

# LEVERAGING HALFTIMERS: HOW-TO MANUAL

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Finding the high-capacity volunteer leaders who will maximize the potential of your church

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HALF | TIME™

[www.halftime.org](http://www.halftime.org)

An initiative of

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## Your Leaders Are Already in Your Pews

They're bright, outgoing, motivated and experienced. They're natural born leaders, and every church has them. They are **Halftimers** – people who have reached midlife, achieved some level of success, and want their lives to really count for something. Something eternal. They may not be financially independent, but they have options about how they invest their second half.

## Launching a Halftime Ministry within the Church

Find a seasoned marketplace leader in your church who has a passion for helping other marketplace leaders discover their niche in ministry. Ask them to champion the Halftime cause for your church, and provide them with this **Leveraging Halftimers: How-to Manual**. This document will equip them with everything needed to launch and run an effective initiative. Halftime ([www.halftime.org](http://www.halftime.org)), an initiative of Leadership Network, convened more than a dozen churches who are leading the way in this area into a two-year peer learning group. Based on their experiences, these churches crafted a Halftime ministry model that is simple yet effective. Their goal was to combine their best practices and share them with you, saving you time and improving your chances for early success as you discover and deploy marketplace leaders.

This model includes eight important ingredients (listed below as eight steps). The **Leveraging Halftimers: How-to Manual** brings to your fingertips everything you need for each of these eight steps.

With Internet access, you can launch your own Halftime ministry in one hour by:

- Reading the “Halftime In the Church” Concept Paper (see Internet link below)
- Reviewing the Halftime ministry model (see graphic on page 3)
- Selecting one or two tools, from each of the eight stages of the ministry model that fit your church culture. Then work with your team to make those elements available to Halftimers within your church.

### 1 Read the “Halftime in the Church” Concept Paper

This document provides deeper understanding of the Halftime social phenomenon, describes the Halftime journey, and presents ideas to bridge the culture gap between the marketplace and ministry. [www.halftime.org/conceptpaper](http://www.halftime.org/conceptpaper)

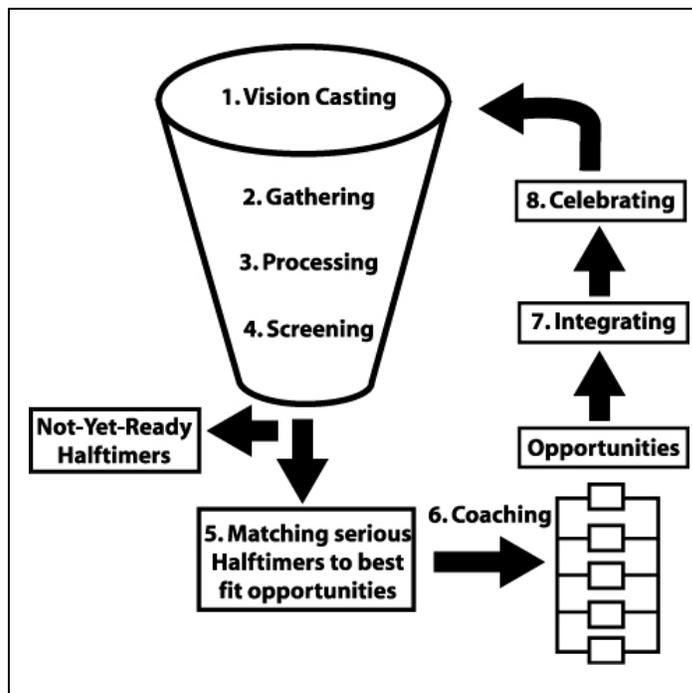
The concept paper will enable you to:

- Understand the four stages a Halftimer experiences on his/her personal Halftime journey
- Chart where your church currently ranks in serving Halftimers
- Print the easy-to-follow checklist for incorporating Halftimers into your team

## 2 Study What Halftimers Need

Review the ministry model below, which represents graphically the eight important things Halftimers need their church to do for them to help them move from success to significance. Halftime is a journey of the heart, and along the way Halftimers need different things from the church.

This graphic depicts the journey Halftimers will take in your church (see the arrows), which begins as you cast a compelling vision (1) of what it looks like to move from



success to significance. As their hearts are captivated by the vision, you will gather these Halftimers (2) with their peers and begin to help them process (3) the heart issues and family or financial issues that stand in their way. Screen them (4) and match these Halftimers with opportunities to lead (5) and, with coaching (6), ultimately integrate them (7) into the team, and celebrate (8) their success. As you celebrate Halftimers and the impact they are having in your church and community, you will be recasting the vision for yet another group of Halftimers.

