

LEADER CONVERSATION GUIDE

3 New Keys to Staffing and Structure for a Hybrid Church

Episode 177

How to Build a Hybrid Church (Part 2)

The topic of *how to structure* teams in this hybrid era—where churches are balancing both in-person and digital ministry strategies—continues to be a headline topic for the pastors we work with. Because churches are launching new digital ministry strategies, they are realizing they need to *shift*—or more likely **add**—some staff roles to be effective.

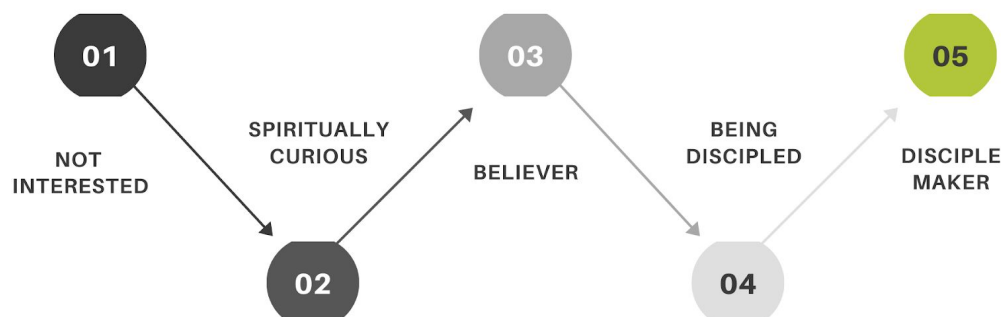
But there are three new things related to staff structure that church leaders need to consider.

Right-Sizing Your Staff Model

- One of the big gaps the pandemic exposed for many church teams is the need for more strategic leaders and team-builders vs. all ministry “doers.”
- Recommended staffing budget: 45% to 55% of overall budget.
- The number of staff in a declining church is 35% higher than in growing churches.

New Metrics to Consider

- Churches need to measure movement along the five phases of the spiritual journey and decide what those metrics are going to be.
 - Those stages are: *Not Interested, Spiritually Curious, Believer, Being Discipled, and Disciple Maker*



- These new metrics will help everyone on the team know what success looks like for your organization.
- Unhealthy teams lack clarity around what they should be achieving. When you define the important results you are looking for, then staff can quickly evaluate the effectiveness of their strategies.

New Goals

- Once the organizational goal is set, leadership needs to determine how each ministry team will contribute to that goal.
- You need to help your team members understand what success looks like for their team and for each person on their team.
- These goals fall in the Directional and Action Level of the [Strategic Alignment Pyramid](#).
- Set goals for your team around the activities that would best lead them to results.

Next Steps

- [Register your team for our upcoming masterclass](#) to dig deeper into the practical strategies for building a hybrid church.
- Take a look at the [Strategic Alignment Pyramid](#) and talk through it with your leadership team.
 - Consider the Directional Level Goals for your ministry and then break those down for each team at the Action Level.
 - What does that look like? What is the “win” for each team and each team member?
- If you’re looking for help in restructuring your staff and building a healthy church with both in-person and online ministry strategies, take a look at our [Strategic Planning for Digital Ministry](#). We would love to help you create a strategic path forward.

Listen to the episode on iTunes or at theunstuckgroup.com/episode177.