

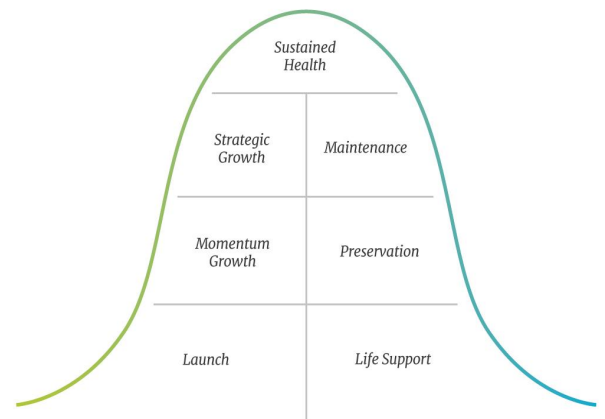
LEADER CONVERSATION GUIDE

## The Growing Side of the Church Lifecycle - Episode 198

### *Ask This, Not That (Part 1)*

Most organizations start, grow, thrive, lose momentum, decline... and eventually end. The same is true for churches.

We're kicking off a new podcast series called, "Ask This, Not That," exploring **the seven phases of the church lifecycle**: launch, momentum growth, strategic growth, sustained health, maintenance, preservation, and life support. This week, we'll dive into the first three phases on the "growing side," explaining their characteristics and unpacking the questions most pastors in those phases *are* asking versus the questions they really *should* be asking. These first three phases are exciting ones to be a part of, but they can't last forever. And churches can get stuck at any phase of the lifecycle.



### *Phase 1: Launch*

The characteristics:

- It's a new beginning
- There's a focus on reaching new people
- There's a heavy reliance on volunteer engagement
- Very little competes with weekend worship services
- There are few, if any, rules
- Finances are tight

**Ask This:** Who are we trying to reach?

**Not That:** Will anybody show up?

### *Phase 2: Momentum Growth*

The characteristics:

- There's an outward focus
- There's a lot of buzz

- Creativity and innovation (and therefore change) are expected
- They begin to focus on their vision
- They are often driven by personality
- They begin to give leadership away

**Ask This:** What's the best way to make room for new people?

**Not That:** How do we make room for all these people?

## *Phase 3: Strategic Growth*

The characteristics:

- They shift from personalities to teams
- Growth pains force leaders to think more strategically
- They confirm their discipleship path
- Systems are established to reinforce healthy behaviors
- Structure forms to support future growth
- They begin to flex their healthy change muscles

**Ask This:** What is our discipleship pathway? What systems do we need to create around this pathway?

**Not That:** Is this reproducible?

## *Next Steps*

### *Unstuck Church Assessment*

Regardless of uniqueness, every church has the potential to go through a very similar life cycle. [Take the Unstuck Church Assessment](#) and receive a free comprehensive report to better understand where your church sits today and **get clear next steps towards sustained health.**

### *RE-ENGAGE: An Unstuck Roundtable on Carrying the Mission Forward in the New Normal*

Sign up to join us on July 20 for a [FREE Webinar](#) on the best practices and learnings from churches who are leading the way in reopening and re-engaging their people. We can't promise you all the answers, but it's our hope that you will leave this event re-energized and empowered to lead well in the Fall 2021 season.

Listen to the episode on iTunes or at [theunstuckgroup.com/episode198](https://theunstuckgroup.com/episode198).