

STAGE: WITNESS

LAUNCH A MOVEMENT

LEVEL 6 — FROM LEADER TO MOVEMENT-MAKER

Real Testimonies. Radical Transformations.

Scale Your Kingdom Impact from Individual Leadership to City and Beyond

By Kyle Lauriano · kylelauriano.com

© 2025 All Rights Reserved

Level 6 — Launch a Movement

From Leader to Movement-Maker. Comprehensive & Expanded Edition (10,000+ Words). Scale Your Kingdom Impact from Individual Leadership to City and Beyond. Transform Your Ministry Into a Multiplying Movement That Reaches Your City and Extends Global Impact.

Table of Contents

1. Introduction: Understanding Movements
2. Part 1: Vision Casting (The Dream)
3. Part 2: Leadership Development (Building Leaders)
4. Part 3: Organizational Structure (Scaling Systems)
5. Part 4: Multiplying Ministry (Exponential Growth)
6. Part 5: Geographic Expansion (City and Beyond)
7. Part 6: Financial Sustainability (Resourcing)
8. Part 7: Organizational Health (Longevity)
9. Part 8: Measuring Movement (Impact)
10. Appendices (Frameworks and Tools)

INTRODUCTION — UNDERSTANDING MOVEMENTS

What Is a Movement?

A movement is:

Multiple Leaders Pursuing the Same Mission

- Not dependent on one person
- Distributed leadership
- Multiple centers of influence
- Shared vision
- Multiplying leaders

Reproducing Disciples at Scale

- Not just adding people
- But multiplying disciples
- Who make disciples
- Who make disciples
- Exponential reproduction

Unified by Vision, Not Structure

- Common purpose
- Flexible implementation
- Decentralized but aligned
- Autonomous but connected
- Movement over organization

Creating Lasting Change

- Beyond one church
- Beyond one leader
- Beyond one location
- Transforming culture
- Generational impact

Movement vs. Organization

Aspect	Organization	Movement
Focus	Structure and systems	Vision and multiplication
Leadership	Centralized	Distributed
Growth	Adding numbers	Multiplying leaders
Decision-making	Top-down	Shared values, local autonomy
Sustainability	Depends on structure	Depends on culture
Innovation	Slower, more formal	Faster, more organic
Reach	Limited by structure	Unlimited by design

Goal: Build a movement, not just an organization.

PART 1 — VISION CASTING

1.1 Clarifying Your Movement Vision

The Movement Vision Statement

Your vision should answer:

What is the ultimate goal?

- What's the end state?
- What does victory look like?
- What are you trying to accomplish?
- What impact do you want?
- How will the world be different?

Who is involved?

- Who are the key leaders?
- Who makes up the movement?
- Who are you reaching?
- Who are you developing?
- Who are your allies?

How will it happen?

- What's the method?
- What's the strategy?
- How do you multiply?
- How do you scale?
- What's the pathway?

When and where?

- How long will it take?
- Where does it start?
- Where does it expand?
- What's the timeline?
- What are the milestones?

Vision Statement Framework

Format: "We envision [ULTIMATE OUTCOME] through [METHOD] by [WHEN/WHERE], resulting in [IMPACT]."

Example Movement Vision Statements:

“We envision a multiplying movement of disciples making disciples across our city within 10 years, resulting in thousands of believers living out their faith in authentic community and transformed culture.”

“We envision every neighborhood in our region having a thriving discipleship community led by indigenous leaders, reaching the lost and building God’s kingdom from the ground up.”

“We envision a movement of missional entrepreneurs launching businesses and ministries aligned with God’s values, creating both economic and spiritual transformation in our city.”

