

Influence
MAGAZINE

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An eight-week study
for leadership teams



MEASURING CHURCH HEALTH

**8 KEYS TO GETTING A PULSE
ON SUCCESS**

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DISCUSSION GUIDE

Measuring Church Health: 8 Keys to Getting a Pulse on Success Communities: Whom Are We Reaching?

Assess: How would you describe the typical person who attends your church?

Insights and Ideas

The apostle Paul had an unwavering commitment to reach people with the gospel. He said, “I have become all things to all people so that by all possible means I might save some” (1 Corinthians 9:22). He made adjustments in his approach to reach various groups of people.

Each church is unique in whom it attracts. Unfortunately, our assumptions about whom we’re reaching often prevent us from making the best decisions about our ministry strategies. If you want to measure your church’s health, it helps to understand your primary communities. That happens best by taking four strategic steps:

1. *Survey your congregation.* Put together a survey to understand who actually attends your church or ministry department. Ask questions about marital status, race, age, employment type, how long they’ve attended, and their spiritual journey. This information will tell you exactly whom your church or ministry is designed to keep.
2. *Study your community.* There are three ways to study your community — demographic, psychographic and geographic. Demographic research reveals things like age, marital status and race. Psychographic research helps you understand how people think and behave. And geographic research focuses on a specific area of your city. Using an online site like the Association of Religious Data Archives (thearda.com) can help you understand the community living in a geographic radius around your church.
3. *Analyze your guest cards.* It’s one thing to know who connects to your church, but it’s another thing to discover who is actually visiting. These are not always the same. For example, 62% of the adults visiting 7 City Church are single; however, we have more married adults in our church than we do single adults. That discovery has caused us to make some changes in our ministry strategy. By analyzing your guest cards, you’ll discover exactly who is visiting, and whether this matches who you are keeping and who lives in your community.
4. *Identify your target demographic.* This doesn’t mean one group of people is more important than another group of people, or that you shouldn’t welcome people who don’t fit your target. What it does mean is that a church cannot reach everybody. Therefore, you need an “aim and accept” strategy. Aim focuses on designing your services to reach a specific target demographic. Accept focuses on welcoming and loving every person who walks through your doors, regardless of whether he or she reflects that target.

Reflect and Discuss

1. How well does our church reflect our surrounding community?
2. How would we describe the average person who visits our church?
3. Do we have a clear picture of our target demographic?

Apply

Create and administer a congregational survey (using a tool like surveymonkey.com), do some community research within a two- to five-mile radius of your church (using a tool like thearda.com), and take some time to analyze your guest cards from the previous six to 12 months. Then contrast the data and develop a primary (and possibly a secondary) target demographic. Determine what changes to make in your ministry strategy to reach and disciple this group more effectively.

Measuring Church Health: 8 Keys to Getting a Pulse on Success Communities: Whom Are We Reaching?

Assess: How would you describe the typical person who attends your church?

I have become all things to all people so that by all possible means I might save some” (1 Corinthians 9:22).

Four steps to understanding your primary audience:

1. *Survey your* _____ . Put together a survey to understand who actually attends your church or ministry department.
2. *Study your* _____ . Demographic research reveals things like age, marital status and race. Psychographic research helps you understand how people think and behave. And geographic research focuses on a specific area of your city.
3. *Analyze your* _____ *cards*. It’s one thing to know who connects to your church, but it’s another thing to discover who is actually visiting. These are not always the same.
4. *Identify your* _____ *demographic*. You need an “aim and accept” strategy. Aim focuses on designing your services to reach a specific target demographic. Accept focuses on welcoming and loving every person who walks through your doors, regardless of whether he or she reflects that target.

Apply

Create and administer a congregational survey (using a tool like surveymonkey.com), do some community research within a two- to five-mile radius of your church (using a tool like thearda.com), and take some time to analyze your guest cards from the previous six to 12 months. Then contrast the data and develop a primary (and possibly a secondary) target demographic. Determine what changes to make in your ministry strategy to reach and disciple this group more effectively.

