



JOHNPEARSONASSOCIATES

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**JOHN PEARSON** is president of John Pearson Associates, Inc., a management consulting firm in San Clemente, California, that helps nonprofit organizations, associations and churches in *Vision Implementation With Detailed Execution*. Over a 25-year period, he served as the CEO of three national/international associations: Christian Management Association (CMA), Willow Creek Association (WCA) and Christian Camp and Conference Association (CCCA).

John launched his consulting practice in 2006 after he concluded 11 years as the president/CEO of CMA, now known as Christian Leadership Alliance ([www.ChristianLeadershipAlliance.com](http://www.ChristianLeadershipAlliance.com)).

John is the author of *Mastering the Management Buckets: 20 Critical Competencies for Leading Your Business or Nonprofit*, published by Regal Books in April 2008 ([www.ManagementBuckets.com](http://www.ManagementBuckets.com)). He is also the editor and publisher of the weekly eNewsletter, *Your Weekly Staff Meeting*. Since 2006, John has reviewed more than 200 leadership and management books in the eNews. The archives are posted at: ([www.urgentink.typepad.com](http://www.urgentink.typepad.com)).

He's the creator of the *Mastering the Management Buckets Workshop Experience*, the *Nonprofit Board Governance* workshop on "Moving Your Board Members From Myth to Mission," *The Volunteer Bucket* workshop, and *The Rolling 3-Year Strategic Plan Workshop*. He has led more than 25 organizations through the "Five Questions Every Nonprofit Organization or Church Must Answer: The Drucker Foundation Self-Assessment Tool."

The co-author of *Marketing Your Ministry: 10 Critical Principles*, with Dr. Robert Hisrich of Thunderbird School of Global Management, John also served as the president of Willow Creek Association ([www.willowcreek.com](http://www.willowcreek.com)), South Barrington, Illinois (a network of 14,000 churches worldwide); was on the management team at Willow Creek Community Church; and was the executive director of Christian Camp and Conference Association, now based in Colorado Springs, Colorado, and known for many years as Christian Camping International/USA ([www.ccca.org](http://www.ccca.org)).

He's a graduate of Seattle Pacific University and Trinity Evangelical Divinity School and also served five years as the director of Christian education/camp director with the Midwest district (70 churches) of the Baptist General Conference (now Converge Worldwide), Chicago, Illinois, and six years as the executive director of Lake Sammamish Bible Camp (Sambica), Bellevue, Washington.

John has served more than 30 years as a nonprofit CEO. He has been the publisher of two magazines, written more than 500 issues of various newsletters on management and

ministry and more than 100 magazine columns on leadership and management ministry trends, including the *Management Rules of Thumb* series in the *Christian Management Report*.

John has also led more than 50 regional, national and international conferences, and facilitated dozens of day-long CEO Dialogue roundtables. John served six years on the board of the Evangelical Council for Financial Accountability (ECFA, [www.ecfa.org](http://www.ecfa.org)), was chairman of the presidential search committee (to replace a CEO/founder) as a board member for Interdev, and also served as a board member at Bakke Graduate University, Seattle, Wash.

In 2006, Christian Management Association honored Pearson as the first recipient of the *Ted Engstrom Award*, named after Dr. Ted Engstrom, the president emeritus of World Vision. John currently serves as a board member at Christian Community Credit Union ([www.mycccu.com](http://www.mycccu.com)) and is also the president of CEO Dialogues, Inc. ([www.CEODialogues.org](http://www.CEODialogues.org)). John is also privileged to serve as a member of the Board of Reference of Leadership Catalyst, Pioneer Clubs, Finishers Project and Strategic Resource Group.

John and his wife, Joanne (chief operating officer of John Pearson Associates, Inc.), have been married for 41 years and they've had the privilege of traveling and/or teaching leadership, management and board governance in more than 25 countries. In his other life, John once owned a 100<sup>th</sup> anniversary Harley-Davidson motorcycle and also played an FBI agent (actually...just one scene) in the movie, *The Genius Club*.

