

BIG RESULTS

LEADERSHIP

**MARK
CROSTON**



Leadership books written by so-called experts who lack a substantial track record of leading organizational accomplishments abound. Mark Croston does not fit that mold. He has been successful in a broad range of contexts—ranging from being a long-tenured pastor in a local context to a national director with a global responsibility. He has actually achieved Big Results, and therefore has the credibility to write about what it takes for you to do the same. This book will inspire and inform you to trust God and serve strategically to accomplish more than you ever imagined!

Jeff Iorg, president,
Gateway Seminary, Ontario, California

Pastor Mark Croston is an outstanding leader and teacher of God's Word. His many years of experience enables him to effectively lead with integrity, compassion, and fortitude. In addition, his teachings are always perfectly balanced with humor and conviction, leading people to live a life of trust and obedience.

Omar Giritli, lead pastor
Christ Fellowship, Miami, Florida

Dr. Mark Croston gives a panoramic view of key leadership principles that if embraced will yield big results in Christian ministry. The principles introduced are hermeneutically grounded as he engagingly weaves personal story, history, the arts, and a clear understanding of the social sciences into a must-have resource for kingdom growth.

Dr. Valerie Carter Smith, executive director/treasurer
Woman's Missionary Union of Virginia

Compelling, cutting edge, creative, and Christ-centered are just some of the superlatives to describe Dr. Mark Croston's book, *Big Results Leadership*. As an accomplished local pastor, past state president, and national leader, Dr. Croston

has seen and provided leadership at every level. From the first day I met Mark, approximately ten years ago until this very day, he has always had a heart for the Kingdom of God, Christ, and leaders at all levels. In this book, you will discover scholarly strategies and practical principles that can help leaders provide clearer vision, make better decisions, and build more effective teams. With so much going on in the world and in the church, this seminal work provides a leadership blueprint that is intergenerational, interdenominational, and multicultural!

Dr. Emory Berry Jr., senior pastor,
Greenforest Community Baptist Church,
Decatur, Georgia

This book *Big Results Leadership* by Mark Croston provides the reader with a comprehensive analysis and description of the components and meaning of church leadership. The stories and experiences of the author make it inspiring, compelling, and practical. There is a lesson on every page. The nodus of leadership is grounded in the myriad personalities, social backgrounds, and political negotiations inherent in dealing with people in the church and community. Croston adeptly provides the minister and laity with a *vade mecum* for addressing the basics and difficulties of leadership. People of all backgrounds—beginners and seasoned leaders can benefit from reading this superbly written book.

Dr. James Henry Harris, pastor, Second Baptist Church.
Richmond, Virginia, distinguished professor of Preaching
and Pastoral Theology, Samuel DeWitt Proctor School of
Theology, Virginia Union University, Richmond, Virginia

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Dedication

This book is dedicated to all my fellow ministers of the gospel and church leaders, living here and living in heaven, who have walked with me, poured into me, corrected and encouraged me, shared the burden of the calling with me, and taught me something about leadership.

It is also dedicated to the memory of my father and mother, Rev. Nathaniel Moses Croston Sr. and Isabella Jones Croston.

To my wife, Brenda Michelle Croston, and my children, Candace, Mark Jr., Antonio, and Juliette.

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Preface

Once finished a presentation, and a young man came up to me and asked, “How long did you have to work on that?”

I replied to the young man, “All my life.”

Nothing is prepared or completed in a vacuum. I typed the words in this book during the year 2020 in the time of the COVID-19 pandemic quarantine, but they are the overflow of a lifetime of insights and experiences.

I could not have written a word without my mother and father who gave me life, showed me the way to new life in Christ, and provided two excellent examples for me to follow. My father was a pastor in the city of Philadelphia, my mother the church organist. My father died while I was in my first month of first grade. His friends have told me he was a leader and a man ahead of his time. My mother served faithfully as a church musician for more than fifty years.

I was given a tremendous gospel foundation by Ethel Johnson, my first Sunday school superintendent, and Miss Debbie, my beginner and primary class Sunday school teacher. She served our church on behalf of the American Sunday School Union, which is today known as InFaith. One of its urban missionaries, Rev. Howard W. Cartwright Jr.,

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was instrumental in discipling me as a teenager and giving me a passion for the faith.

I am appreciative for all the teachers who taught me. They have all added to my life, but especially Eleanor Peterkins Gross who guided me, Dr. Frederick Branch who pushed me, Dr. Emmanuel L. McCall who enlightened me, and Dr. James Henry Harris who fortified me.

