

Mission Mighty Men — Men's Ministry Leaders Training & Certification

Lead Trainer: Keith Johnson

Men's Pastor & Leadership Coach

Your Men Don't Need Another Meeting. They Need Strong Leadership.

Live Zoom training and certification for the men who lead men.

Ask any pastor or men's leader and they will tell you: getting men to show up to a men's gathering is difficult. Getting them to come back and be transformed is even harder. But the real problem is not that men are too busy. Men make time for what changes their lives. They walk in carrying burdens they rarely speak about: the weight of providing, the pressure to hold it all together, battles they fight in secret, and the loneliness of having no one to talk to. When a group never touches what they are carrying, men stop coming, and it's no wonder many churches have given up on men's ministry altogether.

The groups that do exist are too often missing the mark and dying a quiet death. Coffee. Small talk. A safe devotional. A short closing prayer. Then every man walks out the same way he walked in: carrying the same weight, the same pressure, the same secret battles, and still alone without the breakthrough he truly needs.

These are good men who want to be free, but most were never discipled in the faith or taught how to fight their battles. A man can sit in church for years, check the box every Sunday, and still be secretly drowning.

Men don't need a powerless Christianity or another safe meeting. They need a different kind of men's group, one built for real transformation, and that kind of group needs a different kind of leader. Every man must own his part of the battle, but men also need strong and capable leadership. God is not looking for perfect leaders, and neither are men. They are looking for leaders who are real: men who speak the truth plainly, are honest about their own struggles, and stand with their brothers in the toughest battles every man will face.

That is where you come in. This ten-week live training is your opportunity to be equipped by Keith Johnson, drawing on 25 years on the front lines of men's ministry. You will go from **called to equipped** to **empowered to deployed**, and be certified as a Men's Ministry & Impact Group Leader with a clear mission: raise up mighty warriors who fight for their families, strengthen their churches, and advance the Kingdom in the power of the Holy Spirit.

The call has gone out. The only question is whether you will answer it.

What You Will Be Able to Do

When you complete this training, you will be equipped to:

- Establish a bold, Spirit-empowered tone for your group from the very first meeting, and understand the hearts of your men: their desire to be free, mighty, and truly challenged.
- Lead the way Jesus led the Twelve: maximum focus for maximum impact, built on relationship rather than program.
- Run a powerful 75-minute Impact Group meeting using a proven four-part structure that starts on time and ends with men transformed.
- Set the ground rules that make a group safe: commitment, confidentiality, and no quick fixes.
- Ask questions that move men from surface talk to honest confession and breakthrough.
- Yield to the Holy Spirit as your Commanding Officer and make room for Him to move in every meeting.
- Pray over and minister to your men with loving authority when the battle gets real.
- Find and develop a co-leader, and multiply your group into new groups led by the men you raise up and train.

The Training: Ten Live Sessions

Sessions meet once a week for 75 minutes. Each is built around one transformational objective and closes with discussion and live Q&A. Every teaching point equips you personally and gives you what to carry back to teach and lead your own men.

Session 1 — A Call to Empowered Leadership

- The hard truth: good men live in passivity because no one ever handed them a battle-tested plan (Hosea 4:6)
- The Christian life as warfare, and an enemy who is advancing only because men stay passive and comfortable (Ephesians 6:12; 1 Peter 5:8)
- Fighting from victory, not for it: the enemy was defeated at the cross
- The multiplication model: raising spiritual sons, not running a program

Key Scriptures: Hosea 4:6 · 2 Timothy 2:3

Session 2 — Drawing the Battle Lines

- The leader's mandate
- The vision and tone of your men's group meetings
- Understanding the hearts of men
- Why men must be led into battle together, not left to fight alone
- Why your own battles do not disqualify you from leading; they train you for it

Key Scriptures: Ecclesiastes 4:9-12 · Ephesians 6:12

Session 3 — Jesus' Master Blueprint for Building a Men's Group

- How Jesus led the Twelve: maximum focus for maximum impact
- Seven key truths about Jesus as an Impact Group leader
- The early church's four core activities and the "one another" mandate
- What is an Impact Group? A place for men to connect, fight for one another, and fulfill the Great Commission

Key Scriptures: Mark 3:14 · Acts 2:42

Session 4 — Building and Launching Your Group

- Building a team: why you need a co-leader and how to develop him
- Launching your group and gathering your men
- Creating the right environment: where to meet, how to set up, when to meet, keeping it fresh
- Welcoming new men mid-journey and handling attrition

Key Scriptures: 2 Timothy 2:2 · Mark 6:7

Session 5 — The Holy Spirit: Your Ever-Present Leader

- Yielding, surrendering, and following His promptings in real time
- Praying before every meeting, creating space for Him, and being willing to pivot
- How He works in your group: He convicts, teaches, empowers, produces fruit, and intercedes
- How He unifies your men and leads them into all truth

Key Scriptures: John 14:26 · John 16:13

Session 6 — A Battle-Tested Format for Leading Your Meeting

- The 4-part, 75-minute meeting: Food & Fellowship, Chapter & Declaration (sharing key truths from the book), Discussion, Prayer & Ministry
- Ground rules that build trust: commitment, confidentiality, no quick fixes
- Building healthy accountability without becoming the sin police
- Knowing your objective: one clear sentence before every meeting

Key Scriptures: 1 Peter 4:9-10 · Romans 12:13

Session 7 — Leading Dynamic Discussions for Breakthrough

- Why questions are more powerful than answers
- The difference between weak and strong questions
- The Baseball Strategy: slow ball, curve ball, fast ball
- The three directives: Brief, Biblical, Beneficial, and ending every discussion with action steps

