

The Giant Inflatable Blue Monkey

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

What does a fully-devoted follower of Christ look like at your church (in your ministry)?

1. Are the next steps clearly defined?

Where is your focus?

- What event/program requires a major platform announcement to succeed? (friends invite friends if it adds value)
- 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?

Don't confuse activity with results.

2. Are the next steps clearly communicated?

How do we avoid noise?

1. clarify the mission, vision and values
2. develop a focused strategy
3. consistency in your messages; branding/voice/personality (exercise with sample communications)
4. prioritize messages (all-church vs. ministry-specific)
5. eliminate competing messages (say "no")

Wrap up

1. Have you clarified the next steps?
2. Are the next steps clearly communicated?

Are you trying to "promote next steps" rather than "engaging people's lives"?

Are people really becoming fully-devoted followers of Christ?

Need an outside set of eyes to help your church determine where you have systems and strategies gaps and facilitate next steps? Visit TonyMorganLive.com/consulting for more details.