

The Formula of Measurement

Initiating new ministry teams and strategies can be exciting and provide new energy to any local church. If this new momentum is not reinforced with structure and accountability things can quickly fall back into a stagnant state.

By utilizing the Formula of Measurement, that focuses on building a church metrics structure, you can look forward to many years of sustained growth.



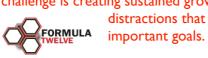
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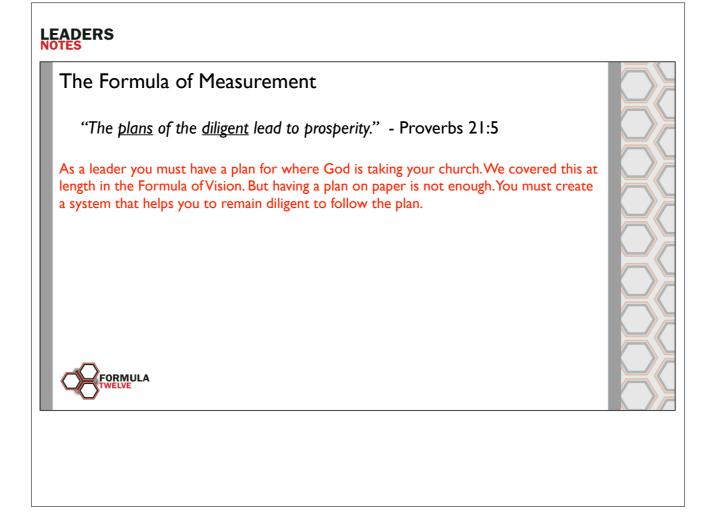
Almost every church has experienced seasons of growth in its lifetime. These seasons are full of energy and excitement. Many of you may be in one of these seasons now.

There are many factors to building a life giving church that sees growth but all include the following:

Empowering key leaders Well-designed systems that build disciples Growing spiritual passion

Truthfully, getting a church to grow is not the most difficult task. The most difficult challenge is creating sustained growth, because with every new level of growth comes distractions that can pull you away from focusing on the most





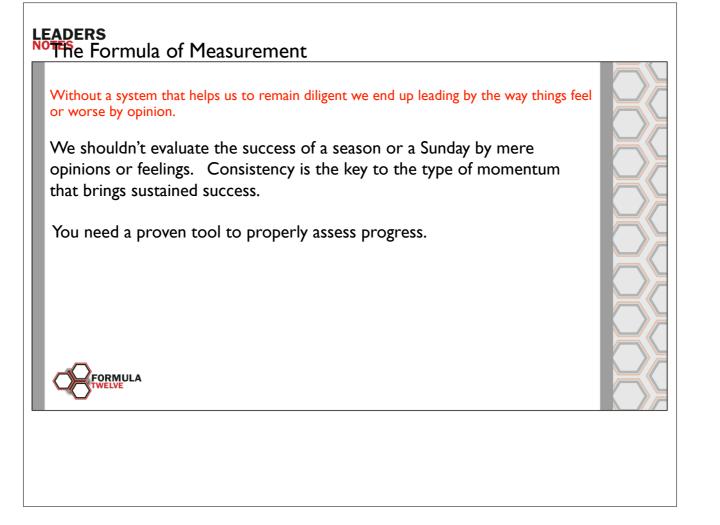


Image: Notes The Formula of Measurement Church Metrics are measurables (Like a dashboard) that focus every leader and member on the ultimate goal. Occasionally, a pastor will show concern that this strategy is too close to a business model. Metrics do not turn a church into a business any more than a checkup turns my body into a machine. Like a doctor's thorough report, metrics equip leaders with critical information to make better decisions for the health of their churches. Image: Comparison of the image: Comparison of the

