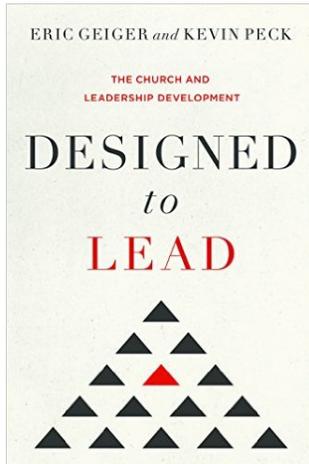


## Leadership Manifesto Offers 3 Essential Characteristics for Leaders in Every Arena

*Designed to Lead* Pairs Leadership Experts and Pastors Eric Geiger and Kevin Peck

Nashville, Tennessee (July 7, 2016) – B&H Publishing Group is proud to announce the upcoming release of *Designed to Lead: The Church and Leadership Development*, a leadership manifesto from authors Eric Geiger and Kevin Peck that will help churches move from merely existing to intentionally and consistently producing leaders.

*Designed to Lead*, which hits bookshelves September 1, 2016, is written to exhort



Christians wherever they are called to lead – in the home, marketplace, church, or community. The authors, bestselling author and pastor Eric Geiger and Austin-based pastor Kevin Peck, propose a threefold framework for leadership development:

- **Conviction:** “Without conviction, leadership development will not occur. Developing leaders must be a burning passion, a nonnegotiable part of the vision of a local church and her leaders, or it will never become a reality.”
- **Culture:** “Developing leaders moves from an idea or a program to the very core identity of the church.”
- **Constructs:** “Constructs are the systems, processes, and programs utilized to help develop leaders.”

Geiger and Peck, combining a wide range of leadership experience and wisdom, wrote *Designed to Lead* in a practical, accessible manner that enables Christians to move from understanding foundational leadership principles to putting them into practice. Geiger is the author of bestselling church leadership book *Simple Church*, pastor of ClearView Baptist Church in Franklin, Tennessee, and Vice President of the Resource Division at LifeWay Christian Resources. Peck is lead pastor of Austin Stone Community Church in Austin, Texas, where he focuses on leadership development and consults with pastors and church leaders around the country.

The aspiration of *Designed to Lead* is that it be used by leadership in every sphere of culture.

“God’s people are designed to influence others,” wrote Geiger and Peck. “God’s people have been purchased by His blood and are empowered with His Spirit to influence the world around them. If you are His, you are designed to lead. And your church is designed

to create and commission leaders who serve the world as they represent Christ and reconcile people to Him.”

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**ISBN:** 978-1-4336-9024-2  
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“We wrote this book because we love the church,” Geiger and Peck said. “Our hope is that churches will move from merely existing to embracing their design to lead – and then go forth and serve the world as they represent Christ and reconcile people to Him.”

For more information on *Designed to Lead*, visit [DesignedtoLead.com](http://DesignedtoLead.com).

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**Eric Geiger** serves as one of the Vice Presidents at LifeWay Christian Resources leading the Resources Division. Eric received his doctorate in leadership and church ministry from Southern Seminary. Eric authored or co-authored several books including *Creature of the Word* and the best selling church leadership book, *Simple Church*. He also serves as the senior pastor of ClearView Baptist Church in Franklin, Tennessee. Eric is married to Kaye, and they have two daughters: Eden and Evie. During his free time, Eric enjoys dating his wife, playing with his daughters, and shooting basketball. Read Eric’s blog at [EricGeiger.com](http://EricGeiger.com)

**Kevin Peck** is the lead pastor of The Austin Stone Community Church in Austin, TX. Kevin works to bring strategic leadership, strong teams and a passion for developing leaders to the local church. Kevin also serves as the Acts 29Network Director for Emerging Regions, helping to recruit and train church planters throughout Africa and Asia. Kevin received his doctorate in leadership from Southern Seminary. He is married to Leslie and together they have three daughters: Ellie, Halle, and Ivey. Follow Kevin on Twitter [@\\_Peck\\_](https://twitter.com/_Peck_).

