

LEADER CONVERSATION GUIDE

LEADER, then STRATEGY, then STRUCTURE

Episode 151

How to Structure and Staff for More Digital Ministry + 6 Steps to Sequence the Shift Effectively

In response to the way our culture is changing around us, churches are beginning to shift as well. One of the key changes they're making is moving from analog to digital ministry. In this episode, we share the one key step you must get right as you make moves to do more ministry online, as well as a framework and sequence for evaluating and implementing any major ministry strategy shift you may encounter in the future.

The Digital Ministry Director Role

- This is not the person who manages the website or social media or communication. It needs to be a bigger picture role.
- This person will help you develop and implement a digital strategy to engage and connect with people your church is trying to reach, as well as a digital strategy to help people in the congregation become more like Jesus (e.g. take steps on the church's discipleship pathway).
- They need to be able to help you design and execute effective digital strategies based on the answers to questions like, *Who are we trying to reach? What are their needs? What do they most value in life? What are the key questions they're asking? How should we respond and help the people we are trying to reach?*
- Also, this leader and their team will have to work closely with leaders over weekend environments, Next Gen environments, and your discipleship path to answer questions like, *How do we encourage people who are new to the church (and possibly new to the faith) take their next steps? How do we build digital strategies to encourage movement on the path?*

Leader > Strategy > Structure

- We're seeing pastors start down the path of trying to build a digital ministry strategy for their churches. You can't do that. A ball will get dropped.
- You need the person who will lead the strategy to help you *design the strategy*.
- You need the person who will lead the strategy to help you *build the team*.

A FRAMEWORK FOR

CORE MINISTRY STRATEGY CHANGES

01

DECIDE

Decide whether you do, or do not, need to shift a ministry strategy as you face a new normal.

02

CLARIFY

If yes, clarify your core "growth engines" in the new normal. (e.g. Is a clear digital strategy one of them?)

03

IDENTIFY

Identify/hire the leader who will own each growth engine.

04

STRATEGY

For each growth engine, let the leader help you shape the strategy for the future.

05

DETERMINE

Determine what structure is needed to support the future strategy.

06

SHIFT

Reallocate or shift staffing resources, if needed, to match the shift in ministry strategy.

Next Steps

[Join us for the MASTERCLASS on July 30, 2020!](#)

Join Tony and Amy on July 30 for an exclusive 1-Day Masterclass. You'll walk away with practical strategies to lead 4 key shifts in your church:

- the shift **from Analog to Digital**
- the shift **from Gathering to Connecting**
- the shift **from Teaching to Equipping**
- and the shift **from Global to Local**

Most pastors we talk to are feeling tired and feeling paralyzed. If that's you, you're not alone, but we believe you don't have to stay there!

Register now for this 1-Day Masterclass on **How to Lead Change & Reach New People**, and get your seat for just \$99. Register at theunstuckgroup.com/masterclass.

Listen to the episode on iTunes or at theunstuckgroup.com/episode151.