Measuring Church Health: 8 Keys to Getting a Pulse on Success

Stories: Are Lives Being Changed?

Team Review: What did you learn from the congregational survey, community study and analysis of your guests?

Assess: What's the best story of life change at your church you've heard this year?

Insights and Ideas

There's nothing like a great story. Whether you're reading a book, watching a movie or listening to a friend, hearing a compelling story of life change is powerful.

In the Gospel of John, we read about Jesus' interaction with the Samaritan woman at the well. After this life-changing encounter, the woman's story compelled others to believe. John 4:39 says, "Many of the Samaritans from that town believed in him because of the woman's testimony, 'He told me everything I ever did.'" If we're not careful, ministry can become so focused on the systems, the numbers and the strategies that we forget about what's most important — life change. How do you measure and capture stories of life change? Here are five tips:

1. *Count spiritual decisions.* Measure things like the number of people who made decisions to follow Christ and get baptized in water. These decisions are more than stats; they're actual spiritual steps that produce life change.
2. *Ask spiritual questions.* Have your staff and key leaders regularly meet one-on-one with people in the congregation. During those meetings, ask, "What's God doing in your life right now?" The stories you hear might amaze and inspire you.
3. *Celebrate wins.* At the beginning of each staff meeting or volunteer meeting, ask your team what wins you can celebrate that week. Make it clear that wins are not just about numbers or events. Seek out stories of changed lives.
4. *Capture testimonies.* Provide opportunities (online, guest connect card or small groups) for people to share personal testimonies. They may be stories of salvation, freedom, restored marriages, financial breakthrough or any number of victories.
5. *Share stories of life change.* One way to create and capture more stories of life change is to share such stories publicly (with permission, of course). Sharing a story in a sermon or playing a video testimony during a service can lead to spiritual conversations or powerful ministry moments — during or after the service.

Ministry is all about people, and every person needs to experience the life-transforming work of Jesus. If you want to measure the health of your church, you have to be strategic about creating ministry where life change can happen, and then capturing those stories of life change.

Reflect and Discuss

1. From what ministry initiatives do we tend to hear some of the greatest stories of life change?
2. In which of the five strategies above are we strongest? Weakest?
3. How can we better, and more regularly, evaluate whether life change is taking place?

Apply

Select some of the strategies above, or create your own strategies, to measure life change in your ministry. Then monitor their effectiveness. Finally, implement a communication strategy so others can hear and celebrate what God is doing in the congregation.

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Assess: What's the best story of life change at your church you've heard this year?

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Five tips for measuring and capturing stories of life change:

1. *Count spiritual* _____. Measure things like the number of people who made a decision to follow Christ and get baptized in water.
2. *Ask* _____ *questions*. Ask, "What's God doing in your life right now?" The stories you hear might amaze and inspire you.
3. *Celebrate* _____. At the beginning of each staff meeting or volunteer meeting, ask your team what wins you can celebrate that week.
4. *Capture* _____. Provide opportunities (online, guest connect card or small groups) for people to share personal testimonies.
5. _____ *stories of life change*. One way to create and capture more stories of life change is to share such stories publicly (with permission, of course).

Apply

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Measuring Church Health: 8 Keys to Getting a Pulse on Success

Disciples: Are We Developing Fully Devoted Followers of Christ?

Team Review: What changes did you make to measure life change more effectively in your ministry?

Assess: Whom are you currently discipling?

Insights and Ideas

At the conclusion of the Gospel of Matthew, Jesus gave His disciples the ultimate challenge: “All authority in heaven and on earth has been given to me. Therefore go and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, and teaching them to obey everything I have commanded you. And surely I am with you always, to the very end of the age” (Matthew 28:18–20).

Making disciples is easier said than done.

There is a common assumption we make in churches when it comes to disciple making: activity + attendance = growth. We assume if we host an activity and lots of people attend, we must be generating healthy spiritual growth. In other words, we must be making disciples.

