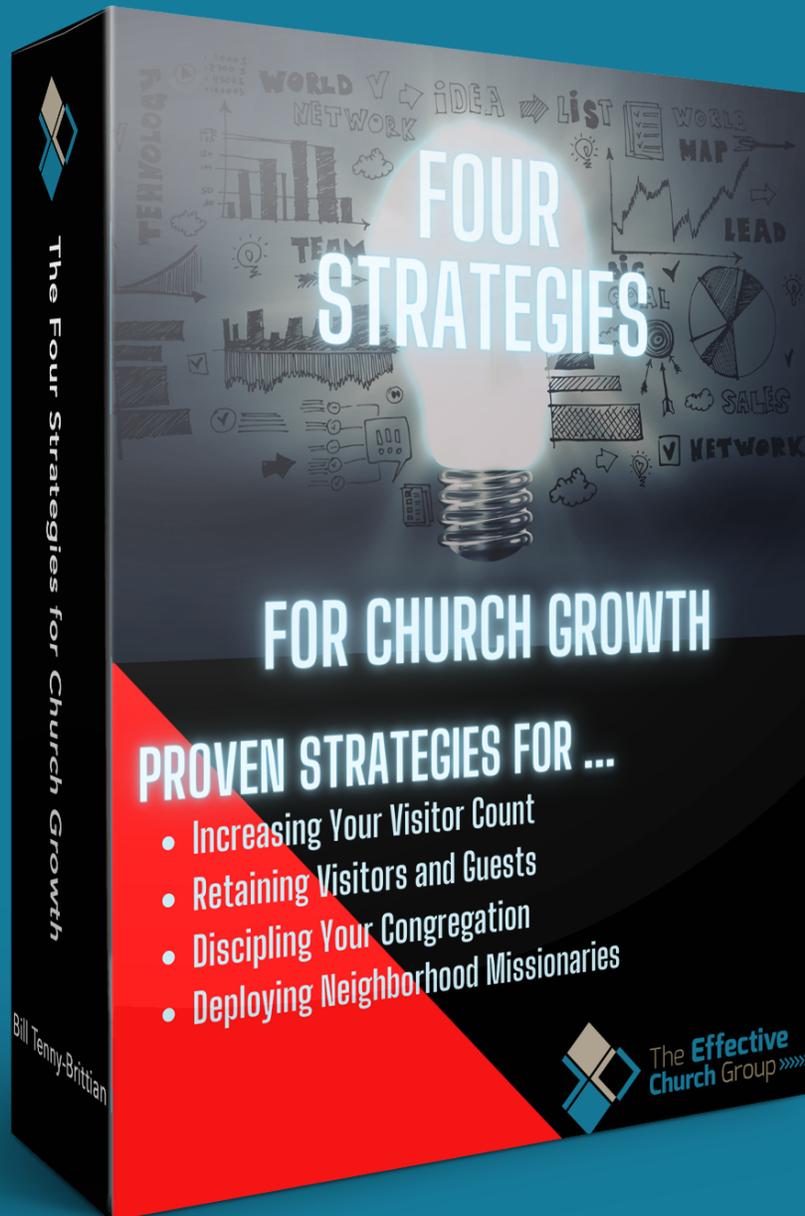


Lesson 01

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Introducing The Four Key Strategies



For generations, congregations have been trying pretty much anything and everything to try and grow their churches: programs, ministries, magic bullets, secret sauces. To be fair, some things you've tried have had limited success. Of course, if they'd had ongoing success, you wouldn't be watching these videos! But let's be honest, most of the things you've tried the church have had no results whatsoever.

I want to share just a few things that we've seen congregations try to use to grow their churches, but with little success.

- Great preaching. There are a lot of really good preachers in some really small churches. Don't get me wrong, bad preaching can kill a church, deader than dead. But great preaching? It rarely grows the church.
- Vacation Bible School. Over the years we've asked congregations across the US about the results they've seen over the previous five years with VBS. How many new families have they received from their vacation Bible school? Most of the time the answer is none. There's a lot of energy going into these programs for so little results.
- Church Concerts. These simply don't seem to bring in the people on Sunday mornings, or any other time for that matter, other than for the church concerts themselves.
- Food Pantries. People are happy to come and get the food you're giving away, but come back to worship on a regular basis? Not so much.
- Church Daycares. Although this should be a great idea, it turns out most churches don't know how to leverage their day cares for growth.
- Pack-a-Pew Sundays. (Bring a Friend Sundays and so on.) These have time-limited results that rarely bring in new members – except for the visitors who already attend other churches.
- Social Justice Ministries. Some congregations try and protest or lobby and support for one group or another, such as trying to eliminate poverty or standing up against whatever social injustice that the community might be facing. Unfortunately, these don't tend to produce sustainable growth and, frankly, never has.



- Mass Media Advertising. Television, radio, newspaper, direct mail are expensive and have a severely limited ROI – Return On Investment. Lately, there’s been a move to use online marketing like Facebook, YouTube ads, Google Adwords, etc. Some of these have shown limited kinds of growth potential, but few churches have the strategies and processes to garner significant returns.

The truth is that any of the above could be used to grow your church, but unless they’re a part of a comprehensive strategy, church growth just isn’t going to happen. And on their own, sustainable church growth isn’t going to be a reality. My guess is there are a number of things you’ve tried on that list that haven’t brought you the results you’d hoped.

What strategies, programs, events, ministries has your church intentionally deployed over the past year to grow your church? What were the results?

4 Core Processes

Over the past three plus decades, The Effective Church Group has been studying churches across the nation and we've taken note of those churches that have been growing, thriving, and are sustainable. We discovered that there were only four things that effective, faithful, and sustainable churches focus on. We've come to call them the Four Core Processes. When a church focuses the sum of their energy on these four things, churches shift from decline to growth.



Process 01: Invite

Getting visitors through the doors of the church



Process 02: Connect

Building a relationship with visitors so they become returning guests.



Process 03: Disciple

Turning returning guests into full committed disciples of Jesus Christ.



Process 04: Send

Returning these disciples back to the world from whence they came so they can make more disciples.



In the next video, I'll share with you more about each of the core processes and what you can do to launch a solid platform for growing your church.

READY TO GO **P** to the Next Level ●

We believe you're the next catalyst for your church's exponential growth. If you're ready to go to the Next Level, schedule a Strategic Planning Session with one of our Next Level Coaches.