This journey may take months or even years, but it has been proven to produce results in several churches across the country, and, as you build this

ministry model, your team will be able to easily adapt to the pace God has for your Halftimers. As this diagram indicates, you will begin with more people than will ultimately make the sacrifice and take the risks to create margin in their second half so that they can serve in a significant way. In the end, this model will enable you to efficiently find, equip and engage high capacity marketplace leaders for a healthy transition to servant leadership within your church.

## 3 Pick the Tools that Best Fit Your Church

There are simple ways you can begin to provide these eight important steps for Halftimers in your church, without having to invent them all yourself. For each one, just click on the link to order or download the resource.

**STEP 1 VISION CASTING** - Give Halftimers a compelling vision for a significant second half and a clear pathway to pursue it.

- **The “Halftime Compilation DVD”** – This DVD contains many compelling elements – stories, video vignettes, etc. One of the elements that will prove valuable for you and your church is the short vision casting segment by Bob Buford. This segment will enable you to cast the Halftime vision with an adult bible class, men’s/women’s groups, or individually, explaining what your Halftime ministry is all about and what it means to move from success to significance.  
[www.halftime.org/links/compilationdvd](http://www.halftime.org/links/compilationdvd)
- **The Halftime Sermon with Recommended Video Clips** – Use this material as a stand-alone talk or as the foundation for a sermon. It will enable you to cast a vision to a group of Halftimers without having to spend hours writing your own talk.  
[www.halftime.org/halftimesermon](http://www.halftime.org/halftimesermon)
- **The Halftime Book** – Now you can give a copy of Bob Buford’s book *Halftime* to each marketplace leader in your church for only \$1 per copy. This is perhaps the most powerful way to capture the imagination of Halftimers in your church – and what could be more affordable? Insert your business card into the books and encourage Halftimers to have coffee with you.  
[www.maninthemirror.org/halftime/index.html](http://www.maninthemirror.org/halftime/index.html)

There is also a series of books in the Halftime family – including *From Success to Significance* (Zondervan 2004) and *Finishing Well* (Integrity 2004).

**STEP 2 GATHERING** - Convene Halftimers to explore the issues of the journey, gain energy from each other, and commit to positive next steps.

- **Sponsor a Vision Casting event** – [www.halftime.org/church](http://www.halftime.org/church)  
A Halftime Vision Casting event will present business and professional leaders in your church with a compelling vision for what a significant second half looks like. Just as important, participants will leave with actionable next steps so that they can make the most of their own Halftime experience. This two-hour event is designed for groups of 50 to 300 and includes teaching, great video clips, large group interaction, individual work and small group interaction. Participants also receive *My Halftime Guide*, an email-based coaching program.
- **Host a Halftime Summit** – [www.halftime.org/church](http://www.halftime.org/church)  
This event provides Halftimers in your congregation or community a more in-depth exposure to Halftime issues while combining the most effective follow-up experiences for your setting. Your five to seven hour Halftime Summit will be facilitated by a professional speaker, who has personally experienced this phase of life. Your facilitator brings knowledge of the topic, peer credibility and honed skills in leading participants toward concrete next steps.

**STEP 3 PROCESSING** – This step facilitates the inward journey of self understanding, helps Halftimers develop personal mission statements, provides an assessment of gaps in spiritual development, encourages repentance and detoxing from first half success, and provides a processing environment of these new discoveries with other Halftimers.

- **Halftime Small Group Video Curriculum** – This tool provides the impetus for 8-10 Halftimers to meet once a week for six weeks, using the Halftime groupware video to guide conversation as marketplace leaders explore myriad midlife transition issues they will face. This experience provides Halftimers the opportunity to process their inward journey with others. The curriculum’s fifteen outstanding case studies present an array of examples of what others have done to make their second half significant. The package contains a video tape, leaders guide and participants guides.  
[www.halftime.org/links/videocurriculum](http://www.halftime.org/links/videocurriculum)
- **Living Your Strengths** – This book by Gallup Press provides an online assessment of a Halftimer’s gifts and abilities.

**How does it work?**

Simply encourage Halftimers in your church to purchase the **Living Your Strengths** book. They will receive an ID code that gives them access to the **Clifton StrengthsFinder®**, a personality assessment that will reveal their top five talent themes. This will provide a tremendous starting point to begin the discussion of whom they are and where they should consider serving.

- **A Personal Mission Statement** – Email this simple document to your Halftimers, challenging them to spend a couple of hours developing a personal mission statement. This process will provide focus for their lives and prepare them for deep meaningful discussion.  
[www.halftime.org/personalmission](http://www.halftime.org/personalmission)
- **My Halftime Guide** – This free email-based coaching program brings to your Halftimers the very best ideas, tips, stories, and resources without requiring them to leave their office or home. Thousands of Halftimers have found this to be a powerful processing tool.  
[www.halftime.org/links/myhalftimeguide](http://www.halftime.org/links/myhalftimeguide)

**STEP 4 SCREENING** - Individual assessment: Are your Halftimers prepared and committed to pursue significance? You are about to match these individuals with very significant leading opportunities, and you need to know beforehand that they are prepared spiritually, that their spouse is in agreement, that they have the margin in life to take on an assignment without getting life out of balance, and that they will stay with the project because it is their calling. [www.halftime.org/leadershipassessment](http://www.halftime.org/leadershipassessment)

**STEP 5 MATCHING** - Serious Halftimers to best fit opportunities.

**A Collaborative Day – Matching Big Leaders with Big Opportunities**

This downloadable package will enable you to create a single day experience that includes your senior pastor, executive pastor and Halftime ministry leader together with a dozen or more Halftimers.

