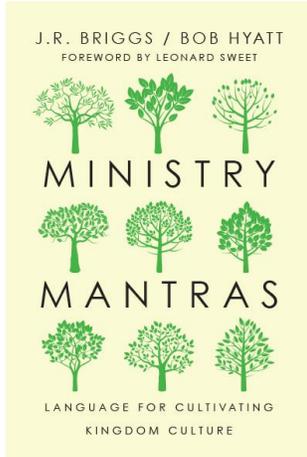




## BOOK DETAILS



*Ministry Mantras: Language for Cultivating Kingdom Culture*  
Available November 2016  
\$17, 269 pages, paperback  
978-0-8308-4136-3

*“Jesus did pithy – so well that people remembered so much of what he said. His brilliance was illuminated by the fact that he always chose to incarnate truth in the words and language of real, everyday people. . . . Ministry Mantras reveals a similar commitment – a commitment to bearing the truths of ministry for real people. I commend this book heartily, knowing that it will, like Jesus, offer truths that we can actually remember and use in our lives.”*

– A. J. Swoboda, pastor,  
professor, author of  
*The Dusty Ones* and *Introducing Evangelical Ecotheology*

## How do you grow your church in its health and mission?

Sometimes our church communities lack focus and we lose sight of our ministry priorities. We don't have concrete reminders of why we do what we do. We need concise, memorable tools for cultivating healthy church culture, inspiring ministry, and developing leaders – or, as pastors J.R. Briggs and Bob Hyatt call them, ministry mantras.

- Push – but don't shove.
- Don't wonder when you can just ask.
- Come as you are, but don't stay as you are.
- Leadership is purposefully choosing whom you will disappoint.
- Be a pipe, not a bucket.

In *Ministry Mantras*, Briggs and Hyatt share seventy-five of these short and catchy sayings, which they use in their churches. Each mantra is the subject of a chapter containing a brief explanation of one to three pages. Though concise, these chapters provide a wealth of practical wisdom for leadership, discipleship, community, and witness, embodying best practices with vivid stories of on-the-ground ministry.

“Language paints a picture of the present and of the future,” write Briggs and Hyatt. “When language is used in memorable, short, wise and compelling ways, it helps cast vision, challenge, guide, instruct. It's one of the best tools a leader can utilize.”

Through the book, the authors hope readers will come to recognize the following:

- Language creates culture. Leaders should use language like they are a curator in an art museum.
- The onus is on leaders to communicate a clear and compelling vision of God's purposes in a variety of ways. Mantras are a tremendously powerful way to do that.
- Church leaders can utilize, borrow, and/or tweak these mantras for their own context – or come up with others that work in their context.
- Vision is transferable to others when the language is short, recognizable, and memorable.
- Leaders should use language with a “show, but don't tell” posture.

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