

**FROM FRANCHISE** → **TO LOCAL DIVE**

MULTIPLYING YOUR CHURCH BY DISCOVERING YOUR CONTEXTUAL FLAVOR



## PARTICIPANT HANDBOOK

 PicardoCoaching

[#franchise2dive](#)

# THE PRESENTERS

## JASON MOORE & ROSARIO PICARDO



### JASON MOORE

Author, speaker, and worship coach Jason Moore is passionate about helping the church reach the culture we live in. He is known for his pioneering work in collaborative worship design, media production and secret worshiper consultations.

His books are *Digital Storytellers: The Art of Communicating the Gospel in Worship* (Abingdon Press, 2002), *Design Matters: Creating Powerful Imagery for Worship* (Abingdon Press 2006), *Taking Flight With Creativity: Worship Design Teams that Work* (Abingdon Press, 2009). Jason was also the lead designer for the CD-ROM of the best selling book *The Wired Church: Making Media Ministry* and has completed projects for such organizations as The Fuller Institute, numerous United Methodist annual and general conferences and Abingdon Press.

Jason has designed worship alongside such leaders as Adam Hamilton, Brian McLaren, Michael Slaughter, Tony Campolo and Leonard Sweet.

As animator/illustrator and member of the worship design team at Ginghamburg Church from 1997-2000, Jason brought a fresh approach to the use of digital media that raised the bar for artistic standards in worship.

In 2002, he established Midnight Oil Productions, a resource production, consultation and coaching firm.

Jason also works as Creative Worship Specialist at the Miami Valley District in Dayton, Ohio. His work there entails coaching, personal one-on-one training, vision casting and a variety of other work related to worship, hospitality and creativity.

In addition, Jason has been featured in several articles for publications including *The Ooze*, *Homiletics*, *Next Wave*, *Rev.*, *Technologies for Worship*, *Wired*, *Worship Matters*, *Your Church*, *Church and Worship Technology*, *Worship Leader Magazine* and various newspapers around North America.

In 2011, Jason added secret worshiper consultations to the ministry of Midnight Oil. This work has taken Jason all over the US. He



### ROSARIO PICARDO

Roz grew up in western New York as a first-generation Sicilian-American. In 2003, he earned his Bachelor of Arts in Religion from Houghton College and in 2007 a Master of Divinity from Asbury Theological Seminary. He graduated with a Doctor of Ministry from United Theological Seminary in 2014.

During his senior year of college, Roz entered the ministry as a military chaplain, serving four years in the Marine Reserves and five years in the Navy Reserves. While attending seminary, he recognized a call to serve the local church and has experience in all facets of church life, through roles ranging from church custodian to associate pastor to church planter and executive pastor of church planting at Ginghamburg Church who has three campuses and worships over 4,000. Also,

Roz was one of the founding pastors at Mosaic, a new multicultural church in Dayton, Ohio, that recently celebrated its first year in the community launching with 564 people.

In addition to his work in the church Roz leads a consulting group for church planters/pastors called Picardo Coaching LLC and is the author of *Embrace: A Church Plant That Broke All the Rules* (Pickwick Publications), *Ministry Makeover: Recovering a Theology of Bivocational Ministry* (Wipf & Stock Publishers) and *Funding Ministry with Five Loaves and Two Fishes* (Abingdon Press). Dr. Picardo has one forthcoming in 2019, *From Franchise to Local Dive* (Market Square Publishing).

More recently Roz works bi-vocational at United Theological Seminary. He serves as Director of the Seminary's Pohly Center for Supervision and Leadership Formation, a mentor in United's Doctor of Ministry program and an affiliate faculty member and now as Dean of The Chapel.

he US. He has now provided an insider look at the guest experience for over 75 churches and the number continues to grow every year.