Unfortunately, that’s not necessarily true. Just because people show up does not mean they’re equipped to grow up. So, how do you measure the health of your disciple-making efforts? Consider three qualities:

1. *Effective disciple making is relationally driven.* Are your discipleship efforts relationally driven or program driven? Programs aren’t necessarily bad. We just need to make sure our programs are highly relational in their design. After all, our calling is to make disciples, not programs. Evaluate your primary discipleship strategy, and determine how much opportunity there is for relational interaction, spiritual discussion, collective prayer and corporate service. How can you raise the spiritual temperature of the group, elevate accountability, and deepen a coaching or mentoring dynamic?
2. *Effective disciple making is habit forming.* True discipleship should form healthy habits in disciples. A good discipleship strategy should lead disciples to cultivate regular spiritual disciplines, like prayer, Bible study, worship, fasting, giving, serving and sharing their faith. Ask yourself two questions: *Are these habits part of our spiritual conversations with group members, volunteers and leaders? Do we equip our disciples with the tools they need to cultivate these habits?* Most people have the desire; they just don’t know where to start.
3. *Effective disciple making is fruit bearing.* Finally, there should be visible fruit in the lives of disciples. Do you see people becoming more like Jesus? Is the fruit of the Spirit evident in their lives? What evidence do you see of their growth? I realize this can be a bit subjective at times, and it’s impossible to see into the heart of the individual. But in most cases, the fruit reveals the root.

Reflect and Discuss

1. What have been the most effective strategies that have helped you grow as a disciple of Jesus?
2. How relationally driven, habit forming and fruit bearing are the discipleship strategies at our church?
3. Are we truly developing disciples? How?

Apply

Take some time to evaluate the health of your current discipleship strategies. What changes do you need to make to ensure they are more relationally driven, habit forming and fruit bearing? Craft a plan, make the adjustments, and begin monitoring your progress.

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How to measure the health of disciple-making efforts:

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Measuring Church Health: 8 Keys to Getting a Pulse on Success

Spirit Baptisms: Are People Being Empowered by the Spirit?

Team Review: What did the assessment of your discipleship strategies reveal?

Assess: How well do we help people learn about and experience the Holy Spirit?

Insights and Ideas

In Acts 1:8, Jesus made a promise that would change the future: “But you will receive power when the Holy Spirit comes on you; and you will be my witnesses in Jerusalem, and in all Judea and Samaria, and to the ends of the earth.”

We must not underestimate the importance of the Holy Spirit in the lives of individual believers and in the work of the Church. At the same time, pastors today are trying to figure out the best way to help people receive this beautiful gift. So, it’s worth wrestling with two important questions to help us measure our effectiveness in seeing people filled with the Spirit:

1. *Knowledge:* How do people learn about the Person, work, and baptism in the Holy Spirit?

It’s essential we provide teaching on the person of the Holy Spirit, the fruit of the Holy Spirit, the baptism in the Holy Spirit, and how He empowers us with gifts to serve the Church and our world. This includes answering common questions, extinguishing myths and misconceptions, and helping people understand the real purpose of Spirit baptism. When people discover the practical side of who the Holy Spirit is and what the Holy Spirit does, their hearts become hungry for His activity in their lives. They can learn about the Holy Spirit through services, classes, small groups, books and online resources. Don’t get stuck in a single model for helping people grow in their understanding of the Holy Spirit.

2. *Experience:* Where do people have the opportunity to experience the baptism in the Holy Spirit? Some churches use Sunday morning services, while others rely on evening services throughout the week. Some churches take a first Wednesday approach, talking about the Holy Spirit and providing opportunity for people to receive this gift on the first Wednesday evening of the month. Still other churches use a small group strategy, weekend retreat or Saturday morning workshop as a place where people can encounter the Spirit’s baptism. The Holy Spirit is creative, so be creative about how people can experience Him. You have to decide what’s best for your context.

Once you answer the knowledge and experience questions, measure your effectiveness, and make necessary adjustments to your strategy along the way.