I am indebted to the pastors who shepherded my life after the death of my father: Donald Canty, William Davis, Redfrick Quarterman Sr., William A. Johnson Sr., Thurmond Coleman Sr., and now, Breonus M. Mitchell Sr. Also, to Dr. Clarence James Word who was the pastor emeritus to the East End Church, but like a pastor to me, and to pastor friends too numerous to list.

I am additionally grateful to the churches who have afforded me the privilege to serve and develop as a leader: Liberty Baptist Church, Philadelphia, Pennsylvania; Christian Mission Fellowship Baptist Church, Philadelphia, Pennsylvania; First Baptist Church, Jeffersontown, Kentucky; and Mount Gilead Missionary Baptist Church, Nashville, Tennessee.

I am exceedingly grateful for the East End Baptist Church, Suffolk, Virginia. They took a chance on me as a young man straight out of seminary, who had never pastored anything, and they allowed me to grow and to lead. More than a quarter of a century later, they released me to share these skills and insights with the greater kingdom of God. The East End Baptist Church has become my family; my heart will remain with them forever.

Introduction

What does every leader want more than anything else? I'll tell you: Results! Every leader wants to know their service means something, that their life has not been wasted, that they have not just been marking time or filling a post. Leaders want to leave something behind. They want to gain something for themselves, to do something worthwhile, to advance the kingdom cause. They want to bless God and bless lives. They want to leave things better than the way they found them. They want results!

Some people love the status quo, and some yearn for yesterday. These are not real leaders. Real leaders find nothing more frustrating than giving all their time and energy to a task that goes nowhere.

All I ever wanted to be was an engineer. One day in eighth grade we had a career assembly. There was a man who had come from what they might call a magnet school today. He talked a lot and showed some slides. But out of the many slides he showed, two highlighted a computer. Sitting in the back of that dark auditorium, I was hooked. There was no music or invitation to come down the aisle. I don't even remember the man's name, but from that day on, all I ever wanted to be was a computer engineer. I went

to high school knowing that I was going to be an engineer. I matriculated at the Moore School of Engineering of the University of Pennsylvania to prepare for my lifelong career as an engineer. Following graduation, I entered the world of full-time employment with my dream job at IBM. It did not matter how many hours a week, how many all-nighters or trips, because all I ever wanted to be was an engineer, and I pursued that with passion.

When there is only one thing you can do and nothing else will suffice, it's not just a choice. It's a calling. Some might say there is no such thing as a secular calling, but humor me for a moment and allow me to use this term. In their work "Psychological Success: When the Career Is a Calling," Hall and Chandler suggest one of the deepest forms of satisfaction or psychological success arises when a person experiences labor as a calling, something more than just a job or career.¹ It is to see your work as your life's purpose. God used this to prepare me for my real calling. The one He gave.

Hall and Chandler gave two views of a calling, secular and religious, and they are presented here:

Two Views of a Calling

	Religious View	Secular View
Source of Calling	From God or a higher being	Within the individual

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Who Is Served?	Calling serves community	Serves individual and or community
Method of Identifying a Calling	Discernment (e.g., prayer, listening)	Introspection, reflection, meditation, relational activities
The Meaning	Enacting God's larger plan for an individual's life	Enacting individual's purpose for personal fulfillment

From D. T. Hall and D. E. Chandler, "Psychological Success: When the Career Is a Calling," *Journal of Organizational Behavior*, 26 (2005), 160.

Just when everything was going just like I wanted, God stepped in. I was at church the last Sunday in February. The pastor was out of town, and a little old lady named Helen McGowan, our Woman's Missionary Union director, gave a five-minute mission presentation and an appeal for the Annie Armstrong Offering for Home Missions (now the Annie Armstrong Offering for North American Missions). In those five minutes she talked about Jeremiah 1:4–8:

The word of the LORD came to me:
I chose you before I formed you in the
womb;
I set you apart before you were born.
I appointed you a prophet to the nations.

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But I protested, “Oh no, Lord GOD! Look, I don’t know how to speak since I am only a youth.”

Then the LORD said to me:

Do not say, “I am only a youth,”
for you will go to everyone I send you to
and speak whatever I tell you.

Do not be afraid of anyone,
for I will be with you to rescue you.

This is the LORD’s declaration.