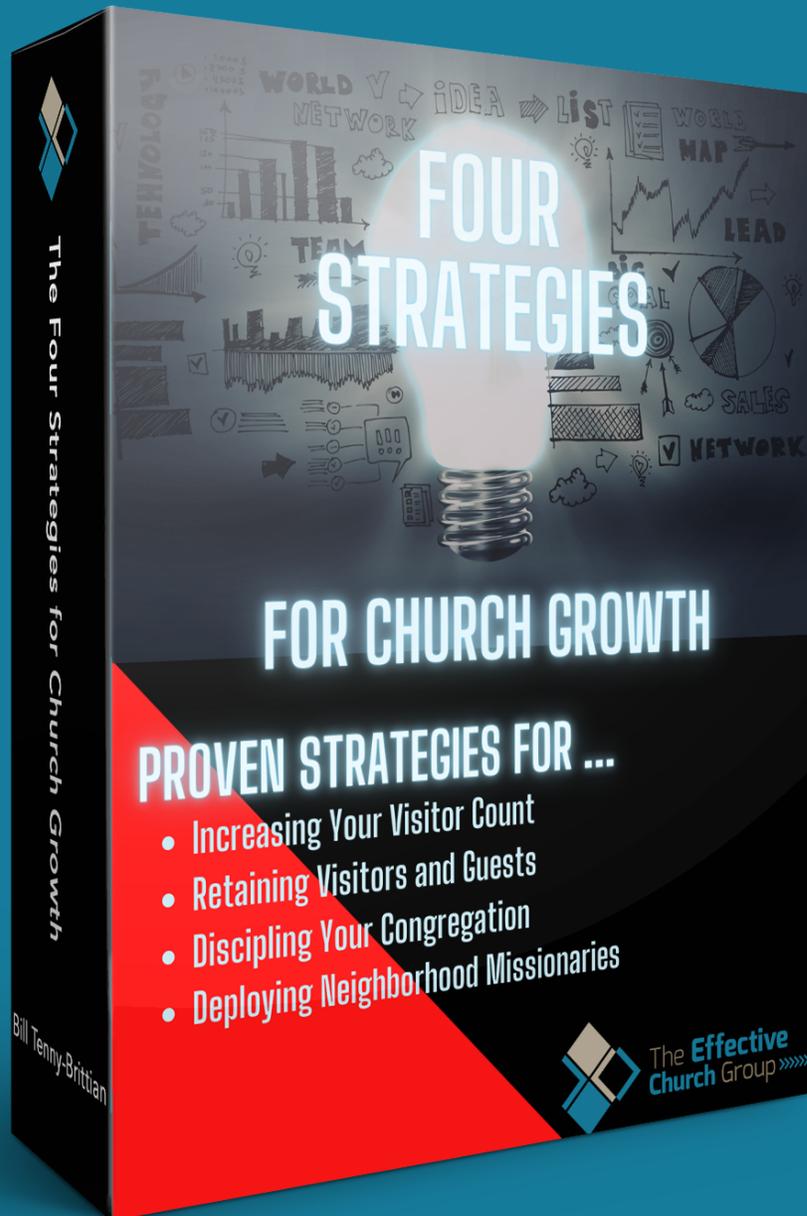
We'll help you get clarity about your #1 most important goal. And we'll help you identify what's keeping you from reaching that vision. Once you know that, you have keys to your future. And we'll help you get there.



[Click to Get Started Now](#)

Lesson 02

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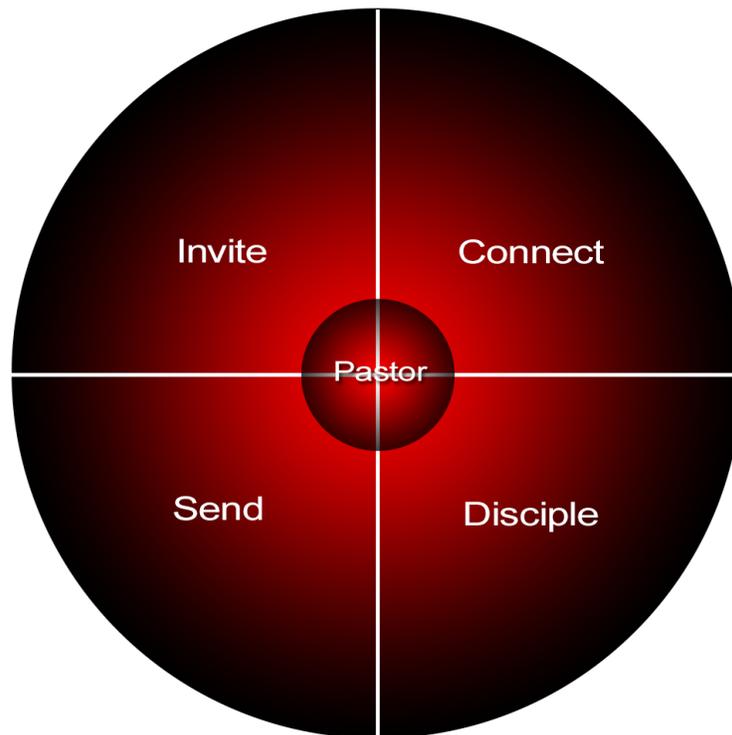
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Unlocking The Four Key Strategies



In this video we're going to look at the foundational core processes that I introduced in the last video. These are the same core processes I use in the Pastor's Next Level Coaching Network to scale a church's growth no matter how much or how fast the church grows.

The first core process is Invite. It's about inviting people to the church. The second core process is Connection. You have to connect with your guests so you can retain them long enough to apply the third core process. The third process is Disciple. You've got to Disciple them, that is to turn them into effective disciples of Jesus Christ). Finally, once you've disciplined them, you apply the fourth core process. You send them back out into the world from whence they came as a well-trained neighborhood missionary so that they can make more disciples of Jesus Christ.



Invite

Key Process



There are a typically four things that go under the umbrella of the Invite core process, but exactly what goes under that umbrella is kind of up to you. Every community is different. You will need to contextualize this for your congregation and what will work for you and your church. However, these are the four things we typically see.

1. Worship

Even today, worship is still the front door of the church. If someone is going to just wander in to come check out your church, they're not likely to show up at a small group. They're not likely to show up for your Sunday school. They're most likely to show up for your worship service, and so worship is one of the top things that normally we find under the invite umbrella. Good solid worship that is inspiring and motivating. The Worship Team would be responsible for making sure the worship service is exciting, relevant, and invite-worthy.

2. Non-Worship Events

A non-worship event is any sort of public event that can be leveraged for making a connection with potential visitors. These are events that are not worship centered. They are often things like a fish fries, bazaars, car shows, ice cream socials, and so on. These events are designed to invite people into your church member's presence and of course ultimately into the church. NOTE: If you charge for the event, such as the fish fry, it is unlikely that it will bring in people who are disposed to build relationships with your members. Instead, the event will be little more than a transaction ... you pay for what you get, then go home without a second thought. (Besides, when you charge for events, you're solidifying the belief that the church is only in it for the money.) The Non-Worship Event Team creates, plans, and coordinates events that would be attractive to your community neighbors, especially those you're trying to reach.



3. Networking

To begin with, pastor, you're the public face of the congregation, so you should be spending significant time networking in the community. However, every church member should also be spending time networking with people they don't already know, especially with people who are likely not churched. Popular networking opportunities include Chamber of Commerce events. Local high school events. Junior colleges and universities offer multiple opportunities for networking. And of course, there are actual networking events with networking clubs. Your Networking Team would be responsible for finding networking opportunities in your community and helping the pastor, staff, and members are networking within the community and helping to build the church's reputation.

4. Marketing

Mass marketing offers little for most churches – it's very expensive and has an exceptional low return on investment. However, Word Of Mouth Marketing is still the most effective marketing option. Don't overlook savvy online marketing, including leveraging your website, which has shown itself to be increasingly effective. The Marketing Team would be responsible for all of the church's marketing needs, including oversight of the website, social media accounts, etc.

Invitation

What are some ways you'll make it easy for your members to invite prospective visitors to your worship service?

Over the past year, what kinds of non-worship events has your church hosted? List them in the left hand column. In the right hand column, record the approximate number of new participants (visitors, returning guests, new-members) who have become involved with the church as a result of each event.

In your community context, make a list of some of the most promising places where you and your church members could meet and have relationship building conversations with people who are unchurched.

MARKETING

STRATEGY



MARKET



Make a list of the marketing tools you have used "to get the word out" over the past twelve months. Circle the ones that have been successful on some level. What tools will you want to use again? What new tools do you need to add? (For each tool, new and old, delegate who will be responsible ... and it shouldn't be you.)

