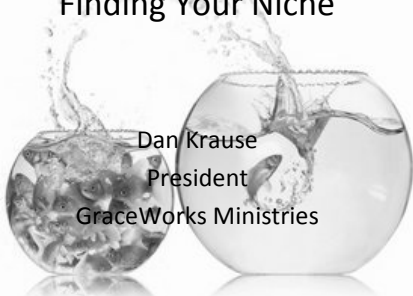


## Differentiation: Finding Your Niche



Dan Krause  
President  
GraceWorks Ministries

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## Empowered

- If you want to do something great, figure out what God is doing, and do it with Him.

Dr. Henry Blackabee



Video

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## How Related to Differentiation?

<p><u>Differentiation, Defined</u></p> <p>Driving demand for our schools by developing unique differences in service, people, or outcome compared to other educational opportunities available</p>	<p><u>Levels of Differentiation</u></p> <p><b>Best:</b> Student outcomes</p> <p><b>Good:</b> Type of family God has called you to serve</p> <p>Curriculum choices flow from the above</p>
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## Why Differentiate? -- Macro Level

- Trends
- Barna (2006) 6 of 10 church going teens won't continue faith involvement into early adulthood
  - Henderson & Railsbeck (2006, n.d.) 50% - 60% of "born again" in public universities lose their faith
  - IES -- 13.2% in 1994 vs 18.0% in 2004  
*Non-sectarian private schools*



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## Why Differentiate? -- Micro Level

- Why should I pay \$4,500+ a year for your school?
- Because public schools are NOT sitting on their hands academically
- Because charter schools and home schooling are significant competitive challenges
- Because secularization is effecting everyone -- including church goers

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## Key Questions

- How to determine what God is doing?
- At what levels is He doing it?
- Who determines what God is doing?
- How do we describe what God is doing?



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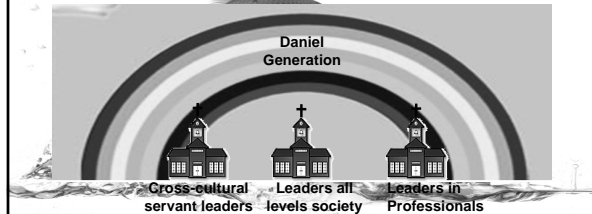
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## Answer Question Two Ways

- Meta-Narrative -- What is God doing "big picture"?
- Micro-Narrative -- What is God doing at my school?




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## Meta: Daniel Generation

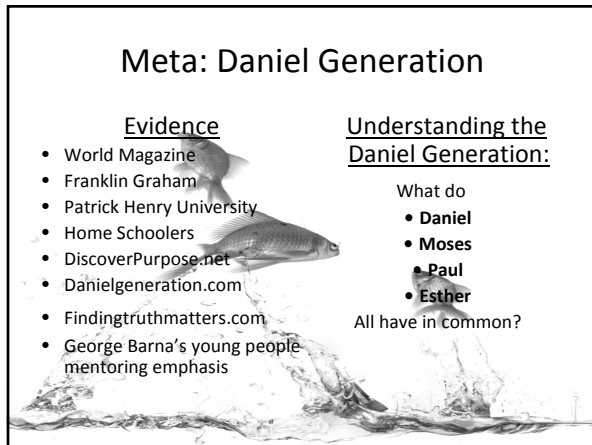
### Evidence

- World Magazine
- Franklin Graham
- Patrick Henry University
- Home Schoolers
- DiscoverPurpose.net
- Danielgeneration.com
- Findingtruthmatters.com
- George Barna's young people mentoring emphasis

### Understanding the Daniel Generation:

- What do
- Daniel
  - Moses
  - Paul
  - Esther

All have in common?




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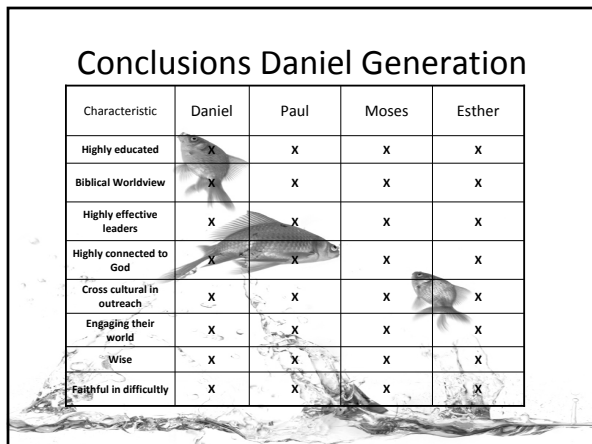
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## Conclusions Daniel Generation

