

LEADER CONVERSATION GUIDE

# Assessing Your Ministry's Health Today - Episode 210

## *Strategic Planning for the Future (Part 1)*

Many pastors want to jump right in to planning and implementing change. But every church is unique in its history, vision, and opportunities, so there are no “one size fits all” solutions for getting back to health. Before we can make any progress in **moving forward**, we need to get a grasp on **where we are today**.

Assessment doesn't just stop at the question “Where are we **healthy** today?” Good assessment also requires that we look at what **isn't** working; what warning lights are starting to go off that we need to address before we move forward.

Stopping to assess where our ministry has been, where it is now, and where we might be getting stuck gives us the starting point for our roadmap—our strategic plan. Here are the four key elements to focus on when assessing health:

### *Four Key Elements to Assessing Health*

- 1) **Clarify the story.**
  - a) As a team, work through this series of questions:
  - b) What is the history of the church? What were the significant and defining moments in our past?
  - c) What has God taught us and shown us already throughout the years?
  - d) What has led to health in the past of our church? What has led to stuck-ness in the past of our church?
- 2) **Analyze the objective metrics.**
  - a) Complete the free [Unstuck Church Assessment](#) and discover: Where does our church currently sit on the lifecycle? What are the next steps for this phase?
  - b) Complete the [Vital Signs Assessment](#) (normally \$49 but free with code **podcast**) and discover: How does our church compare in over 20 key data points?
- 3) **Unpack your first-time guest experience.**
  - a) Take a week to attend your current Sunday service experience from the eyes of a brand new visitor.

- b) Take a look at your current web presence, service environment, sermon, and other key areas and ask:
  - i) Is it clear who we're trying to reach?
  - ii) Is our current environment tailored to insiders or outsiders?
  
- 4) **Identify future opportunities.**
  - a) Take time to consider: What parts of our ministry are working? What parts of our ministry are stuck or unclear?
  - b) Where do we see potential opportunities for health and growth?

Working through these exercises as a team creates unity and buy-in for the second step of the process: strategic planning. More on that next week!

## *Next Steps*

### ***Register for the FREE "Finding Church Health Again" webinar on September 23***

Our new reality has fast-tracked the decline of unhealthy churches at a pace faster than ever before. Although there are no "quick fixes" for health, that doesn't mean your next steps are unprecedented or unclear. Churches that were healthy and growing before and those that still are today have this in common: They aren't just **hoping** for health. They're **planning** for it.

[Register Now!](#)

### ***Discover the Unstuck Process***

Learn more about how [our unique process](#) can help you get perspective on where you are today, clarify a path forward, and start achieving wins in the first 90 days [here](#).

Listen to the episode on iTunes or at [theunstuckgroup.com/episode210](https://theunstuckgroup.com/episode210).