present ourselves.

Brian Zunigha in a recent article describes some reasons

## KEY #3    FORCE YOURSELF TO BECOME A TIME MANAGEMENT BEAST

for the perception people have about college ministry as a “junior varsity” calling. Here is one he mentions: “It’s not uncommon for me to send an email or text to someone in college ministry and wonder if the person on the other end has shut down their account or stopped paying their phone bill. If you are more faithful to respond to social media posts than emails, you’re doing a poor job of adulting.”

Now, I am not naturally an organized person, so you would think that I would be the last person to give time management advice. However, that very reason, in and of itself, has forced me to work hard at this crucial area. As I read more and more books on the topic, I basically came to three habits that have been absolutely essential for me to practice in my time management. You may need something more complex, but this is what has been helpful for me, and I hope it might be helpful for you—here are my big three time management habits:

### **1. Create a master to-do list.**

I have an app on my phone where I record everything that I need to do. It’s that simple and that accessible. I just make

## KEY #3    FORCE YOURSELF TO BECOME A TIME MANAGEMENT BEAST

sure to scan my list each morning and prioritize which ones I will knock out that day.

### **2. Keep a detailed calendar.**

I use a Google calendar where I record everything. I include my time with God just like I would as a discipleship meeting—which, in a real way, it is. The more detailed your calendar is, the better. Some law professionals record their time to the tenth of the hour for billing purposes! Record your day in your calendar, and it will act as a ledger for your time.

### **3. Do a “weekly sync.”**

Each week I “sync” my calendar with my to-do list. I simply plug in time slots where I will accomplish my tasks. I make sure to coordinate with my wife on this so that I don’t plan to do a discipleship meeting during a time that I need to watch the kids. This takes extra work with Christy due to her medical situation, but saves a huge amount of time and stress at home to be on the same page about how I spend my time!

## KEY #3    FORCE YOURSELF TO BECOME A TIME MANAGEMENT BEAST

This plan sounds extremely simple, and it is! The reason I like it is because I actually use it. Your time management plan is only as good as your ability to do it. Don't try to do something that I do that doesn't work for you—your time management strategy should serve you!

### REFLECT

**WHAT IS YOUR CURRENT TIME MANAGEMENT PLAN? DO YOU ACTUALLY USE IT? HOW EFFECTIVE IS IT?**

**WHO COULD YOU GET TIME WITH TO GET ADVICE ON CRAFTING A MORE EFFECTIVE PLAN?**

## KEY #3    FORCE YOURSELF TO BECOME A TIME MANAGEMENT BEAST

### RESOURCES

**WHAT'S BEST NEXT**    MATTHEW PERMAN

**DO MORE BETTER**    TIM CHALLIES

**GETTING THINGS DONE**    DAVID ALLEN

**DEEP WORK**    CAL NEWPORT



KEY #4

# DELEGATE EFFECTIVELY AND TRAIN OTHERS TO DELEGATE EFFECTIVELY



## KEY #4 DELEGATE EFFECTIVELY AND TRAIN OTHERS TO DELEGATE EFFECTIVELY

*“Never do anything of importance that others can do or will do when there is so much of importance to do that others cannot do or will not do.”*

**Dawson Trotman**

As Christy and I were raising support to start our ministry, we met with a church planter who was a good friend of ours. I don't remember his exact words, but I do remember walking away from our time together knowing two things:

I need to recruit and develop as large and as healthy of a team as I possibly can.

I need to delegate everything I possibly can to them as fast as possible.

I found this article by Carey Nieuwhof interesting as he describes why many churches don't grow past 200. His reason is “They organize, behave, lead and manage like a small organization.” I believe many college ministries make the same mistake. I knew I needed to over-staff and heavily delegate. The way that our ministry would sustain

## KEY #4    DELEGATE EFFECTIVELY AND TRAIN OTHERS TO DELEGATE EFFECTIVELY

growth would be by acting like a larger ministry in these two areas.

Let me encourage you to structure your ministry in such a way that it would not function unless a growing number of volunteers and student leaders continued to step up to serve and make disciples. For example, we currently have enough staff to have only staff leading our community groups—however we have intentionally chosen to make our groups student-led. We want to make sure there is an outlet for our student leaders to develop and lead. They may not do as good of a job at leading these groups as our paid staff, but the experience they develop leading them is worth the risk.

