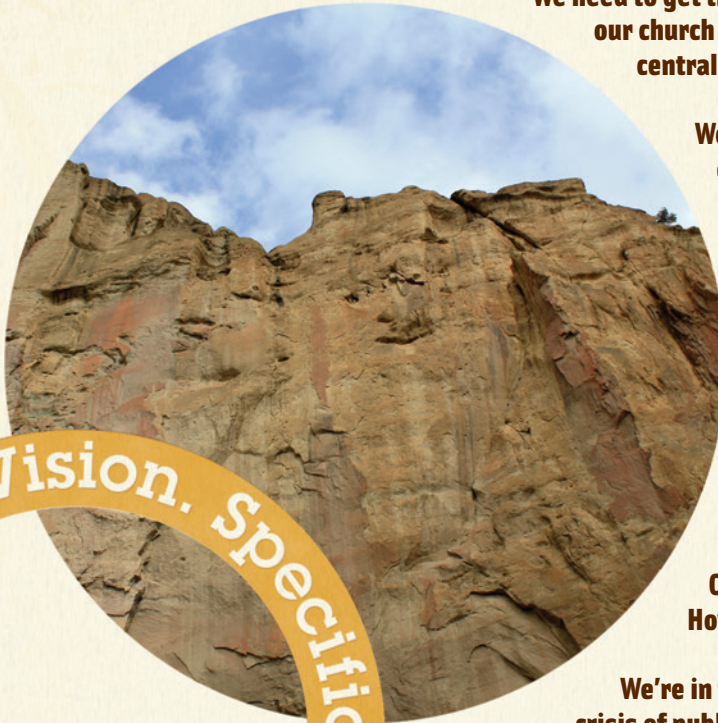


WE HAVE A STRONG VISION

**ORGANIZATIONAL PLANNING,
EDITING & PROBLEM SOLVING**

...BUT WE'RE NOT SURE OUR NAME AND DAY-TO-DAY ACTIVITY SUPPORT IT.

SHOULD WE RETIRE OUR EARLY VISION BECAUSE THE WORLD AROUND US HAS CHANGED?



We need to get the leadership of Women's Ministries at our church on the same page. How can we build a new, central vision everyone can support?

We have 10 strong board members but everyone's rowing a different way. We're completely ineffective.

The medical practice across the street is going to perform abortions. How should our church communicate its response?

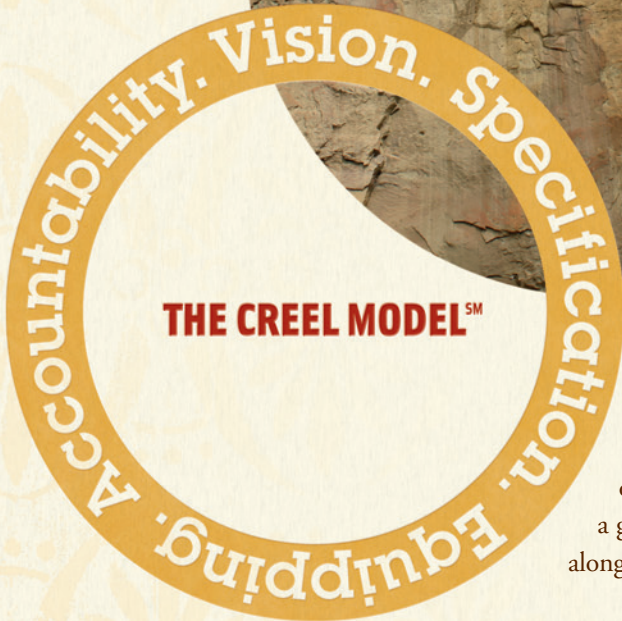
How do we get our external publics excited about what we're doing when even members of our staff seem tired and disinterested?

Our membership has dwindled to nothing. How do we stay alive? Is it possible to grow?

We're in the middle of a perfect storm and facing a crisis of public confidence. How do we navigate through it?

