

## **Finding Your Focus**

Ministry (or discipleship) is about helping people take their next steps toward Christ.

### **Are the next steps clearly defined?**

Ministry programming = ministries, events, gatherings, classes, etc.

### **We're doing too much.**

- Jim Collins: "Good is the enemy of great."
- John Moore (BrandAutopsy.com) "complexity creep": "keep plugging in new things but never unplug old things resulting in confusion with customers and employees"

## **Focused Strategy**

Is getting focused in ministry biblical? Shouldn't the church try to reach all people?

Paul in 1 Corinthians 9:

"**20** When I was with the Jews, I lived like a Jew to bring the Jews to Christ. When I was with those who follow the Jewish law, I too lived under that law. Even though I am not subject to the law, I did this so I could bring to Christ those who are under the law.**21** When I am with the Gentiles who do not follow the Jewish law, I too live apart from that law so I can bring them to Christ. But I do not ignore the law of God; I obey the law of Christ.

**22** When I am with those who are weak, I share their weakness, for I want to bring the weak to Christ. Yes, I try to find common ground with everyone, doing everything I can to save some."

There is focus and great intentionality reflected in those words.

## **Focused Message**

Jesus in Matthew 22:

**36** "Teacher, which is the most important commandment in the law of Moses?"

**37** Jesus replied, "You must love the LORD your God with all your heart, all your soul, and all your mind."**38** This is the first and greatest commandment.**39** A second is equally important: Love your neighbor as yourself."**40** The entire law and all the demands of the prophets are based on these two commandments."

## **Where is your focus?**

- What event/program requires a major platform announcement to succeed?
- What would you not participate in if you weren't the pastor?

- Does this program reach people outside the church, or does it just satisfy people inside the church?
- Where is the fruit? What would happen if you invested more time, energy, resources, volunteers, leadership, prayer there?

Fewer programs = Less competition for leaders, volunteers, space, promotions, money

**Don't confuse activity with results.**

**Are the next steps clearly communicated?**

Noise

- print/web/platform/email from all ministries = spam
- louder doesn't improve the effectiveness of the message

Avoid noise

- clarify the mission, vision and values
- develop a focused strategy
- consistency of branding/voice/personality
- prioritize messages
- eliminate competing messages

**Are you ready to change?**

- Change without **vision** is chaos.
- Many times the most successful or positive changes also produce the most **criticism**.
- If everyone already recognizes the need for change, you're obviously not the **leader**.
- Organizations that don't change die.

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