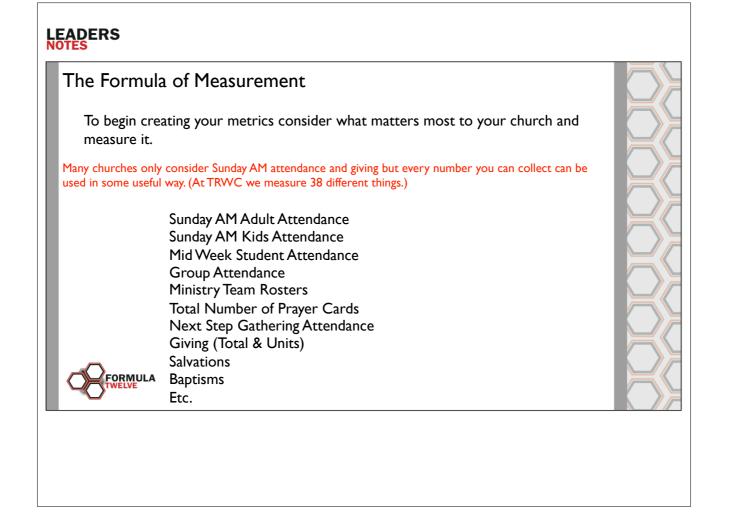
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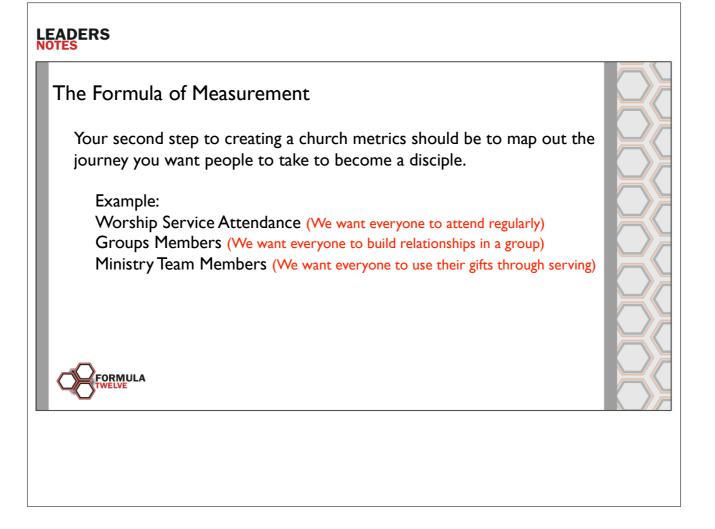
Creating a church metrics system is the best strategy to keep everyone <u>focused</u> and to measure <u>progress</u>.

<u>Focused</u> – Over time every team loses focus. Events, fatigue, changing team members can all contribute to a loss of focus. A church metrics keeps everyone focusing on the most important goals and measurements.

<u>Progress</u> – At your church how do you know if you are moving toward your overall goal? Metrics define a starting point and enable a team to establish checkpoints to strive for.







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To best understand the effectiveness of your discipleship process measure for movement not totals.

If the weekend service becomes the "main event," it will be the first and final destination on the discipleship path of most attendees. Instead we must recognize the weekend service as a starting point from which a number of spiritual next steps can be taken.

	Worship Service	Small Groups	Ministry Teams
Children	120	80	40
Students	140	75	65
Adults	650	400	300
Total	910	555	405

With this metrics as your base you can avoid growing a church of loosely connected consumers. Instead you will know you are moving people into meaningful relationships and to serving opportunities, thus more developed disciples.



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Your third step to creating a church metric should identify your follow up retention rate.

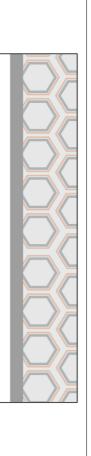
This is the metric that lets us know if our connecting process is working. With so many deadlines and tasks it is important to know if your follow up efforts are fruitful or not.