Key Scriptures: Matthew 16:15 · John 5:6

Session 8 — Holy Spirit-Inspired Prayer and Ministry

- Encouraging men to pray
- Going deeper: identifying personal prayer needs
- Laying hands on your brothers and praying with authority over their battles
- The Holy Spirit interceding through you when you do not know what to pray
- Praying for your men daily: more happens through your prayers than through your words
- Commissioning men back into battle and ending on time while staying available for those who need prayer

Key Scriptures: Romans 8:26 · James 5:16

Session 9 — Managing Your Group and Leading It Well

- The five pitfalls that kill groups, and how to overcome each one
- Honoring your pastor and becoming a force multiplier for your church
- It starts with you: authenticity, humility, and your own growth
- Leader expectations: show up, prepare, pray, follow up, and celebrate life change
- Make a lasting difference: seeking the Holy Spirit about sponsoring the next man to be equipped and trained

Key Scriptures: Colossians 2:15 · Galatians 6:2

Session 10 — A Final Charge

- The call: launch only when the Holy Spirit stirs your heart and confirms it
- It starts with a conversation: finding your co-leaders over coffee, breakfast, or dinner
- Pray like your life depends on it: prayer as your weapon before every conversation and meeting
- You have everything you need: the Holy Spirit, a battle-tested plan, the authority of Christ, and brothers who will stand with you
- The mission and what victory looks like: marriages restored, fathers stepping up, men set free, leaders multiplied
- The commissioning prayer: praying a bold prayer over every man and sending him out to lead in the power of the Holy Spirit

Key Scriptures: 1 Corinthians 15:58 · Matthew 25:23

Who This Training Is For

You lead, or are about to launch, a men's group or ministry. You know there must be more than a quarterly men's breakfast or an annual retreat. You want a group that meets with purpose, goes deep, and transforms men into mighty warriors all year long. This training gives you the format, the tools, and the confidence to build it.

You are a pastor who needs steadfast men. You cannot carry every man in your church alone. You need trained, Spirit-empowered leaders who will lock shields with you, disciple the men of your congregation, and help fulfill the vision God has given you for your church and community.

You lead a small group and your men stay on the surface. They show up, they are friendly, and nothing changes. You want to learn how to ask the questions that open men up, build the trust that makes honesty safe, and take your men into the deep water where real transformation happens.

A brother opened up and you froze. A man confessed a serious battle, and you did not know what to say, how to pray, or what to do next. You want to be ready the next time, able to minister to him with truth, grace, and the authority of Christ.

You feel a stirring for men's ministry but have never led. You have a fire in your heart for men and no battle-tested plan. You may wonder whether you are qualified. This training will show you that God uses faithful men, not perfect ones, and give you a clear, practical plan to start.

How It Works

Format	Ten live 75-minute sessions on Zoom, held once a week, taught by Keith Johnson
Who can join	Pastors, leaders, and lay leaders, individually or as a team from one church
Core resources	<i>Blueprints for Mighty Men</i> (the 12-week group study) and <i>Blueprints for Launching Impact Groups</i> (the Leaders Manual, PDF ebook)
Each session includes	Teaching, Scripture, engagement questions, practical steps for the week, prayer, discussion, and live Q&A
Certification	Certified Men's Ministry & Impact Group Leader from M-3. The final session closes with a commissioning declaration and prayer over every certified leader, and each one receives a sealed, framed certificate by mail. Leaders serve under the covering and authority of their own pastor and church.
Schedule	Dates are set for each new training group. Contact us for the next start date.
Investment	No cost to enroll. Your place is sponsored by a brother who has gone before you, and no man or church is ever turned away (see <i>Freely You Have Received, Freely Give</i>)
Online course	Coming soon: the full training will also be available as an online course

Freely You Have Received, Freely Give

No man and no church will ever be turned away from this training for financial reasons. When Jesus sent out the Twelve, He gave them a clear command: "Freely you have received, freely give" (Matthew 10:8). This training is offered in that same spirit.

There is no fee to enroll, because your seat in this training has been sponsored by a brother who went before you so that you could be equipped. At the close of the ninth week, you will be invited to allow the Holy Spirit to lead you and consider sponsoring another man who is ready to be equipped and trained, with whatever amount the Holy Spirit lays on your heart. Sponsoring is entirely voluntary, and your place in this training is always secure.

This is how the mission to equip and train leaders multiplies. A brother invested in you. Now you have the opportunity to invest in the next man. One sponsorship puts another leader in the fight, and that leader will one day sponsor the next. You may never meet the leader that you sponsor into the battle, or the mighty men they raise up in the future. But heaven will record every transformation and breakthrough. This is a lasting legacy we can all build together!

About Your Trainer

Keith Johnson is the founder and director of Mission Mighty Men (M-3) and the author of *Blueprints for Mighty Men* and *Blueprints for Launching Impact Groups*. For over 25 years he has served on the front lines of men's ministry, equipping men to rise from passivity and step into their calling. He has watched the Holy Spirit rescue marriages, restore fathers to their children, and turn broken men into mighty leaders. Keith has been married to his wife, Tracy, for 36 years. They have three grown daughters and eight grandchildren.

Answer the Call

To reserve your place in the next training, or to bring this training to the leaders of your church, connect with Mission Mighty Men at MissionMightyMen.com.

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The battle is raging. Your King is calling. It's time to lock shields, storm the gates, and deploy!