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# FRANCHISE TO LOCAL DIVE

**Diners, Drive-Ins & Dives**

**Nehemiah 8, 1-4, 6, 8-12**

## 5 KEY INGREDIENTS FOR A SUCCESSFUL RECIPE

1 Know your \_\_\_\_\_

**Definitions:**

**FRANCHISE:**

**Arrangement where one party (the franchiser) grants another party (the franchisee) the right to use its trademark or trade-name as well as certain business systems and processes, to produce and market a good or service according to certain specifications.**

**LOCAL DIVE:**

**A stand-alone establishment that favors uniqueness over uniformity. These nimble organizations value experimentation and building innovative culture.**

# GRACE'S PLAYBOOK

**REACH** Matthew 22:9

**CONNECT** Acts 2:42, 46-47

**FORM** Isaiah 64:8

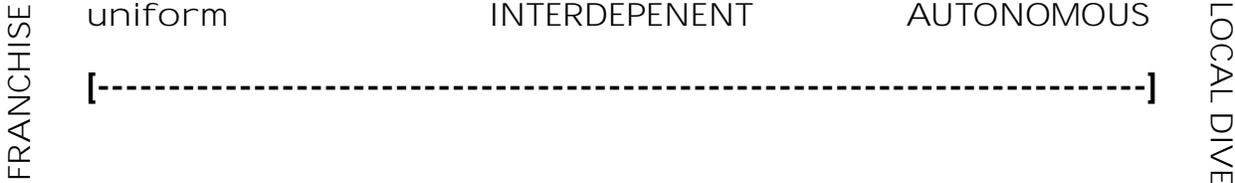
**SEND** John 20:20-22

**Reflection Questions:**

**If you're starting something new, or revitalizing something old, do you know your why? Are you attempting to live outside of your why? What should be in your playbook?**

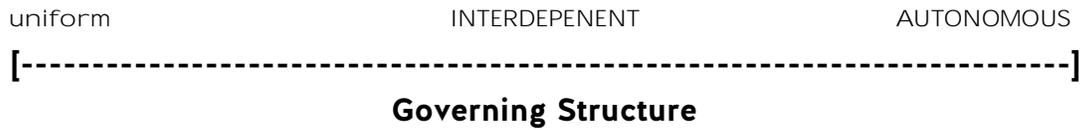
## 2 ASSESSING THE \_\_\_\_\_

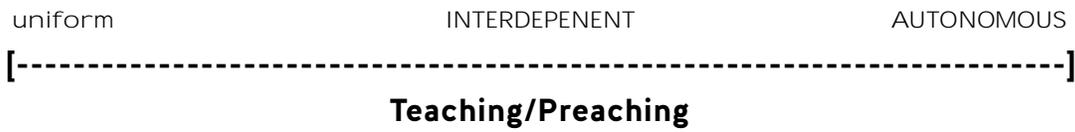
### FRANCHISE TO DIVE CONTINUUM



DEVELOP A LETTER OF INTENT (COVENANT AGREEMENT)

**What looks the same/different?**





**Reflection Questions:**

**What are some of the non-negotiables that your local dive must include in its recipe? How much autonomy is to be given?**

# 3 Finding Your \_\_\_\_\_

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## **Cultural Exegesis (Incarnational Ministry):**

### **Three Key Questions to ask:**

1.)

2.)

3.)

### **Opportunities to exegete culture:**

### **Three spaces:**

1.)

2.)

3)

**Reflection Questions:**

**Do your leaders have a local connection? If not, can they learn to love, assimilate into, and become a part of the community you're planting in? What third spaces are available in your area?**

