

Guide Certification Training Overview

Introduction

The Strategic Envisioning process, developed by Dr. Aubrey Malphurs, has helped hundreds of churches over the course of the past two decades. In that time, our team has continued to iterate on the core framework to develop tools, processes, and resources to help churches make and mature more disciples. By becoming a Certified Guide with The Malphurs Group, you are learning a best-in-class framework for strategic planning and church health.

Our training process is divided into three key phases: On-Demand, Live Training, and practical application. The On-Demand portion of the training must be completed prior to our Live Training Workshop. You will be tested on your ability to lead the workshops, and a solid grasp on the Strategic Envisioning content is essential to good results.

The Live Training is divided into two days. The first day is deeper look at our workshop experience. You'll get hands-on opportunities to lead the Strategic Envisioning workshops as well as draft a Church Ministry Analysis report. You will get direct feedback from our leadership team and other participants to help you hone your skills.

The final day of the Live Training is focused on procedures, tips, and training on the how-to's of building your consulting ministry. We'll discuss pragmatic issues like marketing, finances, and how to send proposals. By the end of the day, you'll have everything you need to get started partnering with churches and helping them make and mature more disciples.

In practical application, the Guide is actively leading the Strategic Envisioning process with a church client of their own and a Platinum Certified Guide in attendance.

Below is an outline of the training process.



PHASE 1 – ON DEMAND

Must be completed prior to Live Training

Estimated completion time: 8 hours

On-Demand Content Training for Strategic Envisioning Process

Training Video	Time Needed
Mission Part 1 (Video)	3:38
Mission Part 2 (Video)	8:05
Mission Part 3 (Video)	10:13
Core Values Part 1 (Video)	6:52
Core Values Part 2 (Video) & Huddle Up 2 (Pause, Mid-Video)	17:53
Discipleship Pathway: Outreach & Evangelism Part 1 (Video)	11:57
Discipleship Pathway: Outreach & Evangelism Part 2 (Video)	3:18
Discipleship Pathway: Outreach & Evangelism Part 3 (Video)	4:20
Discipleship Pathway: Outreach & Evangelism Part 4 (Video)	28:12
Discipleship Pathway: Maturing Disciples Part 1 (Video)	4:42
Discipleship Pathway: Maturing Disciples Part 2 (Video)	26:10
Vision Part 1 (Video)	13:34
Vision Part 2 (Video)	6:37
Systems Training (Video)	16:48
Implementation Process Training	35:10

On-Demand Facilitator Training for Strategic Envisioning Workshops

Training Video	Time Needed
Mission Workshop (Video)	10:41
Core Values Workshop (Video)	18:11
Discipleship Pathway Tool 1 (Video)	16:32
Discipleship Pathway Tool 2 (Video)	18:19
Discipleship Pathway Tool 3 (Video)	17:36
Vision Workshop Tool 1 (Video)	16:08
Vision Workshop Tool 2 (Video)	16:35
Vision Workshop Tool 3 (Video)	10:07
Strategy Tool (Video)	9:41
Building Your Ministry X-Matrix (Video)	18:56
Action Plan Tool 1 (Video)	16:23
Action Plan Tool 2 (Video)	14:18



PHASE 2 – LIVE TRAINING

Day 1 // 9AM - 3PM*

1. Developing a Strategic Leadership Team
2. Hands-on Mock Workshop
(Note: you will be tested on ability to complete workshops)
3. Conducting the Church Ministry Analysis
4. Preparing for the on-site workshops
5. Creating the Post-Workshop Report
6. How to conduct Implementation Coaching

Day 2 // 9AM - 3PM

1. Finding church partners (clients) and marketing
2. Managing Calendly, email, and Zoom
3. Conducting sales calls
4. Pricing guidelines
5. Creating proposals
6. Follow-ups and nurturing leads
7. Billing and accounting options
8. Travel tips

PHASE 3 – PRACTICAL APPLICATION

Your first church you work with will be supervised by a designated Malphurs Group team member.

The Malphurs Group team member will not be compensated for this work, however their travel expenses (including main cabin air fare, hotel, and rental car) will need to be covered by the church or the Guide, up to \$1,500.** Any excess travel costs will be covered by The Malphurs Group.

* The Malphurs Group reserves the right to adjust training schedule and content as needed.

** As of 2024, typical travel expenses in the 48 continental United States are about \$1,500 for flight, hotel, and rental car.