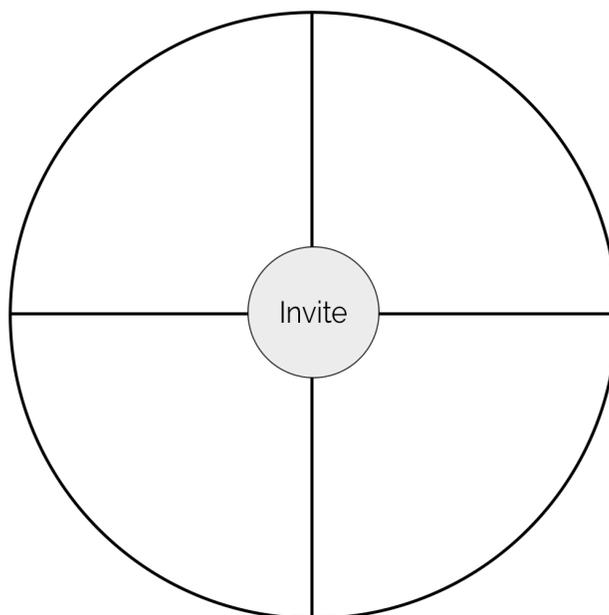
Last Year' Tools

This Year's Tools



To decide what goes into your congregation's Invite Process, make a list of all the things you can think of that your congregation has done or you believe would be willing to try to get people to visit your church.

Try and sort these into four distinct groups and give each of the groups a title (like Worship, Online Marketing, Events, etc.) and then fill in the illustration below.



Connect

Key Process



Getting someone to visit is tough in today's culture. Getting a visitor to return may seem nearly impossible. In the US, less than 15 percent of first-time visitors return a second time – primarily because the church lacks guest-focused hospitality, adequate follow-up, and member-guest relationship building processes. The Connect Core Process is responsible for turning first-time visitors into returning guests and your returning guests into long-time members.

The examples I used are just that – examples. For instance, some churches would include Member Care or Fellowship Events instead of Cultural Relevance or The Adoption Agency. Any significant tool that connects people to your congregation and your church may be one of the core tool teams.

1. Cultural Relevance

Most church leaders believe that the phrase “Everyone is Welcome” means that their church should put their efforts into reaching everyone. As any marketer will tell you, though, if you try to reach everyone, you’ll reach no one. Your church should be welcoming to everyone, but it’s not possible to focus on everyone. For instance, it’s probably true that you don’t provide translation services for native Hindi speakers; thus, if a Hindi speaker somehow decided to walk into your worship service, it’s unlikely they’ll find a “fit” in your congregation because what you offer isn’t relevant to her life – it’s definitely not relevant if you can’t understand it. However, I would expect your congregation to bend over backwards to try and help that visitor feel as welcome as you could, given the circumstances. And, it’s unlikely you’d expect her to return and become a member of the church. Similarly, if you offer a Traditional Worship Service, someone who has never set foot in church will find the service almost as “foreign” to them as the Hindi speaker would find it. Again, I’d expect you to help them feel as welcome as possible, but again, you shouldn’t expect them to return. The Cultural Relevance Team’s job is to make sure everything the church does is relevant to whomever your congregation is intentionally trying to reach. So, if you’re trying to reach young families with limited church experience, the team would constantly be evaluating the ministries and programs and making recommendations on how they could be adjusted for relevance to those you’re committed to reach.



2. Hospitality

The number one reason first time visitors don't return is because the church's hospitality missed the mark. They couldn't find a parking spot near the entrance door. The only meaningful conversation was the "Good morning, welcome to Walmart" kind of greeting ("Good morning, welcome to First Church"). They couldn't find the restrooms, and when they did find them, they weren't clean and there were no paper towels. They were asked to stand up during worship and introduce themselves. The vocabulary used from the platform was unintelligible ... who's Benny Diction, and who is he anyway? The Hospitality Team is all about making sure a visitor's "first impressions" aren't their last.

3. Follow-Up

Several studies have shown that without timely follow-up, the chances of a first-time visitor returning a second time is very low. However, many church leaders are hesitant to develop and engage effective follow-up systems, claiming that they would feel they were being stalked. Although I sympathize with their feelings, the fact is, when timely follow-up, including door-step visits, is engaged, the vast majority of visitors say they appreciate the follow-up and, more importantly, the number of returning guests significantly increases. Effective follow-up processes typically include doorstep visits (bring a gift!), handwritten notes, emails, phone calls, and texts. Of course, none of this matters if you don't get a visitor's contact information! The Follow-Up Team develops, implements, and continually evaluates the effectiveness of the church's follow-up process.

4. The Adoption Agency

By The Way ... this Connect Tool is the one virtually every declining church is completely lacking ... so pay close attention here.

Although virtually every church claims to be a "friendly church," first time visitors aren't looking for friendly, even though they certainly expect it. If an unchurched person wanders into your worship service, they're looking for a friend – someone who will walk with them and talk with them through their spiritual aches. Seekers tend to show up to a church for one of three reasons: (1) They have a question they can't answer; (2) They have an itch they can't scratch; or (3) They have a hole they can't fill. So, when they show up at your church, they're looking for someone they can trust to help them wrestle with that ache. The Adoption Agency Connect Tool is whatever process you put into place to make sure visitors get connected with at least one member who's committed to becoming a friend. The goal is for someone in your congregation to "adopt" a visitor and build a meaningful relationship. The Adoption Agency Team develops and brokers member adoptions of visitors and guests.



Look at a recent worship program or bulletin. Review it for “insider” words that someone who’d never attended church might find confusing and jot them in the left column (examples: invocation, hymn). In the right column brainstorm words/phrases that would be descriptive and more widely under understood (examples: opening prayer, song).

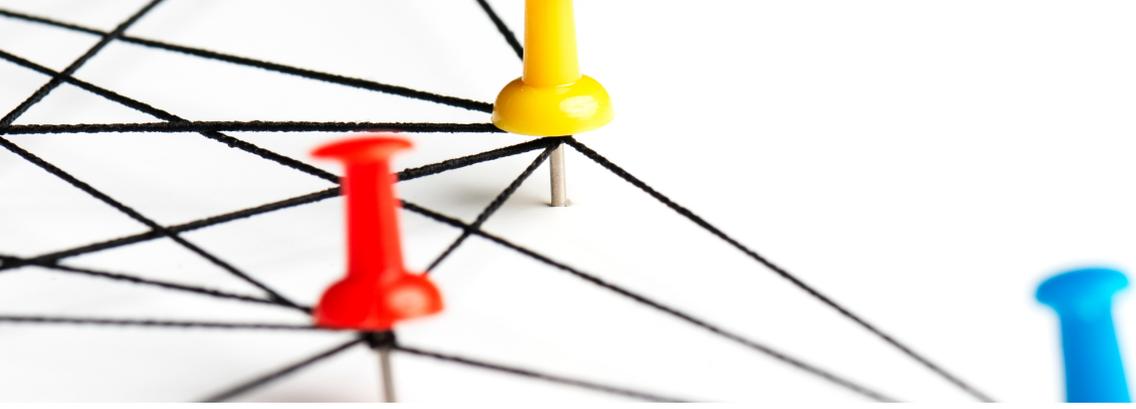
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Take a tour of your building, pretending you'd never been inside the church before. Are the interior signs located prominently enough to quickly see them, and do they point the way to the worship center? The nursery? The restrooms? Or would you get lost trying to navigate the building on a Sunday morning?



