

LEADER CONVERSATION GUIDE

Top 5 Mistakes Multisite Churches Make in Staffing & Structure (And How to Avoid Them) – Episode 184

Multisite & Merger Strategies (Part 3)

Part three of our series is a practical conversation around **staffing and structuring a multisite church**. Now that the church has embraced multisite for over 20 years as a way to expand ministry, there are predictable outcomes we see related to how churches design and structure their multisite church. Some of those outcomes are good - and they help the church grow and expand in healthy ways, and some of those outcomes lead to what we call being “multistuck”.

Amy Anderson on our team has served more than 100 churches specifically in the staffing and structure area of The Unstuck Process, many of those being multisite churches. So in this episode, we are digging into the common mistakes and predictable outcomes of multisite staffing and structure.

Top 5 Mistakes Multisite Churches Make in Staffing & Structure

- Hiring a campus pastor that really wants to be a lead pastor instead of a second chair leader.
- Overstaffing the campuses.
- Putting a campus pastor in place at the sending location too early in the multisite process.
 - The sending campus and central are one in the same at the beginning of the multisite process. It's not until your 3 or 4th campus launch that you're ready for a CP at the sending location.
- Not properly staffing the new campus.
 - Instead, all the sending location leaders also assume responsibility for the new campus – kind of a “divide and conquer” mentality. This often results in a lonely CP with no real “team” to help him/her lead and grow the campus.
- Trying to do live teaching at all the locations.

This leads to overstaffing. And when a church has a different main teacher it leads to less unity, which eventually leads to a separate church.

Predictable Outcomes for Staffing a Multisite Church

- Roles
 - 1 Site: singular role responsibilities.
 - 2-3 Sites:
 - Dual roles – some campus responsibility and some central responsibility.
 - Campus Pastor and their team (these are people who execute ministry - people magnets, multiplier/equippers - not creating strategy).
 - Need to focus on adding leaders. Otherwise churches end up overstaffed with many people who are more “doers” than “equippers/multipliers”.
 - 4+ Sites:
 - Back to more singularly focused roles at a campus or in a central role.
 - Multisite Director and CP for sending location. This is when central becomes central and the sending location becomes a Campus Team.
 - Focus on adding leaders. Executing ministry, engaging volunteers, and growing high level volunteers in ministry.

Big Decisions Churches Need to Make that Affect a Church's Multisite Structure

- What Multisite Model You'll Use
 - How identical? Where is there autonomy? (Too much autonomy is a church plant, not a multisite strategy.)
- The Teaching Approach
 - Your teaching approach will define the role of the Campus Pastor – what does he/she have time for? What are their priorities?
- Who Has What Decision Rights
 - Who has the authority? And who has influence?
 - What does central decide? What do campuses decide?

Next Steps

- [Sign up for our FREE webinar](#) on March 18th: 3 Keys to Structure Your Team for Future Ministry Impact.
- Take a look at our [Multisite Best Practices](#) page.
- If you're considering going multisite or are stuck as a multisite church, [let's talk](#). We would love to come alongside you and help your church grow.

Listen to the episode on iTunes or at theunstuckgroup.com/episode184.