One of our goals as staff is to “set the table” for our student leaders. We want to give them real opportunities to experience hands-on ministry. We also want to design our ministry to “scale” if God answers our prayers for revival and more students start coming to Christ on campus. With our current system and structure, we have enough leaders to plug in at least one hundred more students than we

## KEY #4    DELEGATE EFFECTIVELY AND TRAIN OTHERS TO DELEGATE EFFECTIVELY

currently have involved. If God chooses to do that, we will need to scramble a bit and reorganize—but by God’s grace we can have leaders ready to lead in that scenario.

As your ministry grows, it will be essential that you train your staff and other leaders how to delegate effectively. Delegate, don’t dele-dump. Check out this helpful article, 6 Steps For More Effective Delegation.

Remember: The reason you delegate is because you want to be the most effective servant of Jesus Christ that you can possibly be, not because you don’t want to serve. You want to train your students to become life long servants in the kingdom and work yourself out of a job! As I have grown in my confidence and effectiveness in delegation, it has become such a joy to go to our weekly meeting and watch all of our teams working furiously to provide a great environment for new students to connect with God and others.

There is a greater joy in knowing that you are equipping and empowering others to do ministry than in doing ministry

## KEY #4 DELEGATE EFFECTIVELY AND TRAIN OTHERS TO DELEGATE EFFECTIVELY

by yourself. The principle applies to every area of ministry: Large group, small groups, social events, evangelism, and discipleship relationships. You don't need a large staff to see a large number of students being disciples and making disciples. The way to leverage your impact is to recruit and equip a growing number of students to join you in reaching the campus for Jesus Christ!

### REFLECT

**ON A SCALE FROM ONE TO TEN, HOW EFFECTIVELY ARE YOU USING THE PRINCIPLE OF DELEGATION? BRAINSTORM A LIST OF TASKS OR RESPONSIBILITIES THAT YOU CAN DELEGATE. WHOM CAN YOU DELEGATE THEM TO?**

**WHAT IF 100 NEW STUDENTS DECIDED TO JOIN YOUR MINISTRY NEXT WEEK? HOW WOULD YOU NEED TO DELEGATE AND RESTRUCTURE YOUR MINISTRY?**

A person is working at a desk, leaning over a large sheet of paper. A glass of water is on the desk to the right. The background is dark and out of focus.

KEY #5

**SPEND YOUR BEST  
TIME AND ENERGY  
DEVELOPING  
MULTIPLYING  
LEADERS**

## KEY #5 SPEND YOUR BEST TIME AND ENERGY DEVELOPING MULTIPLYING LEADERS

*“Men are God’s method. The Church is looking for better methods; God is looking for better men.”*

**E.M. Bounds**

Your most strategic use of time is to invest deeply in a few key leaders who have the potential to be multipliers and equippers for the Kingdom. I would recommend that you bring them together into a “Core Team” for regular training, planning, and prayer—then unleash them on the campus.

A huge component of this is to resist being afraid to call these students to a high level of commitment. It’s better to have a small team that is willing to pay a large price than to have a large group of “leaders” who are dragging their feet about reaching the campus. We meet weekly with our student leaders for an hour and a half. We invest in their development through reading books together, memorizing scriptures, and even having them split into clusters of three or four to discuss how it’s going with their personal ministry targets and the “Big 5” basic spiritual disciplines. On average, our student leaders are investing at least 10–15 hours a week to leading and laboring on campus. They lead

## KEY #5    SPEND YOUR BEST TIME AND ENERGY DEVELOPING MULTIPLYING LEADERS

small groups, share the gospel, disciple new believers, and serve in various other roles in our ministry—as well as in a local church!

Our weekly Core Team meeting is essential for keeping them encouraged, equipped, and motivated to see them continue to serve and grow. Each Core Team member is also being personally discipled by a staff member or upperclassman leader. This may sound like a lot, but the stark reality is that college students have more available energy and time now than they will at any other time in their adult life.

So don't shy away from a big ask! There is a reason Jesus used the word "laborer" for someone who will be used by God to bring in a harvest of lost souls. It is because it's a lot of work! I believe that challenging students to make sacrifices to reach their peers now will set a pace for their entire lives to serve in strategic kingdom roles on campus, in local churches, with church plants, and in overseas missions.

## KEY #5    SPEND YOUR BEST TIME AND ENERGY DEVELOPING MULTIPLYING LEADERS

If a student isn't motivated to join a weekly meeting for training, it's unlikely that they will be willing to wake up for a 5 a.m. discipleship group before work when he has a wife, kids, and many other responsibilities on his plate. This is equipping not simply for college, but for life.

Unless there are very unusual circumstances, I would highly recommend a weekly core team meeting with your student leaders. One of the goals your ministry should have is to ask God to raise up a growing number of students to join the core team. Each semester is another chance to add people to the team. On the low, I think spring is one of the best times to add leaders to the team. This article explains why.