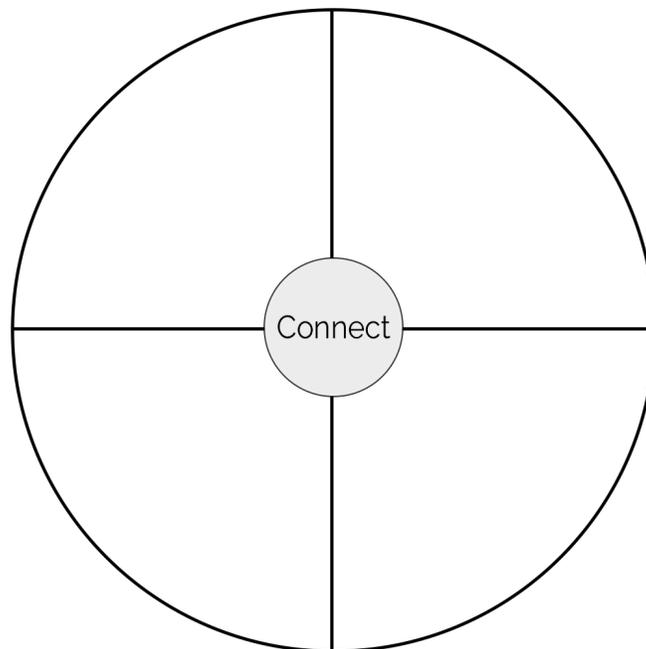
If you don't design a follow-up process, follow-up won't happen ... at least not consistently. Design your follow-up process below.

Have a conversation with at least five of your most recent church members (it's best if they are not related to any other adults in the congregation) and ask them about their "connection" process. How did they become connected into the congregation? (I suspect you'll learn that most of them built a meaningful friendship early on in their attendance.) Next, design a process to ensure that happens to future first-time visitors.



To decide what goes into your congregation's Connect Process, make a list of the different ways your members could make significant connections with each other, with visitors, and with God.

Try and sort these into four distinct groups and give each of the groups a title (like Hospitality, Fellowship Events, Member/Guest Care, etc.) and then fill in the illustration below.



Disciple

Key Process



Let's be honest, discipleship isn't just what a church does, it's why the church exists. Jesus didn't send us to go make converts or even to go make new church members and fill our pews. He said, "Go make disciples." After 2,000 years, one might think the church would have managed to get pretty good at this process, but clearly that's not the case. For decades, probably centuries, and maybe even millennia, the church has depended on "Christian Education" to turn converts into faithful, effective disciples of Jesus Christ. Sadly, a quick look at the state of the church suggests that CE has not met expectations. Jesus said that his disciples would bear fruit, but the fruit Jesus was talking about wasn't the "Fruit of the Spirit" (Galatians 5:22–23), but the harvest of more disciples (Luke 10:2). Of course, there's more to living life as a disciple, but according to the founder making more disciples is Job 1, closely followed by making better disciples. But a better disciple always makes more disciples. That said, in most churches, the Disciple Core Process is divided into four tools – either age graded (Nursery, Elementary, Youth, and Adult) or by the discipleship processes. The latter nearly always garners the better results. The tools below should be designed to turn your regular members into neighborhood missionaries.

1. Classes

When I say "classes," most well-churched people tend to think Sunday School Classes. Let me quickly say, that's definitely not what I mean. When I talk about classes, I mean short-term, topical based courses that are designed to impart particular information. For instance, you might offer a class on prayer, on how to read scripture, how to do devotionals, or what it means to be a member of your church. It could be a specific curriculum like Financial Peace or something from RightNowMedia.com or a book study. One of the more popular classes is an introduction of the church to visitors and returning guests – a Welcome To Our Church Class. Classes do one thing: they educate the participants. The Classes Team develops, schedules, and resources the church's class schedule.



2. Small Groups

Small groups have long been popular in churches, but over the past couple of decades they have become instrumental in many church's disciple making processes. Small groups tend to last longer than classes, typically upwards of a year or more. Although technically, a Sunday School Class is a small group, one of the key differences is that an effective small group tends to be less focused on the curriculum in order to maximize discipleship behaviors by the group members. In other words, the group shares life together and helps one another deal with navigating day-to-day life as Christians in a non-Christian culture. The Small Group Team develops and oversees the church's small group ministry.

3. Mentoring

Our nation was largely built on the apprentice system whereby a master craftsman took a young apprentice under their care and mentored them from novice to journeyman and beyond. However, the mentor didn't just teach their craft. In many, if not most cases, the apprentice moved into the master's household and learned both the craft and the way of life as a master in their field. Jesus did similarly with his apostles, as did Eli with Samuel. The art of life-mentoring has largely been lost today, but it remains one of the most effective ways to raise up a master in almost any field. This is certainly true of discipleship. A spiritual mentorship is a powerful tool for effective disciple making. The Mentoring Team would be responsible for designing, recruiting, and overseeing the church's mentorship ministry.

4. Accountability

The word "accountability" comes with a good bit of baggage in today's culture. It seems that no one wants to be accountable because no one is willing to take responsibility for much. However, the Accountability Team's primary task would be to develop both formal and informal accountability systems to help the congregation's leaders and participants integrate good spiritual habits into their daily lives. An effective church accountability ministry is all about asking the tough questions. "What temptations have you been faced with?" and "Are you praying about how you're spending your money?" Both of these questions were a part of John Wesley's accountability questions for his bands and classes. The questions I use are focused more on spiritual practices like, "What have you read in scripture this week that intrigued you?" and "How have you shared your faith with the unchurched this week?" The church's Accountability Team would help develop effective questions and create opportunities for asking the tough questions in classes, small groups, board meetings, and perhaps even in the weekly receiving line following the worship service.



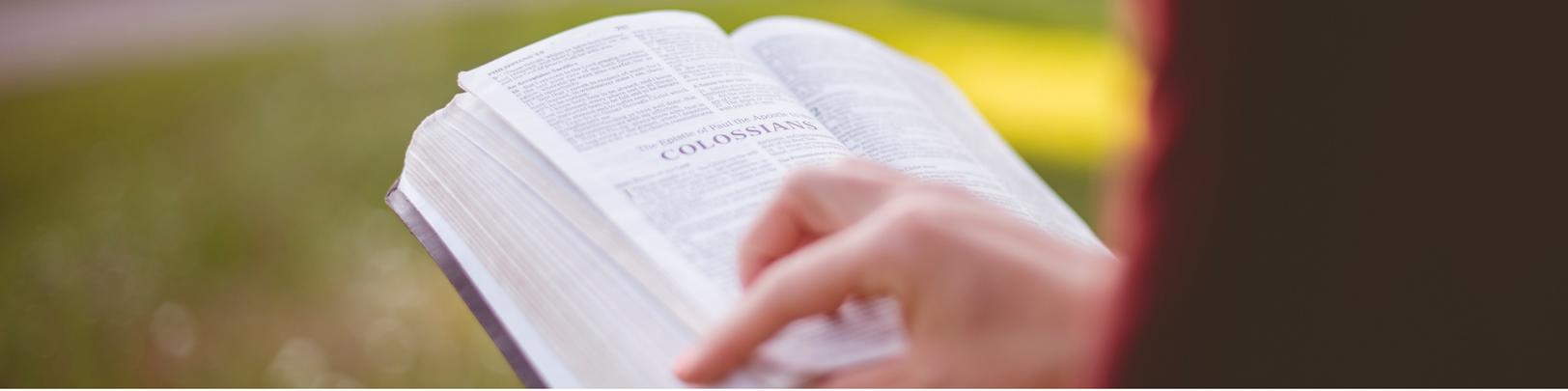
Brainstorm what you and your congregation would agree are the basics of the faith. From that list, what classes do you need to develop?

What would have to happen in small group meetings for the members' lives to be fully transformed from a marginal Christian to a fully devoted disciple? How will you transform your current small groups so they become life transformational?