Reflect and Discuss

1. What difference has the Holy Spirit made in your life?
2. When do you teach on the Holy Spirit in your context?
3. What are the best ministry environments for people — children, youth and adults — to receive the baptism in the Holy Spirit?

Apply

Work together as a team to answer the knowledge and experience questions for your ministry. Then build your strategy into your calendar (and monitor its effectiveness) to ensure people receive the wisdom and opportunity they need to encounter the Spirit’s work in their lives.

Measuring Church Health: 8 Keys to Getting a Pulse on Success

Spirit Baptisms: Are People Being Empowered by the Spirit?

Assess: How well do we help people learn about and experience the Holy Spirit?

“But you will receive power when the Holy Spirit comes on you; and you will be my witnesses in Jerusalem, and in all Judea and Samaria, and to the ends of the earth” (Acts 1:8).

Two ways to measure our effectiveness in seeing Spirit baptisms:

1. _____: *How do people learn about the Person, work, and baptism in the Holy Spirit?* When people discover the practical side of who the Holy Spirit is and what the Holy Spirit does, their hearts become hungry for His activity in their lives. They can learn about the Holy Spirit through services, classes, small groups, books and online resources. Don't get stuck in a single model for helping people grow in their understanding of the Holy Spirit.
2. _____: *Where do people have the opportunity to experience the baptism in the Holy Spirit?* The Holy Spirit is creative, so be creative about how people can experience Him. You have to decide what's best for your context.

Apply

Work together as a team to answer the knowledge and experience questions for your ministry. Then build your strategy into your calendar (and monitor its effectiveness) to ensure people receive the wisdom and opportunity they need to encounter the Spirit's work in their lives.

Measuring Church Health: 8 Keys to Getting a Pulse on Success

Leaders: Are We Equipping Volunteers and Leaders?

Team Review: What changes did we make to help people increase their knowledge of the Holy Spirit and experience the Holy Spirit's work in their lives?

Assess: On a scale from 1 to 10, how well do we equip volunteers and leaders in our church?

Insights and Ideas

The apostle Paul said, "So Christ himself gave the apostles, the prophets, the evangelists, the pastors and teachers, to equip his people for works of service, so that the body of Christ may be built up until we all reach unity in the faith and in the knowledge of the Son of God and become mature, attaining to the whole measure of the fullness of Christ" (Ephesians 4:11–13).

One of our primary responsibilities as pastors is to equip people to serve. It's not enough to preach. We must also develop leaders.

Developing leaders is one of the most common challenges pastors face. Why? Because it's hard work. But you cannot measure the health of your church without measuring how well you equip and empower leaders. What's the best way to do that? Measure three things:

1. *Positions.* Begin by measuring how many roles exist in your church (and even outside your church) where people can serve. This list might include greeters, parking team members, café attendants, nursery workers, small group leaders, youth volunteers, production crew members, office helpers, and others. When you understand *where* people can serve, you're better equipped to know what kind of volunteers and leaders you need to recruit.
2. *Pipeline.* Next, measure where people are in your leadership pipeline. Most leadership pipelines have multiple levels, such as volunteer, leader, coach, director and staff. A volunteer might be a greeter, while a leader might oversee all the greeters. A coach might support a team of small group leaders, while a director might support a group of coaches. Measure how many people are in each role at each level of your pipeline. This will help you determine the capacity your church has for future growth.
3. *Potential.* Finally, measure how many people have the potential to move from one level of your leadership pipeline to the next level. For example, how many people are currently volunteers but have capacity to move to the leader level? And what kind of training will they need to move to the next level of responsibility?

Measuring these three areas will help you not only identify your number of volunteers and leaders, but also equip them to take their next step.

Reflect and Discuss

1. How many volunteers do we currently have? How many leaders do we currently have?
2. Do we have a leadership pipeline that works? If not, what would it look like to create a leadership pipeline for our church?
3. Who in our church is ready to assume a greater level of responsibility?

