

LEADER CONVERSATION GUIDE

What Happened in 2020

Episode 175

This year brought with it unprecedented changes, countless detours, and an uncertain future for churches across the globe. But in the midst of the biggest disruption that we've experienced, a lot of good has come from this season.

This week we wanted to take a few minutes to look back on some of the good things that have happened here at [The Unstuck Group](#) and challenge you and your team to do the same.

Relevant Content is Essential

- We've seen, yet again, that creating relevant content is essential for growth (think about things like your email list, website traffic, podcast downloads, etc.).
- Our podcast, in particular, has experienced a lot of growth (more than 30% increase in downloads compared to last year). Consider how creating and optimizing your church's podcast might be part of your content strategy in 2021.
- We worked with nearly 100 churches across the globe over this last year, including 50 new churches that we're helping navigate this challenging season.

We've Pivoted to Move Our Mission Forward

- We refreshed our [Vital Signs Assessment](#)
- Created an eBook on [4 Roles Senior Pastors Can't Delegate](#)
- We launched our quarterly [Masterclasses](#)
- Developed a new strategy to [help churches navigate mergers](#)
- Created a [Strategic Planning Process for Digital Ministry](#)
- Launched brand new [Unstuck Leadership Coaching](#) options

Next Steps

- **Go back through the same exercise with your team:** What has God done through your ministry? Spend some time celebrating with your team.
- [Register for our upcoming masterclass](#) on How to Build a Hybrid Church.

Listen to the episode on iTunes or at theunstuckgroup.com/episode175.