

# bring *it* on.

By Greg Wiens

Craig Groeschel is full of *it* and so is his church: full of an intangible yet undeniable buzz, magnetism, cohesion, and fervor for Christ. His church was not always full of *it*. In fact, they once lost *it*, and Groeschel was forced to determine how to find *it* again. His new book, aptly titled *It: How Churches and Leaders Can Get It and Keep It*, is the story of how he got to the root of *it*.

Groeschel founded Lifechurch.tv, which has 13 campuses across the United States. He found that some campuses had *it* and were thriving, while others, including the one he pastored, were losing *it*, and dwindling.

*It* seemed so elusive. *It* could not be faked or imitated. Grasp *it* too tightly, and *it* fled, but take *it* for granted, and *it* still vanished. *It* seemed to have nothing to do with church size, wealth, charismatic leadership, or sophisticated curricula. Groeschel was determined to figure out why some churches had *it* and why others did not. After researching his own churches and interviewing other pastors, he came up with seven factors that produce *it*:

**vision: you can see *it* clearly**

**divine focus: you know where *it* is not**

**unmistakable camaraderie: you enjoy *it* with others**

**innovative minds: you'll do anything for *it***

**willingness to fall short: you fail toward *it***

**hearts focused outward: you want others to have *it***

**kingdom-mindedness: you share *it***

Church culture today can be quite worldly; pastors mimic their own pulpit idols, turn their worship leaders and themselves into rock stars complete with greatest hits, publicity stunts and groupies, and are more concerned with image than substance. In these churches, selflessness is

forced, creativity is stagnant, and partnership for Christ does not come naturally. Each of Groeschel's factors emphasizes that without *it*, these efforts are flimsy and will collapse in time.

Groeschel's target audience for this book is church leaders or people of influence in ministry. He provides tools for leaders to assess their congregation, and discover how to ignite—or reignite—its vigor. Foremost among these tools are Groeschel's real-life anecdotes of *it-ness*, told with wit, irreverence, and chuckle-to-yourself humor. The book is also rife with quotes, which could stock your sermon arsenal for years. Also, a set of discussion questions conclude each chapter. The questions are thought-provoking and would be extremely useful for leadership teams.

Groeschel's conversational style of writing is easy to read, but may be off-putting to some at first. Tucked within the familiarity and goof-balling is some authentic, edifying advice for leaders dreaming big dreams for their churches to get *it*, once and for all.

***It: How Church Leaders Can Get It and Keep It* by Craig Groeschel  
Zondervan, 192 pp. \$18.99**

*FOR MORE INFORMATION ABOUT GREG WIENS, PLEASE VISIT [WWW.LEADERSTHATLAST.ORG](http://WWW.LEADERSTHATLAST.ORG)*