Apply

Work together as a team to create a leadership pipeline that clearly articulates who is at what level, who has the potential to move to a new level of responsibility, and what steps they need to take to get there. This process can take a while, so you might even make it a staff-wide goal for the next six months.

Measuring Church Health: 8 Keys to Getting a Pulse on Success

Leaders: Are We Equipping Volunteers and Leaders?

Assess: On a scale from 1 to 10, how well do we equip volunteers and leaders in our church?

“So Christ himself gave the apostles, the prophets, the evangelists, the pastors and teachers, to equip his people for works of service, so that the body of Christ may be built up until we all reach unity in the faith and in the knowledge of the Son of God and become mature, attaining to the whole measure of the fullness of Christ” (Ephesians 4:11–13).

Measuring volunteer and leader development:

1. _____. Measure how many roles exist in your church (and even outside of your church) where people can serve. When you understand where people can serve, you’re better equipped to know what kind of volunteers and leaders you need to recruit.
2. _____. Measure where people are at in your leadership pipeline. Most leadership pipelines have multiple levels, such as volunteer, leader, coach, director and staff. This will help you determine the capacity your church has for future growth.
3. _____. Measure how many people have the potential to move from one level of your leadership pipeline to the next level.

Apply

Work together as a team to create a leadership pipeline that clearly articulates who is at what level, who has the potential to move to a new level of responsibility, and what steps they need to take to get there. This process can take a while, so you might even make it a staff-wide goal for the next six months.

Measuring Church Health: 8 Keys to Getting a Pulse on Success

Service: Are People Outward Focused?

Team Review: What initial steps did we take in developing a leadership pipeline?

Assess: Is our congregation more inward focused or outward focused? Why?

Insights and Ideas

The natural tendency of a congregation is to become inward focused. In fact, the lead pastor often has to work hard to speak up for the person who's *not* sitting at the table (the unbeliever and the unchurched), because few others will. Jesus made it clear: "For the Son of Man came to seek and to save the lost" (Luke 19:10). That was His mission, and that's the mission He's entrusted to His Church. So, how do you measure the "service" side of your church, ministry or department? Consider these three steps:

1. *Evaluate your visitor flow.* A healthy visitor flow is typically equal to your average Sunday morning attendance. For example, if you average 200 people on Sunday mornings, you should have 200 visitors over the course of the year. If people are not inviting people, one of two things is happening. Either they don't feel a need to invite friends to church, or they're embarrassed to invite friends to church. One has to do with *urgency*, and the other has to do with *quality*. You need both. People need a sense of urgency, but they will only invite friends to church if the quality of the services compels them to do so. Track your visitor flow in every department, and then make improvements to your services and ministry environments.
2. *Practice and promote community service.* Another way to measure service is to provide opportunities to serve outside your church. Partner with local nonprofits and schools, or do a serve push where you offer multiple service projects over a four- to eight-week period of time. Mobilize each department in the church to serve, or launch a second Saturday strategy where you do a service project each month. Be sure to measure how many people sign up and show up to serve. Then celebrate the stories of impact during your weekend services.
3. *Value and highlight marketplace ministry.* Finally, celebrate people who are making a difference on their job and in the marketplace. Highlighting these stories will help people integrate their Sunday morning faith with their Monday morning work. Plus, it helps people feel validated. I often say to our congregation, "What I do on Sunday morning is extraordinarily valuable. But what you do on Monday morning is just as important." When people feel their work matters, they start to see it through a gospel-centered lens. Make this a practice in every department of the church as you affirm and celebrate what members, volunteers and leaders do Monday through Friday.

Reflect and Discuss

1. How many visitors did we have in the last 12 months? Is this equal to our average Sunday morning attendance?
2. How many service projects did we do last year? How many people engaged with them?
3. Do we ever highlight marketplace ministry? Do people in our church feel like we value their work? Why or why not?

Apply

Reflect on the three steps above. Then, put together a plan to increase an outward focus among your church members.

Measuring Church Health: 8 Keys to Getting a Pulse on Success

Service: Are People Outward Focused?

Assess: Is our congregation more inward focused or outward focused? Why?