That day, sitting in the third row on the right side of the sanctuary, God used that little old woman to change my mind and change my life. God tore all my excuses away and gave me His call on my life. I did not tell anyone. I did not cry or shout, but I knew my life had been changed, and I knew what I had to do. I told my pastor when he returned home, and step-by-step I began to pursue this higher calling from God. At the right time, this calling caused me to leave my dream job and move across the country to Louisville, Kentucky, a city where my wife and I knew no one. There I attended The Southern Baptist Theological Seminary as I worked two, and sometimes three, part-time jobs to prepare for my new life’s work.

I grew up in the big northern city of Philadelphia, Pennsylvania, the eighth of nine children. My father was a pastor of a small urban church and a supermarket clerk. My mother raised all of us, and after my dad died when I was

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in first grade, she worked as the dietician of the community elementary school. My siblings and I were the first generation to go to college. Now in a whirlwind, my life had been thrust in a new direction.

God planted me for twenty-six years after seminary to serve at the East End Baptist Church in the small southern city of Suffolk, Virginia. Yes, I had to look it up on a map, too. It is on the southern border, west of Virginia Beach and south of Hampton. It was a small city, urban Baptist church. A highly educated and professional congregation with a Presbyterian-like worship style, steeped in tradition. It was also affiliated with both the National Baptist Convention, USA Incorporated, and the Southern Baptist Convention.

Remember when I said there is only one thing you can do and nothing else will suffice? It is not just a choice. It is a calling. Most people have never experienced a vocational call—not secular and surely not spiritual. A call will force you to do things that do not make sense to those who have been charting their own course. Twice in my life I have received one of these thoroughly disruptive calls from God. The first caused me to leave my dream job at IBM and go across the country to seminary. The second, thirty years later, caused me to leave my dream church, and again to move across the country, this time to work at Lifeway Christian Resources. In both cases many family members and friends could only see these as choices, like they often make their choices. But those of you who have experienced God's call on your life know that this choice has been made

for you; and with obedience, whatever the costs, you must follow.

So, why this discussion about calling? I am talking about this because ultimately big results come from a leader who leads. People get into leadership positions for several reasons. Have you ever known someone who filled a spot just because they wanted a title? Maybe they liked the perks (if any) that came with the position, or they wanted something to add to their resume. Maybe they just thought it was their turn. Often people will occupy a leadership position like a maintenance person, doing the minimum necessary. Their goal is to keep the organization afloat, and sometimes their goal is to allow it to sink.

A leader needs a driving force—a call, a passion, a purpose. Leaders need a desire that will fuel their activity because real leadership is not always easy. Traditions, culture, personalities, power struggles, and resources all stand in the leader's way. I have, at times, come home feeling as if I had spent the day pushing an elephant up a hill. Leadership can be exhausting and frustrating but at the same time exhilarating and fulfilling. I think Rosalynn Carter got it right when she said, "A leader takes people where they want to go. A great leader takes people where they don't necessarily want to go, but ought to be."

Mark A. Croston Sr., DMin

PART 1

Study

*Everybody has a story. When we don't
take the time to know someone's story or
worse, create our own version of it, we
lose the chance to understand what they
need, which is the first step to empathy.*

—Jon Acuff, *Do Over*¹

*Stories create community, enable us
to see through the eyes of other people,
and open us to the claims of others.*

—Peter Forbes

*Listen, my son. Accept my words,
and you will live many years.
I am teaching you the way of wisdom;
I am guiding you on straight paths.
When you walk, your steps will not be
hindered;*

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when you run, you will not stumble.

Hold on to instruction; don't let go.

Guard it, for it is your life.

—Proverbs 4:10–13

*Be diligent to present yourself to God as one
approved, a worker who doesn't need to be
ashamed, correctly teaching the word of truth.*

—2 Timothy 2:15

CHAPTER 1

What Did I Just Get Into?

“See what the land is like, and whether the people who live there are strong or weak, few or many. Is the land they live in good or bad? Are the cities they live in encampments or fortifications? Is the land fertile or unproductive? Are there trees in it or not? Be courageous. Bring back some fruit from the land.” It was the season for the first ripe grapes.