1.2 Casting the Vision

How to Cast Vision Effectively

Vision Casting Principle 1: Repetition

- Tell the vision again and again
- In different contexts
- With fresh language
- From different angles
- Consistently reinforced

Vision Casting Principle 2: Storytelling

- Use stories to illustrate
- Show what transformation looks like
- Celebrate victories
- Share testimonies
- Make it tangible

Vision Casting Principle 3: Invitation

- Invite people to join
- Make it compelling
- Show role for them
- Ask for commitment
- Create urgency

Vision Casting Principle 4: Inspiration

- Connect to something greater
- Show kingdom impact
- Appeal to values
- Create hope
- Inspire action

Vision Casting Principle 5: Clarity

- Be specific
- Make it understandable
- Avoid jargon
- Paint clear picture
- Leave no confusion

Vision Casting Communication Strategy

Month 1-3: Foundation Casting

- Share vision in leadership meetings
- Get input and refinement
- Build leadership buy-in
- Answer questions
- Build alignment

Month 3-6: Wider Communication

- Share in churches/groups
- Use multiple platforms
- Tell stories
- Invite participation
- Build momentum

Month 6-12: Activation

- Call people to specific roles
- Launch initial projects
- Celebrate early wins
- Show movement starting
- Deepen commitment

Ongoing: Reinforcement

- Regular vision reminders
- New stories and examples
- Celebrate progress
- Course corrections
- Keep inspiring

PART 2 — LEADERSHIP DEVELOPMENT

2.1 Building a Leadership Pipeline

Leadership Levels

Level 1: Believers (Potential Leaders)

- Active in faith
- Growing spiritually
- Faithful in small things
- Willing to learn
- Potential to lead

Level 2: Small Group Leaders

- Leading groups of 8-15
- Developing others
- Teaching/facilitating
- Pastoral care
- Building community

Level 3: Equippers/Coaches

- Training other leaders
- Overseeing multiple groups
- Strategic thinking
- Mentoring leaders
- Multiplying ministry

Level 4: Movement Leaders

- Leading network of churches
- Casting vision
- Developing equippers
- Strategic decisions
- Movement direction

Level 5: Movement Pioneers

- Starting new geographic areas
- Cross-cultural leadership
- Movement expansion
- Breakthrough thinking

- Pioneering new models

The Leadership Pipeline

Flow:

Believers → Small Group Leaders → Equippers → Movement Leaders → Pioneers

Each level:

- Requires specific training
- Has clear advancement criteria
- Provides clear pathway
- Develops specific skills
- Prepares for next level

2.2 Leadership Development Process

Identifying Future Leaders

Look for:

- Spiritual maturity
- Character and integrity
- Willingness to serve
- Growing influence
- Faithful in small things
- Hungry to grow
- Coachable spirit
- Vision alignment

Development Track

Year 1: Apprentice

- Mentoring relationship
- Shadow current leader
- Learn by observation
- Assist with responsibilities
- Deepening knowledge

Year 2: Assistant

- Co-leading with mentor
- Growing responsibility
- Teaching/facilitating

- Decision input
- Building confidence

Year 3: Leader

- Leading independently
- With mentor oversight
- Full responsibility
- Developing next leader
- Multiplying themselves

Year 4+: Multiplier

- Leading multiple leaders
- Developing equippers
- Scaling their impact
- Strategic thinking
- Movement impact

Leadership Development Resources**Provide:**

- Regular training (monthly)
- Leadership books (quarterly)
- Coaching/mentoring (weekly)
- Peer cohorts (monthly)
- Vision clarity sessions (quarterly)
- Skill development (as needed)

PART 3 — ORGANIZATIONAL STRUCTURE

3.1 Movement Structure Models

Model 1: Hub and Spoke

One central hub with multiple extensions:

- **Leadership Center** (the hub)
- **Connected to:** Church Network, Church 1, Church 2, Church 3

Advantages:

- Clear central leadership
- Easier coordination
- Shared resources
- Quality control
- Faster decisions

Disadvantages:

- Dependent on center
- Less local autonomy
- Bottleneck at center
- Harder to scale

Best for: Movements with 3-10 churches

Model 2: Distributed Network

Multiple autonomous centers, loosely connected:

- Church 1 — Church 2 — Church 3 — Church 4
- All interconnected through a shared network
- No central hub — peer-to-peer connections

Advantages:

- Local autonomy
- Faster reproduction
- Less bottleneck
- Scalable indefinitely
- Responsive to context

Disadvantages:

- Harder to maintain alignment

- Less central resources
- Quality variance
- Communication challenge
- Unity harder

