

Quick Summary

In the world of athletics it is easy to tell when a team succeeds – they can simply check the scoreboard to see whether they won or lost. But in the world of the church, it can be harder to figure out what success looks like. The authors give a 7 step process to clarify the picture of success in the church, and to moving a church towards fulfilling its mission of bringing people to genuine life change.

Key Insights

- **Clarify the Win** – if you don't know what a win looks like in the church then everyone is guessing and may come up with their own definition of success. Clarify the win on every level of the organization so it is crystal clear.
- **Think steps not programs** – a program starts with a need and figures out how to address the need. When you think steps you think about the end goal you have in mind for a person, the destination, and about what steps that person would need to take to reach that destination.
- **Narrow the focus** – you cannot do everything in ministry, you cannot succeed in being the one-stop-shop for everything people need. So you eliminate what you do well so you can focus on what you could potentially do best. Focus allows the church to have a much greater impact than dispersing our efforts all over the place.
- **Teach less for more** – we cannot possibly teach everything in every environment. Decide to say one thing at a time, and then say it throughout everything you communicate in that environment. When you are done with your ministry, how would you want people to finish this sentence: “One thing I learned from you was.....”
- **Listen to Outsiders** – churches and organizations often hear from insiders about what they could do better, but rarely hear from outsiders. So it is critical that you develop some kind of mechanism that allows you to hear input from outsiders and consider their opinion in shaping the church environments.

	<ul style="list-style-type: none"> ▪ Replace Yourself– everyone is going to be replaced, the question is whether you will be intentional about your replacement or not. If you develop a culture in the church where everyone sees the need to train their own replacement, you will increase the impact of your recruiting, because leaders don't volunteer, they are personally recruited. ▪ Work on It – take a break from working <i>in</i> your ministry so that you can see it differently, evaluate it, and then decide how to improve it, or, if necessary, stop it.
Action Items	<ul style="list-style-type: none"> ▪ Work through these 7 principles with leadership team
Quotes	<ul style="list-style-type: none"> ▪ “A different set of questions comes to mind when we talk about what it means to win. For example, do attendees feel comfortable inviting their unchurched friends? Are members recognizing the need to give a percentage of their income? How many individuals are successfully connecting to small groups? Do our people understand how to apply the scriptural truths we're teaching in their daily lives?” (p. 71) ▪ “...when you think steps, not programs, you will also discover ways to help people grow in their <i>relationships</i>. Every ministry environment you create should help build bridges relationally...” (p. 91) ▪ “...church by its nature is a very <i>general</i> concept. And most people are not looking for a church; otherwise churches would be full of visitors every week. What people are looking for is something that is relevant to their marriage, their family, their personal lives. What they are looking for is something that works for them as individuals. And that is something specific, not general.” (p. 108) ▪ “...narrow the scope of what you teach to cover less information. In some cases, you will actually say more about fewer things. But here's the key: The things you choose to teach should be limited to those things that your people most need to hear.” (p. 122) ▪ “...leaders don't volunteer; they are recruited. They respond to a personal invitation, not a general announcement. One of the reasons we keep getting great volunteers is that we have volunteers who replace themselves.” (p. 164)