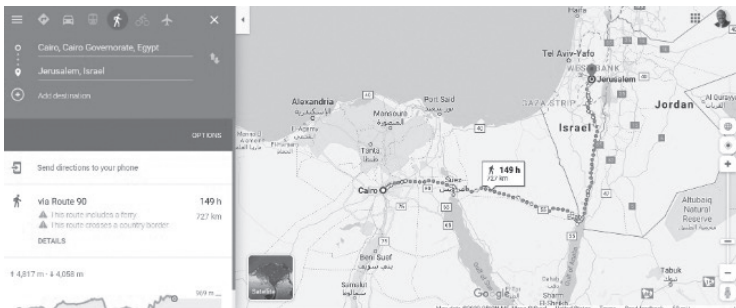
—Numbers 13:18–20

Numbers 13 tells us a fascinating story. The nation of Israel had been in bondage in Egypt for four hundred years.¹ They cried out to God for a leader who would deliver them. God sent Moses. With signs and wonders, by God’s power, Moses led the nation of Israel to freedom, but the Israelites now needed a new home. God

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gave Moses instructions to lead the nation to the promised land, Canaan.

From Egypt, Canaan was approximately five hundred miles. No one is sure of the exact route Moses took. It could be around 452 miles, or it could be closer to six hundred. So, for a round number, let's just say five hundred. The average man can walk up to twenty miles each day. As a large group they would likely have done less. Let's say 12.5 miles a day. This means they could have gotten to their destination in about forty days. See the simple Google map below from a point in Egypt near the origin of their journey to a point in Israel near their destination. Also, see the note on the left that says, "*This route includes a ferry.*" Of course, Moses and the Israelites did not need the ferry because Moses parted the Red Sea!²



Moses and the nation of Israel get to the edge of Canaan, the Promised Land, but he does not lead them straight in. Instead, as we approach Numbers 13, Moses sends in spies, one from each of the twelve tribes, to bring back a report.

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He asks for a Mosaic study³ of the people, places, patterns, productivity, and profitability.

When they returned, the study team reported that the land was good, really good, flowing with milk and honey. They even brought a sample of the fruit to validate their assessment and made realistic observations about the challenges ahead. We should note that all these observations, so far, were the unanimous consensus of the study team.

Then they did something they were not asked to do. In verses 30 to 33, they went a step beyond their original Mosaic assignment and added a feasibility addendum and their divided opinion about whether they should move forward. Two, Joshua and Caleb, said to move forward and take the land. The other ten, however, assessed that they were too weak and too small, saying, “To ourselves we seemed like grasshoppers.”⁴

Years ago, when I was just out of college, I remember hearing Dr. C. Milton Grannum, who had at that time recently started the New Covenant Church of Philadelphia, Pennsylvania, preach on this text about what he called “Valley Versus Mountain People.” He said one thing I have carried all my career: “Never decide *what* God wants you to do and *how* to do it in the same meeting.” His message was that there are many valley people who cannot see the “how” so they will vote against the “what.” It is enough for one meeting just to agree on the “what” and then trust that since God told you *what* to do, He will, at the appropriate time, reveal the *how* as well.

Every group you lead is different. They might have the same name or function as another group, but leaders get into trouble when they fail to first take the time to study those they are seeking to lead. Like Moses' instructions in Numbers 13, study the people, places, patterns, productivity, and profitability. We should add to this list their proclivities. Here are some things to consider.

People

You have probably heard it said that when God made you, he broke the mold. Even though we are alike in many ways, we are not the same. Just as we have been told that every snowflake is different, so are we different from one another. None of us look, think, walk, talk, reason, remember, desire, or do everything exactly alike. There are some people we are more compatible with and others with whom we are polar opposites. From our eyes to our emotions, we are all different.

Our challenge as leaders is to see, understand, and appreciate the differences but build on our commonalities and complementarities. Are they the G.I. Generation, Silent Generation, Baby Boomers, Generation X, Millennials (Generation Y), or Gen Z?

Are their economics upper-upper, upper, lower-upper, middle, lower-middle, upper-lower, lower, or lower-lower? Are they givers or tight fisted? Needy or greedy? Do they wear a blue collar, white collar, or no collar at all? Are they

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laborers or professionals? Are they paid by the hour, or do they earn a salary? Are they corporate, entrepreneurs, small business owners, or union workers? Do they have careers or jobs? Are they wise or foolish? Investors or debt ridden? Do they have high school diplomas, graduate degrees, trade school, or no school? Are they tech savvy, technically challenged, or tech resistant? And that's only about their work!

Are they single without children, single with children, married without children, married with children, divorced, widowed, separated, adopted, or adopting? Homeowners, multiple-home owners, or renters; single family homes or multifamily units? Do they want to try new things, or do they work hard to keep things as they are? Are they Republicans, Democrats, or Independents; progressive, liberal, moderate, conservative, or ultraconservative? Is their origin European, African, Asian, Latin, or Native American? Is their music preference country, classical, R&B, jazz, rock, or pop? Are clothing styles trendy or traditional, formal or informal, business or casual?

