



WHAT ARE YOUR CHURCH MEMBERS THINKING?

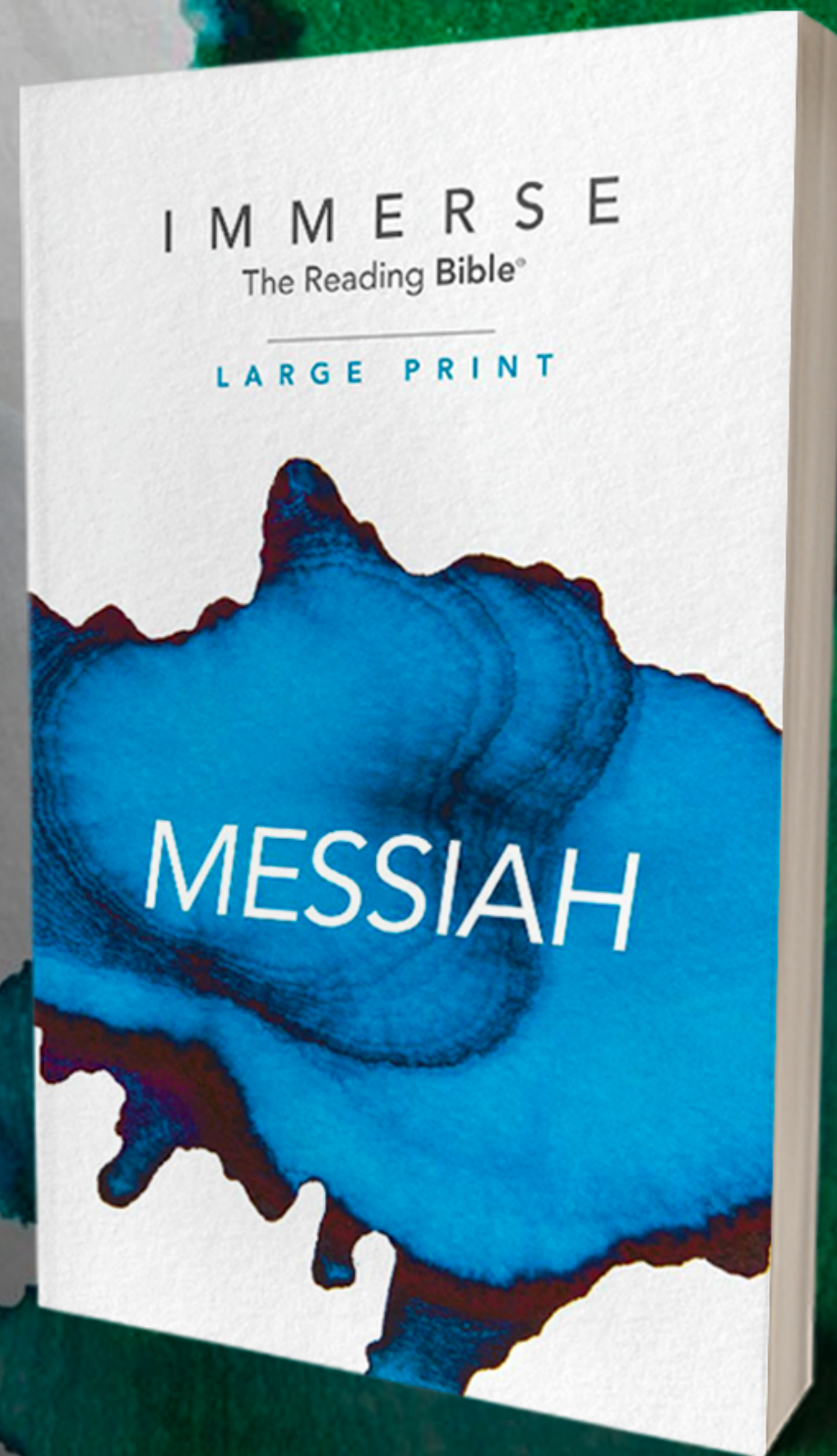
**A Key to Attendance
Growth And Five Ways
to Read Their Minds**