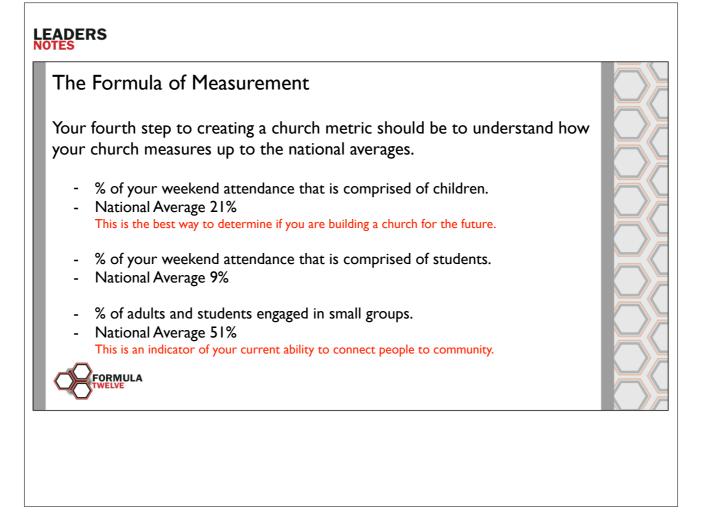
Total number of Prayer Cards (Guests) / Total number of Next Step attendees = Retention Rate

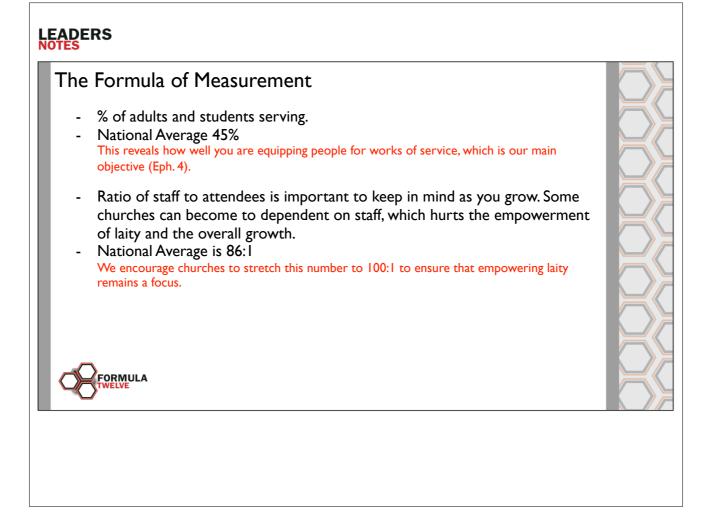
Example: 10 total Prayer Cards / 3 Total families attended Next Step = 30% Retention Rate

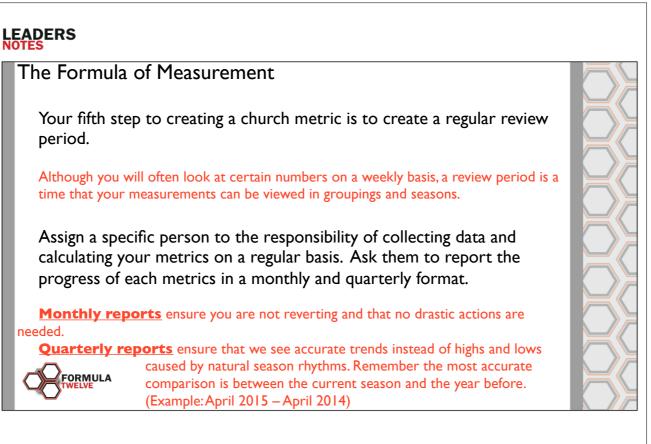


Although these metrics should be tracked weekly, I suggest only reviewing them monthly so that you observe a trend instead of a bad Sunday.









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Your sixth step to creating a church metric is to use the data for goal setting.

Once you discover a base line of where your metrics are you can begin to set goals for each team (measurement).

Measurable goals are a powerful way to clarify the 'win' for your team members.

Most churches do not have a reliable system for defining and measuring what success looks like at every level of the organization.

Nothing hinders morale more than when team members are pulling against one another because they do not understand the 'win'.



When you clarify the 'win', you can manage your <u>time</u> & <u>resources</u> more effectively.



The Formula of Measurement As you apply the Formula of Measurement remember, Metrics reveal important details of a church that would not otherwise be discovered. These insights are invaluable to leaders who want to make informed decisions. But few people are truly encouraged by numbers and graphs. Instead, they are inspired by stories. Stories provide personal examples of the people represented by each of those numbers.