[www.halftime.org/links/collaborativeday](http://www.halftime.org/links/collaborativeday)

This day is designed to:

- Cast a compelling vision of leadership opportunities for Halftimers
- Facilitate collaborative work to craft models around the ideas
- Enable Halftimers to interact with other Halftimers about their journey

- Enable Halftimers to gain peer insights as to how they can put their skills into play in the areas they are passionate about
- Match leaders with your biggest ministry opportunities at the church.

**STEP 6 COACHING** – Learn how to effectively guide Halftimers as they engage in their ministry opportunity: provide encouragement, resources and support.

- ***The Halftime Coaching Guide** is intended to serve as a tool for those who have experienced the Halftime Journey themselves and are interested in helping others as they navigate their own journeys. It is grounded in the four phases of the Halftime Journey; Foundation of Success, Journey Inward, Awakening Challenge and Reaching Potential.*

*This guide provides a description of each phase of the Halftime Journey in parallel with suggested coaching steps and resources to assist you in helping others through the process. The coaching steps are: Set the Stage, Dream of the Possibilities, Create the Plan and Get in the Game. [www.halftime.org/coachingguide](http://www.halftime.org/coachingguide)*

**STEP 7 INTEGRATING** – Once a Halftimer has been matched to a leadership opportunity, it is important to provide clear linkages for the Halftimer into the church: introduce them to staff, help them find processes to get things done by understanding church policies and procedures. [www.halftime.org/stafftraining](http://www.halftime.org/stafftraining)

**STEP 8 CELEBRATING** - Recognizing the contribution of Halftime heroes in a way that encourages them and inspires others.

- ***The One-Minute Halftime Story** Help Halftimers share their Halftime stories simply and effectively. Motivate other Halftimers who are in your church and have not yet found their place to serve by printing these compelling stories in the church bulletin, newsletter or by featuring them on your church Web site. To download the One-Minute Halftime Story tools go to [www.halftime.org/yourstory](http://www.halftime.org/yourstory)*

*For examples of these stories go to [www.halftime.org/links/halftimereport](http://www.halftime.org/links/halftimereport)*

- ***Public Recognition** Find or create an opportunity each year for your Senior Pastor to publicly recognize Halftimers and their involvement and successes. Some churches do this with short video vignettes of one or two Halftimers who have made an outstanding contribution in leading initiatives within the church or community. (There is no tool to go with this suggestion)*

## A Team to Help You

Halftime is made up of a team of people who have personally experienced the Halftime journey. These team members have dedicated their lives to helping churches, pastors, and ministry leaders pave the way for their friends and peers to locate places to serve in their second half. As you begin the process of developing a Halftime ministry within your church or community, please call on us if you need help or advice. Feel free to contact Greg Murtha at [greg.murtha@halftime.org](mailto:greg.murtha@halftime.org) or call 800.611.6501, ext 135.

Halftime has an alliance with a dozen other national ministries who can help you serve Halftimers in their journey, including guidance for family issues, finances, the internal journey, spousal issues at midlife and finding a place to serve in their community or in missions. [www.halftime.org/otherministries](http://www.halftime.org/otherministries)

### **About the Author:**

*Lloyd Reeb is a successful real estate developer and owner of senior housing facilities. In 1993, he made a “Halftime” transition, redefining success and reorienting his focus toward second half significance.*

*He is now the Director of Halftime, an initiative of Leadership Network helping successful people pursue significance. He also allocates part of his time as the pastor of leadership development at Mecklenburg Community Church. He is on the board of the Finishers Project, an organization of more than 70 leading mission agencies to help boomers find a significant second career in missions.*

*Lloyd is the author of [From Success to Significance - when the pursuit of success is not enough](#) (Zondervan 2004) and is a regular conference speaker on this topic. He lives in Charlotte, NC, with his wife, Linda, and three children. ([www.lloydreeb.com](http://www.lloydreeb.com))*

Leadership Network welcomes your response. To contact the Halftime team, email [Greg.Murtha@halftime.org](mailto:Greg.Murtha@halftime.org) or [Lloyd.Reeb@halftime.org](mailto:Lloyd.Reeb@halftime.org), or phone 800.611.6501, ext 135.

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