Take 40 days to experience

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The Sports Team That Went Nowhere





The Sports Team That Went Nowhere

- **Not aligned**





The Sports Team That Went Nowhere

- Not aligned
- **Playing for different reasons**





The Sports Team That Went Nowhere

- Not aligned
- Playing for different reasons
- **Conflict-laden**





The Sports Team That Went Nowhere

- Not aligned
- Playing for different reasons
- Conflict-laden
- **No leadership**





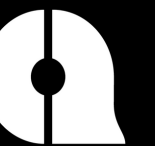
Church Answers estimates that
8 of 10

churches are going nowhere
because church members are
on different pages.





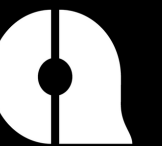
Types of church members





Types of church members

 **Me-focused**

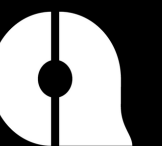




Types of church members

■ Me-focused

■ Socially-focused



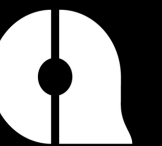


Types of church members

■ Me-focused

■ Socially-focused

■ Internally-focused





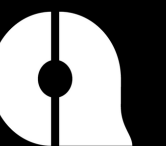
Types of church members

Me-focused

Socially-focused

Internally-focused

Issue-focused





Types of church members

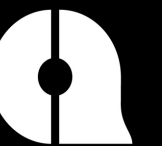
Me-focused

Socially-focused

Internally-focused

Issue-focused

Great Commission focused



You must understand where your church members are before you can lead them someplace else!





Five Ways to “Read Their Minds”



1. What excites you?



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- **Remembering something from the past**



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- **Remembering something from the past**
- **What do you enjoy today?**



1. What excites you?

- **Remembering something from the past**
- **What do you enjoy today?**
- **Where are you involved in the church today?**



2. Where is volunteering most productive?



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- Think of your three easier areas.**



2. Where is volunteering most productive?

- **Think of your three easier areas.**
- **Think of your three most challenging areas**



3. Conduct a member perception survey.



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- **Get church members' views of different types of ministries.**



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- **Get leaders' views as well.**



3. Conduct a member perception survey.

- **Get church members' views of different types of ministries.**
- **Get leaders' views as well.**
- **One of the best tools for moving forward**





KNOW YOUR CHURCH REPORT

- One of the most field-tested instruments for churches today (since 1995)
- Fully revised
- 160 questions
- Takes each church member 15 to 20 minutes to complete
- Non-threatening perception questions





KNOW YOUR CHURCH REPORT

- Examines six areas of ministry: evangelism, fellowship, worship, discipleship, ministry, and prayer
- Focus first on the perceived strengths of the church
- 32-page report
- Regularly \$300, limited time at \$195



4. Conduct brief member interviews.



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- **What are the greatest strengths of the church?**



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- **What are the greatest strengths of the church?**
- **What are the greatest challenges of the church?**



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- **What are the greatest strengths of the church?**
- **What are the greatest challenges of the church?**
- **What I love most about my church is _____.**



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- **What are the greatest strengths of the church?**
- **What are the greatest challenges of the church?**
- **What I love most about my church is _____.**
- **If I could change one thing in the church, it would be _____.**



4. Conduct brief member interviews.

- **What are the greatest strengths of the church?**
- **What are the greatest challenges of the church?**
- **What I love most about my church is _____.**
- **If I could change one thing in the church, it would be _____.**



5. Ask new members two questions.



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- What attracted you to this church for the first visit?**



