

# THE 3 ROLES OF AN AMS

Catalyst, Coach, & Collaborator



## INTRODUCTION

The Association serves as a key entity within Southern Baptist life. Some have expressed that the Association represents the most strategic connection point between SBC national organizations, state conventions and local churches. Through local Associations, pastors and churches can tap into ministry resources and participate in local, national and international missional opportunities. The AMS is the leader of this important entity. He is the person who supports pastors in their calling to equip the saints for the ministry and assists churches in their missional mandate of making disciples of all nations (Eph. 4:11-12; Matt. 28:18-20).

Because this position is so important, it is crucial that the AMS has what he needs to grow and develop. SBCAL has done some solid work in helping to define eighteen different proficiencies for effective work in this assignment (see <https://www.sbcal.org/proficiency.html>). Building upon this initial work, the Replant Team of the NAMB, in conjunction with AMSs across the US, has constructed an assessment and development tool that looks at three key roles of the position.

We define these as Catalyst, Coach and Collaborator. Tapping into the various components of these key roles, an Association can use the tool to assess the effectiveness of the AMS, or the person who serves in this position can leverage it to construct an ongoing development plan.

## CATALYST

*An AMS Catalyst is an open-minded person who initiates engagement towards a new venture or stimulates consideration of change to an existing way of doing things.*

On a scale of 1-10 (1 being a poor reflection of these characteristics and 10 being an excellent example) how would you rate this individual?

- Helps others courageously address current reality
- Generates new initiatives for kingdom advancement
- Shares stories that build enthusiasm
- Perceives opportunities where others see barriers or dead-ends
- Ensures the Association remain responsive to the field
- Learns from experimentation and failure
- Promotes continuous learning
- Exemplifies a positive spirit in the midst of difficult circumstances
- Recruits others to use their gifts for kingdom initiatives
- Identifies areas for improvement

## COACH

*An AMS coach is a person who empowers others to evaluate where they are, describe what they want to be/do, identify potential barriers and develop next best steps to get to their desired outcome.*

On a scale of 1-10 (1 being a poor reflection of these characteristics and 10 being an excellent example) how would you rate this individual?

- Exhibits awareness of other's feelings
- Identifies possible barriers that are getting in the way of other's success
- Asks penetrating questions that elicits deep reflection
- Empowers others to develop goals that move them towards a preferred future
- Creates a safe environment for people to be honest and transparent
- Clarifies which objectives others want to see fulfilled
- Provides various assessment tools to help others gain greater self-awareness

- Listens intently in order to gain mutual understanding
- Gives precise feedback in a gracious manner
- Works with others to develop an ongoing plan for growth

## COLLABORATOR

*An AMS collaborator is a person who connects ministry leaders in intentional kingdom relationships through fostering alliances and providing resources to help churches do more together than they could do apart.*

On a scale of 1-10 (1 being a poor reflection of these characteristics and 10 being an excellent example) how would you rate this individual?

- Mobilizes strategic partnerships for greater kingdom impact
- Connects leaders to build ministry coalitions
- Promotes an environment where everyone's capabilities are valued
- Communicates ministry opportunities
- Navigates conflict in a wise and kind manner
- Celebrates stories of missional successes
- Networks with denominational entities to provide resources and opportunities
- Demonstrates a willingness to share leadership with others
- Develops a network of healthy churches willing to help struggling churches
- Approaches the needs of others with a humble, curious outlook



[www.churchreplanters.com](http://www.churchreplanters.com) | [replant@namb.net](mailto:replant@namb.net)