In addition to a core team meeting, there is nothing that you can do that is more important than personally spending time developing your most motivated leaders. Focus specifically on those who are seeking to share the gospel and have a personal ministry of discipling. We like to say: "Move with the movers." I would recommend that every leader who is showing a desire to multiply receives



## KEY #5    SPEND YOUR BEST TIME AND ENERGY DEVELOPING MULTIPLYING LEADERS

intentional, relational, and reproducible developmental discipleship from you or a key leader in your ministry.

Know this: there are no shortcuts to true spiritual multiplication. Period. It never starts as rapidly as we would like it to, so it's tempting to try and "streamline" the process and make it more efficient. My state director, Neil Walker, says it this way: "Be efficient with tasks and effective with people. Don't be efficient with people." It takes consistent, unrushed personal time with a few key people before you start to see multiplication.

Neil also often says "You can impress people from a distance, but you impact them up close." If you decide to truly invest deeply in leaders, it will be the most difficult part of your ministry—and also the most rewarding. Dave Englehart, director of Christian Challenge at New Mexico State, Says it this way: "More time spent with fewer people leads to greater lasting impact for the Kingdom of God."

So don't fret if your effort to personally develop leaders doesn't appear to be growing your ministry right away. Re-

## KEY #5    SPEND YOUR BEST TIME AND ENERGY DEVELOPING MULTIPLYING LEADERS

member our mission is not to grow a ministry, but to reach the world for Christ. Your ministry may never grow to 2,000 or become what you daydream about—but over time, God can raise up hundreds and thousands of students to make disciples for the rest of their lives.

I am encouraged by this quote in *The Master Plan of Evangelism* by Robert Coleman: “Making disciples will be slow, tedious, painful and probably unnoticed by people at first, but the end result will be glorious even if we don’t live to see it. We must decide where we want our ministry to count. In the momentary applause of popular recognition or in the reproduction of our lives in a few chosen people who will carry on the work when we have gone.”

## KEY #5 SPEND YOUR BEST TIME AND ENERGY DEVELOPING MULTIPLYING LEADERS

### REFLECT

**WHO ARE ONE OR TWO KEY LEADERS THAT YOU CAN  
START INVESTING IN DEEPLY? HOW WILL YOU DO THAT?**

**DO YOU HAVE A “CORE TEAM” OF STUDENT LEADERS?**

**IN WHAT WAYS CAN YOU IMPROVE THE TRAINING THAT  
YOU ARE GIVING YOUR STUDENT LEADERS, VOLUNTEERS  
AND STAFF?**

## KEY #5 SPEND YOUR BEST TIME AND ENERGY DEVELOPING MULTIPLYING LEADERS

### RESOURCES

**THE MASTER PLAN OF**

**EVANGELISM ROBERT COLEMAN**

**THE LOST ART OF**

**DISCIPLEMAKING LEROY EIMS**

**DEVELOPING THE LEADERS**

**AROUND YOU JOHN MAXWELL**

**THE FUEL AND THE FLAME STEVE SHADRACH**



KEY #6

# DON'T REINVENT THE WHEEL

## KEY #6    DON'T REINVENT THE WHEEL

Most of my best ideas I stole from someone else.

Yeah, you read that right.

Not. Mine.

Honestly, it's one reason I love being involved with Collegiate Collective! We get to learn the best practices, tools, and tips from veteran leaders from all different streams of college ministry. "There is nothing new under the sun"—so if you are running into an issue as you are seeking to make disciples on campus, chances are someone else has dealt with that same issue.

One of my mentors, Harold Bullock says that "Teachability is the only shortcut to success in life." There are two ways to learn: the easy way or the hard way. Both are very effective teachers. One is just way less painful. Personally, I prefer to learn from the mistakes of others so that I can move forward and find some other mistakes of my own to make.

Let me get up in your grill for a minute—Are you an ag-

## KEY #6    DON'T REINVENT THE WHEEL

gressive learner? Do you actively and tenaciously seek out wisdom from others? When was the last time you asked for advice from another college ministry leader? Are you coachable? Do others feel comfortable and motivated to give you corrective feedback on your life and leadership?

Leaders are learners—I want to encourage you to foster an attitude of active learning in your life.

One strategy for growing in my wisdom on this particular topic is to “binge read” on a certain topic. Take evangelism, for example—I have read a number of books on evangelism and studied the scriptures and over time developed some simple tools that reflect some of the common themes that have risen to the top as I read.