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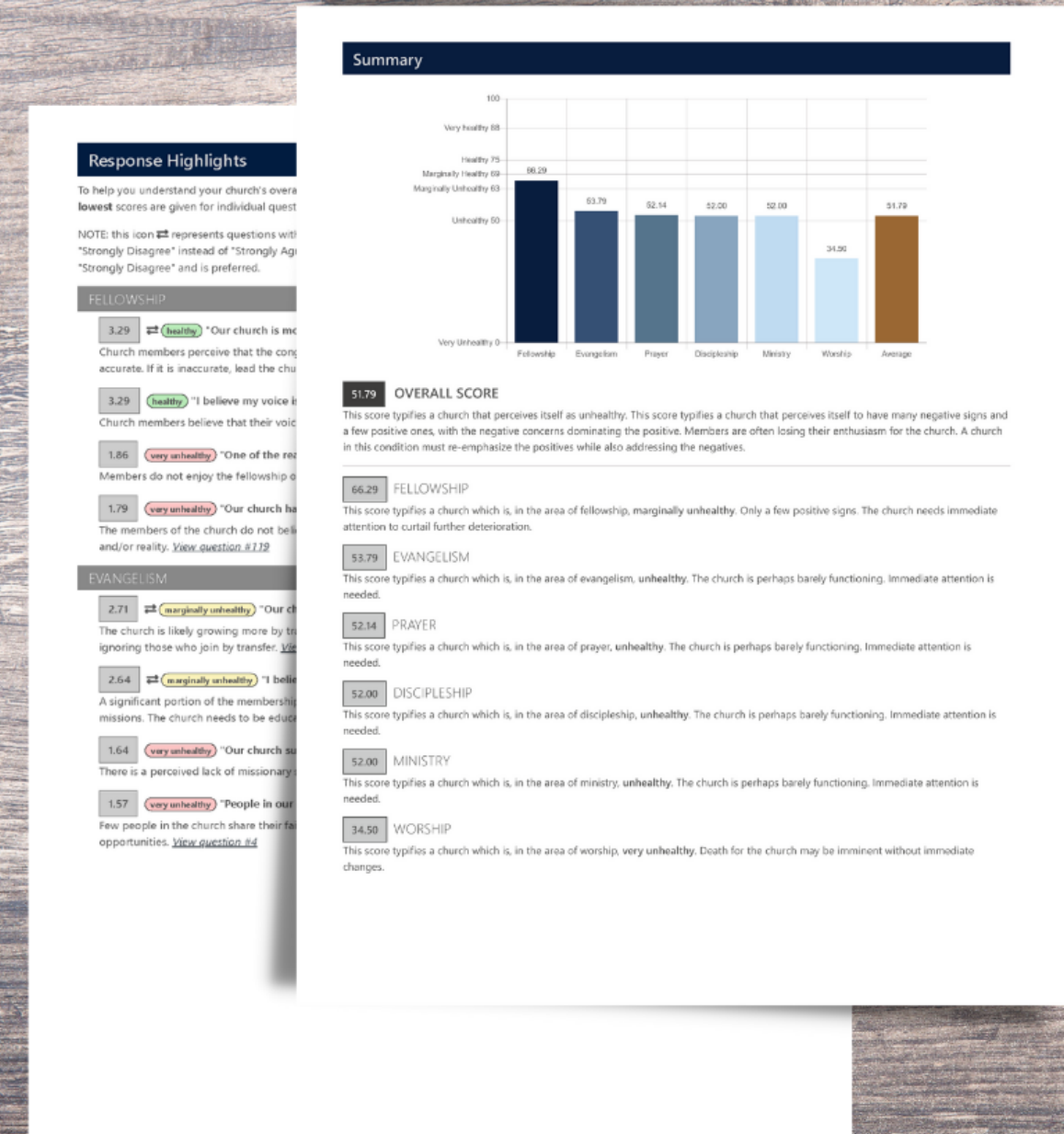
- **What attracted you to this church for the first visit?**
- **What was the deciding factor in your joining our church?**





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QUESTIONS?