“For the Son of Man came to seek and to save the lost” (Luke 19:10).

Measuring the “service” side of your church:

1. *Evaluate your _____ flow.* If people are not inviting people, one of two things is happening. Either they don’t feel a need to invite friends to church, or they’re embarrassed to invite friends to church. One has to do with _____, and the other has to do with _____. You need both.
2. *Practice and promote _____ service.* Provide opportunities to serve outside of your church. Be sure to measure how many people sign up and show up to serve. Then celebrate the stories of impact during your weekend services.
3. *Value and highlight _____ ministry.* Celebrate people who are making a difference on their job and in the marketplace. Highlighting these stories will help people integrate their Sunday morning faith with their Monday morning work. Plus, it helps people feel validated. When people feel like their work matters, they start to see it through a gospel-centered lens. Make this a practice in every department of the church as you affirm and celebrate what members, volunteers and leaders do Monday through Friday.

Apply

Reflect on the three steps above. Then, put together a plan to increase an outward focus among your church members.



Measuring Church Health: 8 Keys to Getting a Pulse on Success

Growth: Are Our Numbers and Percentages Growing?

Team Review: What steps have you taken to increase an outward focus among church members?

Assess: What parts of our church are experiencing growth? Why?

Insights and Ideas

It's always exciting to see a church grow. It certainly beats the alternative. While growth creates challenges, I'd much rather have those challenges than the struggles that come with decline.

Jesus seemed to value growth as well. When He shared the Parable of the Bags of Gold, He equated faithfulness with the servants' ability to steward resources in a way that produced growth. After the master settled accounts with his faithful servants, he said, "Well done, good and faithful servant! You have been faithful with a few things; I will put you in charge of many things. Come and share your master's happiness!" (Matthew 25:21,23).

The only way to know whether you're growing numerically is to count. So, what exactly should we count in ministry? I recommend four categories of metrics:

1. *Spiritual metrics*

- Salvations — Count how many people made a commitment or recommitment to Christ.
- Baptisms — Count the number of people baptized in water.
- Spirit baptisms — Count the number of people who received the baptism in the Holy Spirit.

2. *Ministry metrics*

- Visitors — Count how many visitors attend every kind of service (kids, youth and adults).
- Attendance — Count attendance in every environment (kids, youth and adults).
- Groups — Count the number of small groups, group enrollment and group attendance.
- Vehicles — Count how many cars are in the parking lot.

3. *Financial metrics*

- Giving — Count tithes, designated offerings, missions and building campaign giving.
- Donors — Count how many people make a first- and second-time donation. Mail a hand-written thank you note to all new donors.

4. *Leadership metrics*

- Volunteers — Count how many people are serving in the various areas of ministry.
- Leaders — Count how many leaders serve throughout the church, and where they are in the leadership pipeline.

In addition to identifying clear metrics, track growth in two ways: numbers and percentages. Tracking growth numerically means counting actual attendance, finances, baptisms, salvations, volunteers, etc. The value of counting is that you're able to identify room capacity issues, parking issues, growth or decline year over year, and whether you have adequate leaders and volunteers to sustain growth.

Tracking growth by monitoring percentages helps you identify whether you're trending up, down or the same. For example, what percentage of your average attendance is in a group, serving, giving, baptized, etc.? It's possible for your attendance to increase while your percentages decrease. Percentages can sometimes give you a better indicator of health because they show you the level of engagement in a congregation. Pay attention to both.

Reflect and Discuss

1. What metrics do we currently track? What metrics do we need to start tracking?
2. Do we track percentages? What do the percentages reveal about our church's health?
3. How often do we review our metrics? How could we more effectively use our metrics to foster healthier ministry?

Apply

Do a thorough review of your current metrics — what you count, what you don't count, and what you need to start counting. Establish a system that you update weekly and review monthly.

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Assess: What parts of our church are experiencing growth? Why?

“Well done, good and faithful servant! You have been faithful with a few things; I will put you in charge of many things. Come and share your master’s happiness!” (Matthew 25:21,23).