One result of doing a bunch of reading and study on relational evangelism was discovering and developing two simple tools. One strategy is called “Gospel Appointments,” which you can read about [here](#), and the other is one called “The Three Habits of Everyday Evangelism” which you can read about [here](#) and [hear a conference workshop on](#)

## KEY #6    DON'T REINVENT THE WHEEL

the vision behind it here.

Tools created by others were even easier to adapt to our ministry context. For example, our ministry has a series of follow up and discipleship lessons that were heavily influenced by my mentor, Max Barnett, and The Navigators. We also use some great outsourced tools such as “Growing in Christ” by the Navigators, “The God Test” by Rice Brooks, “Knowing God Personally” by Cru, and “Xplore” by the Center for Mission Mobilization.

I am also a huge fan of using books to help equip students with the knowledge and perspective they need. Here is a list of suggested books that we go over with students.

If you want to do more ministry with less time, don't be afraid to try out the tools that others developed. Your pride will say “I have to make it,” but if you want to guard your time and really do more with less, humble yourself and stand on the shoulders of those who have gone before. You will be able to spend most of your time actually doing ministry rather than researching or writing material. It would be hard



## KEY #6    DON'T REINVENT THE WHEEL

to justify spending 15 hours each week writing a training talk on discipleship for the 10 students on your core team, when you could have them all read a chapter of The Master Plan of Evangelism by Robert Coleman, and you spend 2 hours preparing a time for you to lead a discussion with some additional practical tips and training for them. Don't reinvent "the wheel".

## KEY #6    DON'T REINVENT THE WHEEL

### REFLECT

**HOW CAN YOU GROW TO BE MORE TEACHABLE?**

**WHO COULD BE A COACH FOR YOU?**

**WHAT ARE SOME HABITS THAT YOU CAN DEVELOP TO  
LEARN FROM OTHER COLLEGE MINISTRY AND CHURCH  
LEADERS?**

**WHAT TOOLS, STRATEGIES, OR RESOURCES CAN YOU  
“PLUG AND PLAY” INTO YOUR MINISTRY STRUCTURE  
THAT WILL SAVE YOU TIME AND ENERGY?**

## KEY #6 DON'T REINVENT THE WHEEL

### RESOURCES

**MAKE SURE TO SUBSCRIBE TO COLLEGIATE COLLECTIVE**  
**TO GET OUR WEEKLY EMAIL UPDATES! YOU CAN ALSO**  
**JOIN OUR FACEBOOK GROUP WHERE THERE ARE 1,000+**  
**LEADERS WHO SHARE IDEAS AND RESOURCES WITH ONE**  
**ANOTHER.**

KEY #7

# UTILIZE MORE GUEST SPEAKERS



## KEY #7 UTILIZE MORE GUEST SPEAKERS

I love speaking at our weekly large group meeting! I get more fired up to speak to our students than just about any other church or conference. I love getting to build into our students and see God work to guide them in knowing and following Jesus.

However... one thing I have noticed is that if I am speaking at our large group this week, I have a constant burden leading up to it. It hangs over my head and takes up much of my focus. I have discovered that if I am going to effectively lead our ministry to one day become a disciple-making movement, I often need to use my creative energies and mental margin elsewhere. I also, honestly, don't want our ministry to be built on my personality or preaching. I want it to be built on Jesus and His plan for reaching the world!

The weeks that I am not speaking, I have noticed that I am able to think more clearly to solve problems that need to be addressed in the ministry or to dream about strategic moves we need to make. When I am not speaking, I have noticed that I am less impatient and irritable with my family the day before and after large group. On average, I will

## KEY #7 UTILIZE MORE GUEST SPEAKERS

spend 10–15 hours writing a talk for our large group meeting. If I am not speaking, that is 10–15 hours that I can use to build more deeply into my leaders, dream, strategize, plan, pray, answer emails (don't remind me), or any other crucial tasks that I may need to tackle.

There are other perks to inviting high quality guest speakers to invest in your students. For one, it can provide great cross-training. It can also help reinforce the values that you are trying to instill in them. For example, I have noticed that sometimes I can harp on the importance of having a daily time alone with God and the response is mediocre—but if we bring a speaker in to address the topic, it's as if students heard it for the first time! They will come to me after and say “I need to have a daily time with God” and I will answer “I know! What have I been telling you all year?” It is the tyranny of novelty—and we choose to leverage it.

