

**CONCEPTUALIZATION**

	<b>IDEATION</b>	<b>SERIES</b>	<b>WEEKLY</b>	<b>CREATION</b>	<b>IMPLEMENTATION</b>	<b>EVALUATION</b>
<b>COMMUNICATORS</b>	Consider themes, topics, community tensions.		Message core questions.	Message outlines drafted.	Message outlines revised and finalized	Watch and evaluate each messages.
	Identify passions.	Series core questions.	Bottom line ideas.	Message descriptions finalized.	Changes communicated to supporting teams.	Evaluate the process, not just the results.
	Evaluate the ministry season and church needs.	Series description	Message descriptions.	Bottom lines solidified.		
	Seek God.		Scripture options.			
<b>COLLABORATORS</b>	Ask great questions.		Key tensions.	Review message drafts.		
	Suggest new formats and ideas.	Series title support.	Support for Scripture options and creative ideas.	Ask refining questions.  Suggest supporting mechanisms (props, illustrations, and take-aways)	Remain available.	Watch and evaluate each message.
<b>SUPPORTERS</b>		Series creative meeting.	Creative selection meeting.	Define service threads.  Design services around content.	Finalize development of assets, ideas, and service threads.	Watch and evaluate each message.
	Listen and ask clarifying questions.	Launch asset process.	Assign creation tasks.	Build timeline and assign all responsibilities.	Provide supportive feedback along the way.	Provide feedback on process and outcomes.
<b>KEY DELIVERABLES</b>	Series idea and theme identified.	Clarity on series concept.	Clarity on message concepts.	Individual message drafts.		Speaker: Complete Message Self Evaluation Form.
	Any time-dependent needs discussed.  Timeline set.	Complete list of creative ideas.	Decisions and task assignments for creative elements.	Creative assets defined and responsibilities assigned.	Orchastration of holistic services for the series.	Collaborators and Supporters: Complete Message Feedback Form
<b>TIMELINE</b>	<b>7+ WEEKS</b>	<b>5 - 6 WEEKS</b>	<b>4 WEEKS</b>	<b>3 WEEKS</b>	<b>2 WEEKS POST SERIES</b>	