## 4 Determine Your \_\_\_\_\_

**Three case studies.**

**Mosaic - Multicultural**

**Normal Heights - Sacred Ordinary**

**Faith on tap - Worship in a Bar**

**Reflection Questions:**

**What role does diversity play in your staffing?**

**How can you reimagine/reconfigure your space to facilitate community?**

**How can you bring the sacred into the ordinary/ ordinary into the sacred?**

**Can your church live outside the standard "traditional" "contemporary" & "blended" labels?**

# 5 MAKE A \_\_\_\_\_

5 ESSENTIALS FOR REPEAT DINING

**Servant vs. Volunteer**

## WORSHIP

**1.) Environment**

**2.) Music**

**3.) Theme Setup/Liturgy**

**4.) Media Integration**

**5.) Message Tie-In**

**6.) Missional Application**

# GUEST READINESS

• transactional----->\_\_\_\_\_

• avoid \_\_\_\_\_

• watch \_\_\_\_\_

• limit \_\_\_\_\_

• create \_\_\_\_\_

# COMMUNITY BUILDING

# DISCIPLESHIP

**Class driven vs. Small group driven**

**Class driven (Curriculum based):**

**Alpha**

**Financial Peace**

**Membership**

**Series Based**

**Small Groups (leader based):**

**Affinity groups**

**Lifegroups**

**Bible studies**

**Asynchronous (online)**

# MISSION

**Series based**

**Partnerships**

**Spiritual mentorship**

**Disaster relief**

**Work projects**

**Reflection Questions:**

**Which of the five ingredients do you need to give more attention to?**

**Worship   Guest Readiness   Community Building   Discipleship   Mission**

**NEXT STEPS:**

**1.)**

**2.)**

**3.)**

**4.)**

## **COACHING, CONSULTING & HOSTING**

Like what you've experienced today and want to go deeper? Midnight Oil offers coaching and consulting opportunities. To sign up or learn more, see Jason at the break or email him at [mail@midnightoilproductions.com](mailto:mail@midnightoilproductions.com).

### **SECRET WORSHIP CONSULTATION**

The experience of visitor is vastly different than that of a regular attendee. Unspoken rituals, poor signage, confusing or non-existent child care check-in and worse, all have the ability to turn off visitors. Jason will work with your staff to identify what's working and what needs improvement.

Equal parts affirming and challenging, a secret worshiper consultation can help take your weekend worship to the place where visitors will feel welcome and eager to return.

Some churches are using this as a springboard for change, and by inviting their congregations to a post-worship luncheon where Jason shares his visitor experience, and casts vision for the future.

### **PHONE & SKYPE CONSULTATION**

Creative Worship is an ever-evolving process that comes with a unique set of challenges. Jason can help you navigate those things via monthly (or periodic) calls. Think of it as having him as a virtual member of your team.

### **ON-SITE CONSULTATION**

How would you like to start your next step in Guest Readiness or Creative Worship with Jason at your side to help navigate the questions as they arise? Have Jason spend the day with your staff, in a sort of "internal/interactive seminar".

Join in a dialogue with your team in a modified version of today's session. This interactive/conversational style coaching time will allow you to navigate how today's material fits your setting.

If desired, Jason will lead or co-lead the Guest Readiness Training included in this handbook. This will allow you to work out the kinks as they come, and will help your team build "muscle memory" for the next time you fly on your own.

### **HOSTING YOUR OWN SEMINAR**

Would your church, or denominational group like to host a seminar like today? See Jason or check the box on the evaluation. We'll get in touch to talk details. (Includes a free secret worshiper consultation)

# FRANCHISE EVALUATION



(filling out the email/password portion (in bold) will give you access to our monthly freebies and email newsletters)

Your Name \_\_\_\_\_ Your Position \_\_\_\_\_

Church Name \_\_\_\_\_ Web Address \_\_\_\_\_

Address \_\_\_\_\_ **Email Address** \_\_\_\_\_

\_\_\_\_\_

Phone Number \_\_\_\_\_

What city/church is today's event being held in?

I'm interested in...

digital graphics resources     books on worship media     hosting a Midnight Oil seminar, workshop or keynote

digital video resources     coaching/consultation     secret worshiper consultation

How did you hear about today's event?

Midnight Oil enews     brochure     denominational email     other (please specify) \_\_\_\_\_

**Poor**    **Fair**    **Avg.**    **Good**    **Excel.**

1. Overall, how would you rate the quality of this workshop?.....  ....  ....  ....  ....

2. How knowledgeable on the subject of starting new things were you before attending this workshop?

Not very knowledgeable     somewhat knowledgeable     very knowledgeable

Additional Comments:

\_\_\_\_\_  
\_\_\_\_\_

3. How knowledgeable do you feel now after attending this workshop?

Not very knowledgeable     somewhat knowledgeable     much more knowledgeable

Additional Comments:

\_\_\_\_\_  
\_\_\_\_\_

4. What was the best thing about this workshop?

\_\_\_\_\_  
\_\_\_\_\_

5. How can we improve this workshop? (Please note that we can't control: lunch, room temp, sound/screen issues or hard chairs)

\_\_\_\_\_  
\_\_\_\_\_

6. What has God shown you through this experience?

\_\_\_\_\_  
\_\_\_\_\_

7. What are your next steps as you leave here?

\_\_\_\_\_  
\_\_\_\_\_

Feel free to use the back of this sheet to share any additional suggestions or thoughts.