Another perk is that you can bring in experts to speak on specific topics. We have a professor of a nearby seminary come speak on apologetics issues often. His position gives him weight, and his weight gives him influence. My men-

## KEY #7 UTILIZE MORE GUEST SPEAKERS

tor, Max Barnett often says that “It’s not what you can teach them. It’s what you can get them to learn.” We often invite the pastors of our primary partner church to come speak to the students also. This helps bring unity and encourages students to value and love the local church.

As our staff has grown, I also want to give them real experience at speaking. This helps to free me up and gives us an opportunity to do some on-the-job training. If the Lord calls them to go plant a new ministry or church someday, I want them to be trained. It is a great opportunity for them to grow as leaders and develop the crucial leadership skill of communicating to a large group. Our students know and love them and although sometimes the communication skill is not “Ted Talk” status, the Lord uses our less experienced staff in powerful ways. It is an encouragement and confidence boost for these staff members as they grow in their gifting. It also gives me a chance to coach them and develop their giftings by allowing them to have constructive reps.

God leads different leaders to do different things, so make

## KEY #7 UTILIZE MORE GUEST SPEAKERS

sure to factor in your gifting and personality when crafting your strategy. Ask a mentor for advice on how often you should be speaking. I have been experimenting a bit, and right now I am speaking about one-third of the time. As I was reading through all of Tim Casteel's excellent interviews of the directors of the largest Cru movements in the nation, I noticed that most of them did very little speaking at their large group meeting. They utilized guest speakers and rotation of staff and spent almost all of their time pouring into leaders, with a focus on multiplying disciples on campus. It can be easy to assume that in order to build a big ministry you must be a big personality that can move the crowd with your oratory skills. God does use some people that way—but for many, God may want us to get busy building a movement behind the scenes and bring in some great guest speakers.

One final note: We have learned is that it is essential to be very clear about expectations with your guest speakers. We created a “guest speaker guide” that will help our guests prepare and know what to expect when speaking



## KEY #7 UTILIZE MORE GUEST SPEAKERS

to our group. We have very clear guidelines about how long to go and the kind of things that students find most engaging. This serves both our guest speakers and our students well. [You can check out our guest speaker guide here.](#)

### REFLECT

**HOW OFTEN DO YOU CURRENTLY SPEAK AT YOUR LARGE GROUP MEETING?**

**WHAT COULD YOU ACCOMPLISH IF YOU HAD AN EXTRA 10–20 HOURS A MONTH TO INVEST IN OTHER AREAS OF MINISTRY?**

**WHO ARE SOME POTENTIAL PEOPLE YOU COULD ASK TO COME SPEAK WHO WOULD DO AN EXCELLENT JOB?**



KEY #8

# BE RUTHLESS ABOUT UNITY AND HEALTHY TEAMS

## KEY #8 BE RUTHLESS ABOUT UNITY AND HEALTHY TEAMS

Nothing saps your time and energy more than good, old-fashioned “drama.” Working with college students, we know all about drama. Sometimes it can feel like we are more of a professional counselor than anything else. There is a certain amount of drama that will inevitably come with the fact that we work with mostly young and immature people. However, we can’t afford to allow the wrong kinds of drama to exist within our ministry teams. We must be ruthless about maintaining unity among our student leadership and staff teams.

Nothing makes work more enjoyable than working with a team that understands and respects each other. Nothing is more of a drag than working with a team that is tense and touchy. If you don’t fight to keep unity among your team, you will waste time and energy.

How do you feel when you go to your staff meeting? Do you feel like you are going to work with a group of friends and peers or do you feel like you are going to battle? It’s better to have a small team that’s healthy than a large team that’s divided.

## KEY #8 BE RUTHLESS ABOUT UNITY AND HEALTHY TEAMS

Our network of churches and ministries has seven “Heart Attitudes” developed by Harold Bullock that help cover the basics of what it takes to have biblical unity. All of our core team members commit to living by these and are held accountable when they fall short of them. We have leaders go through Harold’s book on the topic called *Life with Attitude*. I think that as you read over the list, it will be obvious to you about how living out these attitudes will help develop a more healthy and biblical team environment. Some of these apply directly to a local church context, but the principles are universal. They are simple to understand but extremely difficult to live out!

The first four Heart Attitudes deal with our personal relationships with one another, and the last three deal with our relationship to the church as a body.