**B&H Publishing Group**, a division of LifeWay Christian Resources, is a team of mission-minded people with a passion for taking God’s Word to the world. Because we believe Every Word Matters® we seek to provide intentional, Bible-centered content that positively impacts the hearts and minds of people, inspiring them to build a lifelong relationship with Jesus Christ. Among our print and digital releases for the trade, church, and academic markets, titles include The New York Times No. 1 bestsellers *The Love Dare* and *The Vow*, #1 CBA bestseller *I Am a Church Member* as well as the award-winning *HCSB Study Bible*.

## **Praise for *Designed to Lead***

“The premise of *Designed to Lead* engages an important and necessary topic for the local church today. The local church must be a place where God’s people are equipped to lead wherever God has placed them. Eric and Kevin have passion, experience, and knowledge in this area that will greatly help God’s church.”

—**Matt Chandler**, Lead Pastor of Teaching, The Village Church, Flower Mound, Texas

“The cries are loud and clear: “We need more leaders in our church!” Now, at last, you have a biblical and practical pathway to increase the leaders in your church. I am so thankful for the two great leaders who wrote this book, Eric Geiger and Kevin Peck. I am also excited about the impact this book will have on countless churches in the world for the glory of God!”

—**Dr. Thom S. Rainer**, President and CEO, LifeWay Christian Resources

“In a world obsessed with numbers, Kevin and Eric are refreshing voices fighting for Christ-centered depth. In a culture that praises power, they remind us that lasting impact is found in humility and sacrifice, as modeled by Jesus. I’ve observed both of these men lead and they lead well, with honesty, intentionality, and ultimately a sincere commitment to see Christ change lives from the pulpits to the cubicles. Prepare to enjoy serving Jesus again.”

—**Jennie Allen**, author of *Anything and Restless*, Visionary Leader of IF:Gathering

“Kevin Peck and Eric Geiger are transformational leaders of this generation. That’s why it’s no surprise that *Designed to Lead* is an invaluable call on the church to produce leaders with conviction, courage, and compassion. This book will be an asset for the church for many years to come.”

—**Russell Moore**, President, Ethics and Religious Liberty Commission

“Anyone can write about leadership. But being a proven leader worth following is more of an extraordinary find. As Mark Twain said, “It’s the difference between the lightning and the lightning bug.” These guys have proven they can write but more importantly can lead. I love the premise of the book, the style and the usefulness. Read. Learn. Follow.”

—**Dr. Stephen R. Graves**, CEO coach and author

“If churches are going to help people live on mission and influence those around them, then churches must develop leaders, not just for their churches but also for the world. I am grateful for Eric and Kevin’s challenge for your church to disciple and deploy leaders who represent His Kingdom to all people. *Designed to Lead* is both helpful and challenging. This will be a resource church leaders return to time and time again.”

—**Ed Stetzer**, Billy Graham Distinguished Chair, Wheaton College

“The church produces leaders, not just for the church but to change the world. *Designed to Lead* will assist and inspire church leaders to operate their ministries with a deep conviction to discover, equip, inspire, and send leaders out into the worlds of business, education, law, politics, medicine and ministry. This book will lead you to

rethink your strategy and readjust your priorities to prepare leaders for life, leadership, and ministry in and through the local church.”

—**Dr. Ronnie Floyd**, President, Southern Baptist Convention, Senior Pastor, Cross Church

“It is the work of the church to identify, develop, and deploy disciples to change the world with the message of the gospel. Unfortunately, many leaders find themselves without a biblical pathway for equipping the saints to do the work of ministry. Drawing from years of experience, Eric Geiger and Kevin Peck provide a simple, reproducible process for making disciples who will in turn make disciple-makers. They have put into words what great leaders do intuitively. Take your staff through this book. You’ll be glad you did!”

—**Robby Gallaty**, Senior Pastor, Long Hollow Baptist Church, author of *Growing Up and Rediscovering Discipleship*

“Peck and Geiger have done us a service in writing this. They are ambitious in their goal but winsome in their tone. I like this book. It’s accessible and immensely helpful. More significantly, I will use this book. You should too.”