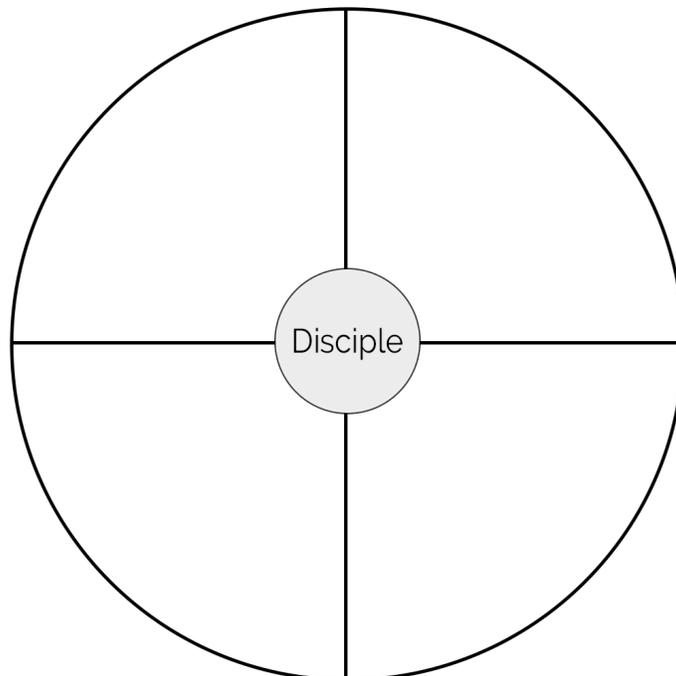
Has your congregation used any mentoring ministries to train others? For example, some churches have used apprenticeships to raise up future small group leaders, new board officers, and in some music programs. If so, how can you build on those programs to bring discipleship mentoring to your church? If not, what will need to happen to introduce the mentoring ministry to your congregation?

Are you leaders reading scripture regularly? Are they listening to God during the prayer time? Are they encouraging each other in the faith? Are they doing service beyond the church in Jesus' name (see Matthew 5:16)? Are they sharing their faith with those outside Christianity? What areas of spiritual disciplines and practices need to be developed in your congregation? Create a plan for boosting the spiritual practices in your church.



To decide what goes into your congregation's Discipleship Process, make a list of all the ways your congregation is, or realistically could be, engaged in disciple making.

Try and sort these into four distinct groups and give each of the groups a title (like classes, life groups, leader development, training, etc.) and then fill in the illustration below.



Send

Key Process



Too often, new church members get so involved with the congregation that they lose all of their connections with those outside the church. In fact, a new member is your best church evangelist for about six months. After that, they will likely be so involved with the congregation that they will have virtually no contact with those beyond the church walls. So often, I've heard pastors chide their congregations to "Get out there and invite your friends." Apparently, no one has bothered to tell these pastors that almost everyone in the congregation has already invited everyone they know ... several times. In addition, most pastors, staff members, and even church members have virtually no non-believing friends that they spend any time with. As a pastor friend of mine used to say, "You can't be faithful to the Great Commission if you don't know any unchurched people." And that's why the Send Core Process is so important. The Send Team is there to encourage your members to get "out there" and mingle in the community and build relationships with both non-believers and the unchurched. The four foundational tools listed below will help turn your regular members into neighborhood missionaries.

1. Passion Finder

It's been said that the world would be boring if everyone had the same interests and passions – and the world is far from boring! However, many church members seem to have misplaced their passion because if you ask them where they would like to serve in the community, you may get a blank stare. A wise person once said that if you help a person find and work within their passion, they'll never burn out. Interestingly, the Holy Spirit seems to have helped create us with a burning passion to make a difference in the world, even though we may have overlooked that passion for some years. If you can help your members rediscover their passion, they can be redirected into a life-transforming ministry in your community. And when your church members are dispatched throughout the city, the church's reach and invitational draw is extended exponentially. The Passion Finding Team's job is to help people find their passion and then to connect them with life changing ministries beyond the church's walls.



2. Great Commission Training

Mention the word evangelism in polite company and you might find yourself being shunned. The word conjures up all sorts of negative images, from knocking on doors to Bible bullying in the streets. And yet, there's that command Jesus gave to be a witness from our hometowns to the ends of the earth (Acts 1:8). The good news is being a witness doesn't have anything to do with what most people believe about evangelism. And though it's more than inviting someone to church (that's Word Of Mouth Marketing), faith sharing is as natural and easy as breathing ... once you understand it (see my book *Hitchhikers' Guide to Evangelism* and the ChurchTalk.TV videos on evangelism have great how-to tips). The Great Commission Training Team's job is to help your leaders and congregational members put their faith where their mouths are.

3. Local Mission Liaison

Your community has any number of helping agencies that could use your help. However, most churches aren't aware of the many mission opportunities they actually have in their communities beyond the local food bank, battered women's shelter, and veterans homeless housing – or whatever other darling charities you have in your town. Typically, there are many more helping agencies that don't get the limelight that the popular charities have. The Local Mission Liaison Team's job is to ferret out every mission opportunity in town so that the Passion Finding Team can help match member passions to hands-on missions. Because when you send your members out to do ministry, they're taking the hands and feet and the words of Christ out into the community. And that opens up all sorts of connection opportunities.

4. Congregational Missions

There are always more needs in a community than there are helping agencies to offer assistance. Try as we might, people slip through the cracks and when that happens, the church has missed an opportunity to take Jesus to the unchurched. The Local Mission Liaison's job is to find the mission opportunities in town. The Congregational Missions Team is charged with finding the gaps in the services and finding ways to bridge those gaps. It may well be beyond the resources of your congregation to put those services into place, but by knowing the gaps, the Congregational Missions Team (CMT) can network with city leaders, non-profit directors, and local business leaders to find solutions. And sometimes, the gaps can be filled by your church and that's when the CMT can really shine. Of course, whether the team is finding gaps or filling them, their primary job is to connect your members with hands-on mission opportunities.



Develop a plan so that every member of your congregation gets adequate Great Commission Training. (And don't forget role playing!)

How will you ensure your congregation gets (and stays) in the know about local helping agencies? How will you connect your members to those agencies?

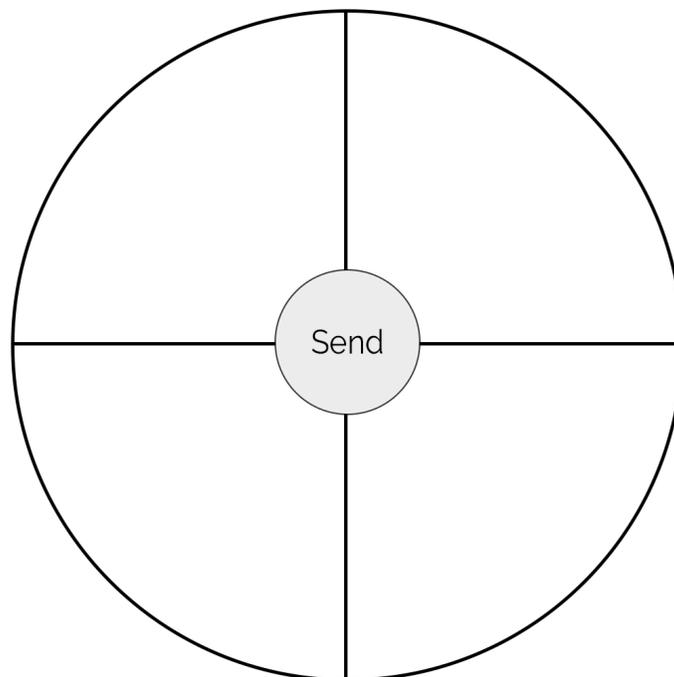


Are there gaps in the city's helping agencies that your church needs to fill? What do you need to do to make sure your church is vigilant in finding and filling the gaps?