### **1. Put the goals and interests of others above your own.**

*“Do nothing out of selfish ambition or vain conceit, but in humility consider others better than yourselves. Each of you should look not only to your own interests, but also to*

## KEY #8 BE RUTHLESS ABOUT UNITY AND HEALTHY TEAMS

*the interests of others.” Philippians 2:3-4*

*“A new command I give you: Love one another. As I have loved you, so you must love one another. By this all men will know that you are my disciples, if you love one another.” John 13:34- 35*

### **2. Live an honest, open life before others.**

*“Therefore each of you must put off falsehood and speak truthfully to his neighbor, for we are all members of one body.” Ephesians 4:25*

*“But if we walk in the light, as he is in the light, we have fellowship with one another, and the blood of Jesus, his Son, purifies us from all sin.” 1 John 1:7*

### **3. Give and receive Scriptural correction.**

*“And let us consider how we may spur one another on toward love and good deeds. Let us not give up meeting together, as some are in the habit of doing, but let us encourage one another—and all the more as you see the Day approaching.” Hebrews 10:24-25*

## KEY #8 BE RUTHLESS ABOUT UNITY AND HEALTHY TEAMS

*"But encourage one another daily, as long as it is called Today, so that none of you may be hardened by sin's deceitfulness."* Hebrews 3:13

### **4. Clear up relationships.**

*"Therefore, if you are offering your gift at the altar and there remember that your brother has something against you, leave your gift there in front of the altar. First go and be reconciled to your brother; then come and offer your gift."* Matthew 5:23-24

*"Bear with each other and forgive whatever grievances you may have against one another. Forgive as the Lord forgave you."* Colossians 3:13

### **5. Participate in the ministry.**

*"Each one should use whatever gift he has received to serve others, faithfully administering God's grace in its various forms."* 1 Peter 4:10

## KEY #8 BE RUTHLESS ABOUT UNITY AND HEALTHY TEAMS

*"From Him the whole body, joined and held together by every supporting ligament, grows and builds itself up in love, as each part does its work."*  
Ephesians 4:16

### **6. Support the work financially.**

*"On the first day of every week, each one of you should set aside a sum of money in keeping with his income, saving it up, so that when I come no collections will have to be made."* 1 Corinthians 16:2

*"Remember this: Whoever sows sparingly will also reap sparingly, and whoever sows generously will also reap generously. Each man should give what he has decided in his heart to give, not reluctantly or under compulsion, for God loves a cheerful giver."* 2 Corinthians 9:6-7

### **7. Follow spiritual leadership within Scriptural limits.**

*"Obey your leaders and submit to their authority. They keep watch over you as men who must give an account. Obey them so that their work will be a joy, not a burden, for that would be of no advantage to you."* Hebrews 13:17

## KEY #8 BE RUTHLESS ABOUT UNITY AND HEALTHY TEAMS

*“Young men, in the same way be submissive to those who are older. All of you, clothe yourselves with humility toward one another, because, ‘God opposes the proud but gives grace to the humble.’ Humble yourselves, therefore, under God’s mighty hand, that he may lift you up in due time. Cast all your anxiety on him because he cares for you.” 1 Peter 5:5-7*

### REFLECT

**ON A SCALE FROM ONE TO TEN, HOW HEALTHY AND UNIFIED WOULD YOU SAY YOUR STUDENT LEADERSHIP TEAM IS? WHAT ABOUT YOUR STAFF TEAM?**

**WHAT HABITS DO YOU NEED TO DEVELOP TO SHAPE THE CULTURE OF YOUR TEAM?**

**WHICH OF THE “HEART ATTITUDES” IS THE MOST CHALLENGING FOR YOU PERSONALLY? HOW CAN YOU GROW IN THIS AREA?**



## KEY #8 BE RUTHLESS ABOUT UNITY AND HEALTHY TEAMS

### RESOURCES

**THE ADVANTAGE** PATRICK LENCIONI

**THE FIVE DYSFUNCTIONS OF  
A TEAM** PATRICK LENCIONI

**CRACKING YOUR CHURCH'S  
CULTURE CODE** SAMUEL CHAND

**THE LEADERSHIP CHALLENGE** BARRY POSNER & JAMES  
KOUZES

**STICKY TEAMS** LARRY OSBOURNE

KEY #9

# LEVERAGE SEASONS OF THE MINISTRY CYCLE

## KEY #9    LEVERAGE SEASONS OF THE MINISTRY CYCLE

College ministry is an unquestionably rhythmic and seasonal calling! Each month of the year has unique challenges and opportunities.

The first month of the fall semester is harvest time! It's all about getting contacts, sharing the gospel with as many students as possible, and doing all that you can to get them connected. Our team treats those first weeks of the fall semester like a mission trip. Here is an article about what we focus on for the first weeks of fall. This podcast discusses how we leverage the recruitment culture that exists during the first month of fall. In this webinar, I discuss how to focus on freshman during this strategic time.