We've worked with ministries and believing organizations for more than 20 years. In that time we've seen a composite picture of people who are stressed out, burned out, frustrated and sometimes complacent. We've worked with leaders who had a great vision but grew tired fighting to get board members behind it. We've come alongside board members with too much compassion to replace ineffective staff.

We launched The Creel Institute in 2005 believing that God desires excellence where he has placed two or more people together to participate in his kingdom purposes. We believe he desires that his people—organized for his purposes—be organized, efficient and compelling. We believe a faith-based organization's central mission is to productively and effectively build up the body of believers. That's hard work. Sometimes it isn't even clear where the work should begin.



fish.

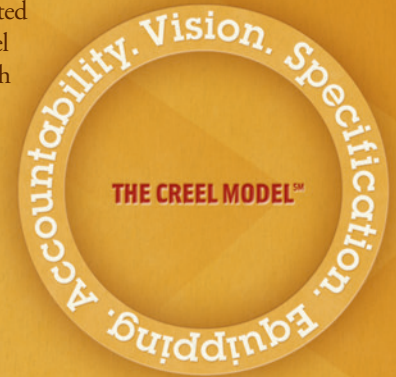


The
CREEL INSTITUTESM

Proverbs tells us a king's heart is in the hand of the Lord; he directs it like a watercourse wherever he pleases. Men and women who are called to positions of leadership in organizations and owners of companies who have hearts after God's own need to know they haven't arrived there by accident. He has purposed that role for them and entrusts them with the responsibility of managing resources in a way that pleases and glorifies him. —from *Minding the Gap*, by Laurie Carney with Jeffrey Carney

The Creel Model is a process built on the big idea that God cares how and where and for whom we are at work. He informs the vision and purposes of the believing organization. He desires that we be specific about how we build life and activity around the burdens he gives us. He requires that we be equipped—willing and able—to fulfill his kingdom purposes. And he asks us to finish strong—to be accountable.

Believing organizations typically come to us weighted down by an issue or problem or concern. The Creel Model is a filter for discerning organizational health at a high level, and a discovery tool for isolating ineffectiveness, brokenness or exposure. One organization might come to us to facilitate a board retreat to help cement vision. Another might need help managing a crisis. Very often, we find organizations flailing in the area of equipping; they generally understand the work they're called to do but have no idea how to edit activities to be more strategic and directed.



As strategists and skilled facilitators, we have a unique ability to see the line of a vision and help people create a precise roadmap to the finish.

CREEL PEOPLE

The Creel Institute serves people and organizations that love God and desire to be clearer about his life-changing business.

- **Not-for-profit organizations** (*staff, directors and board*)
- **Helping or parachurch ministries** (*staff, directors and board*)
- **Principals/owners who desire that their for-profit businesses be more effective and/or serve kingdom purposes**
- **Christian umbrella and conference organizations with a responsibility to build up and equip their constituencies** (*student ministries, college/young adult ministries, men's ministries, women's ministries*)

CREEL SOLUTIONS

- ***Minding the Gap***—A book based on the Creel Model that serves as a planning and editing manual
- **Retreats/conferences**
- **Organizational branding** (*development of a comprehensive identity platform*)
- **Organizational roadmapping**
 - **facilitated planning using the Creel Model**
- **Group ideation** (*purpose building or problem solving*)—Ideation is a powerful, fun, creative way to engage people to solve a problem, create a plan for moving forward or put walls to vague ideas

CREEL OUTCOMES

- **VISION INSPIRED.**
- **DISTINCTIVELY AND POWERFULLY BRANDED.**
- **EQUIPPED TO BE PRODUCTIVE AND EFFECTIVE.**
- **INTERNAL AND EXTERNAL STAKEHOLDERS COMMITTED AND ENGAGED.**

DO YOU NEED HELP DISCERNING WHAT TO DO NEXT?

We invite you to call Gail Derreberry, resource director, at 316.612.0300, ext. 14, for more information, or visit our website at www.creelinstitute.com



To order *Minding the Gap*, call 888.795.4274, ext. 7879, order online at www.xlibris.com, www.amazon.com, www.barnesandnoble.com or visit your local bookstore.