

## **Big Takeaway from the Summit**

**Below is a list of things to keep in mind as we continue to grow ministry to men:**

1. We need make sure we have a strong relationship with God as we enter into this ministry.
2. We need to minister to our families before we minister to the world.
3. We need be able to articulate why ministry to men is so important.
4. Leaders are built by establishing relationships with other men.
5. If you have questions or need help, you have a large group of men who can help find the answers.
6. Don't rush the men you meet as they discern their involvement in ministry to men.
7. We are stronger together than we are alone.
8. There are several resources that CMLA has available to help you minister to men on the CMLA website (and extranet for leaders) and Heroic Men platform.
9. Prayer and the Eucharist are essential as we grow ministry to men.
10. There is more work to be done and it can't be done alone.

As we work to carry out the CMLA mission it is important for us to remember that we need to engage God with prayer. We need to seek the guidance of the Holy Spirit as we minister to men.

*"Prayer is the raising of one's mind and heart to God or the requesting of good things from God." But when we pray, do we speak from the height of our pride and will, or "out of the depths" of a humble and contrite heart? He who humbles himself will be exalted;<sup>4</sup> humility is the foundation of prayer..."*

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## **Six Things to Pray**

1. Pray every day that God will prepare and open the hearts of the men you will speak with.
2. Pray that God will bring you the men he wants you to speak with and that you will have the wisdom to recognize them.
3. Pray that God gives you the words and wisdom to have great conversations that inspire other men to action.
4. Pray to your guardian angel to speak to the other men's guardian angels you'll be speaking with.
5. Pray that God gives you courage and perseverance to do his work.
6. Pray as if everything depends on God and work as if it depends on you.

## Having a Conversation with Men

First let's talk about persuasion. Persuasion is not getting someone to think the way you want them to think. A man convinced against his will still maintains his original opinion. The art of persuasion begins with getting men to think. So how do you get men to think? You ask them real, deep, and relevant questions that will ignite thought, reflection and introspection. When you can get them to open their minds and think critically you have opened the doors of persuasion.

So when you're having a new conversation with a man, don't try to convince him or sell him on ministry to men. Let me give you an example – when you are leaving a message for a man, you can simply say “Hey, this is Robert with Catholic Men's Leadership Alliance and Heroic Men. I'd like to have a brief conversation to get to know you, share my journey with God and take some time to pray with you. Let's find a time to get to know one another, pray for each other and listen to God.” If someone says “No, I don't have the time to be involved with ministry to men,” just simply say “I can appreciate that. I'm not suggesting that you do have the time to do more of God's work in your life; however, I'd like to continue to get to know you and pray for you.” If a guy says, “No, don't really have an interest in ministry to men,” say “Not suggesting you do have an interest in ministry to men. Perhaps we can simply have a brief conversation about our Catholic faith as Catholic men.”

The whole premise when you are having a conversation is to have open dialogue and build relationships. Here's another example. Let's say you are selling something and someone says, “That costs too much.” You would simply say something like “You could be right. I am not suggesting that the cost fits where your needs are. Would it be worthwhile to have a conversation around that?” You don't push back, you step back, and you'll be amazed when you do this how people will come to you. Keep in mind, you can't ask men to do anything until you have a relationship with them. You've got to take your time, develop a relationship and then ask what God is calling them to do. What is God saying to them? It's not us. It's the Holy Spirit and God. When you are out reaching the men, it's about relationship. Think about your wife. The first time you met her, I doubt you asked her to marry you. As men we have a tendency to dive into “Hey, here's why I'm calling, here's what I'm looking for, here's what we're trying to do.” You don't want to do that – ease into it. Get to know the man. The person that you're talking to may not be the man we want to engage in ministry to men, but you don't know that until you develop that relationship.

There's a book written that would help everyone understand this called “Mastering the Complex Sale” by Jeff Thull, and while we're not selling per se, we are reaching out to people. You can get the audio version and it would help you understand this process when you're communicating. It's available in paper copy or audio on Amazon or his website. It is really, really good. I would encourage all of you to do that. In my secular life in the business world, we ran across him 10 or 15 years ago and it really rewired everything we were doing.

But first, go back to the six steps, the big takeaway from the Summit, and pray those prayers ever single day because that's where it starts. On our own we can do nothing, but with the Holy Spirit we can do anything. More to come. God bless.