To decide what goes into your congregation's Send Core Process, make a list of all the ways your congregation is involved or could be involved in being the hands, feet, and heart of Jesus throughout your city.

Try and sort these into four distinct groups and give each of the groups a title (like local missions, regional missions, member-mission liaison, etc.) and then fill in the illustration below.



A person is climbing a vertical rock face on the right side of the image. The background is a dramatic sunset sky with warm orange and yellow tones. The text 'Next Level Coaching Network' is overlaid on the left side of the image in a large, bold, black font. There are blue decorative bars at the top and bottom of the page.

Next Level Coaching Network

These four core processes are the foundations I use in the Pastor's Next Level Coaching Network to increase a church's visitor count, make connections with the visitors so they become returning guests, disciple them, and send them back out to do mission and ministry in Jesus' name. Of course, there's more to this than just understanding the processes and drawing a flow chart. You have to have passionate people in each of the processes, working in harmony with each other, in order to see sustainable growth. Like any building, laying a foundation is the first step, but the point of a foundation is to build something incredibly life-giving on it. And that starts with people.

READY TO GO **P** to the Next Level ●

We believe you're the next catalyst for your church's exponential growth. If you're ready to go to the Next Level, schedule a Strategic Planning Session with one of our Next Level Coaches.

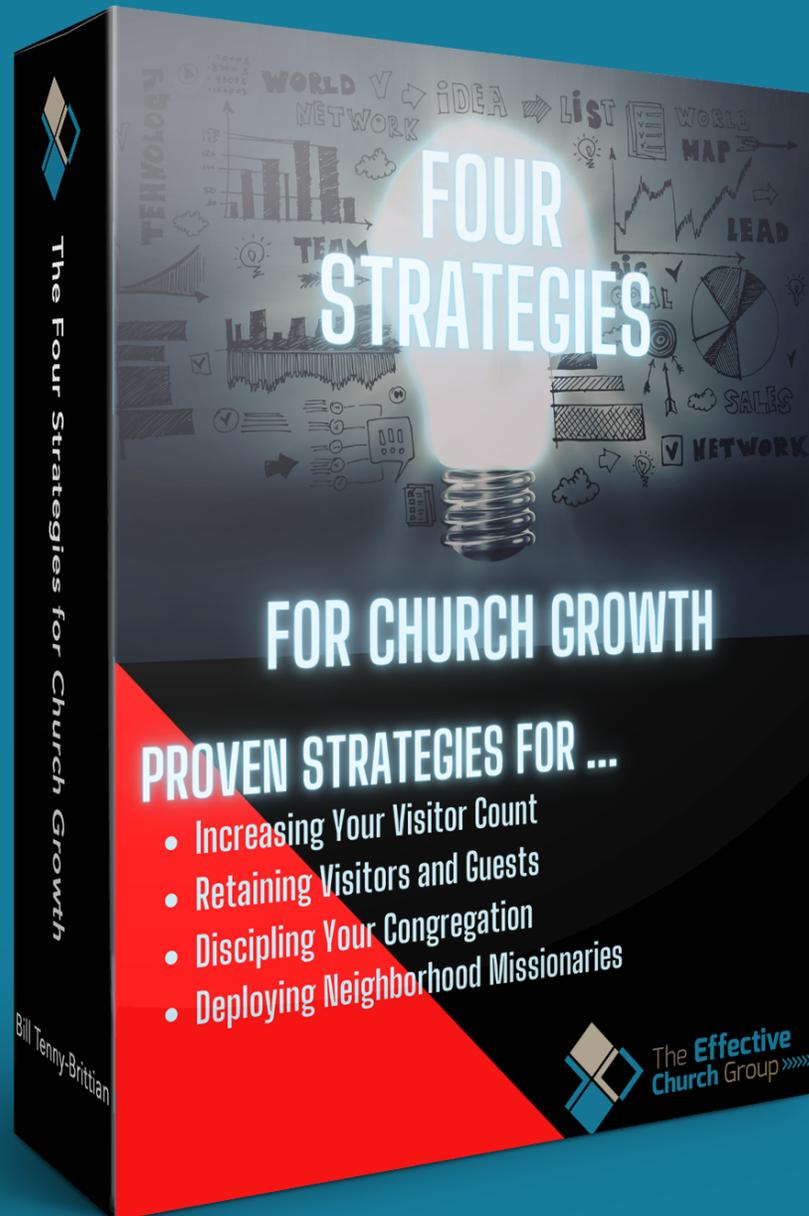
We'll help you get clarity about your #1 most important goal. And we'll help you identify what's keeping you from reaching that vision. Once you know that, you have keys to your future. And we'll help you get there.



[Click to Get Started Now](#)

Lesson 03

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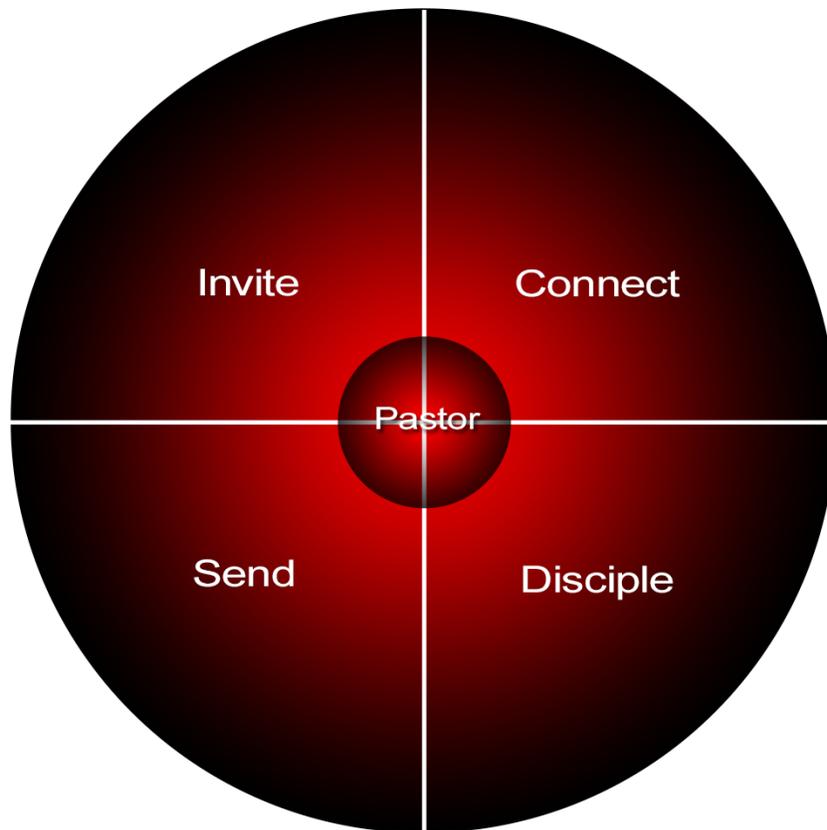


3

Implementing The Four Key Strategies



Let me start with what is probably the most important thing for you to understand: The role and responsibilities of the lead pastor. It makes no difference whether you're in a multi staff church or whether you're a solo pastor or whether you're a bi-vocational pastor, it's all the same. Pastor, you're responsible for everything that goes on in your church. When it comes to leadership, it doesn't matter what you're called. It doesn't make a difference if you're the CEO, the senior minister, the solo pastor, the lead shepherd, the head elder, whatever you call yourself in your system, the reality is that you are ultimately responsible for everything that happens in that church.





