

LEADER CONVERSATION GUIDE

Making Organizational Pivots

Episode 159

Why Healthy Organization Change Before They're Forced To + a Few Pivots We're Making at The Unstuck Group

Almost every organization has had to pivot in some way in recent months. From shifting to more digital/less analog, to redeploying team members with new measures for success, significant change has affected nearly all of us. So what should we learn from those changes that will make us better in the future? In this episode, Tony and Amy discuss the organizational pivots pastors are asking about, pivots they have been leading at The Unstuck Group, and insights from what we've learned along the way.

Why Make Organizational Pivots When Things Appear Healthy

- Tony has been studying the lifecycle of churches for more than two decades, and here's what he has observed: Healthy, thriving organizations change before they need to change.
- Stuck organizations avoid change until they are forced to change... and then oftentimes they still don't change.
- Healthy organizations pivot. This same principle applies to businesses, nonprofits and all other organizations.
- For example, Amazon is the second largest company in the U.S. Through 2019, revenue increased by over 20% year over year. Last year it brought in nearly \$300 billion. And yet, Amazon is beginning a pivot in the grocery business. They already own Whole Foods, and now they are opening a new chain of grocery stores with a new shopping experience that blends in-store and online shopping, allows shoppers to check out without waiting in line, and provides kiosks for help finding products and getting help with meal suggestions.
- On the other hand... David Kinnaman from Barna Group recently completed an interview with NPR, in which he shared that he anticipates that 1 in 5 churches could close in the next 18 months, based on the data Barna has been reviewing. That's 60,000 churches in the US. We can blame the pandemic, but even before the pandemic, close to 20% of churches self-identified as being in life support via our free [Unstuck Church Assessment](#).
- Is it more likely that those churches are stuck because they embraced change or because they've avoided change?

How We're Pivoting at The Unstuck Group

#1. The In-Person to Online Pivot

- We've updated and enhanced our process for serving churches using technology.
- We're able to make [The Unstuck Process](#) less expensive for churches since we don't have to charge for travel time and expenses.
- Though most of our engagement strategy was already online, we've fueled this team and our online strategies even more. That's what allows us to connect with 30,000+ church leaders every week. We've seen a 70% increase in web traffic; 40% increase in podcast downloads; grown our content subscriptions by 25%.
- That's helped us get coaching and resources to more church leaders in a season when they probably need that support the most.

#2. The Leadership Coaching Pivot

- We hosted leadership coaching networks for pastors for about 10 years. They were limited to a few leaders at a time, were challenging to scale, and were often cost prohibitive because of the travel expenses to participate. A few years ago, we stopped offering them.
- But because of conversations with pastors during this season, we've realized many pastors *want* leadership coaching: Help with leading staff, driving vision and strategy, leading change, helping their team experience both health and high performance.
- Many leaders are saying, ***"I don't know if I'm the right leader now."*** In many cases, you are! You may just need a guide to help you through a situation or a season that you've never been through before.
- In the coming weeks, we'll officially launch **Unstuck Leadership Coaching**, with options at three different levels and three different price points in hopes that we can make a coaching experience accessible to every pastor who wants it.

Next Steps

Learn more about [Unstuck Leadership Coaching](#) from The Unstuck Group!

- Get an experienced coach to help you develop your ability to lead the church forward.
- Equip yourself with practical tools to navigate complex ministry challenges.
- Build the leadership skills to successfully cast vision, create digital ministry strategy, and lead your team well.
- Find peer support, accountability, and community from like-minded pastors navigating the same kinds of challenges.

Start right away. Cancel anytime.

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