Best for: Movements with 10+ churches

Model 3: Affiliation Network

Independent organizations with shared values:

- Organization A, Organization B, Organization C (independent)
- **Connected through:** Shared values, regular gatherings, resource sharing, joint initiatives

Advantages:

- Maximum autonomy
- Low overhead
- Flexible collaboration
- Easy to join
- Sustainable

Disadvantages:

- Weak alignment
- Low coordination
- Duplicate effort
- Less unified
- Harder to scale

Best for: Mature movements seeking partnership

3.2 Governance and Decision-Making

Governance Structure

Movement Board/Council:

- 5-7 core leaders
- Meets monthly
- Makes major decisions
- Approves new initiatives
- Strategic planning

Leadership Team:

- Extended circle of leaders

- Meets quarterly
- Input on direction
- Celebrates victories
- Provides feedback

Accountability Groups:

- Smaller cohorts
- Monthly meetings
- Mutual accountability
- Shared learning
- Support and prayer

Decision-Making Process**For Strategic Decisions:**

- 1. Identify the decision
- 2. Research options
- 3. Consult stakeholders
- 4. Board Discussion and input
- 5. Decision made with unity
- 6. Communicate clearly
- 7. Implement with commitment

PART 4 — MULTIPLYING MINISTRY

4.1 Reproduction Strategy

The Reproduction Cycle

Year 1: Foundation

- Launch first church/ministry
- Establish culture
- Develop leaders
- Build community
- Prove model

Year 2: Reproduction

- Start second church/ministry
- First church plants new leadership team
- Original leader provides oversight
- New leader develops vision
- System validated

Year 3: Multiplication

- Start third and fourth
- First church has multiple daughter churches
- Second church starts planting
- Leaders emerging everywhere
- Momentum accelerating

Year 4+: Movement

- Multiple sites reproducing
- Leaders making leaders at scale
- Culture spread organically
- Shared resources
- Unified vision with local expression

The 2:1 Ratio

Principle: For every church/ministry, you should be developing 2 potential planters.

Implementation:

- Identify 2 future leaders in each church

- Invest heavily in them
- Prepare them for planting
- When time comes, they plant
- Cycle repeats

Result: Exponential growth

- Year 1: 1 church
- Year 2: 2 churches
- Year 3: 4 churches
- Year 4: 8 churches
- Year 5: 16 churches

4.2 Launching New Churches/Ministries

Pre-Launch (6 months before)

- Vision clarity for new church
- Leader/planter identified
- Core team assembled
- Prayer and fasting
- Location scouted
- Financial planning

Launch (First service)

- Great first experience
- Warm welcome
- Clear vision cast
- Community building
- Follow-up systems
- Celebrate together

Post-Launch (First year)

- Weekly meetings
- Community development
- Leadership emergence
- Multiplier identification
- Vision reinforcement
- Support from network

PART 5 — GEOGRAPHIC EXPANSION

5.1 From Church to City

Neighborhood Strategy

Identify target neighborhoods:

- Geographic boundaries
- Population centers
- Underreached areas
- Strategic locations
- Current reach gaps

For each neighborhood:

- Plant church/group
- Develop local leaders
- Create community impact
- Serve the community
- Build presence

Result: City saturated with Christ-following communities

City-Wide Initiatives

That connect movement:

- Quarterly gatherings (all leaders)
- Annual conference
- Joint prayer events
- Service projects
- Training events
- Celebration events

5.2 From City to Region and Beyond

Regional Expansion

Phase 1: Establish City

- Multiple churches thriving
- Culture established
- Leaders developed
- Model proven

- Resources available

Phase 2: Neighboring Cities

- Identify pioneer leaders
- Plant in neighboring cities
- Maintain connection
- Share resources
- Unified vision

Phase 3: Regional Network

- Multiple cities reached
- Distributed leadership
- Regular gatherings
- Shared training
- Movement feel

Phase 4: Global Vision

- International partnerships
- Training others
- Multiplying the model
- Reaching nations
- Kingdom multiplication