You're responsible for everything.

If the youth program isn't working, you're going to take the heat for it.

If the air conditioner isn't working, they're coming to you.

And, ultimately, if the church is in decline, you're going to get the blame for it.

You're the one they turn to. Your members are looking to you to lead the church into being faithful and effective and sustainable. The problem is, no matter how big or how small your congregation is, if you try to be everyone's supervisor for everything that has to get done, that's going to wear you ragged ... and I'm guessing it probably already is. In the illustration of the four core processes, you'll notice that there's a circle in the middle with your name on it. That circle overlaps all four of the foundational processes. It's a graphic representation that says, "Guess what, pastor. YOU'RE responsible!"

For everything.

And that's the joy of the Four Foundational Core Processes. If you deploy these processes right, you're only going to need four passionate, committed people to get the most important, life altering, church growing things done.

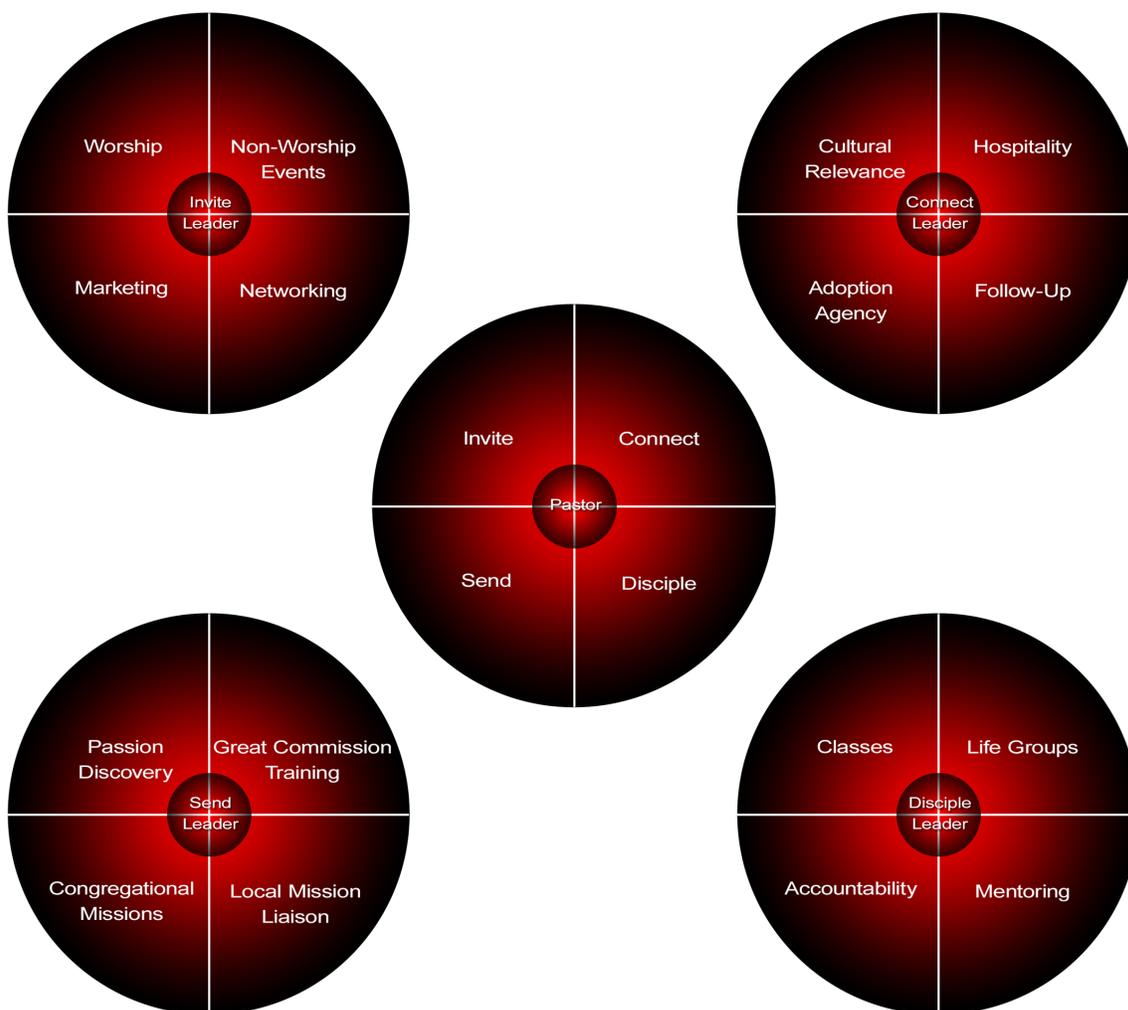
To make this process work, you only have to find four people.

- You need one person who is absolutely passionate at getting people in the front door of the church.
- You need one person who is sold out to hospitality and who will make sure anyone who visits the church is not only treated like royalty, they're treated like a brand new best friend forever.
- You need one person who understands that knowing the Bible isn't enough – that discipleship is about knowing Jesus, loving Jesus, and most importantly, doing what Jesus taught.
- And you need one person whose heart is broken by the need in the community. Someone who wants to mobilize every person in the church to do their part to bless the community and to share the good news of Jesus Christ.



Four people who can be responsible for running with just one of the foundational core processes. And each of those four are, like you, responsible for everything that's in their circle of influence. It's why, in the graphics of their spheres, you'll see their name right there in the middle circle, overlapping all four of their core processes. Again, that's a representation of what they're responsible for. This is one of the key things I use in the Pastor's Next Level Coaching Network to help my clients quickly double and triple their churches without creating chaos in church administration.

Using the four tools suggested in the previous video, the circles of influence look like the illustrations below.





Pastor, you “supervise” the Invite Leader, the Connect Leader, the Disciple Leader, and the Send Leader. Four people. Four processes. The foundation for everything necessary to grow your church.

But it doesn’t end there. The Core Leaders need only find four passionate people within their sphere of responsibility to maximize their effectiveness. In a small church, the Invite Leader will probably “do” everything that needs to get done to get first-time visitors through the door to begin with. Probably, though, they’ll recruit a passionate Worship Leader to ensure Sundays are Visitor-Friendly Fun Days that are inspiring and meaningful. As the church grows, the Invite Leader might decide they love doing the marketing, but chooses to hand off the invite-worthy, non-worship event planning to another talented, passionate person. And, of course, there may come a time when the Invite Leader becomes so busy that s/he has to recruit four Key Leaders for each of the Invite Foundational Core Processes.

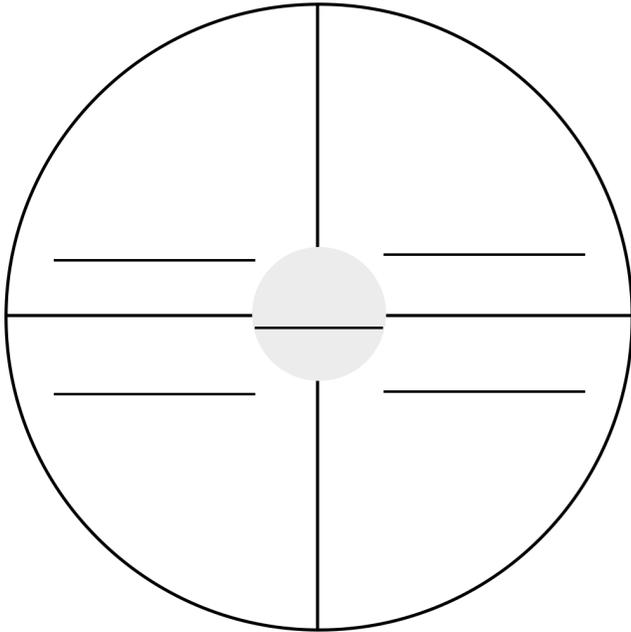
The process is, of course, the same for all Four Foundational Core Leaders. The brilliant thing is that in this process, no one ever oversees more than four leaders. You oversee four. They oversee four. And, as you can probably imagine, the process is completely scalable. The Worship Leader could brainstorm and create four key processes related to worship and recruit their own four passionate leaders – perhaps the Music Leader, Worship Arts Leader, Technical Leader, and Video Production Leader. This structure is designed to be implemented in a church from 30 to 3000 or more.