The Pearsons are also blessed to live just one mile from family. Their son, Jason, is co-founder of a communications/marketing/graphic design business ([www.crosssection.com](http://www.crosssection.com)) and is also the co-founder of Mission Print ([www.missionprint.com](http://www.missionprint.com)). Jason and Melinda are the happy, but tired, parents of five children (including one set of triplets).

## ◆ Publications and Articles by John Pearson

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### Books:

- ❑ *Mastering the Management Buckets: 20 Critical Competencies for Leading Your Business or Nonprofit* (2008)
- ❑ *Marketing Your Ministry: 10 Critical Principles*, with Dr. Robert Hisrich (1990)

### Selected Articles:

- ❑ "Entrepreneurial Wisdom: 5 Career-Saving Principles for Ministry Entrepreneurs" (*Outcomes Magazine*, Winter 2010, published by Christian Leadership Alliance)
- ❑ "Great Leaders Are Readers: Five Lifelong Learning Principles for Leaders and New Team Members" (Lead article in *Employment Relations Today*, Fall 2008, Vol. 35, Number 3, published by Wiley)
- ❑ "The Three Gs: Gold, Guts and Gaps – Principles for Engaging Your Team Members" (*Smart Supervision*<sup>™</sup>, Feb. 16, 2009, Volume VIII, Issue 4, published by Clement Communications)
- ❑ "Five Board Governance Trends: Results, Strategy, Assessment, Self-Evaluation and Caution" (*ECFA Focus on Accountability*, First Quarter 2010, published by Evangelical Council for Financial Accountability)

- ❑ "Six Best Practices for Recruiting Exceptional Board Members" (*Stewardship Connections*, Winter 2007, Vol. 2, No. 1, published by Christian Stewardship Association)
- ❑ "Leveraging the Strengths, Styles and Spiritual Gifts of Board Members" (*BoardWise: The Concise Resource for Stewardship and Leadership*, 2007, Issue #3)
- ❑ "Develop, Navigate, Appreciate...Your Staff: Eight Ways to Improve Your Workplace's Genetic Code" (March/April 2010 issue of *CCCA InSite* magazine, published by Christian Camp and Conference Association)
- ❑ "How to Bless Your Team Members" (February 2010 issue of Focus on the Family's *BoardLink* eNewsletter)
- ❑ "Reaffirming the High Calling of Management and Administration" (June 8, 2009 issue of Christian Leadership Alliance's Member online eNewsletter)
- ❑ "Taking Fun Seriously: Creating Hoopla! to Boost Your Camp or Conference Team's Morale" (May/June 2009 issue of *InSite Magazine*, the professional journal of Christian Camp and Conference Association)
- ❑ "Mastering Volunteer Management," an interview with John Pearson, was featured in the January online issue of *The Inside Track*, published by Church Volunteer Central
- ❑ "Mastering the Management Buckets: The Five Strategic Balls in the Operations Bucket" (Summer 2008 issue of *NACBA Ledger*, a journal of the National Association of Church Business Administration)
- ❑ *Christianity 9 to 5*,™ the electronic magazine and resource center, published by Professor Michael Zigarelli, featured an excerpt from "The Drucker Bucket" (Chapter 4 of *Mastering the Management Buckets*) in the July 2008 issue.

#### **e-Newsletter and Blog/Archive**

- ❑ Your Weekly Staff Meeting eNewsletter – “a book and a bucket commentary every week”
  - Sign-up for the complimentary subscription at [www.ManagementBuckets.com](http://www.ManagementBuckets.com)
  - View the archives at the Buckets Blog at [www.Urgentink.typepad.com](http://www.Urgentink.typepad.com)
  - Download the index of more than 200 books reviews at:
  - [http://www.managementbuckets.com/pages/The\\_Blog](http://www.managementbuckets.com/pages/The_Blog)