Not all times in the semester are created equal. After the rush at the start of the fall, it's all about following up with new believers and getting them connected. A fall retreat can be extremely helpful in helping new students get connected.

October and November are the perfect time to start recruiting for your winter or spring break conference and your

## KEY #9    LEVERAGE SEASONS OF THE MINISTRY CYCLE

summer mission project opportunities. Tim Casteel thinks that using the month of November can be very strategic in giving students a heart for the nations and promoting your summer missions opportunities. Tim calls this month “Govember.”

Another move we make toward the end of the fall semester is to start talking with potential new core team members. I believe that the start of the spring is the ideal time to add new student leaders (including freshmen) to your core team. Here is why.

Winter break is one of the best times for a college minister to get a few weeks of rest and intentional family time. Say it with me: Rest and intentional family time. However, it is not a month-long vacation. Here are some key priorities to focus on during winter break.

The start of the spring semester is another great time to do an intense week or two of a lighter version of our fall outreach. We often discover students who God is working in that are ready to come to Christ and get connected at

## KEY #9    LEVERAGE SEASONS OF THE MINISTRY CYCLE

the start of a new calendar year and semester.

The rest of the spring semester is a great time to build deeply into your leaders as well as the time to try some creative, new ideas for reaching the campus. We have an annual spring break discipleship conference that helps our students grow deeper in their commitment to Christ. Each spring, we work to finalize our plans and finish recruiting for our summer discipleship projects and mission trips. The end of the spring semester is a great opportunity to take some risks on giving younger leaders opportunities to speak, lead events, and do some of the training that you would normally do.

The summer is one of the greatest opportunities to help your committed students experience a mission trip or a strategic discipleship training project. One of the most strategic decisions we ever made as a ministry was to launch our own summer discipleship training project. You can read about our summer training program called “Chico Project” [here](#). We challenge students to engage in life-changing opportunities over the summer. Our staff, on the other hand,

## KEY #9    LEVERAGE SEASONS OF THE MINISTRY CYCLE

are encouraged to use the summer to rest, get refreshed, raise support, and plan for fall. We want the summers to be faith-stretching for students and refreshing for staff.

Veteran collegiate ministry leader Arliss Dickerson gives some great advice about using your summer well: “Great falls are made in the summer. Speaking outlines developed in the summer make for less stressful and more fulfilling fall semesters. Donors thanked personally in the summer make better givers in the fall. More family time in slower seasons builds into your personal reserves. More quiet time in your relationship to the Lord builds you up and reminds you why you are doing what you do.” We have a large team leading our local summer project together and plan the project to be challenging for students while not being so taxing on our staff. If we have planned our summer well, then our students will be fired up to reach the campus and our staff will be refueled and ready to labor!

By God’s grace, I want to be doing this many years from now. It’s important to build a healthy rhythm into your ministry year. For some more wisdom on maximizing the “cy-

## KEY #9 LEVERAGE SEASONS OF THE MINISTRY CYCLE

cles of momentum” during the ministry year, check out this [article](#) and [video](#) by Cru. [This article by Steve Shadrach](#) is helpful as well.

### REFLECT

**HOW CAN YOU MOST EFFECTIVELY LEVERAGE THE CURRENT SEASON OF MINISTRY THAT YOU ARE IN?**

**WHAT DO YOU NEED TO DO TO PREPARE FOR UPCOMING SEASONS OF THE MINISTRY CYCLE?**

**DO YOU NEED TO MAKE SOME PLANS IN ORDER TO REST, RECHARGE, AND RECONNECT WITH YOUR FAMILY?**

KEY #10

**DO LESS BUT PRAY  
MORE**



## KEY #10 DO LESS BUT PRAY MORE

*“Do you know why I often ask Christians, ‘What’s the biggest thing you’ve asked God for this week?’ I remind them that they are going to God, the Father, and the Maker of the universe, the One who holds the world in His hands. What did you ask God for? Did you ask for peanuts, toys, trinkets, or did you ask for continents? I want to tell you... it’s tragic! The little itzy-bitsy things we ask of our Almighty God. Sure, nothing is too small--but also nothing is too big. Let’s learn to ask from our big God some of those big things He talks about.”*

**Dawson Trotman**

*“I used to think that prayer should have the first place and teaching the second. I now feel it would be truer to give prayer the first, second and third places and teaching the fourth.”* **James O. Fraser**

If you are leading strategically and raising up a growing number of leaders, then you will be doing less and less day-to-day ministry tasks. This is a sign that you are devel-

## KEY #10 DO LESS BUT PRAY MORE

oping and delegating well. This also liberates your schedule to tackle problems that come up and maximize unique opportunities that you can uniquely take advantage of. So what do you do when there is not a problem to solve or ministry opportunity to seize?

