



WEEKLY COLUMN in TORONTO  
CANADA

Melvin University with Me



## Characteristics of a brand

A brand's characteristics are repetition and system. Repetition is a concept that you know, and a system is a tool that makes its ministry, or vision, a different concept from the program.

For example, if you look at the Korean discipleship-making movement, the pastor in charge repeats the word discipleship-making every week for more than 10 years at a church in Gangnam, all the saints were fully mastered in their ears and permeated their heads, minds, and minds. However, since this motivation is needed to become a reality, training textbooks and seminars are held regularly and developed more and more, the desired effects and achievements are visible and visible. This is the result of repetition and systematization.

Since the pastor in charge repeats the term PACE every week for more than 10 years at a church in Bundang, all the saints were fully mastered in their ears and permeated their heads, minds, and minds. However, since a system is needed to realize this motivation, training centers, training textbooks, and regular seminars were held and gradually developed, the desired effects and achievements were visible. It is the result of repetition and systematization. Regardless of the above, these two are essential requirements for success in any ministry, even if they are not necessarily the above two. Repetition and systemization. The problem is that there is a repetition and a system that requires the construction of a system for the senior pastors to do this.

Then what kind of ministry will be done is important, but my personal suggestion is that I have to do what I really need. The large church already has enough manpower, so you can do this and that, but in the case of small and medium churches, you can't introduce many things at once. There must be

something that is essential to our church, something that the Lord needs and wants from our church, and I can recommend a book called Church Unique (by Will Mancini) as the data I saw. I checked the translation and it was published by the Korea Institute of International Student Training (DMI) under the title "Our Church 10 years later." Those who are uncomfortable with English should read this translation.

Rather than a special book, it will help you find a vision for the opening meeting. So I think it's important to brand it. You have to find something that fits the church, then repeat it and systemize it. In my personal discovery, it seems that the more realistic problem is not what to do and not be able to develop it into a systemization. The ultimate goal is to establish it as the church's own brand.