

Men's Ministry Receives Wake-up Call

Every Man Ministries and Kenny Luck have created a pair of Sleeping Giant programs to activate vibrant men's ministry. Centered around supporting the vision of the local church, the Sleeping Giant Total Solution uses state-of-the-art technology via the definitive website to offer continuous strategy, video sessions, networking and engagement for churches of all sizes and denominations.

Every Man Ministries, founded by best-selling author and Men's expert Kenny Luck, developed the Sleeping Giant model after over a decade of research and work with ministries across the globe. Now, this proven method of moving men from the Crowd to the Core is available to all churches, ministries and small groups with the launch of two separate web-based programs: Sleeping Giant Core and Sleeping Giant Flex.

Sleeping Giant Core is a one-year program filled with strategy, content and coaching designed to help pastors move men from simply being a part of the crowd into the core leadership that revolutionizes the health of their church and community for years to come. Developed and tested inside churches of all denominations and sizes, the Sleeping Giant Core offers churches a plan to launch, cultivate, sustain and renew their men's community to engage with the vision of the pastor, without increasing the salary budget.

Sleeping Giant Flex is for churches that have some existing men's curriculum and want to merge it with this proven one-year ministry solution. Similar to the Core program, the Flex plan is focused on creating a ministry of men dedicated to moving into leadership that supports the vision of the local church pastor. By joining a working, current men's ministry with the coaching, video curriculum and resources offered by

the Sleeping Giant program, the scaled down Flex plan is an effective option for many churches and small groups.

Both the Core and the Flex programs allow men's ministries to be fully equipped with a proven Spiritual Pathway, giving church leaders the ability to launch their vision, and a conduit to deliver their message with fresh and renewable weekly content. The Sleeping Giant Total Solution offers ongoing leadership development which results in men who:

- **Get In**—Joining other men in a strong and resonating local spiritual community.
- **Get Healthy**—Winning transformation spiritually, relationally and morally.
- **Get Strong**—Building a life of faith solid as a rock. Developing into a solid spiritual leader and disciple.
- **Get Going**—Deploying into service locally in the church and globally to bring justice.

Men's Ministry has been broken for years and has left a generation of men unengaged and unfulfilled. It has left the local church body suffering from absentee men or those in merely token attendance. Ultimately, these missing men of God have left a deep hole in culture around the world. With the emergence of the Sleeping Giant Total Solution, we are now watching a grassroots, global revolution of Men's Ministry, which has been dormant for too long.

Unlike models from the past, Sleeping Giant does not require a stadium to ignite and activate the local church. The entire site was created to trigger a grassroots movement from within that equips the church to use modern technology to create a spiritual phenomenon: Strong and healthy Men of God activated to enforce the vision of their senior pastor to literally change their families, their communities and the world.

The process has been documented and outlined in the seminal work on men's ministry, *SLEEPING GIANT: No Movement of God*

without Men of God, published by Lifeway Church Resources and B&H Publishing. Kenny Luck and *Sleeping Giant* are the cornerstone of men's ministry resources provided by Lifeway and the Southern Baptist Convention.

Sleeping Giant has been endorsed by pastors, churches, denominational leaders, and men's ministry organizations representing over 100,000 churches in North America alone.