



THE JOHN C. MAXWELL  
**LEADERSHIP CENTER**  
AT 12Stone® Church

## TALKING POINTS

### SUMMARY

**The John C. Maxwell Leadership Center at 12Stone® Church** is the headquarters for EQUIP®, John’s international leadership development organization, and where John Maxwell will produce his digital leadership library.

It is also where we inspire and develop next-generation ministry leaders. 12Stone’s initiatives include leadership training and coaching for pastors, a two-year residency program, biblical education courses, and the 12Stone Master of Arts. These endeavors work in partnership with many churches, the Wesleyan Church, Wesleyan Universities, and Wesley Seminary at Indiana Wesleyan University.

### DETAILS

#### **Purpose**

12Stone Church exists to inspire life, share life, and give life because Jesus said, “I have come that they may have life and have it to the full.” — John 10:10

#### **Mission**

The mission of The Maxwell Leadership Center is an expression of our purpose.

At The Maxwell Leadership Center, 12Stone will inspire and develop next generation ministry leaders in a “live lab” setting similar to that of a teaching hospital.

## How the Mission is Realized

We will achieve our mission through three main initiatives:

### 1. A Residency Program

Following the teaching hospital model, this two-year, post college program provides emerging pastors with real-time, real-life ministry training and experience at local campuses and partner churches.

### 2. Leadership Coaching

Under the direction of Dr. Dan Reiland, 12Stone will offer relevant leadership development opportunities for local church pastors and their staffs in groups, roundtables, and small conference.

### 3. Continuing Education

In partnership with Wesley Seminary at Indiana Wesleyan University, and the Wesleyan Church, anyone who wants to deepen his or her biblical knowledge and spiritual leadership may do so through college classes taught by world-class professors.

## Logistics and Details

- ◆ The Maxwell Center and 12Stone Church–Sugarloaf are located on the **Sugarloaf Campus**—one of four 12Stone campuses in the greater Gwinnett area. The auditorium seats 1,000.
- ◆ The Maxwell Leadership Center **will house:**
  1. 12Stone Church’s Residency, Leadership Coaching, and Continuing Education Programs.
  2. Headquarters for EQUIP, an international leadership development organization.
  3. Williams Auditorium, a state-of-the-art, broadcast-ready recording auditorium is where John Maxwell will produce his digital leadership library for business and ministry. Additionally, other leaders will produce lessons for the Maxwell Center and the church.

- ◆ The John Maxwell Company is **not** housed at the Maxwell Center, but will work in cooperation with the center to continue its mission to develop leaders at all levels.
- ◆ **The structure** of the building is designed to reinforce the foundations of faith and leadership.
  - The two-story Maxwell Center elevates the call to train kingdom leaders across the globe.
  - As you approach the elliptical courtyard, the base of the left main wall carries this verse, and symbolizes the chief cornerstone Jesus Christ.

*This kingdom work has been “built on the foundation of the apostles and prophets, with Christ Jesus as the chief cornerstone.” — Ephesians 2:20*

- The 12 pillars represent the 12 Apostles who carried the gospel to the Jews and Gentiles.
- The statue of John Wesley commemorates the field preaching movement that took the gospel outside the church to reach spiritually lost people (salvation by faith) as the world became his parish.
- The “Wesley Prayer Garden” (to the left) declares our dependence upon God in prayer for all things.
- 12Stone Church – Sugarloaf (to the right) is the continuation of the church in its mission to reach out and raise up followers of Christ.

## Benefactors and Partners

- ◆ A great mission requires great benefactors and partners. To make the Maxwell Center a reality, 12Stone Church has collaborated with:
  - **Generous benefactors**
    - The Wesleyan Investment Foundation
    - The Williams Family Foundation
  - **Educational and Church Partners**
    - The Wesleyan Church
    - Wesley Seminary at Indiana Wesleyan University
    - Christian churches that share a commitment to the same mission

## Naming and Branding

- ◆ **Official Name:** The John C. Maxwell Leadership Center at 12Stone® Church
- ◆ The Maxwell Leadership Center, founded by 12Stone Church, honors the life and impact of John Maxwell’s global and generational leadership legacy.
- ◆ **Acceptable shortened nomenclature:** “The Maxwell Leadership Center” or “Maxwell Center” may be used in documents, videos, talks, and other communications after the first full use of the official name.
- ◆ **Brand Mark:** The Cedar Cone. Cones are seedpods — a perfect symbol for young leaders. Cones must fall to the ground and even endure testing fire in order to take root and grow. When mature, a cedar tree is a portrait of strength and influence.

## Website and Media Contact

- ◆ Website: [www.maxwellcenter.com](http://www.maxwellcenter.com)  
Twitter and Instagram: [@MaxwellCenter](https://twitter.com/MaxwellCenter)
- ◆ Website and Social Media Contact:  
Alex Morrison — [alex.morrison@12stone.com](mailto:alex.morrison@12stone.com)
- ◆ Media Contact: Donna Whitten — [donna.whitten@12stone.com](mailto:donna.whitten@12stone.com)

## Important Dates

- ◆ **Press Release** — Tuesday, January 28, 2014
- ◆ **Ribbon Cutting and Media Tour** — Thursday, January 30, 2014
- ◆ **Launch of 12Stone Church at Sugarloaf** — Sunday, February 2, 2014
- ◆ **Dedication Service** — Monday, February 17, 2014
- ◆ **Home Run Leader Conference** — Tuesday, February 18, 2014
- ◆ **Living the Laws of Leadership Conference** —  
Tuesday, April 1 - Wednesday, April 2, 2014