

## ACTION LEARNING AT CRU

Action learning has been a core part of the Cru leadership program (SLI) since 2005. Cru, a global Christian non-profit organization with over 25,000 staff in 191 countries, uses action learning not only to build great leaders but also to solve major problems faced by the organization and its volunteers. Mike Marquardt and Bea Carson provided a 4-day CALC training program for 22 senior leaders in December 2018.

The Cru action learning program follows the format shown in this graphic. Each participant also receives an Action Learning Handbook, which guides the 20-week program.

### Action Learning Handbook

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### “Developing the Next Generation of Leaders for Cru”

Here is what CRU leaders experience during a typical action learning program. The 30 participants are divided into 5 teams of six participants. Each team is given a major challenge facing Cru or one of our Cru ministries. These challenges are not case studies. They are not just leadership exercises. They are real challenges facing Cru currently. Each Action Learning team will have 5 months to establish team norms and roles, to do research - data collection - analysis - stake-holder analysis - build alignment - write their proposal - prepare their team presentation. On the first day of Module III, each team will present their proposal to the leadership of Cru. The leadership of Cru will then decide whether

or not to accept and implement their proposals.

At the end of every Action Learning Experience Cru has re-evaluated the Action Learning Program - revised and improved it and gotten it ready for the next group of Cru emerging leaders.

Graduates of the Senior Leader program consistently point to two parts of the program that have prepared them to lead at higher levels in Cru: their action learning experience and having a personal Coach.

For the participants, working together on their Action Learning Project provides countless topics for their Coaching calls with their SLI Coach. Cru staff is currently working on two new resources to help the SLI Participants leverage their Coach during Action Learning:



- A. Creating a fast-paced 30 minute video with many of our past SLI Participants and experienced Coaches sharing stories and examples of the multitude of ways past Participants have made use of their Coach during Action Learning.
- B. Creating a new SLI Resource: **30 Questions to Ask Your Coach during Action Learning!**



### **Action Learning Projects for the 2020 Participants**

The following challenges have been selected for the current group of action learning participants.

**Family Life:** The challenge of reaching every family! Traditionally Family Life's success has been in reaching a specific segment of middle class families, but they would love to reach every family and are looking for new strategies to do so.

**Cru City:** Discover how Cru City can increase the percentage of trained volunteers in our cities by 30% in the next 5 years. This may include shifts in culture, processes, mindset, and messaging.

**Jesus Film Project:** Create a plan to help JFP become a globally-sourced media ministry providing media that effectively relates to each part of the world for evangelism and discipleship.

**Cru Mobilization (Staff Recruitment)** - How do we increase our effectiveness in recruiting People of Color and Ethnic Minorities?

**Cru Campus** – develop an executable plan to enhance student and faculty evangelism in the natural mode that increases...

- the % of engaged disciples

- the number of gospel conversations among them
- (by the grace and power of God) the fruitfulness of those conversations among a diverse group of movements participating in the pilot project.

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