Take a nap.

(It's really not a bad idea.)

But seriously, we need to be spending any free time laboring in prayer for our staff, our student leaders, and our ministry! You can't delegate the responsibility to labor in prayer for your ministry. I've come to learn that one of my primary roles as a ministry leader is to mobilize prayer and to pray faithfully for team and ministry goals. This is not an idea that is unique to us—the apostles of the early church understood the need for focused prayer as they lead. “But we will devote ourselves to prayer and to the ministry of the Word.” (Acts 6:4)

One of the most important investments I can make in my student leaders is to daily pray for each one of them by

## KEY #10 DO LESS BUT PRAY MORE

name. Recently, my goal has been to pray for all 51 of them everyday. It has been difficult, but the challenge has helped my prayer life grow and taught me to “pray without ceasing” (1 Thessalonians 5:17) and maximize my time by praying for them while I do other mindless activities like cleaning the house or driving.

It has been incredible to watch God work in their lives as an answer to these prayers. He has also used this practice to deepen my love for each student leader. I often have ideas pop into my head about how I can serve them or help them grow as I pray for them—I’m convinced that I wouldn’t be the leader I need to be without faithfully praying for them. I am challenged by the example of Samuel when he says, “As for me, far be it from me that I should sin against the LORD by failing to pray for you.” (1 Samuel 12:23)

Who do you have a responsibility to pray for?

There have been more and more events, lately, where it makes more sense for me to not attend due to my stage

## KEY #10 DO LESS BUT PRAY MORE

of life and my wife's health situation. This has been difficult for me at times, but I have discovered that even if I am not at the event in question, I can be praying. As our team has grown and disciples have been multiplied, I'm often convinced that the greatest contribution I can make is to not go to an event but spend time praying that God blesses it!

I am always asking God to do things that only he can do! Here is a question to consider: If God answered every prayer that you prayed yesterday, how would your campus be changed? We should be asking God for nothing less than discipling movements that spread all over campus, to our cities, and to the ends of the Earth!

## KEY #10 DO LESS BUT PRAY MORE

### REFLECT

**HOW IS YOUR PRAYER LIFE?**

**DO YOU PRAY FOR EACH OF YOUR STUDENT LEADERS ON A DAILY BASIS? IF NOT, HOW COULD YOU INCLUDE THIS DISCIPLINE?**

**WHAT ARE SOME OTHER IDEAS FOR GROWING YOUR PRAYER LIFE AND MOBILIZING PRAYER FOR YOUR MINISTRY?**

## KEY #10 DO LESS BUT PRAY MORE

### RESOURCES

**A PRAYING LIFE** PAUL MILLER

**NO EASY ROAD** DICK EASTMAN

**THE HOUR THAT CHANGES**

**THE WORLD** DICK EASTMAN

**TOO BUSY NOT TO PRAY** BILL HYBELS

## KEY #10 DO LESS BUT PRAY MORE

### FINAL REFLECTION QUESTIONS FOR *DO MORE WITH LESS TIME*

**WHICH OF THESE IDEAS DO YOU THINK WOULD BE THE MOST HELPFUL FOR YOU TO FOCUS ON? WHO COULD HELP COACH YOU IN THIS AREA?**

**IS THERE ANYONE THAT YOU ARE LEADING THAT NEEDS TO LEARN ONE OF THESE PRINCIPLES? HOW WILL YOU HELP THEM GROW IN THESE AREAS?**

## ABOUT THE AUTHOR



In 2009 Paul Worcester and his wife, Christy planted Christian Challenge at California State University, Chico from scratch. Since then, hundreds of students have indicated decisions to become followers of Jesus, with many growing as disciples and learning to multiply their faith. Paul is the author of “Tips for Starting a College Ministry” and was on the teams that helped launch Collegiate Collective and GospelAppointments.com. He has a passion for equipping and encouraging fellow collegiate leaders to make disciples on campus through his writing, speaking, consulting and



## ABOUT THE AUTHOR

social media. Paul and Christy have two children that keep them busy. Owen is six and Evelyn is three. Paul loves to surf and play other sports when possible. To connect with Paul, email [Paul@ChallengeCSUC.com](mailto:Paul@ChallengeCSUC.com), follow him on [Twitter](#), or check out [his other college ministry resources](#).



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