Places

What one does in one place may not work in another place. Some places are demographically different; others have an alternate worship style. Is your place rural, urban, or suburban? Uptown, downtown, or midtown? Small town or big city? The place impacts traffic, travel time, travel costs, and parking.

Passing through the Washington, DC, area on a number of occasions I got caught in traffic for hours, and sometimes it was not even during rush hour. So, do you think this could impact attendance for weeknight events at church, at school, and in the community?

During the COVID-19 pandemic of 2020, many churches transitioned their weeknight Bible studies and life groups to online formats. Many pastors suddenly had more people in their weeknight online groups. Why? Because people did not have to fight the traffic getting home, pick up kids, and get something to eat before they headed to the church. So, while it may be fairly easy in some places to do weeknight events, it is difficult in others.

Patterns

When I first arrived to serve East End Baptist Church, my wife noted right away that they did not have an evening service. She grew up with Discipleship Training (BTU, BYPU, CT) at 6:00 p.m. to 7:00 p.m. and Sunday evening service from 7:00 p.m. to 8:30 p.m. every Sunday. Note that I called this Sunday evening “service” not worship. When we married and I had to leave, I was not always feeling the joy of the Lord on those evenings. Anyway, she declared that all churches had a Sunday evening service, and we needed to start one there right away!

What are the annual, monthly, weekly, and daily patterns? Sometimes we will see something that works in one

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place, but the patterns of your people will not allow that same thing to work in your location.

It turned out that at this place, one-third of the economy was military or military related. There were bases for every branch of military service in the area, as well as a number of shipyards. This meant that many of the members had to get up early to make it to work before 6:00 a.m. Well, out of necessity, they also went to bed early. So, because of our context, we never did start that Sunday evening worship.

Some years later, sitting exhausted on the sofa with my wife on a Sunday night, I turned and asked, “Aren’t you glad we didn’t start that Sunday evening worship?” No response.

Productivity

What is the group’s productivity? Here is something that taught me a lesson. In the church where I grew up, if there was going to be one of those big famous church dinners, the women were going to handle it, and handle it, they did! There is nothing like one of those old-time church dinners! Fried chicken, collard greens, potato salad, fresh baked yeast rolls, sweet potato pie, and church punch. I have come to learn that every church has their own recipe for their signature church punch. In Virginia our church had sweet tea. Sometimes it was so sweet I would have to get half sweet tea and half water. In my Pennsylvania church, it was always a mixture of grape juice and pineapple juice. The grape just might have been Kool-Aid, but it was good anyway.

I bring this up because when I went to Virginia and wanted to have a big church meal, I asked the women of the church to help cook in the kitchen. If looks could kill, I would have died a thousand deaths that day for sure. It was as if I insulted them just by asking. What I found out over time was that every church's productivity was in a different place.

Unlike my childhood church in Pennsylvania where the women loved the church kitchen, at East End, my Virginia church, the men did almost all the cooking at the church. There was one woman who didn't mind cooking in the church kitchen, Yvonne, but other than her, it had to be the men.

It took me a while, but in time I learned that the women in my Virginia church were not anti-cooking. They were just anti cooking at the church. If I asked them to bring something to the church, they would do it with excellence and delight.

Each group you lead will have its own pattern for productivity. The person or people we think sometimes will do the task may not be the ones who actually will. Assessing the history, skills, and personality traits of a group is important. Avoid putting square pegs into round wholes.

Profitability

Not all groups are profitable. Some like the way they are and the things around them. They just do not want to

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change. Their favorite song is “Just like the tree, planted by the water, I shall not be moved!”

What groups often do not realize is that you cannot keep things the same no matter how hard you try. Times, seasons, fashion, technology, and landscapes all transition around us. Buildings decay, clothes wear out, people get older.

Think about Moses. Forty years with a grumbling, complaining group, stuck wandering in the wilderness. Some were insistent on going back to Egypt. Somebody might have even asked, “Which way to get back to the good old days?” People who do not want to evolve in positive directions are counterproductive. They romanticize the past and forget that the good old days really were never as good as they remember. Can I quote Alan Bergman, Marilyn Bergman, and Marvin Hamlisch here? The song was first sung by Barbara Streisand and later by Gladys Knight. Do you have it yet? The song is “The Way We Were.”⁵

*Oh, can it be that it was all so simple then
Or has time rewritten every line.*

Numbers 32:13 says, “The LORD’s anger burned against Israel, and he made them wander in the wilderness forty years until the whole generation that had done what was evil in the LORD’s sight was gone.” Wasted time, wasted lives, and wasted productivity.

