



THE GLOBAL LEADERSHIP SUMMIT

August 6-7, 2015 | willowcreek.com/summit



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REGISTER AT ONE OF 375+ U.S. PREMIER HOST SITES

The Global Leadership Summit is a two-day event that is broadcast LIVE in HD from Willow's campus near Chicago every August to more than 375 locations in North America. Throughout the fall, Summit events take place in an additional 500+ cities, 120 countries—translated into 55 languages.

Register your team at willowcreek.com/summit | 800-570-9812

No matter where you lead,
the Summit is a world-class
experience to help you
get better and embrace
your **grander vision**—
the reason God called
you to lead.

**Join an expected 260,000 leaders around the world
at The Global Leadership Summit 2015.**

Register Today

Experience this event in our region at:

One Life Church, Site 222, Henderson, KY...glshenderson.com

Crossroads Christian Church, Site 108, Evansville, IN...glsevansvilleeast.com

One Life Church, Site 385, Evansville, IN...glsevansvilwest.com

Owensboro Convention Center Site 396, Owensboro, KY...glsowensboro.com



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WHY LEVERAGE THE SUMMIT AT YOUR CHURCH?

According to a recent independent study conducted by *Excellence in Giving*, The Global Leadership Summit is one of the best ways to catalyze your mission, vision and strategic initiatives. Your church is presented with a lot of opportunities. It can be challenging to know where to focus your attention. The Summit is a great tool to leverage that produces compelling outcomes for leaders who attend. Here are the top 5 outcomes and behaviors expressed by church leaders who attended the Summit:

CHURCH Outcomes*	Average	OUTCOME Explanation
Drives church growth	35%	35% report the size of their organization has “grown larger because of leadership skills, vision, or inspiration from previous Summits”
Revitalizes relationship with God	25%	25% report a “revitalized personal relationship with God” because of attending TGLS
Energizes evangelism	23%	23% report that “participating in the Summit inspired them to share the Gospel in the past 2 years” and provided concrete data about the means, scope, or results of their evangelistic efforts.
Improves quality of teamwork	85%	96% of all church leaders who attended applied “team-building skills learned at TGLS” and 85% Agree or Strongly Agree that those team-building skills “allowed my organization to increase the quality of our work”
Motivates volunteer leadership	13%	13% of church participants “volunteered for a new church leadership position” because of their Summit experience

* Based on 684 responses from *church leaders* who attended TGLS multiple times

**2014 OUTCOMES SURVEY REVEALS THE GLS
IMPACTS LEADERS AND ORGANIZATIONS**



WILLOW CREEK ASSOCIATION

TOP 10 OUTCOMES

RESEARCH METHODOLOGY: 3,743 total surveys were collected approximately 6-9 weeks after The Global Leadership Summit 2014. Some 1,952 *repeat participants* reported how previous Summit experiences had impacted their lives and organizations. This sample size produces a 3% error margin with a 99% confidence level that the results reflect the average outcomes for all TGLS 2014 participants. Each question was asked 2-3 ways to validate the precision of this self-reported data. Top 3 and bottom 3 outliers were removed to calculate the most representative average participant responses below.

PARTICIPANT Outcomes	Average	OUTCOME Explanation
Improved work quality	86%	86% of participants who applied new team-building skills learned at TGLS “Agree” or “Strongly Agree” that those skills have improved the quality of their work
Volunteered at church	13%	13% of church leaders “volunteered for a new church leadership position” because of inspiration received at the Summit
Shared the Gospel	25%	25% of repeat participants reported “TGLS inspired [me] to share the Gospel in the past 2 years” with average results of 93 first-time commitments per participant
Increased job satisfaction	87%	87% “Agree” or “Strongly Agree” that they found “a greater sense of significance and satisfaction from a new leadership position” the Summit inspired them to pursue
Gave \$ to help community	33%	33% of repeat participants have “given to impact [the] community in the past 2 YEARS because of inspiration from TGLS” with the average amount given at \$7,935
Managed people better	81%	Of the 55% who report a superior attending the Summit in the past, 81% reported concrete ways their “supervisor or organization’s top leader improved because of TGLS”
Did not quit leading	10%	10% of leaders who have attended multiple times say they “would have quit [their] leadership position without inspiration from Summit speakers to persevere”
Trained other leaders	65%	65% of repeat participants teach others about leadership. They taught 68 other people on average in the past 2 years and plan to train another 41 people in the next year
Impacted community	54%	54% cited concrete ways they served the poor (33%), comforted the hurting (20%), educated others (19%), helped youth (19%), and fought injustice (8%)
Served the poor	33%	Of the 408 participants who reported a specific “number of people in poverty served,” they had contributed to organizations serving 775,214 people or 1,900 people on average