—**Steve Timmis**, author of *Gospel-Centered Leadership*, Executive Director, Acts 29

“The title *Designed to Lead* really says it all. There is not a better place to learn how to influence others than in our churches as Jesus is the ultimate Leader. Eric and Kevin do a great job communicating this truth.”

—**Billy Kennedy**, head coach, men’s basketball, Texas A&M

“Congratulations on discovering the new gold standard for leadership development in ministry.”

—**Will Mancini**, founder of Auxano, author of *God Dreams*

“*Designed to Lead* by Kevin Peck and Eric Geiger is designed to help us all realize our God-given mandate to disciple and develop leaders. This book will help you develop the culture and the construct to reproduce leaders who will help your church accomplish the Jesus mission!”

—**Dave Ferguson**, Lead Pastor, Community Christian Church, Lead Visionary-NewThing

“The church must make a priority to develop new leaders who can advance the gospel into all areas of life. This book is a rich resource for understanding how to develop that culture in your church.”

—**Ben Peays**, PhD, Executive Director, The Gospel Coalition

“With a cogent and clear path, this monograph serves as a gold mine for identifying and equipping leaders for the marketplace and ministry. Intentionality is the missing gem in modern gospel leadership cultivation. These men have rightly placed a high view of intentionality front and center in the leadership pipeline. As a call to action, *Designed to Lead* is a mandatory read and a game-changer for all Christian leaders.”

—**Dan Dumas**, author of *Live Smart*

“There’s a moment in every baby’s life when they look in a mirror and finally recognize themselves to be a person staring back. This happens in the Christian life as well. We look into the Scriptures and see who God has created us to be and has recreated us to be in Christ. *Designed to Lead* holds the mirror steady so we can see ourselves clearly. All of us, whether we are pastors, moms, youth workers, students, and otherwise, could stand to benefit greatly from this book. Geiger and Peck have compiled a comprehensive look at our role in the mission of God, analyzed our weaknesses and blind spots, and enthusiastically communicated the power behind our leadership: the gospel. *Designed to Lead* has given me a lot to think about, and I’m very grateful.”

—**Gloria Furman**, cross-cultural worker, author of *Missional Motherhood: The Everyday Ministry of Motherhood in the Grand Plan of God*

“In a much needed book, *Designed to Lead* puts on paper the principles and practices that have made Kevin Peck and Eric Geiger two of the best leaders in the Church today. If you’re a leader in any capacity, in or outside of the local church, this book will help take your organization to another level.”

—**Dr. Matt Carter**, Pastor of Preaching, Austin Stone Community Church

“When people ask me about who they should learn leadership from, I immediately say, Kevin Peck.” I have called him “the smartest guy I know” and many other wonderful things. But Kevin is not just a high capacity leader and visionary, he’s also a humble brother who loves the gospel and Christ’s church. Over the last five years, I have had the privilege of learning much from Kevin, and I’m thrilled that he and Eric Geiger (whom I also want to grow up and be like!) have put their leadership ideas in print. This book will help countless leaders and churches who desire to make disciples of all nations. I will be using it for years to come.”

—**Dr. Tony Merida**, Pastor for Preaching and Vision, Imago Dei Church, Raleigh, North Carolina

“Leading and serving is built into the DNA of God’s good creation. It must also be built into the DNA of God’s new creation the Church. *Designed to Lead* is a superb work that will help churches do exactly that. I gladly commend this book by Peck and Geiger. It is a good gift to God’s community of faith.”

—**Daniel L. Akin**, President, Southeastern Baptist Theological Seminary

“Peck and Geiger model the way forward with their writing and their lives in *Designed to Lead*. They are faithful guides for facing the complex realities of leading local communities. The practical insights of this book and the “how-to’s” are invaluable not as scripts to follow, but examples to emulate and build upon.”

—**Daniel Montgomery**, Lead Pastor of Sojourn Community Church, Louisville, Kentucky, founder Sojourn Network, author, *Faithmapping, PROOF & Leadership Mosaic*