But let’s not get ahead of ourselves. Your job, at this point, is to develop your own Four Foundational Core Leaders. And once you’ve identified, trained, and deployed them, to be their coach and help them become effective leaders in their own right.

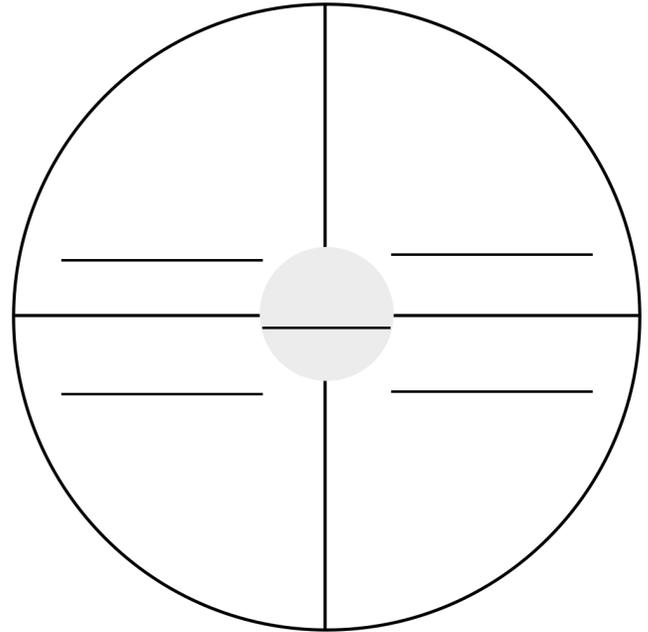
It all begins with a conversation with someone in your congregation with some passion. Get a one-on-one appointment and share your vision for the church and for the Invite Core Leader (or the Connect, Disciple, or Send Core Leader). Walk them through your expectations of their responsibilities. Be sure to paint a picture of what the outcomes will be when they’re successful – a church filled with fully committed disciples of Jesus Christ who are making a massive impact on the community. (Or whatever your vision may be.) And then ask them to prayerfully consider taking the position. Repeat that process for each Core Leader.



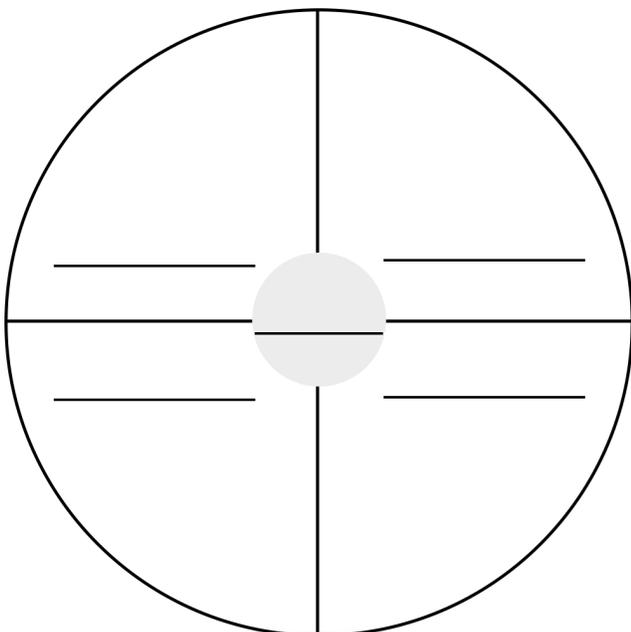
To help you get started, the next page of this worksheet has the spheres of responsibility for each Core Key Leader. Complete the four spheres with the tools your congregation will use (Worship, Marketing, Networking, etc.) and the name of the passionate member you believe should be responsible for that ministry. Then, schedule the recruiting appointment, share your heart and your vision, and get started growing your congregation. You'll have the basics covered!



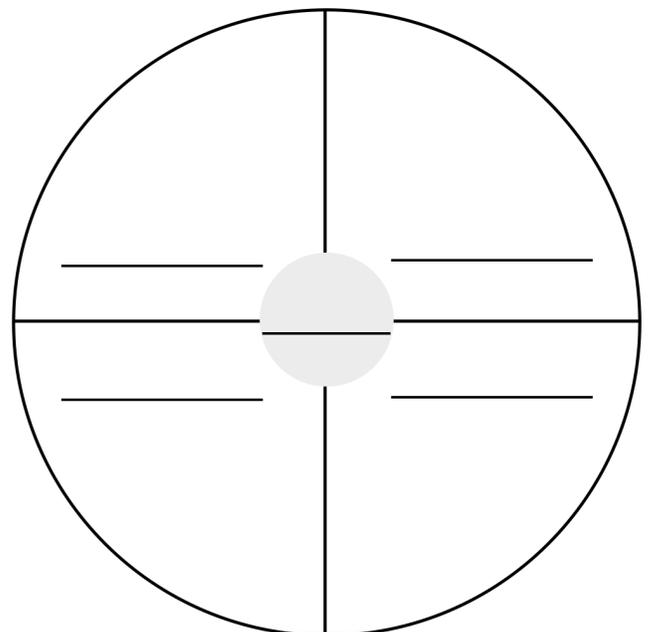
Invite



Connect



Send



Disciple



Wrap Up

I want to remind you of a couple critically important things. First, pastor, remember YOU are responsible for everything that goes on in the church. From the leaky faucet to the church's growth trajectory, you're the one everyone's looking to for direction. You're the expert. You're the only one trained in church growth, so let's grow your congregation together. When I was in Florida, I was in a church with only a handful of church members. The church was in a rural area and the nearest town was a fifteen minute drive through winding back roads. No one really saw any potential for growth. But I was determined, and so I began visiting every house on the unpaved back roads in what I considered "commuting distance." I hung out at the local convenience store to meet the neighbors and I convinced those few church members to invite me to their homes to meet their friends. In less than three months, I managed to double the size of the worshipping congregation.

I'd like to tell you that I built on that and that the church continued to grow and to become a community influence. But I didn't know anything about structuring for growth. I didn't understand the four core processes. And six months later, we were back to our original handful. Actually, we were worse off because one of the original families was so excited by the growth, that when decline set in, they left with the rest because of their disappointment. It would be another ten years before I figured out how to get people and how to hold on to them; how to disciple people and how to commission them as neighborhood missionaries.



I hope this has served you and that you'll start building your church's foundation on these four core processes. This is but a small but critically important part of the Pastor's Next Level Coaching Network. I developed the Network to help pastors in stuck churches become growth catalysts so they can grow their churches and spend more time transforming lives and less time managing members. I hope you see how deploying this foundation will help you do just that. You'll get so much more done through the hands of others than you could ever get done on your own.

READY TO GO **P** to the Next Level ●

We believe you're the next catalyst for your church's exponential growth. If you're ready to go to the Next Level, schedule a Strategic Planning Session with one of our Next Level Coaches.

We'll help you get clarity about your #1 most important goal. And we'll help you identify what's keeping you from reaching that vision. Once you know that, you have keys to your future. And we'll help you get there.



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