Characteristic	Daniel	Paul	Moses	Esther
Highly educated	X	X	X	X
Biblical Worldview	X	X	X	X
Highly effective leaders	X	X	X	X
Highly connected to God	X	X	X	X
Cross cultural in outreach	X	X	X	X
Engaging their world	X	X	X	X
Wise	X	X	X	X
Faithful in difficulty	X	X	X	X




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## The Daniel Generation

Can I do this in this type of school?	Christian Schools	Charter	Public	Home
Biblical Worldview -- thinking & living out Christianity day-to-day	Best	No	No	Good
Highly educated -- able to think, write, knowledgeable	Yes	Yes	Not easy	Yes
Wisdom -- teach source of all wisdom in a practical way	Yes	Not easy	No	Yes
Leadership -- inculcate and model Christian leadership	Yes	No	No	Not easy
Teach cross cultural communication	Yes	Yes	Not easy	Not easy
Teach how to really engage the world	Yes	Yes	Not easy (PC)	Not easy
Practical witnessing to a pagan world	Yes	Not easy	Not easy	Almost impossible
Connect kids to their God	Yes	No	No	Yes

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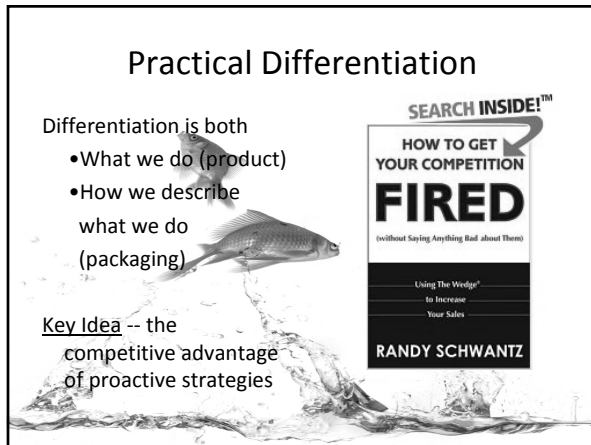
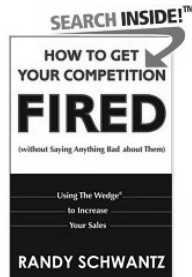
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## Practical Differentiation

Differentiation is both

- What we do (product)
- How we describe what we do (packaging)

Key Idea -- the competitive advantage of proactive strategies




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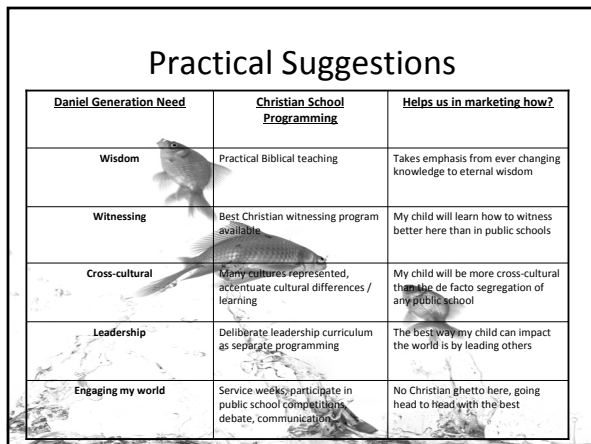
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## Practical Suggestions

Daniel Generation Need	Christian School Programming	Helps us in marketing how?
Wisdom	Practical Biblical teaching	Takes emphasis from ever changing knowledge to eternal wisdom
Witnessing	Best Christian witnessing program available	My child will learn how to witness better here than in public schools
Cross-cultural	Many cultures represented, accentuate cultural differences / learning	My child will be more cross-cultural than the de facto segregation of any public school
Leadership	Deliberate leadership curriculum as separate programming	The best way my child can impact the world is by leading others
Engaging my world	Service weeks; participate in public school competitions; debate, communication	No Christian ghetto here, going head to head with the best




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## Conclusions

- Vision differentiates
- Why vision the world's way?
- Leaders must lead
- Homeschoolers understand better than Christian schools
- Christian schools are the right venue
- Vision aligns
- God gives each school it's own DNA for vision
- Focus on outcomes
- Leadership system failures lead to differentiation failures



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