



FORMULA TWELVE

The Formula of Measurement

Leader's Notes



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.



The Formula of Measurement

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 important goals.



The Formula of Measurement

“The plans of the diligent lead to prosperity.” - Proverbs 21:5

As a leader you must have a plan for where God is taking your church. We covered this at length in the Formula of Vision. But having a plan on paper is not enough. You must create a system that helps you to remain diligent to follow the plan.



The Formula of Measurement

Without a system that helps us to remain diligent we end up leading by the way things feel or worse by opinion.

We shouldn't evaluate the success of a season or a Sunday by mere opinions or feelings. Consistency is the key to the type of momentum that brings sustained success.

You need a proven tool to properly assess progress.



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.



The Formula of Measurement

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

Focused – 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.

Progress – 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.



The Formula of Measurement

To begin creating your metrics consider what matters most to your church and measure it.

Many churches only consider Sunday AM attendance and giving but every number you can collect can be used in some useful way. (At TRWC we measure 38 different things.)

Sunday AM Adult Attendance
Sunday AM Kids Attendance
Mid Week Student Attendance
Group Attendance
Ministry Team Rosters
Total Number of Prayer Cards
Next Step Gathering Attendance
Giving (Total & Units)
Salvations
Baptisms
Etc.



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Your second step to creating a church metrics should be to map out the journey you want people to take to become a disciple.

Example:

Worship Service Attendance *(We want everyone to attend regularly)*

Groups Members *(We want everyone to build relationships in a group)*

Ministry Team Members *(We want everyone to use their gifts through serving)*



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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 fourth step to creating a church metric should be to understand how your church measures up to the national averages.

- % of your weekend attendance that is comprised of children.
- National Average 21%
This is the best way to determine if you are building a church for the future.
- % of your weekend attendance that is comprised of students.
- National Average 9%
- % of adults and students engaged in small groups.
- National Average 51%
This is an indicator of your current ability to connect people to community.



The Formula of Measurement

- % of adults and students serving.
- National Average 45%
This reveals how well you are equipping people for works of service, which is our main objective (Eph. 4).
- Ratio of staff to attendees is important to keep in mind as you grow. Some churches can become too dependent on staff, which hurts the empowerment of laity and the overall growth.
- National Average is 86:1
We encourage churches to stretch this number to 100:1 to ensure that empowering laity remains a focus.



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Your fifth step to creating a church metric is to create a regular review period.

Although you will often look at certain numbers on a weekly basis, a review period is a time that your measurements can be viewed in groupings and seasons.

Assign a specific person to the responsibility of collecting data and calculating your metrics on a regular basis. Ask them to report the progress of each metrics in a monthly and quarterly format.

Monthly reports ensure you are not reverting and that no drastic actions are needed.

Quarterly reports ensure that we see accurate trends instead of highs and lows caused by natural season rhythms. Remember the most accurate comparison is between the current season and the year before.
(Example: April 2015 – April 2014)



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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 time & resources 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.





The Formula of Measurement

White Board

what teams are necessary at what size church. Levels of leadership.

-Portion on the importance of placing people in ministry

-90 day goal system

