



JOHNPEARSONASSOCIATES

SERVING NONPROFIT MINISTRIES, ASSOCIATIONS, CHURCHES AND THE COMPANIES THAT SERVE THEM

**Vision Implementation With Detailed Execution:**

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- ☑ Board governance workshops, retreats & board/CEO annual assessments
- ☑ Strategic planning facilitation
- ☑ CEO and senior leader coaching and project implementation
- ☑ Fund development strategic direction
- ☑ Staff retreat facilitation
- ☑ Strategic project development and benchmarking
- ☑ Vetting new program and business ideas
- ☑ Conference and meeting management synergistic alignment
- ☑ Marketing, branding, customer definition—and annual communication strategies
- ☑ Executive search (for selected clients only)

**Recent Clients:**

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| Adoption/Orphan Care Summit II (FamilyLife)  | Life Coach Foundation                          |
| Agros International  | Light of Life Rescue Mission (Pittsburgh)      |
| American Society of Association Executives   | MANAGetoWIN                                    |
| Association CEO Roundtable   | Moody Bible Institute                          |
| Association of Gospel Rescue Missions  | Motive Entertainment                           |
| Bakke Graduate University  | Mustard Seed Ranch                             |
| Cancer Comfort Ministry  | National Religious Broadcasters                |
| CBMC FORUMS Southern California  | North American Indigenous Ministries           |
| Center for Family & Individual Therapy   | Palomar Christian Conference Center            |
| CEO Dialogues, Inc.  | Pearpod  |
| Christian Camp and Conference Association  | Promise Keepers                                |
| Christian Community Credit Union   | PVG (Joy at Work)                              |
| Christian Management Association ( <i>new name: Christian Leadership Alliance</i> )  | San Diego Christian College                    |
| Christian Stewardship Association ( <i>new name: Christian Leadership Alliance</i> ) | Seattle's Union Gospel Mission                 |
| City Rescue Mission (Jacksonville, Fla.)   | Stonecroft Ministries, Inc.                    |
| Community Plus   | Strategic Resource Group                       |
| Drug Enforcement Administration  | The Barnabas Group                             |
| Evangelical Council for Financial Accountability                                     | The Prevail Team                               |
| Faith and Work Institute   | The Salvation Army – National HQ               |
| Finishers Project  | The Vision Consultancy (TVC, London)           |
| Free Church Printing (Mission Print)   | YoungLife (San Clemente & San Juan Capistrano) |
| Free Wheelchair Mission  | Western Christian Schools                      |
| Gateways to Better Education   | Whispering Winds Camp & Conf. Center           |
| Kintera  | World Evangelical Alliance                     |
| Leadership Catalyst  | World Missions Far Corners                     |

*List Includes Pro Bono Clients & Workshops*

**JOHN PEARSON**...is president of John Pearson Associates, Inc., a management consulting firm in San Clemente, California, that helps for-profit and nonprofit organizations in VISION IMPLEMENTATION WITH DETAILED EXECUTION. Over a 25-year period, he served as the CEO of three national/international associations: Christian Management Association (CMA), Willow Creek Association (WCA) and Christian Camp and Conference Association (CCCA).

John launched his consulting practice after he concluded 11 years as the president/CEO of CMA, now known as Christian Leadership Alliance ([www.ChristianLeadershipAlliance.com](http://www.ChristianLeadershipAlliance.com)).

John is the author of **MASTERING THE MANAGEMENT BUCKETS: 20 CRITICAL COMPETENCIES FOR LEADING YOUR BUSINESS OR NONPROFIT**, published by Regal Books in April 2008. He is also the editor and publisher of the weekly eNewsletter, *YOUR WEEKLY STAFF MEETING*.

He's the creator of the *Mastering the Management Buckets Workshop Experience*, the *Nonprofit Board Governance* workshop on "Moving Your Board Members From Myth to Mission," and *The Volunteer Bucket* workshop. He has led 18 organizations through the "Five Questions Every Nonprofit Organization or Church Must Answer: The Drucker Foundation Self-Assessment Tool."

The co-author of *Marketing Your Ministry: 10 Critical Principles*, John also served as the president of Willow Creek Association ([www.willowcreek.com](http://www.willowcreek.com)), South Barrington, Illinois (a network of 14,000 churches worldwide); was on the management team at Willow Creek Community Church; and was the executive director of Christian Camp and Conference Association, now based in Colorado Springs, Colorado, and known for many years as Christian Camping International/USA ([www.ccca.org](http://www.ccca.org)).

He's a graduate of Seattle Pacific University and Trinity Evangelical Divinity School and also served five years as the director of Christian education/camp director with the Midwest district (70 churches) of the Baptist General Conference (now Converge Worldwide), Chicago, Illinois, and six years as the executive director of Lake Sammamish Bible Camp (Sambica), Bellevue, Washington.

John has served more than 30 years as a nonprofit CEO and 25 of those years leading three associations. Well-connected and well-read, John has been the publisher of two magazines, written more than 400 issues of various newsletters on management and ministry and more than 100 magazine columns on leadership and management ministry trends, including the *Management Rules of Thumb* series in the *Christian Management Report*.

He has led more than 50 regional, national and international conferences, and facilitated dozens of day-long CEO Dialogue roundtables. John served six years on the board of the Evangelical Council for Financial Accountability (ECFA, [www.ecfa.org](http://www.ecfa.org)), was chairman of the presidential search committee (to replace a CEO/founder) as a board member for Interdev, and also served as a board member at Bakke Graduate University, Seattle, Wash.

In 2006, Christian Management Association honored Pearson as the first recipient of the TED ENGSTROM AWARD, named after Dr. Ted Engstrom, the president emeritus of World Vision. John currently serves as a Supervisory Committee member at Christian Community Credit Union ([www.mycccu.com](http://www.mycccu.com)) and also volunteers as the president of CEO Dialogues, Inc. ([www.CEODialogues.org](http://www.CEODialogues.org)). He is also a partner with The Andringa Group ([www.TheAndringaGroup.com](http://www.TheAndringaGroup.com)), led by Bob Andringa, former president of the Council for Christian Colleges & Universities. John is also privileged to serve as a member of the Board of Reference of Leadership Catalyst, Pioneer Clubs and Strategic Resource Group.

John and his wife, Joanne (chief operating officer of John Pearson Associates, Inc.), have been married for 40 years and they've had the privilege of traveling and/or teaching leadership, management and board governance in more than 20 countries. In his other life, John once owned a 100<sup>th</sup> anniversary Harley-Davidson motorcycle and also played an FBI agent (actually...just one scene) in the movie, *The Genius Club*. He wrote the *Faith-Based Leader's Resource Guide* for the *Rocky Balboa* movie and the leader's guide for *The Nativity Story DVD*. He recently was the general editor of a forthcoming publication in the Business Excellence Series, *The Ministry Action Plan for Our Business (How We Will Walk Our Talk Over the Next 3 Years—Viewing, Planning and Implementing Our Marketplace Mission Field From God's Perspective)*.

The Pearsons are also blessed to live just one mile from family. Their son, Jason, owns a marketing and graphic design business ([www.pearpod.com](http://www.pearpod.com)) and is the co-founder of Mission Print ([www.missionprint.com](http://www.missionprint.com)). Jason and Melinda are the happy, but tired, parents of five children (including one set of triplets).

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