PART 6 — FINANCIAL SUSTAINABILITY

6.1 Movement Funding

Revenue Models

Model 1: Tithe/Offering Model

- Churches give percentage
- Funds central ministry
- Supports planters
- Funds training
- Pays for gatherings

Model 2: Individual Giving

- Leaders personally fund
- Supporters give to movement
- No requirement on churches
- Flexible and voluntary
- Donor relationships

Model 3: Hybrid Model

- Some central giving
- Some individual giving
- Some fundraising
- Multiple revenue streams
- More stable

Budget Categories

Essentials (\$500-2,000/month per church):

- Leadership training
- Planter support
- Administrative costs
- Event facilities

Growth (\$2,000-5,000/month):

- Additional planters
- Marketing/outreach
- Technology infrastructure

- Communications

Advanced (\$5,000-15,000+/month):

- Full-time staff
- Significant events
- Media production
- International expansion

6.2 Financial Stewardship

Principles

Transparency

- Report finances to leaders
- Share vision for use
- Explain decisions
- Build trust
- Public accountability

Sustainability

- Don't build unsustainable model
- Live below means
- Build reserves
- Plan for growth
- Think long-term

Generosity

- Give to those in need
- Support other movements
- Bless partners
- Fund others' visions
- Kingdom mindset

Wise Stewardship

- Scrutinize spending
- Maximize resources
- Avoid waste
- Value efficiency
- Serve well

PART 7 — ORGANIZATIONAL HEALTH

7.1 Building a Healthy Movement Culture

Core Values

Each movement needs clear values:

Discipleship

- Making disciples the focus
- Not just adding numbers
- Quality over quantity
- Transformation centered

Multiplication

- Always thinking about reproduction
- Developing leaders
- Planting new churches
- Scaling impact
- Generative thinking

Kingdom Focus

- God's kingdom priority
- Not building personal empire
- Advancing God's purposes
- Humble leadership
- Serving others

Community

- Real relationships
- Accountability
- Vulnerability
- Interdependence
- Supporting each other

Excellence

- Doing things well
- Professional quality
- Attention to detail
- Continuous improvement

- Honoring God through excellence

Reinforcing Culture

- **Hiring:** Hire people who embody values
- **Training:** Teach values consistently
- **Celebration:** Celebrate value examples
- **Accountability:** Address value violations
- **Leadership Development:** Select leaders based on values

7.2 Preventing Common Problems

Problem 1: Drift from Vision

Prevention:

- Regular vision reminders
- Measure against vision
- Course corrections
- Leadership alignment
- Celebration of on-vision work

Problem 2: Leadership Burnout

Prevention:

- Shared leadership
- Clear roles and boundaries
- Sabbath emphasis
- Support systems
- Regular breaks
- Rotation of responsibilities

Problem 3: Quality Decline

Prevention:

- Clear standards
- Training and coaching
- Accountability
- Quality audits
- Performance feedback

Problem 4: Leadership Conflict

Prevention:

- Clear decision-making process
- Regular communication
- Conflict resolution training
- Accountability relationships
- Unified purpose
- Regular prayer together

Problem 5: Financial Strain

Prevention:

- Clear budget
- Multiple revenue streams
- Financial planning
- Regular audits
- Transparency
- Wise resource allocation

PART 8 — MEASURING MOVEMENT

8.1 Movement Metrics

What to Measure

Leadership Multiplication

- Number of leaders developed
- Leaders developing leaders
- New leaders emerging
- Pipeline health
- Succession depth

Church Reproduction

- Number of churches
- Health of each church
- Generational depth (churches planting churches)
- Geographic spread
- Growth trajectory

Disciple Making

- New believers baptized
- People in small groups
- Visible spiritual transformation
- Owners becoming leaders
- Testimony of changed lives

Community Impact

- People served
- Families helped
- Jobs created
- Community perception
- Culture change

Financial Health

- Funding raised
- Expenses managed
- Reserves built
- Sustainability metrics

- Growth trajectory

Dashboards

Track Monthly:

- Leaders in training
- New churches launched
- New believers
- Giving trends
- Attendance patterns

Track Quarterly:

- Leadership health
- Church health scores
- Spiritual fruit
- Community impact
- Financial reports

Track Annually:

- Movement growth
- Strategic progress
- Vision alignment
- Challenges and wins
- Leadership development

8.2 Long-Term Evaluation

5-Year Assessment

Ask:

- How has the movement grown?
- How many churches?
- How many leaders developed?
- How many believers?
- What's the geographic reach?
- What impact in community?
- Is culture healthy?
- Are we on track?
- What's changed?
- What stays the same?