#### **Other Resources:**

- ❑ *Personal Action Journal* (a 42-day journey to make poverty personal – [www.sixweekquest.com](http://www.sixweekquest.com)) for *The Gospel Quest*—a six-week church campaign based on the ECPA Book-of-the-Year, *The Hole in Our Gospel*, authored by Rich Stearns, president of World Vision U.S. (a project of [www.CrossSection.com](http://www.CrossSection.com))
- ❑ *Faith-Based Leader's Resource Guide* for the *Rocky Balboa* movie promotion to the faith and family market (a project of [www.CrossSection.com](http://www.CrossSection.com))
- ❑ Leader's Guide for *The Nativity Story DVD* (a project of [www.CrossSection.com](http://www.CrossSection.com))

## ◆ Client Services

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**We customize all of our client proposals. Cookie-cutter consulting is not allowed!**

- ☑ Board governance workshops, retreats
- ☑ Board self-evaluation process
- ☑ CEO annual assessments
- ☑ Strategic planning facilitation: The Rolling 3-Year Strategic Plan
- ☑ CEO and senior leader coaching and project implementation
- ☑ Staff retreat facilitation (Goal alignment—goal alignment—goal alignment!!!)
- ☑ Strategic project development and benchmarking
- ☑ Vetting new program and business ideas
- ☑ Conference and meeting management synergistic alignment
- ☑ Marketing, branding, customer definition—and annual communication strategies
- ☑ Executive search (for selected clients only)

## ◆ Clients

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Adoption/Orphan Care Summit II (FamilyLife)	Lake Retreat Camp & Conference Center
Agros International	Leadership Catalyst Life Coach Foundation
Alpine Camp & Conference Center	Light of Life Rescue Mission (Pittsburgh)
American Society of Association Executives	MANAGEtoWIN
Apartment Life	Moody Bible Institute
Association CEO Roundtable	Motive Entertainment
Association of Gospel Rescue Missions	Mustard Seed Ranch
Azusa Pacific University	National Religious Broadcasters
Bakke Graduate University	New Mission Systems International
Camp Alandale	Palomar Christian Conference Center
CBMC FORUMS Southern California	Pearpod
Center for Individual & Family Therapy	Pine Summit Christian Camp
CEO Dialogues, Inc.	Promise Keepers
Christian Camp and Conference Association	PVG/Pear Press (Joy at Work)
Christian Community Credit Union	San Diego Christian College
Christian Management Association (new name: Christian Leadership Alliance)	Seattle's Union Gospel Mission
Christian Stewardship Association (new name: Christian Leadership Alliance)	SIM USA
Christian Stewardship Association (new name: Christian Leadership Alliance)	Stonecroft Ministries, Inc.
City Rescue Mission (Jacksonville, Fla.)	Strategic Resource Group
CrossSection/Mission Print	The Barnabas Group
Community Plus	The Prevail Team
Converge Northwest	The Rescue Mission (Tacoma, Wash.)
Drug Enforcement Administration	The Salvation Army – National HQ
European Evangelical Alliance	The Salvation Army – Sierra del Mar Division
Entrepreneurial Leadership Summit	The Vision Consultancy (TVC, London)
Evangelical Council for Financial Accountability	Transformation Ministries Camping
Faith and Work Life	Truth Ministries International
Far Corners Missions	Union Rescue Mission (L.A.)
Finishers Project	YoungLife (San Clemente & San Juan Capistrano)
Forest Home, Inc.	WAYMedia Inc.
Foundation for Christian Stewardship	Western Christian Schools
Free Wheelchair Mission	Whispering Winds Camp & Conf. Center
Gateways to Better Education	Whittier Area Community Church
HomeWord Center for Youth & Family	World Evangelical Alliance
ICETE (International Council for Evangelical Theological Education)	
Kintera	

\*List includes workshop presentations for clients at national and international conferences and conventions.