So Moses spent the forty years of his life roaming around the wilderness and never making it, himself, into

the Promised Land. You may find yourself at times in a situation like Moses. In such a case you must pray to God to determine whether that is His assignment for your life. Remember, God does not purpose everyone to be big, rich, popular, or famous, but God does call all of us to be faithful. Big results for God may sometimes look like failure in this world's system. No one would declare Moses a failure; we would declare him faithful.

Proclivities

Every group has its own personality and proclivities. Do not miss this. What works in one place and with one group may not work the same way in another. Why is that?

In one of the Winnie the Pooh cartoons, Tigger, the bouncing tiger, is happy-go-lucky, bouncing around while Eeyore, the donkey, is about to have lunch. Eeyore says to the Pooh: "Could you ask your friend to do his exercises somewhere else? I shall be having lunch directly, and don't want it bounced on just before I begin. A trifling matter, and fussy of me, but we all have our little ways."⁶

Did you notice the ending phrase, "We all have our little ways"? Organizations are imperfect because they are made up of imperfect people. You need to discover whether they are clannish or open to new people? Do the children stay at the church or leave the area when they graduate? Have they traveled the world, the country, or just their state or county?

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Do they prefer home cooking or restaurants? Are they stuck in the pain of the past or open for new adventures?

Taking the time to study your organization so you can know who its constituents are is vital. After I had been at East End for about a month, my mother came to visit on the weekend of my installation. By then I thought I knew all I needed to know. As I talked with my mother, I was peppering off item after item, and everything I saw that I thought needed to be updated, changed, uprooted, or fixed.

My saintly old mom stopped me in my hurry and said, “Son, this is the church. It is not the speed boat of Zion; it’s the old ship of Zion.” I knew exactly what she meant, and I have strived to heed her advice ever since.

An average speedboat may go up to 50 mph. *Problem Child* is the fastest nitro dragboat in the world. It cranks up 8,000 HP and can achieve the speed of 262 mph in an unbelievable 3.5 seconds!⁷ A modern cruise ship travels at 20 knots (about 23 mph) with top speed of 30 knots (34.5 mph). An average speedboat weighs 8,000 pounds, a cruise ship about 200,000 GT (gross tons), which is about 400,000,000 pounds. So, if you remember your high school physics class, momentum would be a factor in turning either vessel. The applicable equation would include momentum equals mass times velocity. My point is that you can turn a speedboat much faster than a cruise ship.

It takes time to retrain and change the proclivities of a group of people. The leader should take confidence in the fact that if the leader stands at the helm long enough and

moves with intentionality, even a group's inclinations can be transformed by the power of the Holy Spirit.

Taking time to fairly assess your situation is the first step toward a productive future. Several years ago I traveled to New Jersey to interview a young pastor who was ready to leave the church he was serving after just two years. In the interview I asked him to tell me about his current church and situation. He went on to share his complaints and frustrations about the people, the place, and the practices. When he finished talking, I slammed my folder shut and declared to him, "This interview is over! God did not send me here to offer you a job but to tell you to stay where you are."

It was obvious to me that the young pastor couldn't see it, but from all he told me I knew what was true. I went on to tell him to stay there, be faithful, and preach the gospel, and the church of his dreams would materialize before his eyes. Years have passed and around the time of his pastoral anniversary, in one form or another, he sends a note that celebrates the fact that he is still standing.

The right assessment of where you are can make all the difference. Studying the people, places, patterns, productivity, profitability, and proclivities can take you where God wants your leadership to go.

GOD-CENTERED LEADERSHIP

ALWAYS YIELDS BIG RESULTS

The success of any leadership is all too often pointed to the characteristics of good leadership. The reality is that many of us are fully aware of the qualities of a good leader.

BOOK AFTER BOOK IN THE PASTORAL COMMUNITY MAY LIGHT THE PATH TO GOOD LEADERSHIP BUT RARELY GIVES US THE MARKERS THAT ALLOW US TO DISCERN IF WE ARE STILL MOVING IN THE RIGHT DIRECTION.

Big Results: Leadership tackles that obstacle by guiding leaders from their early steps onward, but also points to the “results” of that kind of leadership.



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