

LEADER CONVERSATION GUIDE

# 4 Steps to Re-Align Your Team for Digital Ministry Episode 173

## *Building a Successful Digital Ministry Strategy (Part 3)*

Over the last few weeks, we've been digging into the details of building a successful digital ministry strategy. We started the series looking at [How to Make Disciples Online](#) and then talked through [How to Measure Online Disciple Making](#). This week, we're focusing on how to align and structure your staff for digital ministry. Tony Morgan and Amy Anderson walk through 4 essential shifts churches need to embrace when looking at how to structure their team for the new reality.

### *Step 1: The Mental Shift*

- Churches need to start thinking of themselves as an online organization who hosts in-person gatherings as one part of their ministry strategy. This will help you, as a leader, think about how you have to structure your staff and use your resources differently.
- Many churches are realizing that they hired a lot of “doers”—instead of equippers.
- You need to hire specialists to execute your online or digital strategies, and you'll need equippers to lead the connection side of ministry.

### *Step 2: The Strategy Shift*

- The foundation of ministry didn't change:
  - Your core beliefs/doctrine didn't change.
  - Your mission didn't change.
  - How you define a disciple—who we should be becoming as we grow in our relationship with the Lord—didn't change.
- It's the directional level of the [pyramid](#) that's shifting:
  - Your vision - where you think your church will be in 5 years
  - Your organizational wins - they may have changed
  - Your strategies - how you will accomplish your wins/goals has clearly changed

### *Step 3: Finding the Right Leaders*

- You need a leader to lead your strategies around reaching people and a different leader championing people taking their next step on the discipleship path.
  - These leaders will partner together, but you need different “owners” over each area.
- If digital content is the main strategy to connect with people outside of the church you need to staff for it:

- For this role, you need someone who's faster-paced and can fail forward.
- Ideally your reach/digital strategist isn't the same person who oversees the weekend service.

### *Step 4: Zero-Based Staffing*

- Start from scratch with your organization chart.
- How would you structure if you were starting over?
- Develop high-level structure first (Senior Leadership Team).
  - Once you have peace, have one-on-one conversations about the organizational chart without names.
  - Tell your high level leaders where you see them and ask them to pray with you about it.
  - When you have your SLT locked in, gather them and talk about how to restructure underneath.
- You will have to adjust resourcing: Weekend, Digital, and Operations will need specialists. while Family Ministry and Next Steps will have to develop strong volunteer leaders.
- Start preparing your team for the changes now.

### *Next Steps*

- Read the book [Necessary Endings](#) by Dr. Henry Cloud and start to prepare for the changes that will need to happen on your team.
- Review the [Strategic Alignment Pyramid](#) and determine what levels/areas need to change for your church.
- Take a look at our [Strategic Planning Process for Digital Ministry](#). We would love to help you navigate these changes.

Listen to the episode on iTunes or at [theunstuckgroup.com/episode173](https://theunstuckgroup.com/episode173).