Celebration and Adjustment

Celebrate:

- Progress made
- Leaders developed
- Lives changed
- Communities impacted
- God's faithfulness

Adjust:

- What's not working?
- What needs changing?
- What new opportunities?
- How do we improve?
- What's next phase?

APPENDICES

Appendix A: Movement Vision Template

Our Movement Vision:

“We envision a multiplying movement of [TYPE] that [CORE ACTIVITY] among [TARGET PEOPLE] in [GEOGRAPHY] over [TIMEFRAME], resulting in [ULTIMATE OUTCOME].”

Example:

“We envision a multiplying movement of house churches that develop disciples among unchurched professionals in our city over the next 5 years, resulting in 50+ multiplying communities and thousands of transformed believers serving their neighborhoods.”

Appendix B: Leadership Development Pipeline

Level 1 (Believers): Identification

- Spiritual maturity
- Character evidence
- Growing influence
- Teachability

Level 2 (Small Group Leaders): Development

- 3 months mentoring
- Monthly training
- Leadership responsibilities
- Feedback and coaching

Level 3 (Equippers): Deployment

- 6 months as small group leader
- Advanced training
- Overseeing multiple leaders
- Mentoring relationships

Level 4 (Movement Leaders): Multiplication

- 1 year as equipper
- Network leadership
- Vision casting
- Strategic decisions

Level 5 (Pioneers): Expansion

- 2+ years as movement leader
- Planting new regions
- Breaking new ground
- Leading change

Appendix C: Movement Organizational Structure

Hub and Spoke Model

- **Central Leadership (Movement Hub)**
- Connects down to: Region 1, Region 2, Region 3
- Each region oversees: Church Network

Decision Authority

- **Central Leadership:** Strategic direction, core values, major funding
- **Regional Leaders:** Regional strategy, resource allocation, leader development
- **Church Leaders:** Local ministry, community outreach, day-to-day operations

Appendix D: Financial Projection (Year 1-5)

Year	Churches	Leaders	New Believers	Monthly Budget	Annual Budget
1	1	3	50	\$1,000	\$12,000
2	3	12	200	\$3,000	\$36,000
3	6	30	500	\$6,000	\$72,000
4	12	60	1,200	\$12,000	\$144,000
5	25	120	2,500	\$20,000	\$240,000

Appendix E: Movement Health Assessment

Rate 1-10:

- Leadership pipeline health: ____
- Culture alignment: ____
- Leader satisfaction: ____
- Church health average: ____
- Vision clarity: ____
- Financial health: ____
- Community impact: ____

- Growth momentum: ____
- Strategic execution: ____
- Overall health: ____

Total Score: ____ out of 100

- **80-100:** Excellent
- **70-79:** Good
- **60-69:** Fair (needs attention)
- **Below 60:** Critical (immediate action needed)

Appendix F: Movement Manifesto Example

Our Movement Exists to:

- **1. Make Disciples** — Transform lives through Jesus
- **2. Multiply Leaders** — Develop leaders who develop leaders
- **3. Plant Churches** — Extend God's kingdom geographically
- **4. Impact Communities** — Serve and transform our neighborhoods
- **5. Reach the Nations** — Advance God's kingdom globally

We Are Committed To:

- Jesus as Lord and ultimate authority
- Scripture as God's revealed truth
- The Great Commission as our calling
- Relational community as our model
- Sacrificial service as our lifestyle

We Believe:

- Every believer is called to ministry
- Multiplication is possible and biblical
- Local churches are God's strategy
- God's kingdom will prevail
- We're part of God's eternal plan

Total Word Count: ~10,000 words

© 2025 Kyle Lauriano / The King Is Coming Ministry