Four metrics to count:

1. _____ metrics

- Salvations
- Baptisms
- Spirit baptisms

2. _____ metrics

- Visitors
- Attendance
- Groups
- Vehicles

3. _____ metrics

- Giving
- Donors

4. _____ metrics

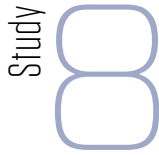
- Volunteers
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Apply

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Measuring Church Health: 8 Keys to Getting a Pulse on Success

Culture: Is Our Environment Healthy?

Team Review: How did you update the metrics for your area of ministry and the church overall?

Assess: How would you describe the culture of our staff?

Insights and Ideas

When you visit another country, you always encounter the unique dynamics of its culture. Language, food, clothing, schedules, artifacts, buildings, art and more contribute to a country's culture. The same is true in church. Every church has a unique way of doing things that contributes to its culture.

Here's the challenge: Some churches *create* their culture, while other churches *drift* into their culture. One happens *intentionally*; the other happens *unintentionally*.

John opened his third letter with these words: "Dear friend, I pray that you may enjoy good health and that all may go well with you, even as your soul is getting along well" (3 John 2).

Our prayer should be that the cultures of our churches also enjoy good health. To measure the health of your culture, consider three things:

1. *Employee engagement.* Research suggests employee engagement improves an organization's health and growth. For the last couple of years, 7 City Church has used the Gallup Q¹² employee engagement survey. This practical (and inexpensive) tool evaluates a team's engagement in a variety of areas to help the organization identify how it can improve its culture. Administering a survey like this once per year will provide insight into how you need to improve, as well as the opportunity to compare performance year over year.
2. *Permission to give feedback.* At every level of your church — staff to volunteer — foster an environment that welcomes feedback. Ask questions, seek input and resist the temptation to get defensive. Fostering a feedback culture communicates how much you value the opinions and perspectives of others. It also helps you make better decisions. When this happens within kids, youth, and adult ministry, you will improve as a congregation. The culture thrives because people feel heard.
3. *Leadership behavior.* The behavior of an organization's leaders is one of the biggest influencers on an organization's culture. Until your behavior catches up with your words, your culture will suffer. One way to assess your leadership behavior is by using the TalentSmart Leadership 2.0 assessment. The real value is when you invite your team to assess you as well. The team's honest, and anonymous, feedback will give you a real picture of your leadership strengths and weaknesses.

By implementing practical assessments and gathering insightful feedback, you'll be better equipped to make the changes necessary to develop a thriving culture.

Reflect and Discuss

1. What's the greatest strength of our culture? What's the greatest weakness?
2. What would it look like to create a culture of feedback in your ministry or department?
3. How would you feel about doing the Gallup survey and the Leadership 2.0 assessment?

Apply

Work together as a team to identify the next steps you need to take to improve your culture. This is not always easy, but the benefits can be huge. As you develop your plan, agree to foster a spirit of candor and care. Be honest, but also respect and honor one another.

Measuring Church Health: 8 Keys to Getting a Pulse on Success

Culture: Is Our Environment Healthy?

Assess: How would you describe the culture of our staff?

Every church has a unique way of doing things that contributes to its culture. Here's the challenge: Some churches _____ their culture, while other churches _____ into their culture. One happens _____; the other happens _____.

“Dear friend, I pray that you may enjoy good health and that all may go well with you, even as your soul is getting along well” (3 John 2).

Three ways to measure the health of your culture:

1. *Employee* _____. Research suggests employee engagement improves an organization's health and growth.
2. *Permission to give* _____. At every level of your church — staff to volunteer — foster an environment that welcomes feedback. Ask questions, seek input and resist the temptation to get defensive. Fostering a feedback culture communicates how much you value the opinions and perspectives of others. It also helps you make better decisions.
3. *Leadership* _____. The behavior of an organization's leaders is one of the biggest influencers on an organization's culture. Until your behavior catches up with your words, your culture will suffer.

Apply

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