**JOIN JOHN PEARSON AT THESE 2011 WORKSHOPS & COURSES**  
**2011 Workshops, Webinars and Other Life-long Learning Opportunities**  
[www.managementbuckets.com](http://www.managementbuckets.com)

2011	Day	Event	Location
Jan. 31 to April 24	12-weeks Online	<b>Association Leadership Essentials</b> Receive a Certificate in Association Leadership <a href="http://www.worldevangelicals.org/training/certificate.htm">http://www.worldevangelicals.org/training/certificate.htm</a>	Online course offered through World Evangelical Alliance and Olivet University
Feb. 20-23	Sun 5 p.m. to Wed. 11:30 a.m.	<b>Entrepreneurial Leadership Summit</b> Receive a Certificate in Entrepreneurial Leadership <a href="http://www.BreakThruSummits.com">www.BreakThruSummits.com</a>	Thunderbird School of Global Management (Phoenix)
March 15	Tuesday	<b>ECFA Forums 2011: Board Governance Essentials for Ministries</b> - <a href="http://www.ecfa.org">www.ecfa.org</a>	The Hope Center Plano, Texas (Dallas)
March 29 March 30	Tues. (USA) Wed. (Sidney)	<b>Christian Management Australia Webinar: Oops! You're Not the Person I Thought I Hired!</b> <a href="http://www.cma.net.au/events/EventDetail.php?u_EventID=134">http://www.cma.net.au/events/EventDetail.php?u_EventID=134</a>	Webinar
March 31	Thursday	<b>Pastor's Resource Call Webinar: Mastering the Management Buckets</b> <a href="http://ccnetonline.org">http://ccnetonline.org</a>	Webinar
April 5-6	Tues. & Wed.	<b>Mastering the Management Buckets Workshop Experience</b> (2 days – 20 buckets) <a href="http://www.managementbuckets.com">www.managementbuckets.com</a>	Orange County, Calif.
April 26	Tuesday	<b>CEO Dialogues Roundtable</b> (with Bob Kobielush) <a href="http://www.CEODialogues.org">www.CEODialogues.org</a>	At CLA Dallas 2011 Dallas, Texas
April 27	Wednesday	<b>The 7 Deadly Sins of Boards</b> (with Dan Bolin) <a href="http://www.claconference.org/workshops/">http://www.claconference.org/workshops/</a>	At CLA Dallas 2011 Dallas, Texas
June 18	Saturday	<b>Nonprofit Board Governance</b> <a href="http://www.managementbuckets.com">www.managementbuckets.com</a>	Orange County, Calif.
June 28-29	Tues. & Wed.	<b>The Rolling 3-Year Strategic Plan</b> (2 days, plus a third day to review your plan in the fall) <a href="http://www.managementbuckets.com">www.managementbuckets.com</a>	Orange County, Calif.
Sept. 8	Thursday	<b>Webinar - Goal Alignment: The Missing Link in Leadership Effectiveness</b> <a href="http://www.TheMissionExchange.org">www.TheMissionExchange.org</a>	Webinar
Sept. 17	Saturday	<b>Nonprofit Board Governance</b> <a href="http://www.managementbuckets.com">www.managementbuckets.com</a>	Orange County, Calif.
Sept. 27-28	Tues. & Wed.	<b>Mastering the Management Buckets Workshop Experience</b> (2 days – 20 buckets) <a href="http://www.managementbuckets.com">www.managementbuckets.com</a>	Orange County, Calif.
Sept. 29	Thursday	<b>CEO Dialogues Roundtable</b> (half-day for CEOs of mission agencies) <a href="http://www.themissionexchange.org/reset/">http://www.themissionexchange.org/reset/</a>	Scottsdale, Ariz.

2011	Day	Event	Location
Oct. 6	Thursday	The Top-10 Hiring Mistakes Plus: The Fast Track to Effectiveness for Your New Team Member's First 90 Days <a href="http://www.managementbuckets.com">www.managementbuckets.com</a>	Orange County, Calif.
Oct. 7	Friday	Goal Alignment: How to Turbo-charge Your Organization by Focusing on S.M.A.R.T. Goals for Every Team Member, Board Member & Volunteer <a href="http://www.managementbuckets.com">www.managementbuckets.com</a>	Orange County, Calif.
Oct. 18	Tuesday	ECFA Board Governance Forum <a href="http://www.ecfa.org">www.ecfa.org</a>	Colorado Springs, Colo.

**For more information or to reserve space in a workshop, contact:**



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